



Reseller achieves 81% increase in click-through rate with automotive dealership customer

Force Marketing provides direct mail and digital marketing services, including SEO, retargeting, video pre-roll, e-mail, and pay per click (PPC) advertising, for a vast array of clients in the automotive industry spanning across North America and Australia. With more than 1,000 clients, Force Marketing is helping more and more of them add paid search to their digital advertising plan each day. In creating search advertising campaigns for its clients, Bing Ads has become an increasingly important key to success.

"We're showing better engagement with Bing Ads across the board," says senior director of digital strategy Nick Cybela. "We've integrated Bing Ads into all of our search campaigns with clients and are finding that increased investments in Bing are driving superior results."

Integrating Bing Ads leads to quick, fast results

Shottenkirk Automotive Group is one client that has seen much improved results in their paid search efforts since adding Bing Ads to the mix. With seven dealership locations, Force Marketing was originally spending all of Shottenkirk's search advertising money on Google. However, once they slowly started integrating Bing Ads into the account, they saw immediate results over just three months.

"The Shottenkirk audience started responding better to Bing Ads," Cybela says. During that three-month period, impressions increased by more than 350%, while clicks increase by more than 700%. Additionally, the click-through rate increased by 81%, and conversions increased significantly.

Case Study

FORCE
MARKETING

Client : Force Marketing

forcemktg.com

Social :  

Industry: Digital Marketing

Market : U.S.



**81% increase
in CTR**



**740% increase
in clicks**

Agencies get access to Bing Ads support specialists, tutorials, marketing materials, accreditation and more. Let us help you serve your clients better. [Visit the Agency Hub](#)

Superior account management with Bing Ads

Across 146 automotive dealerships and 12 group sites, Shottenkirk saw a 2% click-through rate for Bing, which performed twice as well as Google AdWords. They also saw a \$2 cost per click, compared to a \$4 cost per click for Google AdWords.

In addition to its improved performance compared to Google AdWords, Cybela says that the level of support provided by the Bing Ads account management team also makes Bing Ads stand out. For example, the search advertising team at Force Marketing is able to lean on the Bing Ads account management team for help with exclusive pilots and customized initiatives along with foundational things like specific keyword or ad approvals.

“The level of relationship we have with the Bing Ads account management team makes a difference and has helped improve performance through that consultation,” he adds.

Additionally, tools like Ad Extensions and ad scheduling have also proved to be helpful tools in increasing performance across clients’ campaigns along with aligning with direct mail and traditional campaigns, ensuring a true multi-channel experience.

With the help of Bing Ads, Force Marketing is hoping to significantly grow its clients’ digital advertising campaigns.

“As we increase skill and budgets, and performance remains improved, we’re looking to grow and expand this partnership with Bing Ads as quickly and aggressively as we can,” Cybela adds.

[Get started](#)

Bing Network

Reach millions of unique searchers in the U.S. on the Bing Network,¹ where searchers spend more. Searchers on the Bing Network spend 23% more online than the average Internet searcher.²



161 million
unique searchers²



5.9 billion
monthly searches²



31 percent
of the search market²

Connect    

1. The Bing Network includes Microsoft Core Search sites and Yahoo (Bing powered) sites in the U.S.

2. comScore Explicit Core Search (custom), December 2014.

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