



# International digital agency leaps ahead of the competition with Bing Ads



According to a Gartner study, companies spent **25 percent**<sup>1</sup> of their marketing budget in 2014 on **digital outlets**.

25%



To make their digital investment worthwhile, companies need to find their core audience.

## ResourceiT

Powering Channel Growth

This is where **ResourceiT Consulting Ltd**, a digital agency near London, England, comes in.

“We wanted to demonstrate the value of using **Bing** with Google instead of just Google.”

Rebecca Little  
Director of Digital and Strategic Alliances  
**ResourceiT**



ResourceiT encouraged companies to move **ten percent** of their Google adwords budget over to **Bing Ads**.

\$  
**20:1**

To date, the agency has seen an average **20:1** return on investment (ROI) from digital campaigns using **Bing Ads**.



Customers have reacted accordingly, with **80 percent reinvesting** or extending their campaigns to continue to use **Bing Ads**.



“We see higher conversion rates because **Bing is more specific**,” said Little. “It’s a smaller volume of people with less competitive search criteria, which increases conversion rates.”

**ResourceiT** has seen the conversion rate vary from **10 to 40 percent**, depending on who a customer is targeting and what it is offering.



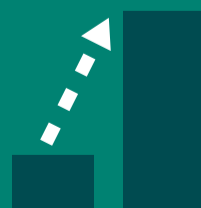
Google’s results are slightly lower because of the competition around keywords.

“**Bing Ads** has proven fundamental to maintaining our competitive edge, our vision and our future.”

Julie Simpson  
Founder and Managing Director  
**ResourceiT**



“We’ve had clients close **30,000 to 40,000 pounds** of business within days of going live with their ads,” said Little.



“We had one client allocate a **U.S.\$30,000** budget that generated **\$6 million of pipeline**, based on traffic to their website from search.”

Interested in advertising your business with Bing? It’s easy to get started. Check out our tutorial: [www.bingads.com/getstarted](http://www.bingads.com/getstarted)

**Bing Network. Be there.**

1. McLellan, Laura, “CMO Spend 2015,” Gartner, Inc. November 2014.

