



Niche search-engine marketing agency focuses on the Bing Network

TopSide Media is part of the explosion of search-engine marketing firms vying for clients who want to improve their online visibility and profitability. With so many vehicles to reach potential customers online—and so much diversity in how consumers spend their time on the web—TopSide Media knows it has to deliver value to clients if it wants repeat business.

That's why TopSide Media recommends its clients advertise on the Bing Network through Bing Ads.

"We are increasingly selective about where we focus our attention and resources," says Gary Walker, president of TopSide Media. "Our goal is to design campaigns that align with the intent of searchers and drive highly targeted traffic to our clients' websites. Bing Ads and the Bing Network help us meet that goal."

Maximizing client PPC budgets

Walker recommends the Bing Network to clients because it helps brands tap into a distinct audience at a lower cost than other traffic sources. In a recent sample of TopSide Media's client categories—which include law firms, auto-parts retailers, hotels, marinas and software companies—Walker says the aggregate cost per click with the Bing Network was less than half the cost per click of competing search engines.

"Bing and Yahoo Search are among the top two sources of traffic, and each source can perform differently depending on the vertical," Walker says. "Our job is to make the most of our clients' pay-per-click budget. We are neutral about the source of traffic. We just want results. With that in mind, I can't imagine not using the Bing Network."

Case Study

Client : TopSide Media

topsidemedia.com

Social :  

Industry: Marketing

Market : United States



**Increase in
agency credibility**



**Lower cost
per click**

Building credibility with clients

In order to maximize its effectiveness on the Bing Network—and the return on investment for its clients' campaigns—TopSide Media's search-engine experts completed the Bing Ads Accredited Professional program. Walker says his team has learned valuable best practices—gleaned from the experiences of other advertisers in various industries—and discovered how to test settings and traffic allocations to drive conversions.

"Credibility has been the biggest benefit of completing the Bing Ads Accredited Professional program. It helps differentiate TopSide from other PPC companies that offer services, but have not taken the time to learn more and get accredited," Walker says. "The program also helped us deliver better results for our clients. In a crowded business environment, demonstrable results speak louder than anything else."

[Get started](#)

Bing Network

Reach millions of unique searchers in the U.S. on the Bing Network,¹ where searchers spend more. Searchers on the Bing Network spend 23% more online than the average Internet searcher.²



161 million
unique searchers²



5.9 billion
monthly searches²



31 percent
of the search market²

Connect    

1. The Bing Network includes Microsoft Core Search sites and Yahoo (Bing powered) sites in the U.S.

2. comScore Explicit Core Search (custom), December 2014.

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