

C-4 Analytics Wins Bing Pro Derby

Bests All Other Automotive Digital Marketers in Nationwide SMB Contest

Boston, MA ([PRWEB](#)) June 30, 2016 -- In the race to be the best Bing digital marketer, C-4 Analytics won by a landslide, leading the pack with three first-place finishes and two second-place finishes, as well as Best Overall, in the 2016 Bing Ads Pro Derby.

Pitting the 35 digital marketing agencies who are Bing SMB Partners against each other, the Bing Ads Pro Derby ran from May 2 to June 17, 2016, and challenged agencies to train on Bing's platform and get the highest scores they could on a 100-question test. The test measured proficiency in Bing Ads and each agency's ability to develop strong online campaigns.

C-4 Analytics triumphed over industry stalwarts including Dealer.com, Showroom Logic, CDK Global, Hearst, Cox and Hibu with an average score of 99.66 on the test. C-4 Analytics also had the highest percentage of members who scored 99 or 100 points on the test at 90%, 15 percentage points higher than their closest competitor.

“Everyone who touches a client account participated in the contest, which makes these results that much more impressive when you see that 90% of our staff got top scores,” said C-4 Analytics Managing Partner Michael Weiss. “This was a true company-wide effort that reflects the deep commitment we have to learning and mastering every marketing platform that is available to us.”

Although the exact number of employees at each agency who took part in the Bing Derby was not revealed, the total points scored offer some insight into the number of people taking part in the Bing Ads Accredited Professional Program. Only Dex Media, which boasts over 3,000 employees, beat out C-4 Analytics in total points.

“Auto dealers should consider accreditations and the number of Google and Bing certified employees when choosing a digital marketing agency,” said Executive Vice President Justin Cook. “The higher the number of certified employees, the more likely a client is working with someone who has strong, hands-on strategic experience.”

“Mastering marketing platforms is in our DNA,” Weiss said. “Every C-4 Analytics client gets access to an account team with several certified professionals. This allows us to develop superior strategies and create customized solutions that give our clients an unfair advantage against the competition.”

About C-4 Analytics

Headquartered in Saugus, Mass., C-4 Analytics is a top-10 company on Deloitte's 2014 Technology Fast 500, a fastest-growing private company on the Inc. 5000, a certified Google and Bing Partner and the first technology enabled digital agency to bring accountability to online marketing. C-4 Analytics delivers real, measurable results to its clients by using analytics to identify and track customer-acquisition channels — and the related costs — so that they can determine which marketing streams are most profitable. Learn more at <http://www.c-4analytics.com>.



Contact Information

Laura McCormack

C-4 Analytics

<http://www.c-4analytics.com>

+1 (617) 250-8888

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