



# Agency gets 5% higher click-through rate while competing in Bing Ads Optimization Contest

**Point It**, a digital marketing agency founded in 2002 and based in Seattle, delivers a variety of services in the area of paid search marketing, search engine optimization, display and paid social advertising. Amongst all of the agency's search marketing campaigns, Bing Ads has become an increasingly important part of its digital marketing strategy for clients.

## Putting Bing Ads to the test

Point It has worked with Microsoft since 2007 managing their PPC campaigns, mainly focusing on search. Since the agency started managing search engine marketing, programmatic display and paid social advertising services for the Microsoft Store campaign, it's grown to encompass more than 55 global markets for both the retail and online stores.

An avid user of Bing Ads, Point It partnered with Bing in the first ever Bing Ads Optimization Contest in the fall of 2014. The object of the contest was to recognize the account representatives within the agency that achieved the highest increase on overall click-through rate (CTR) and the greatest decrease in overall cost per click (CPC) across a number of accounts within the Microsoft Store advertising campaign on the Bing Ads platform. Winners were determined by the greatest overall improvements in efficiency.

Senior client manager Kim Thomas received second place in the contest and had great success in her Microsoft Store advertising campaign, achieving a 5% increase in CTR and more than a 7% decrease in CPC. "Bing Ads is an essential part of a client's search engine marketing program," Thomas says. "With 29% of the market share, advertisers are missing out on a huge opportunity if they're not on Bing."

## Case study

**Point It**  
Digital Marketing

Client : Point It

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

Social:  

Industry: Digital Marketing

Market: U.S.



**5% increase  
in CTR**



**7% decrease  
in CPC**

While participating in the optimization contest, Thomas regularly monitored account performance, making tweaks to that would help boost the overall CTR and decrease the CPC—but not at the expense of largely affecting keyword coverage or overall presence.

## Higher click-through and conversion rates

With years of experience in PPC management, Thomas has a few key tools she uses to optimize her campaigns on Bing. The most important metric to consider is whether or not the campaign is pacing to hit its overall goal. Thomas employs optimization techniques like keyword audits, which help determine new keywords to target and exclude, as well as ad position optimizations. A favorite new Bing Ads feature that Kim uses often is Auction Insights, which display key performance statistics for both Bing and its competitors since the competition on Google can vary greatly from what you might see on Bing.

With features like Rich Ads in Search (RAIS), Thomas can drive better engagement and higher CTR than she can achieve with Google AdWords. RAIS is a combination of extra links and rich media content (videos, images or logos) in search ads. By using RAIS on clients' branded campaigns, Thomas has seen higher CTR and conversions. "Having that icon or logo really boosts the client's credibility or legitimacy as the official company when you're looking in the search engine results page," she says. "You're also removing any competition and getting additional real estate."

Ad Extensions have also been particularly helpful in creating search marketing campaigns. "I'll use any Ad Extension that's relative to the client." Specifically, this includes Location Extensions, Call Extensions and Sitelink Extensions to help gain additional real estate on the search engine results page, increase relevancy, improve click-through rates and help to provide a better user experience.

Local advertising is also a focus for Point It. When optimizing a local advertiser's search marketing campaign, Thomas makes sure to use Bing Places. With Bing Places, advertisers can add their business listing information to Bing for free, so customers can find their business when searching from their computer, tablet or mobile phone. "I like to utilize Bing Places and make sure information is accurate so users don't have a bad experience," Thomas says.

[Get started](#)

## Bing Network

Reach millions of unique searchers in the U.S. on the Bing Network,<sup>1</sup> where searchers spend more. Searchers on the Bing Network spend 26% more online than the average Internet searcher.<sup>2</sup>



**161 million**  
unique searches<sup>2</sup>



**5.9 billion**  
monthly searches<sup>2</sup>



**31 percent**  
of the search market<sup>2</sup>

Connect    

1. The Bing Network includes Microsoft Core Search sites and Yahoo (Bing powered) sites in the U.S.

2. comScore Explicit Core Search (custom), December 2014.

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