



Expand your customer  
audience with **BING ADS**

## Thank you for considering Bing Ads.

Though you may already advertise through other platforms such as Google AdWords, the Bing Network can boost your online search traffic by offering an additional customer audience while increasing diversity, growth and profits for your business.

With one ad buy through Bing Ads, globally you can potentially reach:<sup>1</sup>



**12B** monthly searches  
in **37** markets



The Bing Network powers millions of searches in the UK:<sup>2</sup>



**17M**  
unique searchers  
who represent

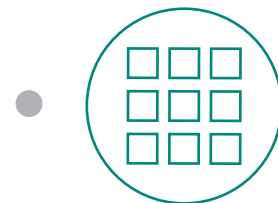


**368M**  
monthly searches



**19%**  
of the PC search market

The Bing Network is a part of people's everyday lives, powering the devices, apps and sites they use every day and meeting them in the moments that matter most.





## Integration and high-quality partnerships add to the Bing Network's value

- Windows 10 drives more engagement and delivers more volume to Bing.
- Bing now powers AOL web, mobile and tablet search, providing paid search ads to AOL's properties worldwide.
- Our partnerships with third-party publishers, like Wall Street Journal, adMarketplace, Ecosia, CBS Interactive and others bring high-quality volume and increased clicks.

## Bing paves the way with integration<sup>3</sup>

- **500M+** devices running Windows 10
- **96%** of our business customers are actively piloting Windows 10
- **48%** of Bing O&O searches are from Windows 10

## Reach your ideal customers and attract locally with these Bing Ads features



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



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



**Call Extensions** — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you directly.



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



**App Extensions** — Promote your 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 your products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.

"With the help of our search engine marketing team at CommerceHub we are able to see, based on the performance data, that we are doing really well advertising on Bing," says Kyle Madigan, President of Century Novelty, a party supply and decorations company. "We have experienced great growth on the Bing channel, and we plan to continue investing more marketing dollars into advertising on Bing to capture even more great results."

Ready to get started?

Contact us:

<Enter your agency website>

<Enter your agency contact phone #>

<Enter your agency address and/or any other info>

### Bing Ads

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### Customer stories


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1. comScore qSearch, (custom), April 2018. The Bing Network includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites worldwide. Data represents desktop traffic only. 2. comScore qSearch, (custom), April 2018. The Bing Network includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites in the UK. Data represents desktop traffic only. 3. Microsoft Internal Data, Global, FYQ3 2017.



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