There is a 98% statistically significant positive linear relationship between non-brand paid clicks and brand paid clicks for OEMs.

The paid search journey sees users move from non-brand research to brand selection.

Every 3 non-brand clicks an OEM captures on the Microsoft Network leads to a corresponding increase of 1 more brand click.**

More likely to capture a brand paid click from a user after an OEM serves an ad on a non-brand search.

96% statistically significant relationship between non-brand impressions & brand clicks.

\[ y = 0.3987x + 2E+06 \]

\[ R^2 = 0.1488 \]

\[ P\text{-value} = 0.02015 \]

**Not a guarantee of clicks. An observation of a positive linear relationship.

Brands earn 2.1x more clicks with paid, versus relying on organic alone.

When a shopper searches for your brand and your ad is not present on the SERP, 59% of clicks are not picked up by your organic pages.

When not in the auction for your brand...

15% of users search for an OEM competitor in their next query.

20% of users click on a competitor in their next action.

When you rely on organic alone:

1. Paid competitors win 21% of your clicks.
2. You only win 41% of branded clicks.

With paid ads, you win 86% of total clicks, 2.1x more than when depending only on organic SERP listings.

An always-on retention strategy for your brand effects:

- 87% total Bing click share.
- 45% lift in clicks in the next auction.
- 10% lift in overall clicks to your sites.
- 33% drop in clicks to competitors.

Source: Microsoft Internal Data May - July 2020. Bing O&O only. Based off average performance of 5 OEM advertisers, cross-tiers.
UNDERSTANDING THE RELATIONSHIP BETWEEN PAID SEARCH & SALES

There is a 99% statistically significant positive linear relationship between branded paid search clicks and vehicle sales.

The consumer journey is multifaceted and paid search clicks are an integral factor.

29%

of the increase in vehicles sold can be explained by the increase in branded paid search clicks.

Every 6 paid brand clicks an OEM captures on the Microsoft Network leads to a corresponding increase of 1 more vehicle sold.**

**Not a guarantee of sales. An observation of a positive linear relationship.