

# Agency helps research firm increase traffic with Bing Ads

When precious metals began gaining popularity among serious investors looking to protect themselves against the declining value of paper currency, the owners of MiningInvestor.net saw an opportunity. The site helps consumers research metal prices and mining companies by offering charts, tools, expert articles and company directories.

**XPC Technology Services**, a Canadian online marketing firm, was charged with helping MiningInvestor.net rise above the noise in the burgeoning precious metals market. The campaign goal was to direct traffic to landing pages that offered educational materials from MiningInvestor's paid advertisers—publicly traded mining companies seeking to drive direct leads to their investor relations departments. XPC Technology Services identified Bing Ads as the answer to helping MiningInvestor.net find a high-quality audience for its investment products.

## Leveraging dynamic text

XPC chose competitive keywords such as "gold mining stock" to drive traffic to MiningInvestor landing pages. But rather than headlining the ad with hot keywords such as "gold" and "silver," XPC used the mining company's name in the ad title to attract the attention of savvy investors.

"We are using the headline to help qualify the searcher so they don't click through to the landing page unless they are seriously looking to purchase precious metals from mining companies," says Shone Anstey, President of XPC Technology Services. "We are only targeting serious investors—and the Bing Network is delivering them."

Beyond traffic for its advertisers, MiningInvestor.net is also getting value-added benefits from its campaigns: overflow traffic to other pages on the site. Anstey

## Case Study

Client : XPC Technology Services

[xpctechnology.ca](http://xpctechnology.ca)

Social : 

Industry : Marketing

Market : Canada



**10,000 unique visitors  
in two months**



**76% of site traffic  
from Bing Network**

says visitors who enter the site through the “featured company” landing page often click through to other parts of the site to sign up for email newsletters, use tools and read articles—and they regularly return to check precious metal prices.

## Delivering serious investors

In less than two months, the firm has received more than 10,000 unique visitors to its landing pages via campaigns on the Bing Network. What’s more, the Bing Network accounted for 76% of site traffic in the second month of the campaign.

“Any SEO or PPC professional who hasn’t worked with Bing Ads in the last year should take another look, because they are missing out on significant traffic,” Anstey says. “The Bing Network offers higher quality traffic than Google, and we’ve found these visitors are more likely to engage with the site.”

[Get started](#)

## Bing Network

Reach millions of unique searchers in Canada on the Bing Network,<sup>1</sup> where searchers spend more. Searchers on the Bing Network spend 22% more online than the average Internet searcher.<sup>2</sup>



**17 million**  
unique searchers



**411 million**  
monthly searches



**12 percent**  
of the search market

Connect    

1. The Bing Network includes Microsoft and Yahoo sites in Canada. 2. comScore qSearch (custom), December 2014. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.