



# Agency achieves 1002% return on investment for candle company through Bing Ads

Marketing agency **Clever Zebo** helps small and medium-sized businesses build and execute world-class online marketing strategies. Focusing on conversion rate optimization for its clients, Clever Zebo operates a large number of paid search campaigns at a time. Through paid search, particularly Bing Ads, the agency has helped increase its clients' return on investment significantly.

"We look at the holistic conversion funnel—and paid search is a big part of that," says Clever Zebo co-founder Igor Belogolovsky. "It's very trackable and measurable, and it allows us to demonstrate successes on our clients' campaigns."

Bing Ads has become integral to Clever Zebo's success. With a crowded and competitive Google AdWords market, Belogolovsky says it's nice to be able to test in the Bing Ads market and see better results.

## Adding volume with Bing Ads

Clever Zebo has been using Bing Ads since the company's inception in 2010. In 2014, the agency started working with retail company **Diamond Candles**, which sells handmade scented candles. Because the product was popular, a great number of people were already searching for Diamond Candles online. But the candle company wanted to scale up and get even more people to its website, and make its search advertising campaigns more efficient at the same time.

"Paid search is complex," Belogolovsky says. "Companies get started and see a little success, but it's hard for them to find scale and volume and also get down to the cost per acquisition that will maximize their margins."

From the very beginning, Clever Zebo started running paid search campaigns on Bing Ads for Diamond Candles, which was hoping to increase traffic and

## Case Study



clever zebo

Client : Clever Zebo

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

Social :  

Industry: Digital marketing

Market : United States



**1002% return on investment**



**14% of acquisitions attributed to Bing Ads**

ultimately revenue. Clever Zebo also conducted a lot of AB testing on things like ad copy and Ad Extensions. "The Bing Network is a good source of additional volume," Belogolovsky says.

## Key successes with branded campaigns and Sitelink Extensions

Belogolovsky says one of the benefits of using Bing Ads for Diamond Candles and other clients' search advertising campaigns is that Bing Ads' cost per click tends to be lower than Google's. This allows Clever Zebo to achieve a better cost per acquisition and keep clients satisfied.

Clever Zebo also found great success with Sitelink Extensions. Sitelink Extensions are additional links advertisers can include in their ads that take customers directly to specific pages on the company's website. Sitelink Extensions let advertisers promote specific products, services or sections of the site, leading searchers to the right information they need.

Additionally, in the case of Diamond Candles, Clever Zebo found that branded campaigns worked especially well. This included breaking out smaller ad groups that had a specific base of keywords.

"Breaking it out that way has been good for campaign performance," he explains. "Bing Ads allows a lot of different ad groups, and there's no cap on that."

On top of all of the useful tools and features that Bing Ads has to offer, Belogolovsky says he's also been impressed with the level of account support from the Bing Ads team. "It's nice to have an account representative and support when you need it," he adds.

## Bing Ads brings top-notch results

In just a month's time, Bing Ads delivered a return on investment of 1002%, which was higher than Google AdWords by 11.6%. The Bing Network has also become a strong acquisition channel for Diamond Candles in which 14% of the company's acquisitions are coming from Bing Network with no additional multi-touch attributions from other channels.

Clever Zebo also found that searchers on the Bing Network have the lowest bounce rate, highest amount of pages visited per session, and highest average session duration, compared to other search engines.

"We are very happy with the campaign results and want to keep testing to improve the campaign even further," Belogolovsky says.

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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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## 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 searches<sup>2</sup>



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



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