

# Bing ads

TinderPoint sparks client's winter campaign and cools costs by 94 percent with Bing Ads



**TinderPoint\***  
Digital Ignited

Dublin and London-based digital marketing agency **TinderPoint**'s service model is all about lighting fires – the kind that ignite brands and kindle greater interest in its clients' websites.

Since it lit its own fire more than a decade ago, the agency has worked with a client base that includes startups, Fortune 250 and FTSE 100 organisations, providing services such as



Pay-per-click Advertising



Search Engine Optimization



Graphic Design



Content Marketing



Digital PR



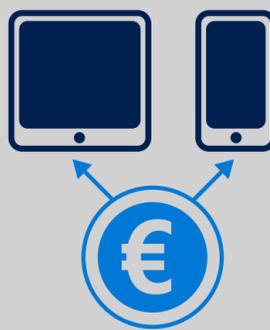
In its search for a source of better ROI for its clients, TinderPoint noticed something:

Clients with **Bing Ads** campaigns often had **lower costs per click (CPC)** and **costs per acquisition (CPA)** than with comparable Google AdWords campaigns.

In 2013, the agency began pitching Bing Ads to both existing and new clients. One taker was **SSE Airtricity**, a major TinderPoint client and energy provider in Ireland, with over 800,000 commercial and domestic customers.



TinderPoint used **Sitelink Extensions** in ads to point customers to specific offer pages on SSE Airtricity's website, and **Call Extensions**, which allowed the agency to add the phone number of the company's sales team to its ads.



To drive sales via mobile devices, TinderPoint made **bid adjustments for smartphones and tablets** to improve the chance that SSE Airtricity's ads would display to people on mobile devices.

SSE Airtricity's **Bing Ads** results matched or exceeded TinderPoint's key metrics goals.



**94%**  
lower CPC on  
Bing Network  
than Google



**78%**  
lower CPA on  
Bing Network  
than Google



"Bing Ads allows us to give something extra to clients for small budget increase to their current PPC activity and our own time... The results often far outweigh both of these investments."

Richard Talbot  
Head of Paid Search Marketing  
**TinderPoint**



Today, TinderPoint urges more and more clients to add Bing Ads to their paid search campaigns.

"Bing Ads is a platform which continues to evolve and deliver results for both us as an agency and for clients that committing the same amount of budget to Google AdWords may not deliver."

Richard Talbot  
Head of Paid Search Marketing  
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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.**

