



MULTI-ENGINE SEARCH MARKETING

A Case Study

Objectives

Deliver a more effective form of Search Marketing for our client while testing the ability of Microsoft Search (Bing) to contribute to KPIs important to the client's business.

Methods and Outcomes

Over the seven-month test window KONETiQ implemented a strategy where investment would be moved from Google Search to Bing Search at a variable rate not to exceed 7% of the total budget being spent with Bing. The KONETiQ buyers would monitor the Multi-Engine Search campaign and adjust budget toward Bing as its performance justified a larger share of the budget. During the test window, the buyers continually moved more and more budget to Bing - never finding a point of diminishing return from Bing within the share of budget restrictions. What the test has clearly proven is that there is significant performance missed by running a Search campaign focused exclusively on Google. Further testing will continue to determine a clear point of diminishing return for Bing, at which point the buyers will be able to regularly shift budget during a month as the value/spend ratio fluctuates.

A Brief Overview

Campaign

- B2B Cyber Security MNC
- 7 Month Lookback
- \$95,000 Spend
- \$5,700 total Bing Spend
- Test KPIs
 - Clicks
 - Conversions
 - CTR
 - CPC
 - Conversion Rate
 - CPCConv(ersion)

Performance

- Bing significantly outperformed Google, even at the highest share of budget (7%)
- Bing KPIs compared to AVG Google performance for an equivalent budget (\$5,700):
 - +17,398 Clicks
 - +579 Conversions
 - -4.5% CTR
 - -\$1.49 CPC
 - -5.3% Conversion Rate
 - -\$11.92 CPCConv



Study Data Set

Nearly every KPI shows significant improvement with Bing at an average of 6% of the total budget. The exceptions to this were CTR and Conversion rate, but while these were lower averages than with Google, so much more media, clicks, and conversions can be bought with the same budget, it more than offsets the reduced performance.

Month	Clicks	Impressions	CTR	Avg. CPC	Conversions	Cost/Conversion	Conversion rate
Google 6 mo. AVG Performance	3,238	35,279	9.18%	\$1.76	311	\$18.34	9.62%
Bing 6 mo. Total	20,636	445,149	4.64%	\$0.28	890	\$6.41	4.31%
Total	17,398	409,870	-4.54%	(\$1.49)	579	(\$11.92)	-5.30%

Additional Data Set

The dataset on the right is a combined view of the amount of additional clicks and conversions Bing received per dollar as compared to Google. The data sets for both Google and Bing are based on the seven-month average Clicks and Conversions per dollar.

Month	More Bing Clicks per Dollar	More Bing Conversions per Dollar
Sep-23	2	1.1
Oct-23	1.9	1
Nov-23	1.1	0.9
Dec-23	2.5	1.6
Jan-24	3.2	1.8
Feb-24	6.9	8.8
Mar-24	19.6	1.6

Full Data Set

Google										
Month	Clicks	Impressions	CTR	Avg. CPC	Spend	% of Total Budget	Total Conversions	Cost/Conversion	Conversion Rate	
Sep-23	5,850	57,271	10.21%	\$1.83	\$10,733	95%	557	\$19.27	9.52%	
Oct-23	7,263	77,058	9.43%	\$1.69	\$12,259	94%	665	\$18.43	9.16%	
Nov-23	6,703	65,737	10.20%	\$1.82	\$12,204	94%	638	\$19.12	9.52%	
Dec-23	6,330	95,026	6.66%	\$1.48	\$9,344	95%	464	\$20.16	7.32%	
Jan-24	8,585	97,702	8.79%	\$1.66	\$14,293	94%	675	\$21.19	7.86%	
Feb-24	7,857	86,401	9.09%	\$1.97	\$15,510	95%	950	\$16.33	12.09%	
Mar-24	8,372	76,109	11.00%	\$1.85	\$15,506	93%	5,917	\$2.62	70.67%	
Total	50,960	555,304	9.18%	\$1.76	\$89,849	94%	9,865	\$9.11	19.36%	
Google AVG	7,280	79,329	9.18%	\$1.76	\$12,836	94%	1,409	\$9.11	19.36%	
Google 27 mo. AVG	4,111	50,178	8.19%	\$2.51	\$10,338	100%	553	\$18.71	13.44%	
Bing										
Month	Clicks	Impressions	CTR	Avg. CPC	Spend	% of Total Budget	Total Conversions	Cost/Conversion	Conversion Rate	
Sep-23	612	28,205	2.17%	\$0.92	\$564	5.00%	33	\$17.09	5.40%	
Oct-23	859	55,122	1.56%	\$0.91	\$783	6.00%	41	\$19.09	4.77%	
Nov-23	468	15,628	2.99%	\$1.73	\$808	6.20%	37	\$21.85	7.91%	
Dec-23	908	50,781	1.79%	\$0.60	\$543	5.50%	43	\$12.62	4.74%	
Jan-24	1,800	104,008	1.73%	\$0.52	\$934	6.10%	81	\$11.53	4.50%	
Feb-24	2,940	47,098	6.24%	\$0.29	\$842	5.10%	452	\$1.86	15.37%	
Mar-24	13,049	144,307	9.04%	\$0.09	\$1,236	7.40%	766	\$1.61	5.87%	
Total	20,636	445,149	4.64%	\$0.28	\$5,708	6.00%	1,453	\$3.93	7.04%	
Bing AVG	2,948	63,593	4.64%	\$0.28	\$815	6.00%	208	\$3.93	7.04%	