



## Agency reaches new customers and helps increase customer's sales with Bing Ads

**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, subsequently, has seen strong results across multiple client search advertising campaigns.

### Integrating Bing Ads resulted in higher ROI

Using Bing Ads, White Shark Media® was able to help grow advertiser K9 Carts' online advertising presence. Specializing in pet mobility products, K9 Carts wanted to expand its advertising efforts and employ Bing Ads to reach a larger audience—and grow its business.

"We've been working with White Shark Media® for two years and obtained impressive results," K9 Carts' general manager Glenn Parkes says. "Our ROI is now just under 400% and climbing."

Emma Ferrey, PPC account strategist at White Shark Media®, started by setting goals for the search advertising account with the hope of getting more out of what K9 Carts was already putting into the account. White Shark Media® wanted to acquire consistent, high-quality leads and increase conversions, lower the average cost-per-click (CPC) and to get a better position in the search engine results pages (SERPs).

Considering how emotionally attached pet owners can be, the White Shark Media® team made sure to appeal to both that emotion and reason through the text in the ads. As a result, they created three campaigns—all with the same elements, but varying in match types. White Shark Media® structured

### Case Study



Client : White Shark Media®

[whitesharkmedia.com](http://whitesharkmedia.com)

Social :  

Industry : Digital Marketing

Market : U.S.



**22,873 new potential customers reached**



**322 sales generated**

the campaigns to include variations of K9 Carts' main products, such as dog wheelchairs, carts, wheels, harnesses, beds and boots.

## Generating more sales with inline bid suggestions and Campaign Planner

When optimizing K9 Carts' search advertising campaigns, White Shark Media® took advantage of all that Bing Ads had to offer, resulting in a big impact on monthly campaign performance. For example, by using inline bid suggestions, White Shark Media® was able to find the perfect balance between bids and performance within the campaign. Previously, it would have required several bid adjustments and weeks of testing to identify the most effective bid strategy for the campaign. But with inline bid suggestions, they found that bids can be lower than the amount suggested and still appear in top positions—helping improve performance and ROI significantly.

White Shark Media® also used the Bing Ads Campaign Planner tool to expand the reach of K9 Carts' campaigns after achieving higher conversion rates within its target area. Campaign Planner is a marketplace insight tool that gathers data from Bing and then allows advertisers to research performance data, search traffic, industry benchmarks and key competitor performance.

Campaign Planner provided helpful insights into the top advertisers within the industry. Once White Shark Media® identified top performers, they were able to move forward with a more thorough competitor analysis and incorporate some of the top-performing elements in the campaign.

## Beating the competition and getting results

White Shark Media® also put the Ad Preview tool to work for K9 Carts' search advertising campaigns, which allowed them to quickly confirm that ads were showing correctly on Bing without impacting impressions or clicks. In addition to providing detail on keyword performance, the Ad Preview tool allowed White Shark Media® to improve competitiveness and visibility with the existing keywords. This helped increase the impression share metrics within an already qualified audience, and ultimately, improve the campaign's conversion rate.

Since launching Bing Ads as part of K9 Carts' search advertising campaigns, White Shark Media® has contributed to a growth in website traffic for the company. K9 Carts estimates that 22,873 new potential customers visited the website in 2014, generating 322 sales with an average cost-per-acquisition of \$71.55.

[Get started](#)

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), March 2015.

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## Bing Network

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



**161 million**  
unique searchers<sup>2</sup>



**5.9 billion**  
monthly searches<sup>2</sup>



**31 percent**  
of the search market<sup>2</sup>