



# Huge tradesman site halves its AdWords CPA on Bing Ads

Home improvements directory, [hipages](http://hipages.com.au), is one of Australia's biggest search-marketing spenders. Since 2013, it has mirrored its AdWords campaign with Bing Ads, where it delivers a cost per acquisition 49 percent lower than Google AdWords. With dedicated, proactive support from experts, Bing Ads achieves better conversion rates and a 21 percent return on investment.

## Challenge

Established in 2004, Sydney-based, hipages is a top-tier directory that matches online searchers with approximately 40,000 tradespeople across Australia. Listing over 1,300 categories of home-improvements jobs, the site generates new leads at a rate of one job every 45 seconds.

Search is a critical component of hipages marketing. "We began a Google AdWords campaign in early 2012, and it quickly became our largest user-acquisition channel," says Kenny Tse, Search Engine Marketing Specialist, hipages. "Today, search generates 40–50 percent of total leads."

In early 2013, hipages decided to extend the campaign to the Microsoft search platform, Bing. With a different user demographic, Bing Ads provided the opportunity to reach an unduplicated audience.

"With a more mature and wealthier user base, Bing promised better conversion rates and higher-value leads," says Tse. "Our marketing spend is driven day-to-day by ROI [return on investment]."

## Case Study

Client :



[www.hipages.com.au](http://www.hipages.com.au)

Social Media :   

Sector : Retail

Country : Australia

Cost per acquisition

July 2014–January 2015

**CPA** = 51% of AdWords

**ROI** = 21%

Conversion rates

**8.59%** May 2015

**3.0%** Month on month increase

"Our CPA on Bing Ads is half our CPA on AdWords. Bing Ads generates a higher return on investment — currently 21 percent — so it's attracting a rising proportion of spend."

Kenny Tse, Search Engine Marketing Specialist, hipages

## Campaign

Setting up the Bing Ads campaign was straightforward. Tse was able to import the Google AdWords campaign straight into Bing Ads, which saved time and avoided duplicated effort.

To optimise the campaign, Tse relied on expert advice and regular input from Microsoft search experts in Sydney. "The Bing Ads team provided day-to-day input: importing campaign tactics from AdWords and delivering a continuous upload schedule to ensure parity with AdWords," says Tse.

By mid-2015, the hipages campaign consisted of approximately 2 million search terms, making the company one of the biggest users of Bing Ads in Australia. Dedicated account management delivers daily monitoring of account performance, and weekly optimisation tips.

"Besides tactical advice, the Bing Ads search specialists are amazing when it comes to wide-ranging help with the Bing Ads account," says Tse. "The follow-up is always fast, and the personal service is unique to Bing Ads. The end result is that Bing Ads keeps outperforming AdWords — by quite a margin."

## Benefits

Throughout the first five months of 2015, hipages' cost per acquisition (CPA) for leads generated on Bing Ads averaged 51 percent of CPA on the AdWords platform. Tse believes this is because Bing drives higher-quality traffic to hipages sites, which results in a higher conversion rate.

"We've carefully tracked Bing Ads conversion rates this year: not only are they higher than AdWords, they are rising by an average of 3 percent per month," he says. "In 2015, our CPA on Bing Ads is half our CPA on AdWords. Bing Ads generates a higher return on investment — currently 21 percent — so it's attracting a rising proportion of spend."

According to Tse, the dedicated account management offered by Bing Ads is a clear differentiating factor compared to his experience with Google. With regular personal contact, Tse keeps abreast of new Bing Ads features as they are rolled out. This allows Tse to keep Bing Ads campaigns optimised and up to date.

"The account manager gives me data from their statistical analysis, which makes my job easier," he says. "Microsoft also provides vital input into campaign strategy. The voice-recognition technology — Cortana — is due for release shortly, and from what I understand, this capability will generate huge opportunities for our business."

Get started >

Connect    

1. The Bing Network includes Microsoft and Yahoo sites worldwide.

2. comScore qSearch Explicit Core Search, June 2015.

3. comScore qSearch, December 2015.

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## Bing Network

Reach millions of higher-spending unique searchers with the Bing Network.

The unique searchers on the Bing Network<sup>1</sup> spend 145% more online than the average Internet searcher and spend 44% more than Google searchers worldwide.<sup>2</sup>



**137 million**  
monthly Bing  
Network searches<sup>3</sup>



**9 million**  
unique searchers<sup>3</sup>



**10.8%**  
market share<sup>3</sup>