



# Realize your definition of success.

A deep dive on three unique marketers and their paths to achieving their goals.



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# No two marketers are alike.

Every brand faces unique challenges. And all brands set their own unique marketing goals to conquer those challenges.

Newer brands seek to boost awareness. Established brands want to outpace the competition. Marketing agencies want their clients to see the value they bring to the table.

The attributes that influence a particular business—size, maturity, competition, stakeholders, geographic market—create distinct definitions of success for every marketer.

**So why are so many marketing solutions inflexible and one-size-fits-all?**

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# Unique perspectives.

No matter the business, there's nothing more valuable than an effective channel to connect with potential customers. But for a few marketers leveraging the Bing Network, their experiences with paid search were vastly different.

For Nick Braun, small business owner of PetInsuranceQuotes.com, digital marketing was an entirely new realm. He was looking to boost awareness of his national pet insurance business in the U.S., a market with little awareness and low adoption of pet insurance in general.

Twenty-five-year-old French furniture and decoration retailer Alinéa, an Auchan company, had its own in-house e-marketing team with established marketing solutions for driving people to its website and promotional offers. With 29 stores and 2,600 staff, the business had seen success across channels. Paid search had long been a core to Alinéa's marketing strategy, as search engines are often the first step in a purchasing journey. However, Alinéa sought new ways to gain an edge on its competition.

And digital marketing agency TinderPoint, definitely an expert in digital marketing, was focused on garnering greater interest across its clients' websites. With bases in Dublin and London, TinderPoint services clients including startups, Fortune 250, and FTSE 100 organizations across the globe. It was looking for ways to demonstrate better ROI for major client SSE Airtricity, an energy provider for the Republic of Ireland and Northern Ireland.

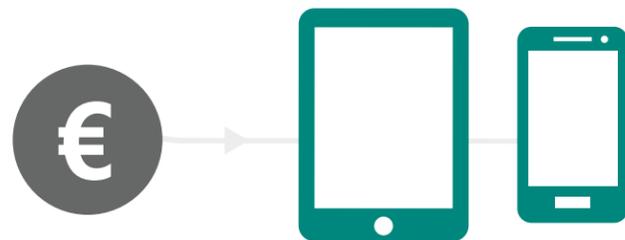
— Despite their different perspectives all three marketers sought out Bing Network with a particular goal in mind.



# Setting goals to reach specific audiences.

TinderPoint wanted to extend reach to SSE Airtricity's specific audience, but within a narrow timeframe.

It needed to make a push during the peak "switching season" for utilities between October and March in specific areas of Ireland. By expanding campaigns beyond Google and into Bing Network, TinderPoint was able to capture greater brand awareness and sign-ups.



Meanwhile, Alinéa looked to reach potential shoppers more efficiently, fine-tuning its campaign to target hyper-specific audiences such as women from 25 to 60 years old in some specific French regions. It knew it could reach that unique audience with Bing Network.

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When PetInsuranceQuotes.com's Braun set out to tackle paid search, he had a limited marketing budget. To ensure the best result, he took trial runs across multiple digital channels— search, social and display— and chose the one that performed best with pet owners. Within weeks, he had settled on paid search with Bing Network. With pet owners typically being more affluent, highly educated and empty nesters, Braun found the Bing audience to match exceedingly well.

Each business looked to gain more reach to specific audiences—whether by age, gender, geographic location, timeframe, or another factor, like pet ownership.

With Bing Network, each business had access to unique, growing audiences, and the tools that made reaching them in the right moment easy.



# Solutions that deliver beyond expectations.

Each of the three businesses found solutions within Bing Ads that helped it realize its goals.

For Braun, the Bing Ads platform made managing PetInsuranceQuotes.com's campaigns digestible for someone new to paid search. Initially, analytic tools seemed intimidating to Braun. But then he thought, "There's no excuse not to get out there and teach yourself, get good and gain a competitive edge." Every day, Braun is able to devote a couple of minutes to take a quick and easy look at how his marketing budget is working for him on his dashboard and optimize campaigns where needed. "Just my daily health check," says Braun.



"It provides a concrete view of what impact our changes could make on costs per click," testifies Sulmoni.

With the support of a Bing Ads account manager, TinderPoint identified opportunities to refine SS Airtricity's digital strategy. The agency was able to deliver better-converting customers to SSE Airtricity by optimizing ad copy, bringing certain offers front and center through Sitelink Extensions, and enabling customers to connect directly to sales through Call Extensions. And by importing existing AdWords campaigns, TinderPoint saved its client countless man-hours in terms of campaign setup.

Bing Ads delivered a  
**40%**  
conversion rate.



“There’s no excuse  
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and teach yourself,  
get good and gain a  
competitive edge.”

—Nick Braun, owner of PetInsuranceQuotes.com

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Alinéa was able to leverage easily actionable competitive insights using the bid landscape tool, which allowed it to fine-tune its bid optimization strategies. Furthermore, Alinéa was able to save time by using Bing Ads Editor for large-scale account optimizations.

Whether businesses look to expand awareness, gain a competitive edge, or find new opportunities for efficiency, Bing Ads provides a range of solutions that make achieving goals easier than ever.



# Impressive ROI all-around.

Ultimately, these businesses found that Bing Network wasn't just flexible. Each of them got holistic solutions that delivered an impressive ROI.

Alinéa gained the competitive advantage it was looking for, while witnessing a faster return on investment compared to other search engines. Its costs per click on generic keywords are on average 10 percent to 20 percent lower, with a 15 percent higher click-through rate.<sup>2</sup> Based on these indicators, Alinéa does not hesitate to get the most bang for its buck by dedicating nearly a third of its search marketing budget to Bing Ads.

TinderPoint was able to exceed SSE Airtricity's ROI expectations. Its costs per click decreased by 94%, and its cost per acquisition decreased 78%.<sup>3</sup> Not only did TinderPoint find a way to ease its clients' spending increases, but it also added an unexpected sales pipeline at no additional investment.

SSE Airtricity's Bing Network results matched or exceeded TinderPoint's key metrics goals.



"Bing Ads allows us to give something extra to clients for a small budget increase on their current PPC activity and our own time in terms of managing the account," says TinderPoint's Head of Paid Search Marketing, Richard Talbot.

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higher click-through rate.<sup>4</sup>





And over time, Braun got the awareness he sought after with over a 100x boost in PetInsuranceQuotes.com's traffic. And the quality of that traffic was evident in the impressive ROI versus other channels he tested. After crunching the numbers, he saw 10 percent conversion rates for banner ads on third-party networks versus a 40 percent conversion rate with Bing Ads paid search. "I'm a financial person so it's all about the return and getting the best use of my money and time" says Braun. He estimates his ROI grew to four times what he spends.<sup>1</sup> "In the beginning I was pleasantly surprised by the ads," Braun says. "Over time it has become a backbone of our growth and stability in learning about the business."

**PETINSURANCEQUOTES.COM'S GROWTH WITH THE BING NETWORK**

**60**  
visits per month



**5,000+**  
visits per month



Regardless of their different perspectives and goals, all three businesses saw success beyond their expectations and incredible ROI.

With robust solutions and growing access to unique audiences, Bing Network helped them achieve all they set out for, and more.

“Growth is never by mere chance. It is the result of working with you.”

—Rik van der Kooij, Microsoft Search Advertising Corporate Vice President



At Bing, we understand that no two goals are alike and success comes in many shapes and forms.

As Microsoft Search Advertising Corporate Vice President Rik van der Kooi puts it, "Growth goes beyond numbers."

Whether it's boosting awareness, fine-tuned targeting, competing on a budget, or overall growth, the team at Bing Network is dedicated to tackling your specific goals. "We're in it for your long-term success because that will drive our long-term success," says van der Kooi. "Growth is never by mere chance. It is the result of working with you."



**168M**

unique searchers (60M searchers not reached on Google)



**5.5B**

monthly searches (25% of clicks on the Bing Network are queries only searches on Bing Network)



**31%**

of the US search market

comScore Explicit Core Search (custom), December 2015. Bing Network includes Microsoft Core Search sites and Yahoo (Bing Powered) sites in the US. US Click data from Microsoft Internal Data, Dec 2015

Bing is certainly growing. Bing Network gives advertisers global reach to 621 million unique searchers, with over 10% market share worldwide. In the U.S., 1 in 3 searches are powered by the Bing Network, with 168 million unique searchers—60 million not reached on Google.



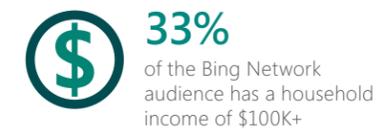
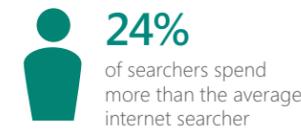
Cost-per-click was on average

**14.5%**  
lower than Google.<sup>4</sup>

And not only does Bing's platform power many products inside Microsoft, it's increasingly powering many of the devices and services outside of Microsoft that we use every day, from Siri and Spotlight Search to Amazon Kindle search.

And Bing Network reaches a high-value audience—with greater spending power and household income than the average internet searcher. The ads are incredibly cost-effective—in 2015, the cost-per-click was on average 14.5% lower than Google's.<sup>4</sup> And the results are astounding.

The Bing Network reaches a high-value audience.



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 US. comScore Plan Metrix, US, January 2016, custom measure created using comScore indices and duplication.

Your successes are enabled by our unique approach. Sophisticated solutions that help you shape your campaigns.

Bing Network reaches  
a large and unique  
audience where and how  
they want to be reached.

Realize your own  
definition of success.

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**Bing Network. Be there.**

Learn more at  
[bingnetwork.com](http://bingnetwork.com)



<sup>1</sup><http://advertise.bingads.microsoft.com/en-us/petinsurancequotes-customer-story>

<sup>2</sup><http://advertise.bingads.microsoft.com/en-us/alinea-customer-story>. Performance monitored during April 22 – June 3, 2015 on non-branded keywords.

<sup>3</sup><http://advertise.bingads.microsoft.com/en-us/tinderpoint-customer-story>

<sup>4</sup>Adobe Media Optimizer Digital Advertising Insights Report 2015