



# WELCOME TO **BING ADS**

Learn how to get started as a Bing Ads agency

## Thank you for considering Bing Ads for agencies.

Though you may already manage clients using Google AdWords, the Bing Network can help boost traffic by offering an additional customer audience and increase diversity, growth and profits for you and your clients.

**Our high-value audience is global, local and mobile.** Here you'll find insights and resources to help solidify your role as a strategic partner to your clients by adding Bing Ads to their marketing strategies.

With one ad buy through Bing Ads, globally your clients 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

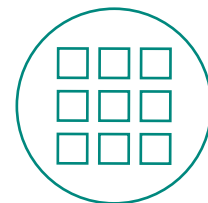


**368M**  
monthly searches

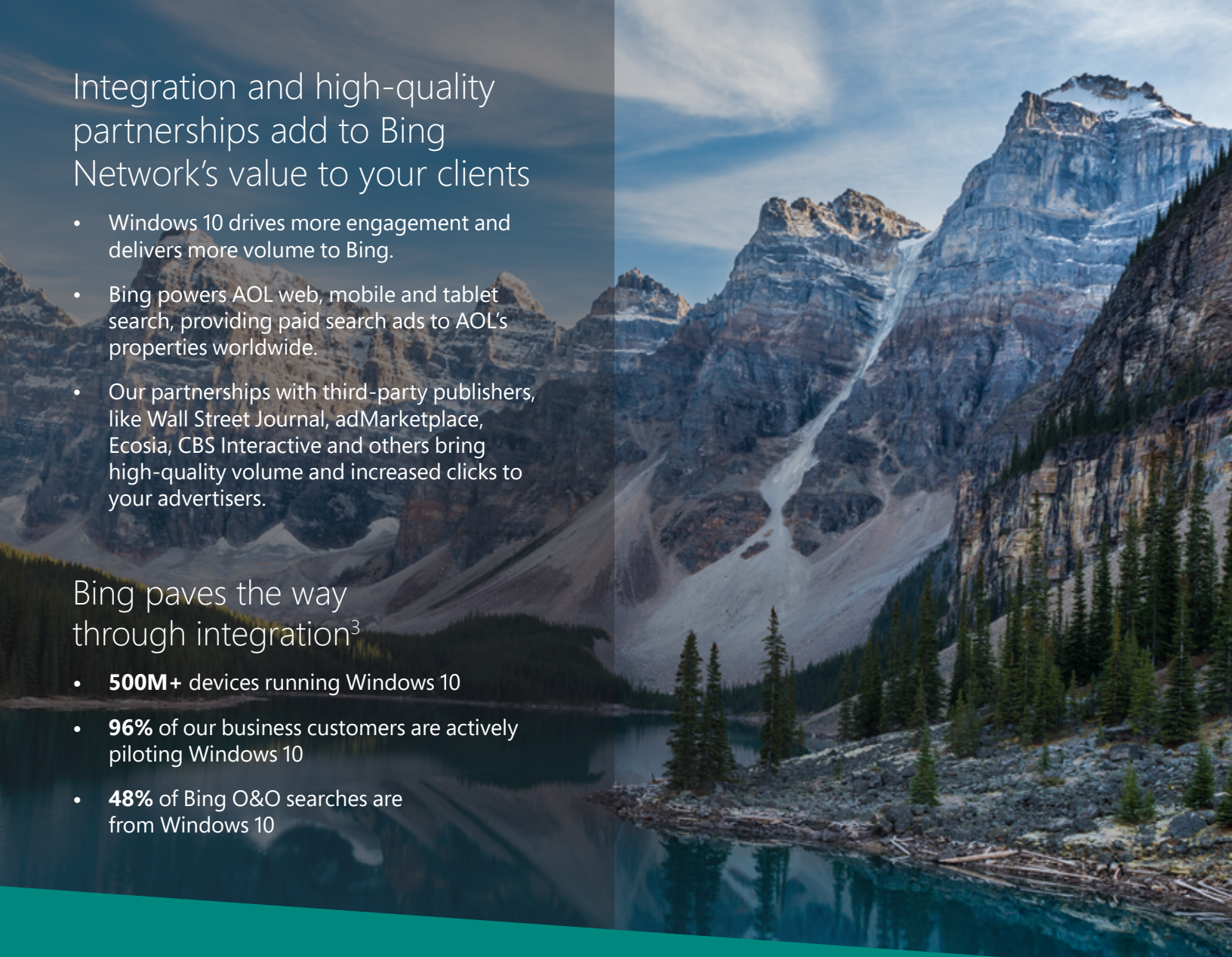


**19%**  
of the PC search market

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 Bing Network's value to your clients

- Windows 10 drives more engagement and delivers more volume to Bing.
- Bing 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 to your advertisers.

## Bing paves the way through 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

## Agency support and resources are at your fingertips

### EXPERT ADVICE

Highly skilled support specialists can help you with billing, setting up new accounts, importing existing campaigns and providing campaign analysis. They'll also explain the resources available to successfully manage your clients and their ad campaigns.

### TRAINING AND ACCREDITATION

Choose from abundant online assets including video tutorials and customised presentations. Showcase your industry expertise with the [Bing Ads Accredited Professional](#) badge and get your business featured in the [Bing Partner directory](#).

### ONLINE RESOURCES

Our online agency resources feature custom marketing materials and industry insights to help you optimize your accounts, while seasonal sales kits help you better serve your clients during peak sales periods. Client facing materials help you sell Bing Ads and your services to prospective clients.



## Get started as a Bing Ads agency partner

1. Create your **Bing Ads account**.
2. Click the cog to the right of the username in the top line of the UI, and click **Accounts & Billing**.
3. On the **Details tab**, click **Become An Agency**.
4. Read the information on becoming an agency, and click **Become An Agency**.
5. Questions? Contact your Bing Support Team by calling **0800 085 1089**.

## The agency to client onboarding process

1. You become a **Bing Ads agency**.
2. The **client signs up** for Bing Ads.
3. In Bing Ads, you **send the client a request**.
4. The **client accepts** the request.
5. You **start managing** their account.
6. If your clients already have Google AdWords campaigns, import them directly into Bing Ads with the [Google Import tool](#).

## Reach your ideal customers with these Bing Ads features

**Location Extensions** — Drive foot traffic, not just web traffic, to your clients by displaying their business address, phone number and a directions link in their 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 businesses with a clickable phone number. Potential customers are just one tap away from speaking to your clients – the first point of contact.

**Sitelink Extensions** — Increase the size of mainline ads and highlight specific products, specials or services so searchers can go directly to 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 your clients' ad 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.



# Streamline efforts with Bing Ads agency tools



## AGENCY ENABLEMENT

Link new client accounts after you've created your agency customer shell to view all client accounts, track their performance and select improved billing options, all in one place.



## GOOGLE IMPORT TOOL

Import existing ad campaigns directly into Bing Ads. Bulk import campaigns, ad groups, ads and keywords from Google AdWords.



## BULK-EDITING

Streamline editing by making bulk changes to multiple campaigns, ad groups, ads and keywords. For example, you can update bids, match types or the destination URL for multiple keywords at once.



## BING ADS EDITOR

This bulk management tool helps you edit and manage several campaigns at once. Edit campaigns offline to publish changes later. Bing Ads Editor for Mac is now available globally.



## ACCOUNTS SUMMARY

Manage multiple accounts from one location and view performance and budget data to quickly target areas that need attention. The overall total at the bottom of the Accounts Summary table sums up all of your accounts.



## UNIVERSAL EVENT TRACKING

Save time and improve your client's investment with this simple and powerful campaign measurement tool that can track conversion rates, duration of site visits, pages per visit and other custom goals that you choose to monitor.



## AUTOMATED RULES

Save time by setting up rules you choose to best manage your client accounts and meet all desired KPIs.

# Optimize your campaigns and stay ahead of the competition with these helpful agency tools



**Ad Preview and Diagnostics Tool** — See if your ads are showing on the first page of Bing search results without affecting clicks. Plus, get bid suggestions and instantly preview the results of bid changes.



**Bing Ads Opportunities tab** — Find opportunities based on performance and get suggestions on how to improve campaign performance.



**Top Mover report** — Quickly diagnose what's driving performance variations in your accounts and explore possible causes.



**Keyword Planner** — Regularly check keyword performance and update seasonally by adjusting your keywords and match types accordingly to ensure competitive placement.



**Auction Insights report** — See how your ads compete with other advertisers with valuable data on key statistics, including impression share and average position.



**Inline reporting: targeting grids** — Include the targeting performance within the Settings tab to view how your targeting options are working in the same place where you can make adjustments.

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## Testimonials from Bing Ads agencies and their clients

“The most important thing that matters to our clients is lead generation,” says Bassem Ghali, Founder and Head of Client Strategy at Green Lotus. “We like the lower cost per click with Bing Ads. I always recommend it ... The agency program with Bing Ads provides outstanding support.”

“For most of our advertisers who use Bing Ads, we see a higher return on ad spend and a lower cost per acquisition compared to Google AdWords,” says Stefan Atanasov, SEM Manager and Web Analyst, ECommerce Partners. “Bing Shopping Campaigns give us flexibility to be very specific in

our targeting needs and exclude irrelevant traffic so we're able to serve our ads to the most relevant customers.”

“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.”

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# Support resources

## Bing Ads

[bingads.co.uk](http://bingads.co.uk)

## Agency Hub

[bingads.co.uk/agency](http://bingads.co.uk/agency)

## Training

[bingads.co.uk/courses](http://bingads.co.uk/courses)

## Bing Ads Accredited Professional

[bingadspros.com/smb](http://bingadspros.com/smb)

## Customer stories

[bingads.co.uk/casestudies](http://bingads.co.uk/casestudies)

## Bing Support Team:

**0800 633 5915**


Reach out to our support teams Monday through Saturday from 8:00 A.M. to 6:00 P.M.

## Stay connected

 [blog.bingads.com](http://blog.bingads.com)

 [facebook.com/BingAds](https://facebook.com/BingAds)

 [twitter.com/bingads](https://twitter.com/bingads)

 [slideshare.net/bingads](https://slideshare.net/bingads)

 **Profile:** [linkd.in/1evlGtD](https://linkd.in/1evlGtD)

**Showcase:** [linkedin.com/company/bing-ads](https://linkedin.com/company/bing-ads)

