



Bing Network. Intelligent search.



“One of the reasons why we looked to expand our reach into Bing is because we know that there's a target market out there that we weren't reaching by using only one search engine. It just seems crazy that there are people out there asking to be served information and products that we aren't reaching.”

**Sally Allsop**  
Head of Marketing, The Simply Group



The Simply Group saw an increase in traffic from the Bing Network by 25% month to month

25%



Revenue and orders improved by more than 50% month to month

50%

## Optimising spend and pay-per-click activity

The Simply Group, comprising of [Simply Beach](#), [Simply Scuba](#), [Simply Hike](#) and [Simply Swim](#), offers 25,000+ clothing and equipment items for scuba diving, skiing, fitness, swimming, camping, hiking and more. With its revenue heavily skewed towards the digital world, The Simply Group relies on a solid paid search strategy for success.

## A surge in performance

For Sally Allsop, Head of Marketing at The Simply Group, Bing Ads helps complete the circle of a full paid search strategy. The benefits of using [Adobe](#) and Bing Ads together have been an increase in traffic from the Bing Network by 25% month to month,<sup>1</sup> with revenue and orders improving by more than 50% month to month.<sup>1</sup> The fact that revenue is growing faster than traffic means that the audience they're reaching is spending more. Allsop points out that the standout so far has been Simply Scuba, where conversion rates have increased by almost 3% month to month.<sup>2</sup>

The Simply Group also has great statistics for impressions, which have increased by 51% for its four sites.<sup>2</sup> Those impressions have, in turn, improved clicks by 150%<sup>2</sup> and click-through rates by 65%<sup>2</sup> year over year. All of this means little, however, if they don't help convert the sale. To that end, orders from the Bing Network are up 87%<sup>2</sup> and revenue has increased by almost 100%<sup>2</sup> year over year. Taken individually or as a group, these numbers speak volumes about the success of the Adobe and Bing Ads partnership.

1. Adobe internal data, 2018.

2. The Simply Group internal data, 2018.

LINK TO STORY ↻

SIGN UP FOR BING ADS ↻

