

The Bing Network powers millions of searches throughout the UK:¹

- **17M** unique searchers who represent
- **368 million** monthly searches
- **19%** of the PC search market

Globally, the Bing Network is continually expanding its reach:²



Bing integration paves the way³



500M+ devices running Windows 10

48% of Bing O&O searches are from Windows 10



96% of our business customers are actively piloting Windows 10



15% faster growth than Windows 7

Bing Ads features help target your ideal customers



Location Extensions — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link to target local customers.



Location targeting — Make the most of your budget by targeting searchers in selected cities, metro areas and postal codes that you choose.



Call Extensions — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you – the first point of contact.



Sitelink Extensions — Increase the size of your mainline ads and highlight specific products, specials or services so searchers can go directly to the pages they're interested in.



App Extensions — Promote your clients' apps to increase user engagement and drive more sales.



Image Extensions — Add an image to ads to help them stand out.



Bing Shopping Campaigns — Run Product Ads to showcase products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.