



# Telecom company gets 437% higher conversion rate and 29% lower cost per lead with Bing Ads

**Grasshopper** offers a cloud-based business phone system with a suite of features that caters to small businesses. Its “pay as you grow” plan makes it ideal for small businesses who don’t want to tie up capital in phone system hardware.

“Traditional business phone systems are costly. Small business owners today are mobile, and they’re looking for a more flexible and convenient solution,” says Greg Kristan, SEO Specialist at Grasshopper.

Search marketing is a key focus for Grasshopper, and it’s been integral to its success. “Our target audience is always on the go, so we need to reach them where they are,” Kristan says. “Bing Ads has been a big part of our strategy, allowing us to get the best quality traffic.”

## Easy importing and optimization

Grasshopper was already using radio ads and Google AdWords to drive leads to its website. Kristan and team turned to Bing Ads to open a new channel and bring in more business. They took advantage of the Google Import tool to transfer a refined AdWords campaign to Bing Ads.

The Google Import tool helped Grasshopper save time getting up to speed with Bing Ads. Instead of manually carrying over the brand campaign, ad groups, specific keywords, and negative keywords, the team at Grasshopper simply imported everything from AdWords directly into Bing Ads with just a few clicks. “The ease of importing the brand campaign from Google AdWords to Bing Ads was convenient and impressive,” says Kristan. “But even more impressive were the numbers we saw after moving over to Bing Ads.”

## Case Study



Client : Grasshopper

[grasshopper.com](http://grasshopper.com)

Social :

Industry : Telecom

Market: United States



**29% lower  
cost per lead**



**437% increase  
in conversions**

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## 29% lower cost per lead

With the radio campaign running for three full months at the start of 2015, Grasshopper saw improvements across the board in the newly imported campaign in Bing Ads. "We expected to see an increase in clicks and impressions thanks to the radio commercials, but we noticed other performance indicators had improved compared with the previous three months as well," Kristan says.

Grasshopper saw a 333% increase in clicks, 43% increase in impressions, 65% increase in click through rate, 437% increase in the number of conversions, and a 33% increase in the conversion rate. Average cost per lead dropped 29% and average cost per click decreased by more than 11%. Kristan concluded, "Based on the results we've seen, I highly recommend that other companies include Bing Ads in their search marketing efforts."

[Get started](#)

## Telecommunications search trends

The Bing Network<sup>1</sup> adds value for the telecommunications sector. We deliver:



**14 million**  
telecom searchers



**38 million**  
telecom searches



**35 percent**  
of all telecom paid clicks<sup>1</sup>

Connect    

1. comScore Explicit Core Search (custom), March 2015; the Bing Network includes Microsoft Core Search sites and Yahoo (Bing powered) sites in the U.S.  
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