The challenge

“We wanted to be in a position to help our clients invest money so they can get a greater return — and that’s how Forecaster was born and established.”

Ben Latham, director of digital strategy at Summit Media

The solution

Summit has developed its own intelligence platform called Forecaster to help its clients spend their marketing budgets to get the best results. This platform, underpinned by Bing Ads, takes into account seasonal variation, to predict how to spend and what the precise return will be.

By anticipating uplift, Forecaster helps clients budget selectively, capitalise on promotions more effectively and plan promotional campaigns with much greater confidence.

The results

- **15%** boost in conversions
- **26%** overall increase in ROI for one retailer
- **37%** Toys
- **75%** Electronics
- **100%** Beds

With even better results in:

- Use of Enhanced Sitelinks and Location Extensions has led to a 15 percent increase in conversion rates for Summit’s retail client.
- Product Ads, utilised by Forecaster in Bing Shopping Campaigns, have a 45 percent higher click-through rate than text ads.
- Summit benefits from Bing’s 48 percent year-over-year click growth in Europe1 and a market share of over 20 percent in the UK and 30 percent in the U.S.

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*comScore qSearch (custom), December 2015 **(Microsoft Internal, Q1’2015 vs. Q1’2016 Bing O&O traffic only)