

SENSIS SAW IMPROVED PERFORMANCE AND REACH AFTER ADVERTISING ON BING ADS BY USING ACQUISIO'S AD CLONER AND OPTIMIZATION TOOLS!

ABOUT SENSIS

Australia's largest local search, media and advertising company

Sensis is Australia's #1 marketing services company. The Sensis purpose is to engage Australian consumers with businesses and today delivers on that promise through its leading digital consumer businesses (Yellow Pages, White Pages, TrueLocal, Whereis, Skip), search engine marketing and optimization services, website products, social, data and mapping solutions and through its digital advertising agency, Found. Sensis is also Australia's largest print directory publisher including the Yellow Pages and White Pages.



As the search marketing industry evolves, it becomes increasingly important to diversify spend across different publishers. For Sensis, Australia's leading marketing services company, distributing spend across different publishers, including Bing, became an important factor in delivering better results to their clients.

WHAT SENSIS NEEDED

Sensis is a major player within the Australian market, with thousands of small and medium business (SMB) clients, so it was important to deliver the best results possible for each of their local business users.

"The Australian market is quite different, structurally, from the North American market," explains Cam Pegg, Group Manager, Media Products at Sensis. "Australia is dominated by Google, with around 92%¹ of the total search market."

For Sensis, it was about trying to diversify the channels for their customers to give

them greater reach and exposure to new potential customers, that they wouldn't otherwise have access to by advertising on Google alone.

"Because Google controls so much of the market, we saw that cost-per-clicks (CPCs) were going up and clickthrough-rates (CTRs) were either stable or falling. We wanted to drive the best results we can for our customers, so we decided to tap into a new audience and see if it improved performance," admits Pegg.

WHY BING?

"Bing has a very unique audience," explains Diana Finster, Global Channel Development Lead, Tool Providers, from Microsoft. "Bing worldwide searchers spend 145%² more than the average internet searcher. Additionally, our searchers are affluent and well educated. Most importantly, Bing Ads offers an exclusive audience.

Without spending on Bing you miss out on this unique audience."

Plus, accessing this audience is cost effective. Compared to other search engines,

Bing Ads is more cost effective across all major verticals, with lower average CPCs.

Sensis realized these benefits and decided to capitalize on this opportunity for additional reach.

On average, CPC was 40% lower on Bing Ads compared to AdWords.

GETTING STARTED WITH BING

Before getting started with Acquisio, we were using a different platform to run search ads," begins Cam Pegg, Group Manager, Media Products at Sensis. "Not being able to spend the budget effectively was a problem.

We were either underspending or overspending by quite a lot on a fairly broad range of accounts."

To improve accounts, and get spending more on track, Pegg says, "We made the decision to move to Acquisio because their ad cloner and Bid & Budget Management (BBM) solution allowed us to manage and support AdWords and Bing Ads in a more efficient and effective way."

¹ Google had a 92.86% market share as of June 2013, according to Stat Counter Global Stats

² comScore, June 2015

Since starting to advertise with Bing Ads, Sensis saw an overall increase in clicks of 18% with the average CPC reduced by 16%!

Using Acquisio's BBM solution, there was no longer a threat of overspending, because budgets are set as constraints and cannot be surpassed.

As for accounts underspending budget, the small percentage of Sensis' accounts that were struggling to spend the full budget were able to increase their spending thanks to Bing Ads and BBM. Of the struggling accounts, an average 50.6% of the budget was spent. Once the accounts were set up with Bing Ads, these once underperforming accounts were then able to spend on average 85.2% of the budget. When Sensis expanded their audience to include Bing searchers, they were able to increase attainment by 34.6%!

ABOUT ACQUISIO'S AD CLONER

Improve your overall PPC performance by diversifying your PPC budget with multiple publishers. If you already have Google AdWords campaigns in the Acquisio platform, you can expand your audience by easily creating Bing Ads campaigns from your existing AdWords accounts through our "Clone-Sync" feature.

This helps streamline work processes, centralize workflows and improve productivity. The Clone-Sync feature is a quick and easy way to create and manage your Bing Ads campaigns that mirror existing AdWords campaigns

Ad Cloner

For many marketers new to Bing Ads, there is a common misconception that setting up campaigns with the new publisher can be a time consuming exercise, and in turn, often acts as a barrier to enter the new market.

Rather than build entirely new campaigns for Bing Ads, Acquisio developed an ad cloner to replicate ads from AdWords to Bing Ads.

"The cloner saved us an enormous amount of time," explains Pegg. "We have thousands of customers, so trying to rebuild all our campaigns on Bing Ads manually would have been impossible."

In an effort to help those familiar with AdWords feel more comfortable with Bing Ads, and to make the transition as seamless and as simple as possible, "we worked hard, in the past couple of years, to improve time efficiency and usability for those starting up with Bing Ads," explains Diana Finster, from Bing.

"With the cloner and BBM for Bing, it's easier than ever to get onboarded with Bing and access this quality audience to improve reach and performance for clients," says Finster.

Results using BBM for Bing Ads

Setting up accounts with the cloner is step one, running Bing Ads with Acquisio's Bid

and Budget Management is step two.

Sensis had difficulty managing budgets with their previous vendor, yet "the performance we've seen with Bing on Acquisio has been great," says Cam Pegg.

"We've levelled out our spend, we're spending to budget, and we're getting good results out of it."

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THE NEXT STEPS

After seeing lower CPCs and better CTRs with Bing Ads, all accounts running on AdWords with Acquisio now run on Bing Ads as well.

"Now it's about seeing how far we can push the performance," says Cam Pegg, Group Manager, Media Products at Sensis. "We want to see how far we can ramp up our spend on Bing Ads while continuing to perform well."

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