

# The value of search

**Shorter purchase paths  
and increased average  
order values**

 Bing

 Microsoft

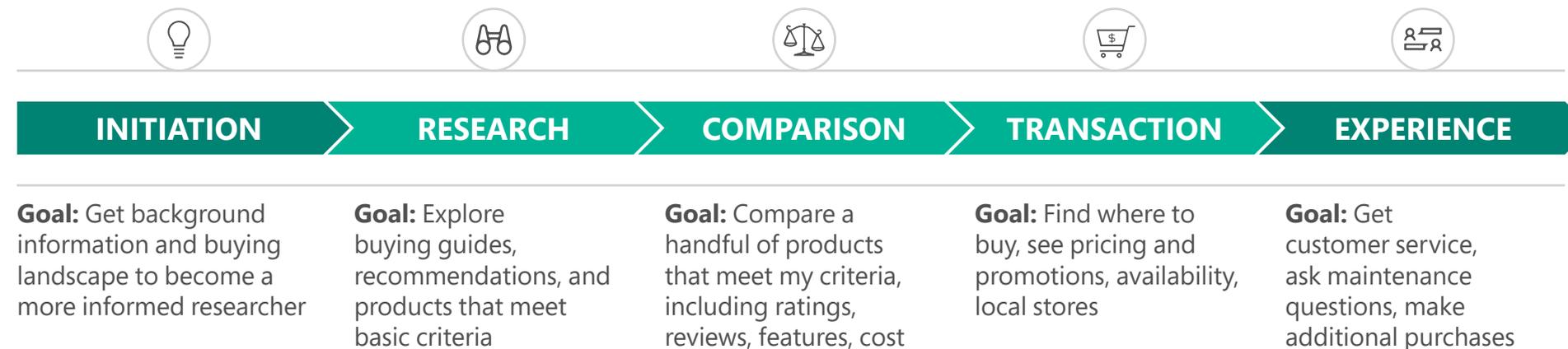
# Value of search

## Research, comparison and transaction

Search influences the consumer at every stage of their decision journey. Knowing how consumers utilize search, from initial consideration to experience with a product or service, can help you be there with the right message at the right time.

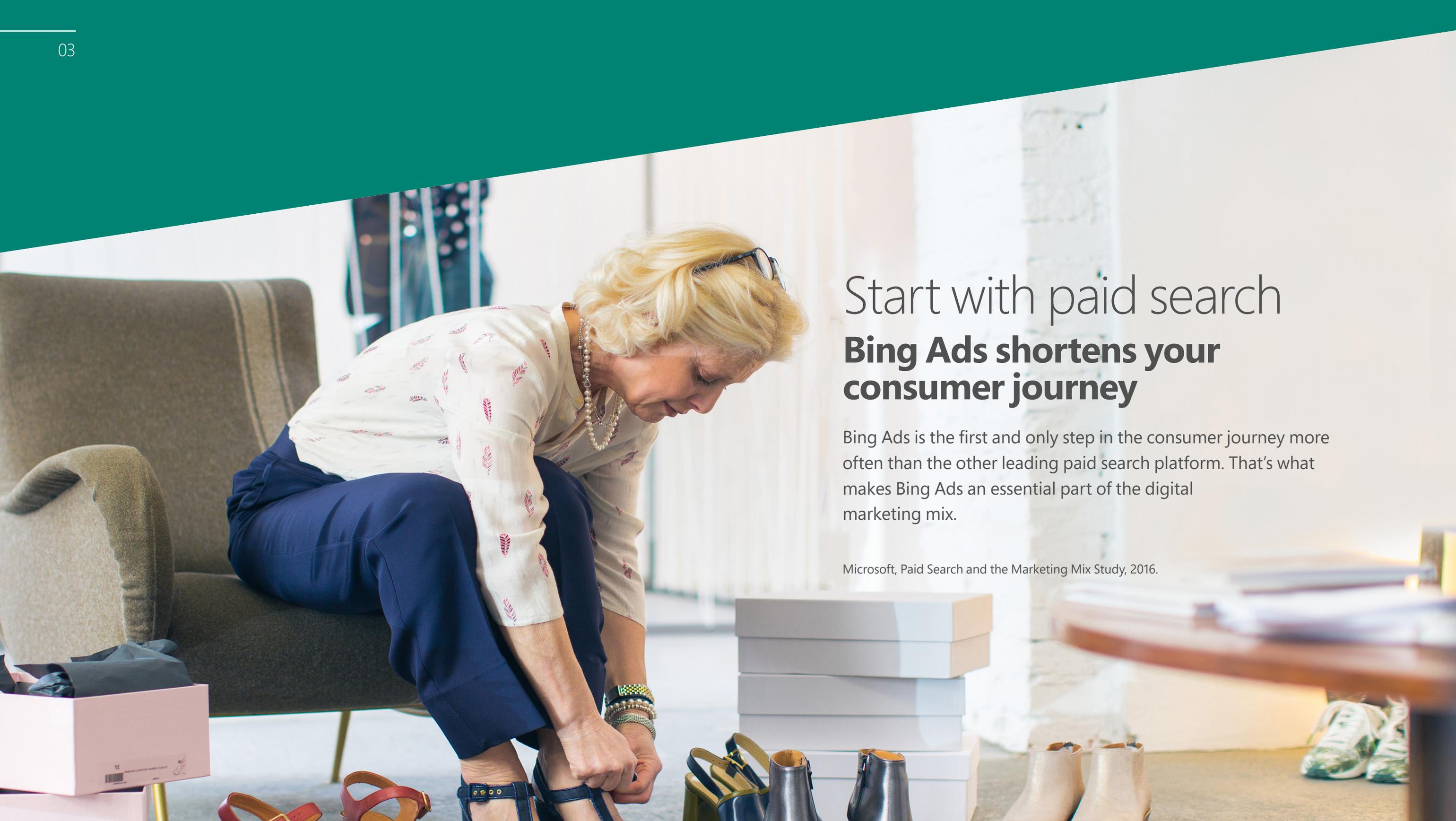
In this eBook, learn the value of paid search in a digital marketing mix that drives online orders, including how Bing Ads can increase conversions and average order values (AOVs).

This study is based on an analysis of the retail consumer journey across digital channels in the U.S. It uses orders and path events for 10 attribution clients, including a majority of fashion and apparel industry brands.



Retail

1. Microsoft, Paid Search and Marketing Mix Study, 2016. Study of the customer journey across digital channels in the U.S., PepperJam, commissioned by Microsoft, 2.6MM orders and 17.7MM path events from ten (10) attribution clients (including a majority of brands in the fashion & apparel industry), January 2015 to May 2016.



## Start with paid search **Bing Ads shortens your consumer journey**

Bing Ads is the first and only step in the consumer journey more often than the other leading paid search platform. That's what makes Bing Ads an essential part of the digital marketing mix.

Microsoft, Paid Search and the Marketing Mix Study, 2016.

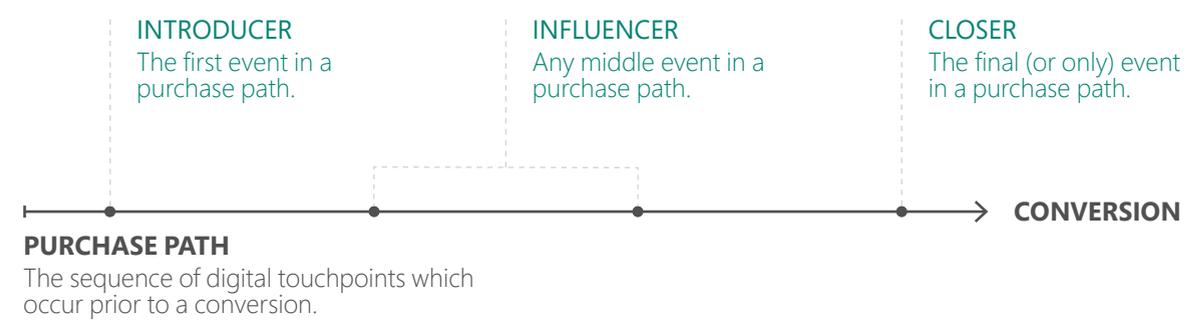
# Shorten purchase paths

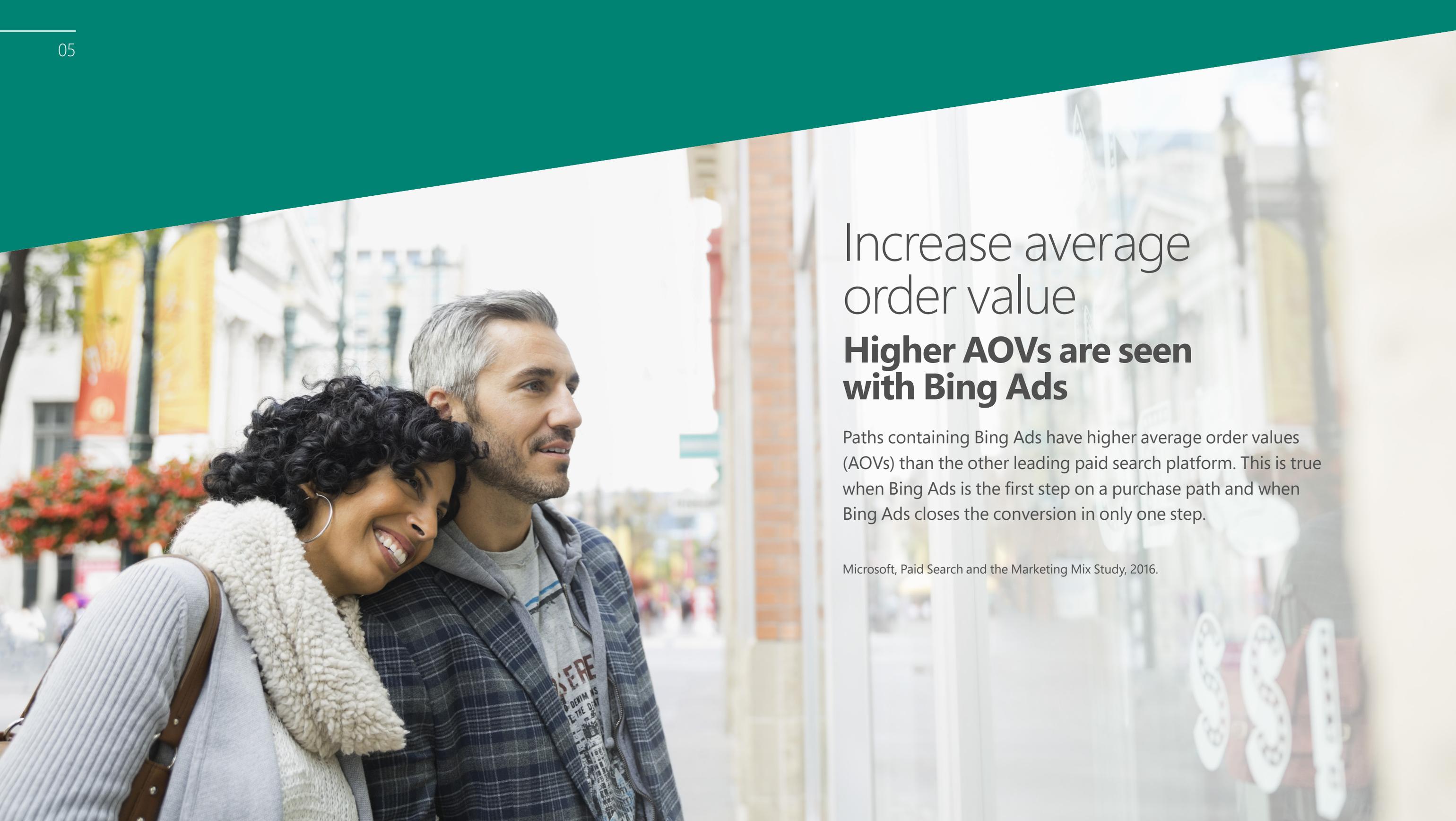
## Introduce and sell products through Bing Ads

Bing Ads is a one-step closer in 42% of all the purchase paths it's involved in. The average one-step close rate for other paid search platforms is 35%, making Bing Ads significantly more successful when it comes to accelerating the consumer decision journey.

Bing Ads is also the introducer in 22% of all the purchase paths it's involved in. Using messaging in ads that aligns with your multichannel campaigns can help build brand recognition as consumers continue to **research** and **compare** products.

Microsoft, Paid Search and the Marketing Mix Study, 2016.





Increase average  
order value

## **Higher AOVs are seen with Bing Ads**

Paths containing Bing Ads have higher average order values (AOVs) than the other leading paid search platform. This is true when Bing Ads is the first step on a purchase path and when Bing Ads closes the conversion in only one step.

Microsoft, Paid Search and the Marketing Mix Study, 2016.

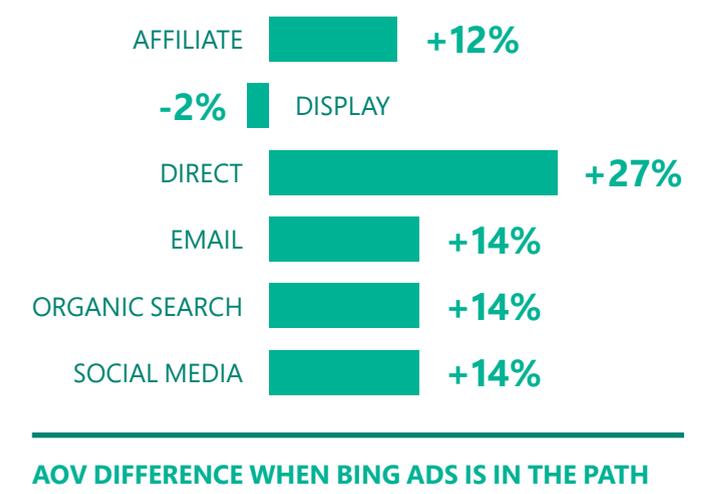
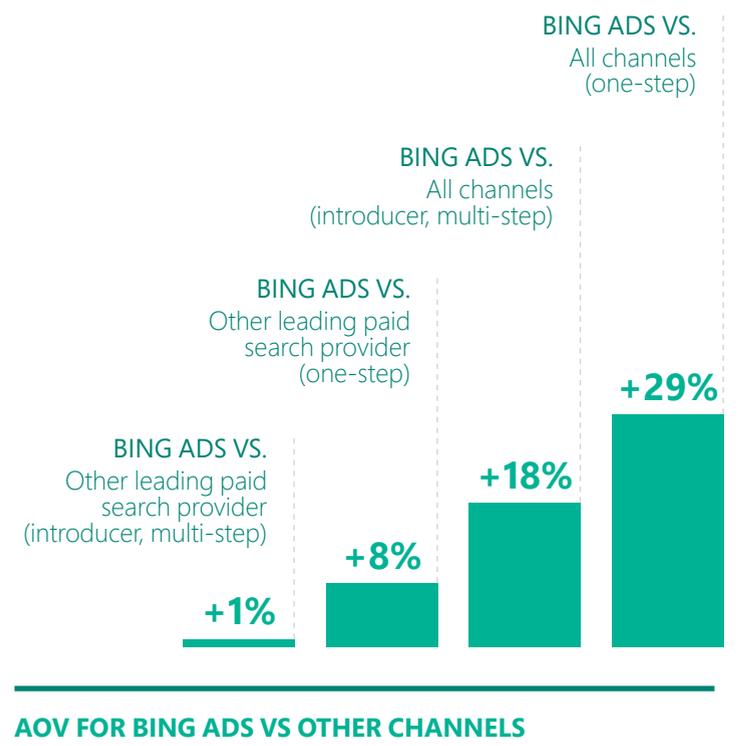
# Improve AOV across channels

## Include Bing Ads in your marketing mix

Other channels see a halo effect from Bing Ads. Direct, email, organic search, social and affiliate all saw their AOVs increase when Bing Ads was a part of the purchase path.

Customers exposed to Bing Ads spend more on average, even if another channel is the closer.

Microsoft, Paid Search and the Marketing Mix Study, 2016.



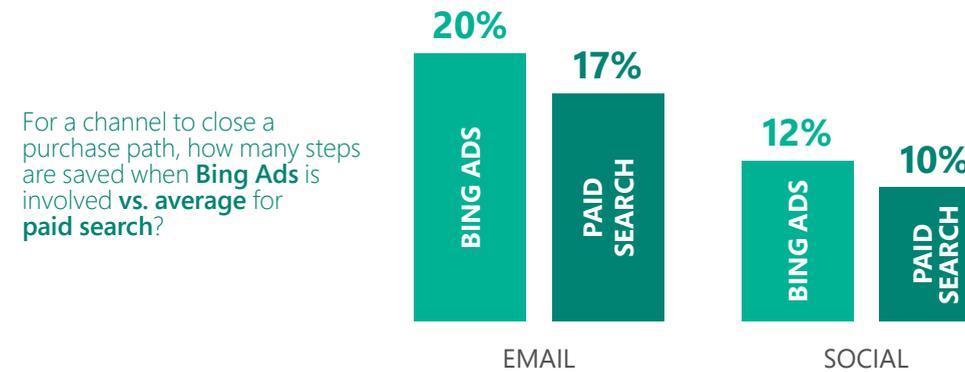
# Close conversions faster

## Reinforce your campaign messaging with Bing Ads

When Bing Ads is in the purchase path with other channels like email and social, we see the path to conversion shorten. When Bing Ads is involved in an email path, there is a 20% improvement in path length—about 3 points better than the average for paid search platforms. For social paths, it shortens the path length by 12%. That’s 2 points better than the average for paid search platforms.

Coordinate the keywords and messaging of your campaigns across channels. Buying the appropriate brand and non-branded category keywords to complement any social or email campaign you run can help you close the leads you generate.

Microsoft, Paid Search and the Marketing Mix Study, 2016.



STEPS SAVED WITH PAID SEARCH

## What to do

# You've got the data. Now you can take action.

Because Bing Ads can help you close purchases faster, it's an important part of your marketing mix. Update your marketing approach to maximize your paid strategy and return on your investments.

# Here's your to-do list to help connect with shoppers throughout their journeys

## Invest in Bing Ads before the other leading paid search platform

The combination of a high percentage of one-step closes, higher AOVs and shorter purchase paths make Bing Ads a priority. To capitalize, look to Bing Ads first when developing your initial paid search strategy.

## Integrate your marketing campaigns

Align your messaging across your digital channels so they can complement each other. Include key messages from email, social media and other channels in your paid search campaigns. Bid on related keywords to influence consumers and shorten purchase paths.

## Invest in category searches

Bing Ads' high involvement with other channel's purchase paths suggests that it is important to show up with Bing Ads early in, and throughout, a consumer's decision journey.

To do that, bid on both brand and non-branded category keywords. They will help you reach customers as they research, compare and purchase products.

Microsoft, Paid Search and the Marketing Mix Study, 2016.

# Bing Ads helps you be there

## **Engage consumers all along the purchase path**

Reach out to consumers early in their decision journeys and with connected messaging across channels to influence their engagement with your brand. Make Bing Ads the first step in your paid strategy and integrate it with your other marketing efforts. Look to Bing Ads first to help you drive and close sales and increase AOV.

Bing Network. Be there.

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