



Thanks to paid search, Youmanage gets <b>80%</b> of new business leads from Microsoft Advertising 	Youmanage website visitors increased <b>23%</b> Year-over-year with a modest paid search budget 	Youmanage conversions grew <b>130%</b> Year-over-year including a record revenue deal 
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*“When we brought everything over to Microsoft, it wasn’t just better, it was night and day better. The audience was the perfect fit for the client, and it was easier and more profitable to advertise to.”*  
- Yasmeen Mohammed, PPC Team Manager, Add People

### Helping SMBs get started with paid search on Microsoft Advertising

[Add People](#) is one of the largest digital marketing agencies in the UK built to service small and medium-sized businesses. When it came to developing a grass roots pay-per-click (PPC) search strategy for cloud HR software company [Youmanage](#), the agency saw huge potential in Microsoft Advertising which eventually led to the company signing a new record revenue deal.

### Making software as a service successful online

Youmanage based in Scotland is a HR Software provider who offers a unique and tailored cloud-based HR platform for their clients. The company had never invested in online marketing before working with Add People, instead relying on word of mouth to drive new business. However, with the support of Add People, a six-month trial was agreed with the goal of testing different advertising platforms to find the right fit for Youmanage.

Both search and display advertising were initially tested, but whilst paid search delivered good performance, it proved expensive. Display on the other hand, delivered lots of impressions but lacked conversions. After a few months of testing with mixed results, Add People recommended Microsoft Advertising.

### Basics done brilliantly in PPC

Add People pride themselves on delivering brilliant basics for their clients. By using manual keyword bidding and keeping a tight control on the keyword list the agency quickly started delivering high quality leads that converted to sales for Youmanage. At the end of the trial period, Microsoft Advertising had proven its worth, and in January 2020 Youmanage tripled its spend per month on pay per click advertising.

Such was the success of the campaign, that a lead generated from an ad on Bing led to a record-breaking revenue deal for the company. Today, 80% of new business leads for Youmanage come from Microsoft Advertising, the company’s website saw 23% year-on-year growth in visitors, but an astonishing 130% growth in conversions.



[VIEW THE CUSTOMER STORY](#)

Add People internal data, year-on-year comparisons between September 2019 and September 2020.