



Picflow



Aimers™

How We Achieved 3x Better Cost Efficiency with Bing Ads for Picflow

Picflow is an [online proofing platform](#) for creative and photographic work, designed for managing galleries, sharing, and approving visual content. It enables teams, photographers, agencies, and brands to upload, showcase, and collaborate on images and videos for review and approval.

Picflow focuses heavily on creative collaboration, and studio management and is primarily designed for high-end commercial, fashion, and marketing portfolios. Its core emphasis is on speed, visual proofing, and versioning, allowing users to push large batches of images quickly.

Challenge



Bing was consistently underperforming. Before our involvement, the account struggled with:

- High acquisition costs
- Significant month-to-month volatility
- Poor budget efficiency
- Weak conversion economics

Our Hypothesis



The platform wasn't the problem. Our audit suggested a different issue: the

platform had untapped potential, but campaign structure and optimization strategies were preventing efficient performance. Instead of reducing investment, we focused on improving efficiency.

Solution



1. Ad Group Budget Distribution Optimization

We reviewed:

- Ad group-level spend distribution.
- Trial generation efficiency by ad group.
- The difference between micro-conversions and actual trial performance.
- Budget allocation within campaigns.

Optimization focus:

- Shift budget toward ad groups generating qualified trials.
- Reduce overinvestment in segments optimized around micro-conversions.
- Ensure budget distribution reflects actual business outcomes.

2. Search Term Quality Optimization

We analyzed search query relevance and identified areas of inefficient traffic acquisition.

Key findings:

- Existing Google negative keyword lists do not fully prevent irrelevant traffic in Bing.
- A high volume of irrelevant and single-word search terms was identified across campaigns.
- Due to the scale of search queries, estimating total spend leakage from irrelevant traffic requires further prioritization.

Optimization focus:

- Expand Bing-specific negative keyword coverage.
- Remove low-intent and informational search queries.
- Improve alignment between search intent and campaign targeting.
- Prioritize analysis of high-spend / low-conversion queries.

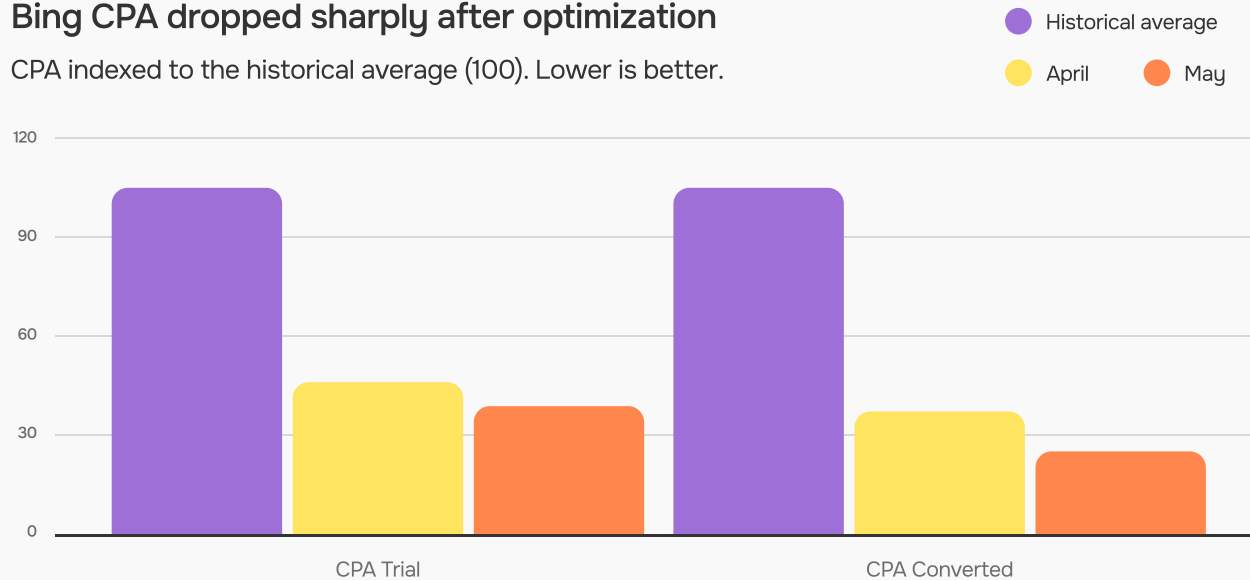
Results



Performance Comparison

Bing CPA dropped sharply after optimization

CPA indexed to the historical average (100). Lower is better.

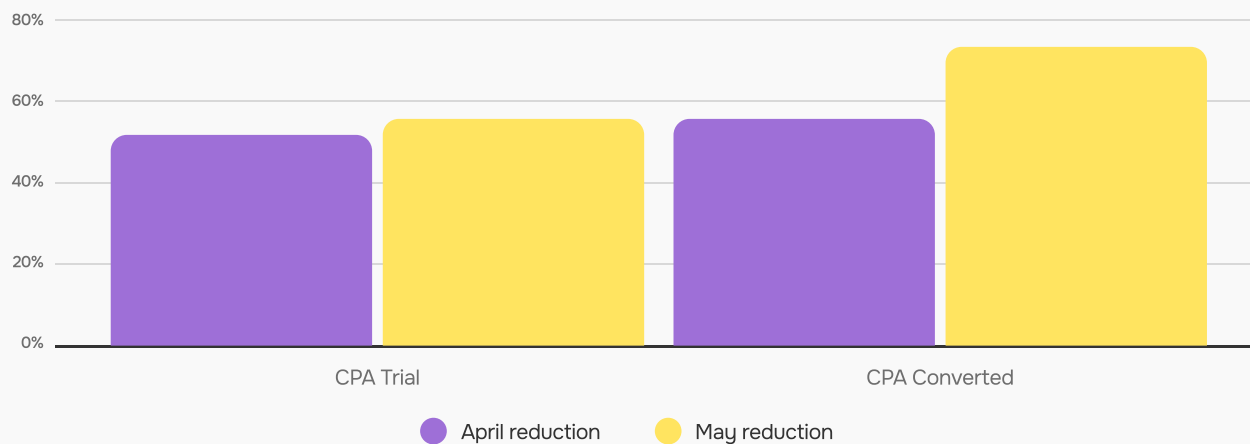


April results vs. historical average:

- CPA Trial improved by **54.5%** – more than cut in half
- CPA Converted improved by **58%** – more than cut in half

May results vs. historical average:

- CPA Trial improved by **57.7%**
- CPA Converted improved by **68.9%** – nearly a **3x reduction**



Key Insight

The biggest takeaway from this project was that platform performance should not be judged solely by historical results. Once campaigns were rebuilt around conversion quality and efficiency, Bing became:

- Predictable
- Scalable
- Profitable