



Gift marketplace gets a 25% lower cost per click with Bing Ads

Started by entrepreneurs Holly Tucker and Sophie Cornish, notonthehighstreet.com is a unique website providing original items and gift ideas that, as the name says, are not available in your usual shopping haunts.

The curated marketplace launched with 100 small businesses in 2006. It now has over 4,000 businesses selling products that could include gifts such as jewellery, necessities like homeware and items such as wedding decorations.

“Because of the range of products that are available on the site, we’re competing with hundreds of companies across many different markets,” says John Ashton, search manager at notonthehighstreet.com. “We try to fight for the top spots in all of the markets that are relevant to us because we really want everyone to see how great these small, creative businesses are.”

To do this, notonthehighstreet.com spends the vast majority of its marketing budget on paid search advertising. For five years, the company has worked with Stellar Search, an agency that handles the day-to-day running of campaigns. Ashton says, “Paid search remains to this day one of the best ways to get your brand and products right in front of the people who could become your customers.”

The Bing Ads strategy

After discussion with Stellar Search, notonthehighstreet.com decided to use Bing Ads in addition to Google AdWords, focusing primarily on the UK. Bing Ads Editor allows the easy importing of Google AdWords campaigns, enabling big changes across campaigns.

[Notonthehighstreet.com](https://notonthehighstreet.com) targets its predominantly female audience for some search campaigns but not all, because it believes there is something for all demographics on the website. “As with any business, the goal of search

Case Study



Client : notonthehighstreet.com

notonthehighstreet.com

Social :  

Industry: Retail

Market : United Kingdom

stellarsearch*

Agency : Stellar Search

stellarsearch.co.uk



25% lower cost per click



High conversion rate

campaigns is to engage customers and encourage them to shop with us rather than one of our myriad competitors," says Ashton.

When creating search ads, "It's always hard when it comes to expressing yourself in such a small number of characters," Ashton says. "We rely on engaging copy that gets the facts across in a way that will make a customer smile—if we do that, we consider it a win."

The marketplace regularly uses Sitelink Extensions in its ads to insert additional links that bring people to specific sections of the website. It's also experimenting with Rich Ads in Search to include images and videos.

Extremely positive results

With the expertise of Stellar Search, notonthehighstreet.com has seen extremely positive results from Bing Ads, including a 25% lower cost per click than with Google AdWords and a high conversion rate that is better than initially predicted. The company has also seen increasing traffic and revenue, a low cost per acquisition and a click-through rate "among the best seen from any online activity," says Ashton.

"We're happy to keep pushing spend as long as we continue to see positive results. With the strong return on investment and low cost per lead numbers, it's an easy decision to make," Ashton says. "Our Bing Ads account manager is always making sure Stellar Search is up to date with changes, new products and ideas, helping it to understand all the metrics and implications involved with our activity. In fact, this level of support was one of the key reasons for us increasing spend on Bing Ads this year."

Notonthehighstreet.com plans to expand its activities with Bing Ads in paid search and recommends that other companies take advantage of Bing Ads. "Just dive in and get using it," says Ashton. "It's a great tool with a proven record in both technology and return on spend. It gets your ads in front of a brand new audience and a different type of shopper."

[Get started](#)

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Bing Network

Reach millions of unique searchers in Europe on the Bing Network¹.



117 million
unique searchers²



1.5 billion
monthly searches²