



# TRINITY BAMBOO

Located in Bainbridge Island, Washington, Tom Goodham started Trinity Bamboo in 2016. In need of a marketing strategy to promote his new business, Tom partnered with Logical Position for PPC management services later the same year. After two months of success, Tom took Logical Position's recommendation to further grow his business by expanding his PPC advertising to the Bing network.



## 50%

Increase On Conversions



## 157%

Increase On Click Through Rate



## 39%

Increase On Clicks

## GOALS

Trinity Bamboo had just opened its doors, so Goodham needed to quickly gain exposure and find his target customers. And since the company's sales cycle was relatively long, it was important that it establish a steady stream of new leads through its website. In joining the Bing network, Trinity Bamboo aimed to capture a new market that its previous advertising hadn't reached.

## RESULTS

During the company's first year of Bing Ads campaigns, it netted 33% more leads than it would have received had it not advertised on Bing. During that same period, Trinity Bamboo's success on Bing steadily increased as its Search and Shopping ads were clicked more often (Clicks: +39%; CTR: +157%) and generated more sales (+50%).



*As part of Trinity Bamboo's online marketing campaign, Logical Position recommended that I broaden my advertising to include Bing. As usual, their recommendation was spot-on, and this traffic now accounts for about 30% of both my overall Sessions and subsequent Transactions. I am very pleased.*



**- Tom Goodham**

President of Trinity Bamboo