



# Communications software company achieves 25.4% higher conversion rate with Bing Ads compared to Google

**Grammarly** improves communication with a proofreading app and other products used by 4 million people worldwide. The company's software corrects spelling, checks grammar errors, enhances vocabulary and more.

Although Grammarly targets anyone who wants to improve their writing, its core audience is college students. In looking for new ways to reach its audience, Grammarly made Bing Ads a critical part of its search advertising strategy. Bing Ads is now responsible for more than 10% of the company's online business.

## Using Bing Ads features to increase clicks and reach more customers

With more than 2 billion native and non-native English writers in the world, Grammarly ran into a challenge—optimizing its core channels where people are actively searching for similar products. Additionally, the company found it hard to discover new channels that allowed it to reach and educate the masses on the benefits of Grammarly's writing and proofreading services.

Since incorporating Bing Ads into its search marketing strategy in 2010, Grammarly has reached more customers and seen a large increase in clicks.

One Bing Ads feature that has contributed to Grammarly's success is Universal Event Tracking, a campaign measurement solution that allows advertisers to track conversion goals and other metrics important to their business. By placing one tag, or tracking code, across a website, advertisers can better understand what happens after a customer clicks on their ads.

## Case Study



Client : Grammarly

[grammarly.com](https://www.grammarly.com)

Social :  

Industry : Information Technology

Market : United States



**25.4% higher conversion rate than Google**



**5.8% higher return on investment than Google**

Grammarly has also incorporated Enhanced Sitelinks into its strategy. These are additional links with descriptive text in ads that take customers to specific pages on an advertiser's website. This allows advertisers to promote certain products, services or sections of their websites—and take potential customers to exactly the information they are searching for.

With a small marketing team covering a lot of areas, Justin Setzer, search engine marketing analyst at Grammarly, says the account support he receives from the Bing Sales team has been invaluable to the campaign's success. "We receive amazing help from our account manager, Brenna Feely," Setzer says. "She provides insights into the latest Bing Ads products, works with us on strategy and best practices and helps us optimize our account with regular reporting."

## Making big gains with Bing Ads compared to Google

Since using Bing Ads, Grammarly has seen a 25.4% higher conversion rate and a 7% lower cost per click than Google. Overall, Grammarly has achieved a 5.8% higher return on investment compared to Google.

Further, from 2014 to 2015, Grammarly saw tremendous growth using Bing Ads. "I think these results really speak to the work that's being done at Bing to gain market share, and more importantly, that the gain in market share is high-quality traffic," Setzer says.

From 2014 to 2015, Grammarly achieved a 24% increase in impressions, a 58% increase in click-through rate, a 97% increase in clicks and a 136% increase in sales. "Our results on Bing, especially recently, are very exciting. Bing is proving to be a vital channel for us, so while our core campaign is pretty much maxed out in terms of potential impressions, we are actively seeking additional segments and networks to find new customers," Setzer says.

[Get started](#)

## Bing Network

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



**161 million**  
unique searches<sup>2</sup>



**5.9 billion**  
monthly searches<sup>2</sup>



**31 percent**  
of the search market<sup>2</sup>

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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