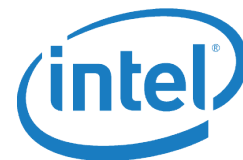


Case Study

Intel finds Bing for mobile 40% more efficient than desktop search



Background

Intel, the world leader in silicon innovation, develops technologies, products, and initiatives to continually advance how people work and live. Constantly pushing the boundaries of innovation, and eager to test new search platforms, mobile is a key focus for Intel and has become a natural extension of their online strategy.

Challenge

Intel Mobile Search Strategy:

To support their "Meet the Processors" brand campaign and continually engage users during a normally long purchase funnel, Intel, and their search agency Covario, tapped Bing for mobile to drive consumers to the Intel mobile web site to find more information about their suite of products.

Solutions

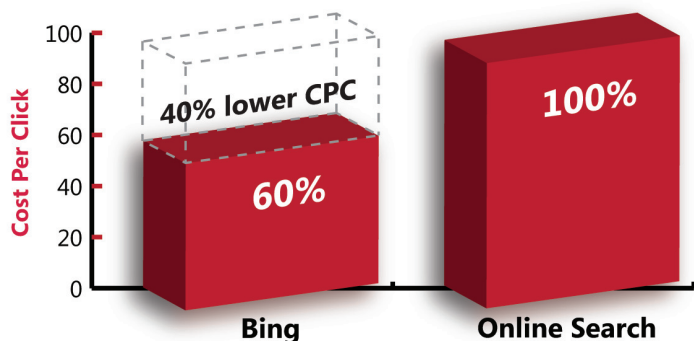
Execution and Use of Media:

In response to Intel's objectives, Covario and Bing for mobile developed a search campaign that used a combination of exact and broad match search terms that drove users to the brand's mobile web site.



Campaign Results

Mobile CPC's **40% more cost efficient** than online search



Campaign Insights:

For Intel, **generic mobile keywords** drove consistently **high CTR's**.

“Through continuous optimization, our campaign on Bing for mobile generated significantly lower CPC's and higher CTR's than competitive mobile search engines.”

Stephanie McClintock – Account Director – Covario, Inc.

For more information on Covario, Inc., an award-winning, full-service search marketing firm, please visit www.covario.com