



“All new AiiMS clients are activated on the Microsoft Advertising Network because we are an agency that values the power of search, and we have witnessed time and again the value of the Microsoft Advertising Network in action.”

-- Janty Mohammed, AiiMS Managing Director and Founder

Revenue saw tremendous growth in two-year period.

775%



Mr. Splash achieved strong ROAS of

90:1



AiiMS helps SMBs Grow their Business

[AiiMS](#) is a digital marketing agency headquartered in New South Wales, Australia. Founded with a vision to help Small and Medium sized Businesses (SMBs) compete in the same marketing spaces larger organizations commonly thrive, AiiMS launched in 2010 and has now grown to 50 employees serving clients in Australia, New Zealand, and Indonesia.

Mr. Splash Plumbing builds a Pipeline to Growth

Among the small businesses within the AiiMS portfolio that have grown to be a noteworthy success is [Mr. Splash Plumbing](#). A full-service plumbing company that leans on its experience and ability to build trust, Mr. Splash Plumbing has grown from a husband and wife operation that struggled to navigate digital marketing, to a 12-person, multi-vehicle service operation covering the Sydney and Melbourne areas.

AiiMS and Microsoft Advertising flood Mr. Splash with Results

Microsoft Advertising has played an integral and efficient role for Mr. Splash Plumbing’s marketing strategy with [keywords](#) and [sitelink extensions](#) providing value. “Microsoft Advertising has been essential to their growth,” says Janty Mohammed, AiiMS Managing Director and Founder. Through testing, they began discovering that the purchase intent is greater among the Microsoft Advertising audience. Furthermore, it was evident the average order size from Microsoft Advertising conversions was much higher, with the average order at \$2,500, compared to an average order from Google at just 10% of that figure.

AiiMS Internal Data, 2020.

[Microsoft Advertising. Intelligent Connections.](#)



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