Affiliate publisher boosts search ROI with Bing Ads

Innovative online aggregator, Spreets, wanted to connect with more shoppers without increasing advertising spend. With the help of full-service digital agency, Nimbull, they extended their search campaign to the Microsoft search platform, Bing Ads. With a cost per click 47 percent lower than AdWords—and a cost per acquisition 33 percent lower—Bing Ads boosted Spreets’ existing advertising return on investment.

Challenge

Launched in 2010, Spreets is a curated online aggregator that markets hospitality, restaurants, experiences, shopping and travel deals from over 50 websites to residents in 12 Australian cities. Spreets advertises across multiple digital channels, and to maximise their return on investment, they partner with Sydney-based digital marketing agency, Nimbull, which creates and runs their campaigns.

“Our objective was to help Spreets engage with as many deal shoppers in their target cities as possible,” says Michael Verghios, Digital Marketing Director, Nimbull. “Spreets didn’t want to increase their marketing spend, however—they wanted to make it work harder.”

Spreets already invested in a highly dynamic Google AdWords campaign. Verghios believed Spreets could reach a wider, and more receptive audience by complimenting this with campaigns on the Microsoft search engine site, Bing. “Over seven percent of searches are now executed in Bing, with 50 million monthly searches in Australia,” he says. “Advertising on Bing would get us in front of a unique audience.”

Case Study

Client:
spreets.com.au
Social Media:
Sector: Retail
Country: Australia
Partner:
nimbull.com

CPC
= 47.6% lower than AdWords

CPA
= 33% lower than AdWords

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Michael Verghios, Digital Marketing Director, Nimbull Marketing
Campaign

Starting in November 2014, Nimbull launched 15 separate Bing Ads search campaigns for Spreets, using thousands of pre-selected search terms. The Nimbull team was able to use the targeting and budgeting techniques they had mastered in AdWords campaigns. By day three, he was already fine-tuning maximum bid prices.

“We imported the campaign specifications straight from AdWords,” says Verghios. “This is an easy and near-instantaneous process, using either an Excel spreadsheet or the Import tool.” It’s also clear that Bing Ads are constantly striving for feature parity with AdWords: if you can run an AdWords campaign, you will find it easy to run a Bing Ads campaign."

Verghios also reports that the analytics tools proved extremely easy to use. “The Auction Insights Tool means you can see who else is bidding on words. Bing Ads enables you to target your audience efficiently very quickly, so you can ramp up your marketing spend in no time at all.”

Benefits

Bing Ads immediately connected Spreets with a bigger audience, at a lower per-head cost. Analysis revealed that the average cost per click (CPC) on Bing Ads was 47.6 percent lower than on AdWords, while the Bing cost per acquisition (CPA) was precisely 33 percent lower than Spreets’ CPA on AdWords.

“I think there are several factors that explain why Bing Ads generates a higher return on investment,” says Verghios. “First, Bing is a more recent entrant to the search market, so far fewer search terms have reached saturation point. This makes ad spend more efficient.

“Second, the unique audience we reach via Bing appears more predisposed to conversion. Microsoft statistics imply that Bing users have a higher online retail spend.”

With a new digital marketing channel that expands revenue, Spreets Marketing Manager, Owen Reynolds, decided to double his Bing Ads spend in March 2015. According to Owen, one of the prime reasons for the investment is the new product features that Microsoft engineers are rolling out to provide greater feature parity with Google. He’s also interested in any differentiating features. “We look forward to exploring more opportunities with Bing in 2015,” he says. “We are particularly interested in custom features that will enable us to target search users by their age, and the platform they are using.”