



Construction machinery co. lowers cost of targeting decision makers

Hitachi targets a specific male demographic to sell its heavy machinery. To capitalise on high rates of PC usage among this audience, the company launched a Bing Ads campaign in 2015. The cost per acquisition is 50 percent lower than with AdWords, and the campaign now delivers 14 percent of paid search traffic at a low cost per click.

The challenge: Targeting a specific demographic

Japan-based Hitachi supplies heavy machinery to a broad array of Australian customers, from family-run enterprises to local councils and global mining giants. To build its brand and market new machinery, the company needed to target its primary demographic: male, business-decision makers aged 25 to 60.

“By 2015, our Google AdWords campaign was well established, but we needed to expand our options,” says Chloe Grace, Marketing Communications Specialist, Hitachi. “We wanted to be across more platforms and reach more people. Our target market uses Microsoft hardware and software at home and at work, so the Bing Ads search platform gave us a great pathway straight to their desktops.”

Easy replication into Bing Ads

In December 2015, Grace replicated Hitachi’s existing AdWords campaign by importing it straight into Bing Ads, then began a process of continual refinement with the help of digital-marketing specialists [OMDIGI Group](#).

Case Study

Client :

HITACHI

Reliable solutions

hitachicm.com.au/

Social Media :    

Sector : Heavy machinery

2-year average

CPA
= 50% of
AdWords CPA

Bing Ads
CPC
= 75% of
AdWords CPC



**53% increase in
organic traffic
in 6 months**

“Today, 14 percent of paid traffic is generated via Bing Ads, and spending on Bing Ads has increased by a factor of three.”

Marketing Communications Specialist, Hitachi

The OMDIGI team – which includes paid media analysts – continually execute bid adjustments and implement relevant, new Bing Ads features as they come to market. They also generate analyses that enable Hitachi to grow their campaigns while maximising return on investment.

“They look after us,” says Grace. “The Bing Ads team at OMDIGI recommend adjustments and give us actionable insights to enhance the customer conversation. They have implemented **Shared Budgets** which automatically re-distribute spend across multiple campaigns, and **Ad Extensions** so we build more informative ads.”

Efficient targeting of an unsaturated market

Since December 2015 the Bing Ads campaign has delivered a high and sustained return on investment. Today, 14 percent of paid traffic is generated via Bing Ads, and spending on Bing Ads has increased by a factor of three.

“The OMDIGI team test new ideas and roll-out quickly,” says Grace. “This has delivered a 53 percent increase in organic volumes over the past six months.”

New business at lower CPA

Bing Ads delivers excellent value for money relative to the AdWords platform. Since late 2015, Hitachi’s average CPC on Bing Ads was 30 percent lower than the AdWords CPC, which has helped drive their lifetime cost per acquisition (CPA) right down, such that their CPA on Bing Ads is almost half that on Google AdWords over the same period.

15% increase in search traffic

According to Grace, the key to Hitachi’s success on the Bing Ads platform is its ability to target a high-value audience. “The decision makers we want to reach — males, aged 25–60 — exhibit a high incidence of PC usage,” says Grace. “With Bing embedded throughout Windows 10, the platform neatly gets us straight to our target demographic. Overall, Bing Ads has lifted our search traffic by 15% percent.”

Expanded reach into new audience

The growing success of the Bing Ads campaign is fuelled by Hitachi’s rapid adoption of new features. “Shared budgets mean we allocate our budget according to conversion rates, which is more efficient; this helps us maintain control of costs,” says Grace. “Demographic and geographical targeting also help us stay focussed on our target market, and helps us maintain digital growth.

“Bing Ads opened up a different market for us. It helps us to connect with them — and control our costs.”

[Get started >](#)

Connect    

1. comScore qSearch, June 2016

2. comScore qSearch, Explicit Core Search, June 2015

3. comScore qSearch, June 2016

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The Bing Network

Reach millions of higher-spending unique searchers with the Bing Network. The unique searchers on the Bing Network¹ spend 145% more online than the average internet searcher and spend 45% more than Google searchers worldwide.²



11 million

Unique searchers³



14%

Market share³



208 million

Unique monthly
Bing Ads searches³