How We Increased Bookings by 30% via Microsoft Ads for Geopace Training

Microsoft Ads | B2B

Geopace Training is a UK provider of accredited phlebotomy and healthcare courses, serving the NHS and private sector since 2010. With over 25,000 students trained across the UK and Ireland, the company offers nationally recognised courses, many with dual accreditation.

We support Geopace Training with Google Ads and Microsoft Ads management to increase course bookings and improve acquisition efficiency. In our previous case study, we shared how we increased their Google Ads conversions by 128%.

For this project, we focused on strengthening Bing performance by adapting insights from successful Google Ads campaigns, refreshing messaging, and rebuilding the account structure to support sustainable growth.

Challenge

Although Microsoft Ads (Bing) had been active for some time, it was delivering limited business value. The account faced several challenges:

- Most conversions came from branded traffic, making performance highly dependent on existing brand awareness.
- Campaign structure had become fragmented over time, making optimization difficult.
- Non-brand campaigns generated little meaningful volume.
- Limited budgets meant every optimization decision needed to maximize efficiency.

Rather than simply increasing spend, we focused on rebuilding the account to create a stronger foundation for long-term growth.

Solution

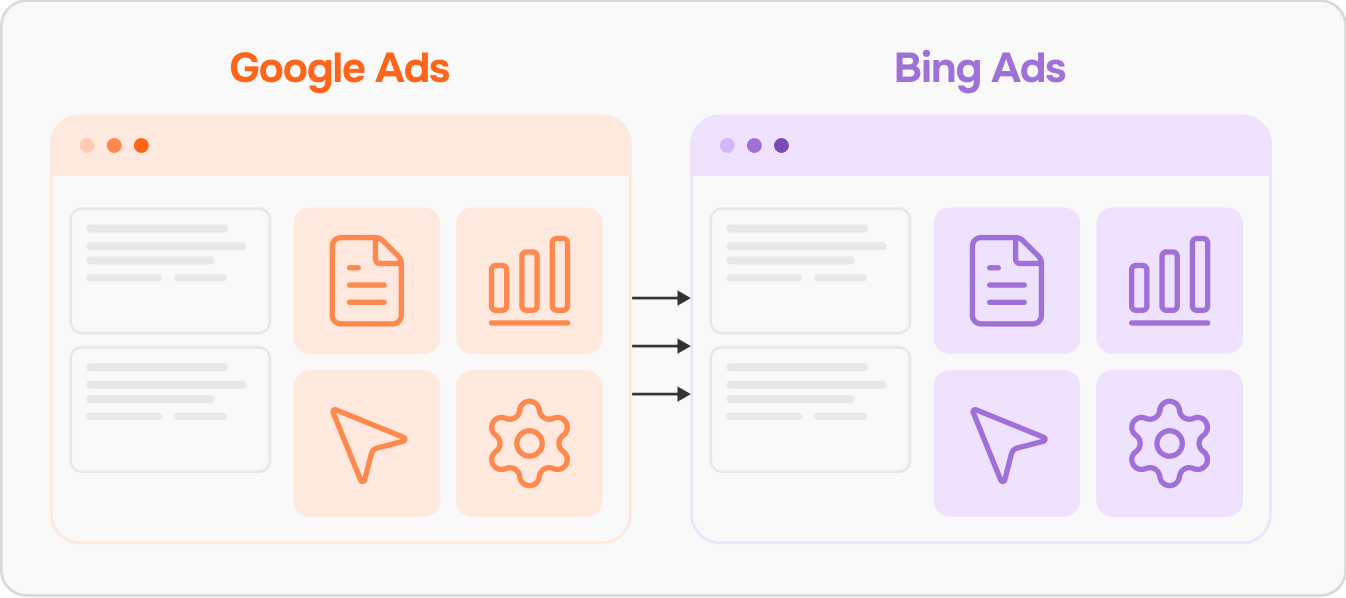
1. Auditing Historical Performance

We began by reviewing historical account data to understand:

- which campaigns had previously performed well,
- where performance had declined,
- which opportunities had been left untapped.

We also analyzed current keyword demand using Keyword Planner to identify additional search opportunities.

2. Applying Google's Winning Strategy to Bing



Instead of treating Bing as an isolated platform, we leveraged insights from our highest-performing Google Ads campaigns.

Our methodology included:

- identifying Google's top-performing campaigns,
- analyzing search intent and keyword themes,
- adapting campaigns' structure for Microsoft Ads rather than simply copying it,
- transferring proven messaging while optimizing it for the Bing audience.

This allowed us to accelerate optimization using validated learnings instead of starting from scratch.

3. Rebuilding Campaigns

Several campaigns were restructured and refreshed to improve relevance and scalability.

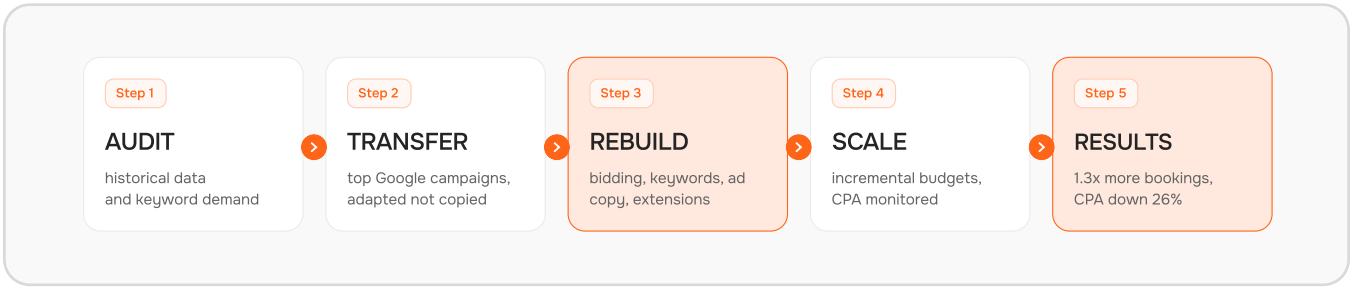
For example, the Vaccination Course campaign was rebuilt by:

- switching the bidding strategy to **Maximize Clicks,**
- removing disapproved keywords,
- expanding keyword coverage,
- refreshing ad copy with stronger value propositions.

We also launched a refreshed branded campaign using a controlled Maximize Clicks strategy and updated ad extensions across the account to improve visibility and CTR.

4. Scaling Gradually

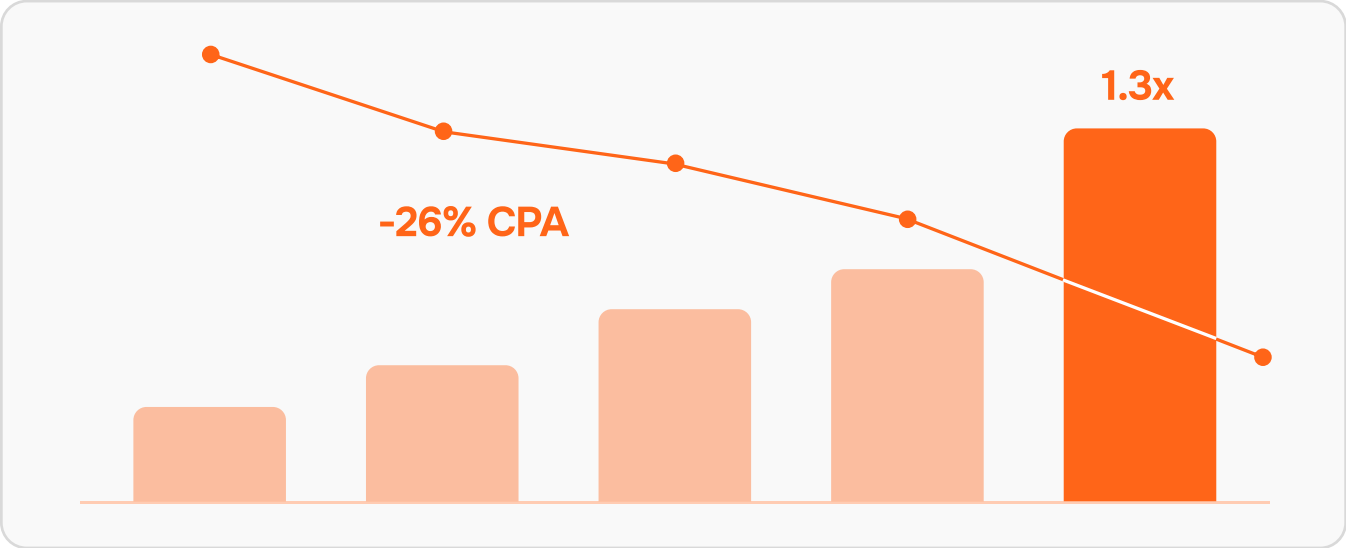
- Once efficiency improved, we shifted our focus toward controlled growth.
- We increased budgets across the strongest-performing campaigns.
- Rather than making aggressive budget increases, we scaled incrementally while monitoring CPA and lead quality to maintain performance.
- Additionally, we've been working on scaling the budget within the platform.



Results

The restructuring significantly improved overall account performance.
Key outcomes included:

- **1.3× more bookings MoM,** while CPA decreased by 26%.
- Improved campaign coverage through expanded keyword targeting.
- Stronger ad relevance with refreshed messaging.
- A scalable account structure capable of supporting continued growth.



Key Takeaways

- **Use historical data to guide improvements.** Reviewing past performance helped identify opportunities and prioritize campaign updates.
- **Adapt proven strategies across platforms.** Insights from successful Google Ads campaigns accelerated optimization on Microsoft Ads.
- **Strengthen the account foundation.** Clearer campaign structure, expanded keyword coverage, and refreshed ad copy supported more efficient performance.
- **Improve efficiency before scaling.** Gradual budget increases, guided by CPA and lead quality, created a stronger foundation for continued growth.