



The power of Bing Ads

Radius Targeting feature helps regional home furnishings store drive foot traffic

RC Willey sells everything from sofas and appliances to electronics and flooring both online and at stores across four states in the West. That puts the regional retailer in direct competition with both big-box stores and specialty furniture shops in 12 cities.

With such intense competition and a diverse product set, RC Willey needed an innovative way to drive more traffic to its stores. The home furnishings and appliance retailer turned to Bing Ads to leverage Radius Targeting, a unique feature that would help attract local customers to its website — and ultimately its retail stores.

Radius Targeting allows businesses to target ads on the Yahoo Bing Network to consumers searching around a specific geographic location, such as a neighborhood or metropolitan area. With Radius Targeting, local ads can be targeted within a five- to 100-mile radius around an address, the center of a zip code or latitude/longitude coordinates. Radius Targeting can help increase the return on investment for local businesses looking to increase sales, drive leads and grow store traffic.

Case Study

Client: RC Willey

rcwilley.com

Social:

Industry: Retail

Market: United States

5x

higher click-through rates



Increase in store traffic

Retail search trends

The Yahoo Bing Network¹ adds value for retail sector. In December 2013 we delivered:



72 million retail searchers



687 million retail searches



171 million retail paid clicks



25% of all retail paid clicks.²

1. The Yahoo Bing Network includes Microsoft and Yahoo Core Search sites in the U.S. 2. comScore Search Categories Report (custom), U.S., June 2013. 2. comScore qSearch (custom), U.S., December 2013; industry categories based on comScore classifications.

Making audience connections using Radius Targeting

Adam Young, community/online reputation manager for RC Willey, uses the Radius Targeting feature in Bing Ads to target search ads to customers near to the company's retail stores. Using historical foot-traffic data, Young chose to target his ads to a maximum 30-mile radius around each retail location. RC Willey's Radius Targeting campaigns advertise seasonal offers, like lawn mowers in the summer and snow blowers in the winter. Other Radius Targeting campaigns advertise clearance sales or ongoing furniture package sales for various rooms in the house. Still others, like the "Connect Your Way" campaign, work to engage users and drive long-term loyalty.

"Our 'Connect Your Way' campaign is the strongest we've done," says Young, explaining that the campaign uses the Radius Targeting feature to drive local visitors to a landing page where they are encouraged to subscribe to an email list, connect on Facebook or Twitter or sign up for text alerts or RSS feeds for relevant deals from their nearest store. "This gives us an opportunity to stay in touch with consumers. Our call to action is usually a free \$25 gift card."

Driving customers into stores

The Radius Targeting feature capabilities are helping RC Willey drive traffic online and into its stores. Young reports that the click-through rates of the company's Radius Targeting campaigns are five times higher on average than non-targeted campaigns.

"The Radius Targeting feature is one of the best tools for search campaigns because you can target your ads specifically to where your audience lives and works," Young says. "With the ability to target specific words and phrases within a specific city or mile radius, you get a higher click-through rate, drive more traffic to your site and even drive them into your store to make purchases."

[Get started >](#)

You can target your ads to reach customers within a specific radius of your business or other location with Radius Targeting. Let us help you reach nearby customers.

Connect    

1. The Yahoo Bing Network includes Microsoft and Yahoo Core Search sites in the U.S. 2. comScore Explicit Core Search (custom), December 2013. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Yahoo Bing Network

Reach millions of unique searchers on the Yahoo Bing Network¹ in the U.S., where searchers spend more. The unique searchers on the Yahoo Bing Network spend 23% more online than the average Internet searcher, and 4.3% more than Google searchers.²



158 million
unique searchers



29% of the
search market