



Bing Network. Intelligent search.



"Bing has brought very engaged users to the website, people who spend a lot of time checking out pages and converting clicks into sales."

Steve Guzman

Senior account manager team lead, Logical Position

LINK TO STORY →

SIGN UP FOR BING ADS →

Casino Supply has achieved an ROAS of

\$8.20

for every dollar spent on Bing Ads.¹

Casino Supply has had a

50%

lower bounce rate with Bing Ads.¹

Bing Ads solutions:

Structured Snippet Extensions
Callout Extensions



Playing the right cards

When a casino or gambling house gets low in goods, who do they call for a restock? In the United States or Canada, there's a good chance they're calling [Casino Supply](#). Each month, the site receives approximately 24,000 sessions, with a large chunk of them, roughly one-third, coming from paid search.¹ In 2014, owner Jay Simon realized the task of managing paid search was taking up too much of his time without delivering the hoped-for results. After doing some research, he turned to the digital marketing agency [Logical Position](#) to take over.

What goes up doesn't have to come down

Steve Guzman and Matt Goff handle the Casino Supply account at Logical Position. The team started with search campaigns to lay a solid foundation. After proven success, they adopted Bing Shopping Campaigns to grow the account further. Casino Supply allocates approximately 68% of its Bing Ads budget to shopping campaigns and 25% of its total paid search budget to Bing Ads.¹

To date, Bing Ads results have been impressive. The conversion rate with Bing Ads has been on the rise since Casino Supply started using the platform.¹ Currently, it stands close to 5%, much higher than what Casino Supply sees elsewhere.¹ Similarly, the bounce rate is much lower too, hovering around 50%.¹ That's the perfect balance that companies want to see. Return on ad spend in August 2018 was \$8.20, meaning Casino Supply got more than eight dollars back for every dollar it spent in paid search marketing.¹

Without using Bing Ads, Simon thinks companies risk rolling snake eyes with search. "If you're not advertising on the Bing Network, there's a good chance that one of your competitors is. To stay competitive in the market, you have to include Bing Ads."

¹. [Casino Supply](#) internal data, 2018.

