

Ramjet: Manifest Destiny in the digital age



Ramjet, a family-run computer renovation and upgrade company, specializes in upgrading and replacing hardware for Apple's Mac computers.

- **Industry:** Technology
- **Market:** U.S.
- **Target Customers:** Mac computer owners
- **Product Used:** Remarketing in Paid Search
- **Partner:** [Direct Agents](#)

DIRECT AGENTS
DIGITAL MARKETING



The challenge

How does a computer renovation company grow its online presence while also finding and targeting new customers that will return?

The solutions



Bing Network searchers spend 24% more online than the average Internet searcher.¹

This helps Ramjet reach customers searching for its specific products and service.

The results

"What we're getting in terms of the return on investment for the ads we're putting out has been tremendous. So we're continuing to gear more and more of our budget after Bing users."


Steven Lizardi
CEO, Ramjet


Ramjet uses Remarketing in Paid Search to reach high-value users who've previously visited its website. Ramjet can define audiences based on their activity on its website and re-engage with them by adjusting bids, customizing ads and broadening keywords.



Direct Agency helped Ramjet surpass its advertising goals using Bing Ads. In a year Ramjet saw...

 **547%**
ROAS

 **27%**
higher ROAS than Google AdWords campaign

 **26%**
lower CPC than Google AdWords campaign

Ramjet plans to **increase its budget for Bing Ads** as the results have been phenomenal.

Want to learn more? Read the full story: [Ramjet: Manifest Destiny in the digital age](#)

#BingAdsStories

1. comScore Explicit Core Search (custom), January 2016; Bing Network includes Microsoft Core Search sites, Yahoo (Bing Powered) sites and AOL Core Search sites in the U.S.