



EXPAND YOUR CUSTOMER AUDIENCE WITH

**Microsoft Advertising**





## Thank you for considering Microsoft Advertising

Though you may already advertise through other platforms such as Google Ads, the Microsoft Search Network can boost your website traffic by offering an additional customer audience and increase diversity, growth and profits for your business.

Globally, the Microsoft Search Network is continually expanding its reach<sup>1</sup>

11 billion  
monthly  
searches  
in 37 markets

## The Microsoft Search Network powers searches throughout Australia<sup>2</sup>

8 MILLION

unique searchers  
represent



137 MILLION

monthly  
searches

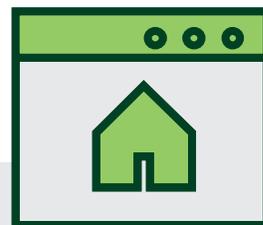


15%

of the PC  
search market



The Microsoft Search 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.



## High-quality partnerships add value to the Microsoft Search Network

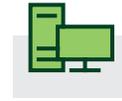


Bing powers AOL web, mobile and tablet search, providing paid search ads to AOL properties worldwide.



Our partnerships with carefully vetted partners like The Wall Street Journal, Yahoo, Ecosia, CBS Interactive and others bring high-quality traffic and increased clicks.

## We reach across multiple platforms and devices<sup>3</sup>



The Microsoft Search Network powers 1 in 5 desktop searches in Australia monthly.



Bing is built into Windows 10 and is now on more than 800 million devices worldwide.

## Reach your ideal customers and attract locally with these Microsoft Advertising 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 are interested in.



**APP EXTENSIONS** — Promote your apps to increase user engagement and drive more sales.



**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.



## Support resources

Microsoft Advertising  
[about.ads.microsoft.com/en-au](https://about.ads.microsoft.com/en-au)

Customer success stories  
[about.ads.microsoft.com/en-au/insights/topics/success-stories](https://about.ads.microsoft.com/en-au/insights/topics/success-stories)

Industry insights  
[about.ads.microsoft.com/en-au](https://about.ads.microsoft.com/en-au)

## Stay connected

 [about.ads.microsoft.com/en-AU/blog](https://about.ads.microsoft.com/en-AU/blog)

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

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

 [linkedin.com/showcase/microsoft-advertising](https://linkedin.com/showcase/microsoft-advertising)

1. comScore qSearch, (custom), June 2019; 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), June 2019; includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites in Australia. Data represents desktop traffic only. 3. comScore (custom), April 2019. The Microsoft Search Network includes Microsoft core search sites, Yahoo (Microsoft Search Network powered) sites and AOL core search sites in the AU. Data represents desktop traffic only.