



# Microsoft Advertising Customer Story



How Ritchie Bros teamed up with Microsoft Advertising and MarinOne to drive awareness to underserved products

## IMPACT



**335%**  
More impressions



**234%**  
More clicks



**13%**  
More interest  
pageviews

## THE GOAL

**Drive more traffic to in stock items with low visibility in the auction**

As a heavy equipment auction site, Ritchie Bros wanted to drive more traffic to product categories that had items in stock with low visibility in their respective auction. This had to be achieved without the use of standardized SKUs since their inventory consists of a continuously rotating list of auction items.



# THE SOLUTION

## Lean on partners to implement a feed-based strategy with dynamic bidding

Ritchie Bros teamed up with their partners MarinOne and Microsoft Advertising to implement a strategy that would drive traffic to items in the auction with low visibility. The first step was to build categories of products, label each product in their inventory feed with a category, and then create an associated ad group for each category. Once labeled, they had MarinOne double bids on keywords associated with available items that were receiving insufficient traffic – which would be refreshed twice a day. Then by pairing MarinOne's Maximize Revenue bidding algorithm with Microsoft Advertising's automated inventory-based bid boost, Ritchie Bros was able to drive more pageviews for previously underserved products. This lower-funnel solution allowed customers to search, find and buy machinery and equipment that were available in-real-time on Ritchie Bros auctions. Ultimately this led to a 335% lift in impression volume, a 234% lift in click volume, and a 13% increase in interest pageviews.

## PRODUCTS USED



### Automated Bidding

Ads related to: heavy machinery auction today

[View Upcoming Auctions | Heavy Equipment Auction](#)

<https://www.rbauction.com/heavy-equipment/auctions>

Millions of Customers Can't Be Wrong! Buy With Confidence Starting **Today**. Huge Selection of Large **Equipment** From All Major Industries. **Auctions** Live Every Week.

📍 4444 Ritchie Dr, Longmont · 29.3 mi · (970) 535-6700

[View All Heavy Equipment](#) · [Heavy Equipment Listings](#)

## TESTIMONIAL

“Marin's Inventory Bidding solution has allowed us to tap into lower funnel search audiences who are looking for highly specific makes and models of equipment. The best part is that it can be all automated with a lever to control which assets we want to promote. Marin does the work behind the scenes to make sure our bids are optimized.”

- Kelvin Lee, Senior Digital Marketing Specialist,  
Ritchie Bros.



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