



## CASE STUDY

# Pierce AB Uses Campaign Mirroring to Accelerate Sales via Bing

## BACKGROUND

With local presence in 16 European markets and 40+ websites, Pierce AB has very quickly become one of the most successful Swedish e-commerce companies of all time selling motocross, snow scooter & motorcycle parts, gear and equipment to petrol heads.

## CHALLENGE

Pierce AB is constantly looking for new and innovative ways to drive online sales of its products and deliver greater Return on Advertising Spend. With an already well established and well performing Google AdWords campaign in place, the team asked Kenshoo to work with them to explore the opportunity available to them by advertising on Bing.

## OPPORTUNITY

The opportunity for Pierce AB on Bing looked positive. Its target audience is primarily males between the ages of 21 and 50. Stats showed that Bing has a unique audience of users aged between 35 and 50 and that these users fall within higher income brackets causing them to spend over average, **23% more** than the average internet searcher<sup>1</sup>.

However, with almost 7,500 Google Adwords campaigns running - the team knew that it would take weeks to replicate this activity into Bing - time which they just didn't have to spare.

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<sup>1</sup> <https://www.globalwebindex.net/>

## SOLUTION

Introducing **Kenshoo's Campaign Mirroring** - a feature that enables advertisers to copy and synchronise a source campaign to create a new campaign with just a couple of clicks - in this case Google Adwords to Bing Ads. In less than one day the team managed to get all relevant campaigns mirrored onto Bing.

On top of this, Pierce AB used the **Kenshoo Portfolio Optimiser** to ensure that a selection of bids are continuously being modified and optimised to ensure goals are being met.

“In just one month, Campaign mirroring has not only paid for itself - but generated a significant uplift in revenue. Time that would have been spent doing manual campaign replication was put to much better use. We are delighted with the results to date and look forward to seeing these only improve over time.”

Antoine Coopoosamy, Head of Performance Marketing - Pierce AB

## RESULTS

Not only did **Campaign Mirroring** save the team valuable time and effort - its sales soared. Revenue was being generated from Bing the day after launching and in the first month **Return on Advertising Spend was 671%.**

What's more, as the optimisation tool continues to learn, the results are only continuing to improve month on month.

**671%**  
Return On  
Advertising Spend