



# 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



Client : White Shark Media®

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

Social :  

Industry : Digital Marketing

Market : U.S.



Client : Siutse Hair Extensions

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

Social : 

Industry : Digital Marketing

Market : U.S.



**96% decrease in cost-per-head**



**144% increase in phone calls**

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

"After running ads on the 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 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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## Search market share

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 searches<sup>2</sup>



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



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