



Motoroso revs up with a little help from Bing Ads



In 2015, **Motoroso.com** CEO and Founder Alex Littlewood decided to add **Bing Ads** to his online marketing mix.

“My gut told me we might get more traffic less expensively from **Bing Ads**,” he explains. “I also had a hunch that the **Bing** audience was a little bit older and more affluent, which is the target for our business because they have the discretionary income.”



His hunch was correct. **Bing**'s unique audience tends to earn more, spend more online and have higher levels of education than the wider online audience. In September 2015, **Bing Ads** delivered 21 million automotive industry searchers in the U.S.¹

Of the **Bing Network** automotive audience²:



69% are age 35 or older



77% have attended college



50% earn \$75K or more a year

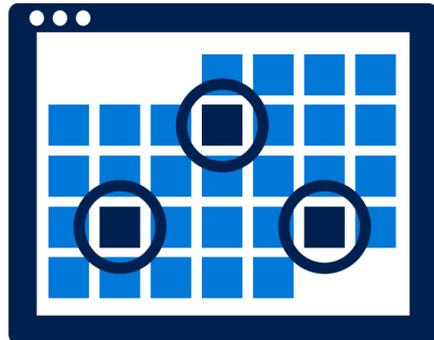


“**Bing Ads** provides more targeted, more refined, better traffic for a better price.”

Alex Littlewood
CEO
Motoroso.com

Director of Product and Growth Brian Bagel, who writes ads and manages **Motoroso**'s paid search activity, uses **Bing Ads Editor** to write the ads, schedule campaigns and monitor and report on campaign performance, helping him be highly productive in this part of his business.

As **Motoroso** is a small business with limited resources, he's always looking for the best ROI and found it with **Bing Ads**.



Bagel explains, “**Bing Ads** absolutely has been one of our most effective marketing channels. The clicks are more cost-effective than any other search engine marketing channels, and once they get to **Motoroso** they're highly qualified. They're spending a lot of time with us and signing up with us at a rate that's better than our other paid marketing channels. It performs very well for us and that's how I look at our return on investment. It's one of the things that I think is most impressive about **Bing Ads**.”

“Better results for less cost. That's as simple as I can make it. If I look at the quality of the traffic we get for the dollars we spend on **Bing Ads**, our ROI is fantastic.”

Alex Littlewood
CEO
Motoroso.com



How'd they do it? Read the full story: [Motoroso revs up with a little help from Bing Ads](#)

Interested in advertising your business with Bing? It's easy to get started. Check out our tutorial: www.bingads.com/getstarted

Bing Network. Be there.

1. comScore qSearch (custom), U.S., September 2015. Industry categories based on comScore classifications.
2. comScore Plan Metrix, U.S., August 2015, custom measure created using comScore indices and duplication.

