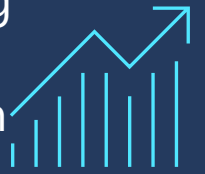




26% increase in clicks and a 76% increase in page views per session. Microsoft Advertising campaigns drove a three-fold increase in web traffic.



“By strategically targeting the right customers and getting the right message in front of them, we’ve seen tremendous results, with more quality leads coming in. As a result, we’ve increased our investment in paid search over the last year.”

- Shannon Cochran, Marketing Program Manager at Accounting Seed

Laying down roots

[Accounting Seed](#) is a cloud-based solution that helps small businesses, mid-market companies, and enterprise-level organizations seamlessly handle their accounting needs from lead to ledger. As a small but mighty organization themselves, Accounting Seed has more than 50 employees serving over 1,000 customers and 15,000 users across various industries. Founded in 2008, Accounting Seed stemmed from the need to connect clients’ accounting software to Customer Relationship Management (CRM) or Enterprise Resource Planning (ERP) systems for a more holistic view of their business.

Growing amid a pandemic with the help of Microsoft Advertising

As with most businesses affected by the COVID-19 pandemic, Accounting Seed had to rethink its marketing strategy. The company planned to ramp up its marketing at the many trade shows and events it was scheduled to attend in 2020, but with those on hold or going virtual, Accounting Seed shifted to a digital strategy.

As part of that investment, the company employed Microsoft Advertising to demonstrate the value of its digital advertising solutions during a pandemic. The marketing team built text and search campaigns, display campaigns, and retargeting campaigns to position Accounting Seed as the ideal solution for the accounting and finance woes of businesses transitioning to remote work.

Great results above expectations

The results for Accounting Seed have been significant, with a nearly three-fold increase in web traffic since the organization launched their Microsoft Advertising campaigns last year. In addition, they have seen a 26% increase in new web sessions and a 76% increase in page views per session compared to the previous year.

Microsoft Advertising. Intelligent Connections.

Source: Accounting Seed Internal Data, 2020



accountingseed



[VIEW THE CUSTOMER STORY](#)