Cost Per Click lowered 40%

Traffic visits up 66%

Wickfire stokes the flames of search marketing

As a leading digital marketing company focused on search marketing, Wickfire supports retailers, helping them get their products and services in front of consumers with special offers. The firm uses automated workflows and optimization technology to not only guide consumers through their purchasing decisions, but also to maximize the reach and conversion potential that search marketing offers merchants.

The power of search- Growth with Microsoft Advertising has been transformative

With a specialty in search marketing, Wickfire understands the power of search and how to harness it. "Search helps consumers at a critical moment in their purchasing decision," says Katy Hall, Wickfire's chief operating officer. "It's a medium where consumers show buying interest but have yet to pick their product. They're looking for information before they make a decision, and we fill that need successfully." Moreover, search allows Wickfire to get in front of consumers showing purchasing intent, enabling the company to make decisions at a granular level when it comes to exact targeting in terms of keywords and bidding on specific keywords.

Firing up growth and efficiency with Microsoft Advertising

To boost its performance, Wickfire employs Microsoft Advertising features, adopting search syndication at a rate of 97% and enhanced Sitelink Extensions at a rate of 98.7%, with Callout Extensions and Structured Snippet Extensions seeing the biggest adoption. Its proprietary algorithm also works seamlessly with Microsoft Advertising's Enhanced CPC (cost per click). The company is reaping the benefits of its partnership with Microsoft Advertising.

Wickfire Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.

"One of my favorite parts about working with Microsoft is that there are a lot of ways to refine and tailor what works for us, which other platforms don't provide."

-- Cheney Wakeman, Vice President of Operations, Wickfire

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