

Bing Partner Program: Frequently Asked Questions

Q: What is the Bing Partner Program?

A: The Bing Partner Program is a loyalty program for Agency, Channel and Technology Partners who invest in the Bing Ads platform.

The Bing Partner Program helps distinguish partners through public recognition and enables their growth through exclusive training, technical, marketing and sales resources. At its core, it is a relationship between Bing and the most competent and qualified partners in the advertising industry to ensure our current and future clients exceed in their goals.

Q: Why is the Bing Partner Program important to our partners?

A: The Bing Partner Program gives partners opportunities to nurture and grow their intelligent search and digital business, have access to the Microsoft community and technical experts, and receive recognition for their work with Bing Ads. The program benefits include brand association, sales incentives, trainings and certifications, events and awards, technology enablement, account management, and marketing investment for our most exclusive partners.

Q: What countries is the Bing Partner Program available in?

A: The expanded Bing Partner Program is available for partners in 20 countries: Australia, Austria, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, India, Italy, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, United Kingdom and the United States.

Q: How is the Bing Partner Program structured?

A: The Bing Partner Program consists of three tiers – **Elite**, **Select** and **Partner** – and is available for Agency, Channel, and Technology Partners.

These tiers are based on criteria such as partner size, engagement levels and annual spend. Partners can move up or down tier levels depending on the results of an annual performance review that takes place in the December timeframe. Benefits increase as a company upgrades through the tiers.

Q: What is changing in the Bing Partner Program?

A: Starting January 2019, the Bing Partner Program will change in three ways:

- The program cycle will change from a fiscal cycle (July – June) to a calendar cycle (January – December).
- The program tier spend requirements will increase in certain markets (refer to the spend requirements in tables below).
- The program benefits will be refreshed and improved across all tiers.

Q: Which customers are eligible for the Bing Partner Program?

A: Agency customers, resellers (aka Channel Partners) and Tool Providers (aka Technology Partners). The Bing Partner Program is not available to direct advertisers. If an agency is incorrectly set up with a direct advertiser shell in Bing Ads, they will have to adjust their set up to use an agency shell to be qualified.

Q: What is the eligibility criteria for Agency partners per tier?

A: The specific eligibility criteria by tier for Bing Agency Partners is as follows in the United States.*

Requirement	Partner tier	Select tier	Elite tier
Education	Partner must have at least one BAAP-certified employee.	Partner must have at least 30% of search team BAAP certified.	Partner must have at least 50% of search team BAAP certified. Partner must complete at least one Bing Ads Academy training per year.
Engagement	Partner must bring a minimum of two unique active domains (XIDs) to Bing Ads in the last 12 months.	Partner must bring a minimum of four unique active domains (XIDs) to Bing Ads in the last 12 months to Bing Ads.	Partner must bring more than four unique active domains (XIDs) to Bing Ads in the last 12 months. Attend the Bing Partner Summit or Bing Agency Awards each year.
Viable spend (effective January 2019) in the U.S.* For all countries spend requirements please contact your account team.	Partner must have demonstrated spend of \$3,000 per quarter with Bing Ads.	There is a minimum spend requirement for independent agencies at this level. Please work with your account team.	There is a minimum spend requirement for independent agencies at this level. Please work with your account team.
Credibility	Partner must pass fraud checks for the past three months.		
Marketing		Partner must include Bing Select Partner badge on website.	Partner must include Bing Elite Partner badge on website. Partner must participate in two of the following programs: <ul style="list-style-type: none"> • One customer story per year. • Collaborate on eight (8) social posts per year. • Complete one press release per year.

*For requirements per country outside of the United States, please work with your account team or Bing sales representative.

Q: What is the eligibility criteria for Channel Partners per tier?

A: The specific eligibility criteria by tier for Channel Partners, also known as resellers, is as follows in the United States.*

Requirement	Partner tier	Select tier	Elite tier
Education	Partner must have at least one BAAP-certified employee.	Partner must have at least 30% of search team BAAP certified.	Partner must have at least 50% of search team BAAP certified Partner must complete at least one Bing Ads Academy training per year.
Engagement	Partner must bring more than two unique active domains (XIDs) to Bing Ads annually.	Code to at least one of the priority features as identified by the Bing product team. Bring more than 50 unique active domains (XIDs) to Bing Ads annually (minimum 25 each half).	Code to at least two of the priority features identified by the Bing product team. Bring more than 150 unique active domains (XIDs) to Bing Ads annually (minimum 75 each half). Partner must have representation at Bing Partner Summit.
Viable spend (effective January 2019) in the U.S.* For all countries spend requirements please contact your account team.	No minimum spend requirement.	There is a minimum spend requirement for Channel Partners at this level. Please work with your account team.	There is a minimum spend requirement for Channel Partners at this level. Please work with your account team.
Credibility	Partner must pass fraud checks for the past three months.		
Marketing		Partner must include Bing Select Channel Partner badge on website.	Partner must include Elite Channel Partner badge on website. Partner must participate in two of the following programs: <ul style="list-style-type: none"> • One customer story per year. • Collaborate on eight (8) social posts per year. • Complete one press release per year.

*For requirements per country outside of the United States, please work with your account team or Bing sales representative.

Q: What is the eligibility criteria for Technology Partners per tier?

A: The specific eligibility criteria by tier for Technology Partners can be found in the next question around global partners.

Q: How do we treat partners that operate globally in the Bing Partner Program, and what is the eligibility criteria?

A: Yes, we consider technology partners and global agencies operating under holding companies as Global Technology Partners and Global Agency Partners. The eligibility criteria is as follows:

Requirement	Select Global Agency	Elite Global Agency
Education	Partner must have at least 30% of search team BAAP certified.	Partner must have least 50% of search team BAAP certified. Partner must complete at least one Bing Ads Academy training per year.
Viable global spend	There is a minimum spend requirement for global agencies at this level. Please contact your account team.	There is a minimum spend requirement for global agencies at this level. Please contact your account team.
Credibility	Partner must pass fraud checks for the past three months.	
Marketing	Partner must include the Bing Select Agency Partner badge on their website.	Partner must include the Bing Elite Agency Partner badge on their website.
Engagement		Partner must have representation at the Bing Partner Summit or Bing Agency Awards. Partner must participate in two of the following programs: <ul style="list-style-type: none"> • One customer story per year. • Collaborate on eight (8) social posts per year. • Complete one press release per year.

Requirement	Select Technology Partner	Elite Technology Partner
Education	Partner must have at least two BAAP-certified employees.	Partner must have at least five BAAP-certified employees. Complete at least one Bing Ads Academy training per year.
Technical requirements	All partners: Code compliance to API version migrations and breaking changes in advance of item sunset	<ul style="list-style-type: none"> • Tool Providers: Top priority Bing Ads features coded within four months of general availability, each supported with published

		<p>announcement of release; these features are exclusive from API migrations and breaking changes listed as a separate requirement below.</p> <ul style="list-style-type: none"> • All partners: Code compliance to API version migrations and breaking changes in advance of item sunset.
Engagement	<ul style="list-style-type: none"> • Minimum monthly touchpoints with Bing representative. • Active commitment/action towards mutually determined shared goals. • Actively participate in product-specific education opportunities (e.g. live trainings, webinars and educational collateral). 	<ul style="list-style-type: none"> • Minimum monthly touchpoints with Bing representative. • Active commitment/action towards mutually determined shared goals. • Actively participate in product specific education opportunities (e.g. live trainings, webinars and educational collateral).
Viable global spend	<p>*Select segment invite only.</p> <p>There is a minimum spend requirement for global Technology Partners at this level. Please contact your account team.</p>	<p>There is a minimum spend requirement for global Technology Partners at this level. Please contact your account team.</p>
Marketing	<ul style="list-style-type: none"> • Partner must include Bing Select Technology Partner badge on website. • Representation at the annual Bing Partner Summit and/or Bing Agency Awards. <p>Partner must participate in one of the following programs:</p> <ul style="list-style-type: none"> • One customer story per year. • Collaborate on four (4) social posts per year. • Complete one press release per year. • Complete one joint blog post per year. • Participate in one joint webinar per year. 	<ul style="list-style-type: none"> • Partner must include Bing Elite Technology Partner badge on website. • Representation at the annual Bing Partner Summit and/or Bing Agency Awards. <p>Partner must participate in two of the following programs:</p> <ul style="list-style-type: none"> • One customer story per year • Collaborate on eight (8) social posts per year. • Complete one press release per year. • Complete one joint blog post per year. • Participate in one joint webinar per year.

Q: What are the benefits of the Bing Partner Program?

A: See the below benefit offerings by tier:

		Partner	Select	Elite
Growth	Eligible for partner contests, promotional offers and campaigns	✓	✓	✓
	Access to online sales, industry and marketing content and collateral	✓	✓	✓
	Access to training and certification	✓	✓	✓
	Eligible for partner event sponsorship			✓
	Eligible for joint marketing planning			✓
	Eligible for co-branded webcasts			✓
Community and expertise	Access to Bing Ads community membership (launching in 2019)	✓	✓	✓
	Eligible for engagement at Bing Ads and Microsoft-led events	✓	✓	✓
	Eligible for agency consultation	✓		
	Access to instructor-led partner training		✓	✓
	Access to Bing Ads engineering		✓	✓
	Eligible for dedicated account management		✓	✓
	Access to product solution pilots			✓
	Invitation to the Global Bing Partner Summit			✓
	Access to exclusive Microsoft Advertising events			✓
	Access to Bing Champions community			✓
Recognition	Eligible for the Bing Partner Program badge	✓	✓	✓
	Listing in online partner directory	✓	✓	✓
	Eligible for social media promotion		✓	✓
	Eligible for annual Bing Partner awards		✓	✓
	Eligible for speaking opportunities at Microsoft			✓
	Eligible for collaboration on PR, social amplification and customer success stories			✓
	Eligible for Bing Champions recognition and investment in growth			✓

Q: How does a new partner get enrolled in the Bing Partner Program?

A: Any existing Bing Ads Agency, Channel or Technology Partner is eligible to join the program at the Partner tier year-round, if they meet the entry-level requirements specified above. The enrollment period for Select and Elite tiers occurs from January to March each calendar year. Here are the steps for joining:

- Start by visiting www.bingpartners.com and click on the [request information](#) button to submit an application.
- Request is then routed to determine eligibility. If your company meets the requirements you will receive an email with instructions on how to access your benefits.
- Please note that this process typically takes about 72 hours. If this time has passed and you did not receive an email about acceptance or denial for membership, you can contact your account team or the Bing Support Team to have a representative escalate to the Bing Partner Program team on your behalf.
- On your first visit to the Bing Partner website, you will be asked to 1) allow permission to link your Bing Ads account and 2) sign the terms and conditions document.
- Upon successful sign in, complete your partner profile to list your company in the Bing Partner Directory.
- Finally, contact your account team or sign in to the Bing Partner Portal for details on availability of benefits for your tier.

Q: What is the program cycle of the Bing Partner Program?

A: The Bing Partner Program is on a calendar year (January – December) program cycle.

December	January	January-March
Annual program cycle ends. Final audit against requirements for enrolled partners to determine status for the new cycle starting in January.	Annual program cycle starts. Partner upgrade or downgrade announcements.	Open enrollment period for Select and Elite prequalified partners. Enrolled partners do not need to take any action. Partner tier enrollment is open year-round.

Q: Who can I contact with program related questions?

A: Please start by contacting your Bing Ads account team or visit the [Bing support page](#) for help with any issues.