



The power of Bing Ads

Agency uses Bing Ads to increase sales leads for small salon business by 104%

White Shark Media® delivers online marketing solutions tailored specifically for small and medium-sized businesses, specializing in pay-per-click (PPC) management, SEO and website design. Recently, White Shark Media® has become a Bing Ads authorized reseller. The agency has worked hard to incorporate Bing Ads into its product portfolio and, therefore, has seen strong results across multiple client search advertising campaigns.

Bringing in more calls—and sales leads—with Bing Ads

Siutse Hair Extensions is a modern and unique hair extensions salon and store, offering a variety of hair extensions, beauty services and products in North Miami Beach, Florida. After three months of managing pay-per-click (PPC) advertising on his own, store owner David Nuñez realized he wasn't getting the return on investment he needed for his business to succeed. So, Nuñez hired White Shark Media® to ensure his online advertising would be managed by professionals—ultimately, hoping to bring more customers to his business.

When White Shark Media® started managing the PPC account, there wasn't a clear understanding of how many phone calls the campaign was generating at the time. Additionally, there wasn't proper tracking installed on the search advertising campaign. As a result, Nuñez wasn't able to take advantage of potential business opportunities and track campaign results.

Using Bing ads, White Shark Media® set out to accomplish a number of goals for Siutse's search advertising campaign, which included acquiring three to five calls per day from potential customers, lowering the average CPC, and obtaining a better position in the search engine results pages (SERPs).

Case Study



Agency: White Shark Media®
whitesharkmedia.com

Social:

Industry: Digital Marketing
Market: U.S.



Client: Siutse Hair Extensions
siutsehairextensions.com

Social:

Industry: Health and Beauty
Market: U.S.

144%

increase in
phone calls

96%

decrease in
cost-per-lead

Agencies get access to Bing Ads support specialists, tutorials, marketing materials, accreditation and more. Let us help you serve your clients better. [Visit the Agency Hub >](#)

Microsoft

Using Bing Ads tools to increase sales and decrease cost per lead

"After running ads on the Yahoo Bing Network for just three months, the company has achieved better results than I ever expected," Nuñez says. "We've obtained the same success as with Google, but with only a fraction of the investment."

From the second to third month of using Bing Ads, Siutse saw a 104% increase in sales leads, and a 96% decrease in cost-per-lead.

One way White Shark Media® was able to improve campaign results was by hand-picking keywords to create an overall, more successful campaign. The old campaign was set up with broad keywords using automatic bidding, which was draining the campaign budget.

By using the Bing Ads Research Keywords tool, White Shark Media® was able to get a better understanding of what keywords and match types to use when expanding the campaign structure with more ad groups and keyword variations. By using the Research Keywords tool, they were able to find the most relevant keywords for the audience and select appropriate bid. For the new campaign, White Shark Media® focused on keywords specific to Siutse's line of business using keyword variations such as "salon," "hair styles," and "hair extensions."

Another Bing Ads feature that proved helpful was the auction insights report, which shows how ads compete with other advertisers' ads. Auction insights provide performance data per display URL domain on key statistics, including impression share and average position. One of the main goals for the campaign was to obtain top position on the SERPs. With auction insights, White Shark Media® was able to benchmark Siutse's average position and the top-of-the-page rate. With this data, they identified Siutse's direct competitors in Bing Ads and how the company was standing against them in order to improve positioning.

More phone calls means more customers

Additionally, with Siutse's main source of leads coming from phone calls, White Shark Media® installed call-tracking services in order to measure the amount of phone calls generated by Bing Ads. As a result, they increased the amount of phone calls by 144%.

As a whole, by expanding the search advertising campaign with Bing Ads, White Shark Media® was able to provide more leads for Siutse and improve the company's return on investment significantly. "I have been able to grow more than what I anticipated, and not only that, but my overall cost decreased considerably due to their efficiency at managing my budget," Nuñez adds.

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Connect    

1. The Yahoo Bing Network includes Microsoft and Yahoo Core Search sites in the U.S.
2. comScore Explicit Core Search (custom), December 2014.
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Yahoo Bing Network

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



161 million
unique searchers²



5.9 billion
monthly searches²



31% of the
search market²

Microsoft