



Canadian agency helps Internet service company gain new leads at a lower cost

Toronto-based search engine marketing agency **Green Lotus** helps medium and large businesses create effective online marketing strategies and lead generation solutions. Green Lotus' online marketing services focus on increasing leads and optimizing quality.

"The most important thing that matters to our clients is lead generation," says Bassem Ghali, founder and head of client strategy at Green Lotus. "Our clients include new home builders, telecommunication companies and private career colleges, all of which survive on leads to their business."

Green Lotus views Bing Ads as a high-quality, cost-effective channel and always recommends it as part of a customer's digital strategy. "We like the lower cost per click with Bing Ads. I always recommend it," says Ghali.

Increasing visibility with Bing Ads

Bing Ads has been a recommended solution since Green Lotus opened its doors over three years ago. The biggest challenge facing Green Lotus customers in general is understanding how to track leads, measuring cost per lead and return on investment, and how to use data to improve campaign results.

"This is the first thing we look at," says Ghali. "Most customers cannot quantify and evaluate the results of their campaigns. We track online lead form submissions, phone calls, online sales and other types of conversions that matter most to our clients. This helps us optimize the overall campaign performance and increase return on investment."

In 2013, Green Lotus began working with Xplornet, a high-speed Internet provider in Canada that provides broadband service to all remote areas and hard to reach places. The company is focused on bringing Internet service

Case study



Client : Green Lotus

greenlotus.ca

Social :  

Industry: Marketing

Market: Canada



**Lower cost
per click**



Increase in leads

to customers who live in areas not served by standard cable Internet, DSL or other Internet technologies.

"When we started with Xplornet," says Ghali, "they weren't getting enough visibility or leads. They came to us from another agency, and we were contracted to increase leads and improve the cost to acquire new customers."

Driving success with lower cost per click and geotargeting

The first step Green Lotus took was to evaluate Xplornet's existing campaigns. "With Xplornet, we track both online and offline conversions. We track online leads from form submissions, and we have dynamic phone call tracking to connect offline conversions to online campaigns," says Ghali. "Once you know what's working and what isn't, that's when the real work starts."

Ghali recommended including Bing Ads in the mix to add volume to the pipeline. Green Lotus ran a pilot campaign in 2014. With the number of leads growing, Xplornet was able to triple its budget in nine months. Due to Xplornet's impressive results with Bing Ads campaigns in Ontario, the company plans to expand its campaigns across Canada.

Getting more leads and improving return on investment

True to its goal of generating new leads for clients, Green Lotus saw Xplornet's volume increase. "The overall strategy was to generate high quality leads within the allocated budget," Ghali says. "That's the main goal. The results came in lot better than I estimated."

As an agency, Green Lotus manages multiple campaigns on behalf of its customers, employing new features and using a variety of tools. Ghali had high praise for the Bing Ads agency program and sales team, "The agency program with Bing Ads provides outstanding support."

The agency program is a win-win for both Bing and agencies. "We love helping agencies empower their advertisers to achieve a positive return on investment of each dollar they spend with Bing. In addition, the expansion of the Canadian Bing team will allow for greater focus on agencies and direct advertisers locally. Having a Toronto-based local team will let us bring insights, education and support to Canadian agencies and direct advertisers," says Maor Daniel, Canadian SMB Sales & Business Lead.

Xplornet's success represents the general trend Green Lotus sees with all its customers. Regarding the value of Bing Ads, Ghali says, "It would be good to roll out for all campaigns. It's always in the strategy recommendation to customers to run Bing Ads; the numbers speak louder than words. We ran three apples-to-apples campaigns between Bing Ads and Google AdWords, and Bing Ads always outperformed AdWords in terms of the metric that really matters – ROAS (return on ad spend)."

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1. comScore qSearch (custom), June 2015; the Bing Network includes Microsoft and Yahoo search sites in Canada. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Search market share

Reach millions of unique searchers in Canada on the Bing Network, where searchers spend 37% more online than the average Internet searcher and 16% more than Google searchers.¹



17 million
unique searchers



449 million
monthly searches



12 percent
of the search market¹