



The power of Bing Ads

Agency clients get lower cost per lead and per sale with Bing Ads compared to Google

JXT Group provides online advertising and ecommerce solutions for a diverse group of clients, ranging from a leading urban-apparel retailer to a kitchen remodeler and a local nursing home.

Based in New Jersey, the agency uses search marketing with Bing Ads to help its clients generate business. "It's definitely not enough to only use Google AdWords," says Menachem Ani, founder and CEO of JXT Group. "We always recommend that our clients advertise on Bing Ads to take advantage of that market share. It's a great way to get in front of the right consumer at a good ROI."

Bing Ads agency support and resources

JXT Group gets specialized account support to help it serve clients better. "I have a direct line to reach out to my Bing Ads account reps Elizabeth and Bryan, and I get a response very quickly," says Ani, who has used Bing Ads for several years. "They'll help me take care of whatever I need. If I need help implementing account changes or improving campaigns, the account team is there for me."

Other Bing Ads resources help JXT Group improve its services. Through the Bing Ads Accredited Professional program, JXT Group has learned features and strategies to help its clients succeed. "It's a good tool for us to showcase that we're accredited by Bing Ads," Ani says."

Case Study

Client: JXT Group

jxtgroup.com

Industry: Marketing

Market: United States

9-33%

lower average
cost per click

18%

higher
conversion rate

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

Bing Ads features

Ani says he's pleased with Bing Ads improvements that make it easier to manage multiple accounts. "Switching back and forth between accounts is a lot simpler," Ani says. "Before, I had to go back to the home page to select a new client. Now, with the left navigation bar, I can flip between the accounts." Running reports on multiple clients also eases account management. "These features save clicks," Ani says. "It saves me a few minutes every time I interact with Bing Ads."

JXT Group also uses the Import Campaigns feature, which imports campaigns from Google AdWords to Bing Ads, to get work done faster for its clients. "It's very easy to just type in the user name and password and select the campaigns with the importing feature. It pretty much all comes through with no problems," Ani says. "That saves hours of time on each import."

To increase traffic and leads for its clients, JXT Group has turned to key Bing Ads features. Call Extensions is a feature that some clients use to include a clickable phone number in their ads. "Call Extensions removes the barrier for customers who are on mobile devices," Ani says. "Before, customers had to click to a landing page to fill out a form, and now they can just click to call, so it helps increase leads."

Less expensive traffic, leads and sales

JXT Group sees a lower cost per click with Bing Ads compared to Google AdWords for most of its clients, ranging from 9% to 33% lower. "The cost per click is cheaper with Bing Ads, and that impacts the cost per acquisition, whether it's for lead generation or ecommerce," Ani says. "It ends up costing less per lead or per sale."

The cost per sale for a large ecommerce retailer, for example, was 14% lower with Bing Ads compared to Google AdWords in a recent 30-day period. At the same time, the conversion rate was 18% higher. "Clients are always looking to get more out of their money," Ani says. "And they can do that with Bing Ads."

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158 million unique searchers



5.3 billion monthly searches



29% of the search market

1. The Yahoo Bing Network includes Microsoft and Yahoo Core Search sites in the U.S. 2. comScore Explicit Core Search (custom), December 2013.