



Microsoft Advertising. Intelligent connections.

With one ad buy through Microsoft Advertising, in Australia, you can potentially reach:¹

- **8 million** unique searchers on the Microsoft Search Network who represent
- **137 million** monthly searches
- **15%** of the PC search market

The Microsoft Search Network audience is diverse, educated and financially savvy²



54/46 split between male and female



54% are between the ages of 25-54



68% graduated from college, have a diploma, certificate or a degree



30% have a household income of \$85K AUD or more

Globally, the Microsoft Search Network continues to grow its reach:³

11 billion monthly searches in **37** markets

Microsoft Advertising 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 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.



REMARKETING — Optimize your ads, bids and keywords for high-value customers, like those who visited your homepage or abandoned a shopping cart.



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.

1. comScore qSearch, (custom), June 2019. The Microsoft Search Network includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites in Australia. Data represents desktop traffic only. 2. Global Web Index, Chart Builder, Q2 2018 – Q1 2019. Microsoft Search Network represents unduplicated visitors to Microsoft Search Network, Yahoo search and AOL search. Data represents desktop, mobile web, and tablet traffic. 3. comScore qSearch, (custom), June 2019. The Microsoft Search Network includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites worldwide. Data represents desktop traffic only.