



THE BING PPC STORY

Hidepark saw great success on the Google paid for platform, generating hundreds of orders each month, therefore, it was decided to try a similar campaign on Bing. Due to the target market of Hidepark being 50+ years old, it was thought that Bing was a great match to drive further sales and revenue.

The objectives



Increase sales and revenue



Gain market share



Focus on a relevant market



Increase brand awareness within a new market



Gain stronger ROI

The strategy

As we knew we had a highly successful campaign on Google, this was imported into Bing and then minor tweaks were made to optimize towards the relevant audience. Due to this being a new platform for Hidepark we had to ensure the campaign was providing strong ROI to justify the increased spend.

Monthly results



866,543
impressions



3,636
clicks



£149
average
order value



Conversion rate



Cost per click



Fifteen have **increased**
monthly sales overall by **50%**

What they say about us

"Since handing our PPC campaign over to Fifteen we have already seen an increase in the amount of queries we have received on our website, and a decrease in the cost per conversion. They've also optimised our Google Shopping ads, and introduced a very successful Remarketing campaign. They are very knowledgeable, professional, and have been a pleasure to work with. I would recommend them very highly."

Ian Blackburn
Managing Director, Hidepark