We’ve found that with Bing Ads, we are driving a better bang for our buck.

Cam Pegg
Group Manager of Media Products
Sensis

The Challenge

How can Sensis help small businesses to compete against companies that are much bigger and have more resources?

Sensis is a marketing services company that works predominantly with small and medium-sized businesses.

Sensis has more than 200,000 digital and print customers.

8,500 of these customers pay for its media products and services, which include search engine marketing, search engine optimization and social advertising.

The Australian government reports that small businesses account for 97 percent of Australian businesses across all industries.¹

ACQUISIO

To answer that question, Sensis relies on Acquisio, a comprehensive performance marketing solution from a company that uses algorithms designed by a rocket scientist.

Acquisio analyzed data on approximately 8,500 Sensis Customers

Using Acquisio’s bid and budget management solution, Sensis took the average spend on struggling accounts from 50.6% to 85.2% of budget spent

Acquisio credits more than just itself for Sensis’ success. That’s because when Sensis turned to Acquisio, it also turned to Bing Ads.

“Bing Ads basically enables us to target the entirety of the Australian search landscape.”

Cam Pegg
Group Manager of Media Products
Sensis

According to Acquisio’s analysis...

Bing Ads increased clients’ clicks across all channels by 18%

Bing Ads reduced average CPC across all channels by 16%

Clients’ average CPC with Bing Ads is lower by 40%

Interested in advertising your business with Bing? It’s easy to get started.

Check out our tutorial: www.bingads.com/getstarted


2. Compared to Google AdWords