



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 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 millions of searches in Canada:<sup>2</sup>

14 MILLION

unique searchers  
who represent



296 MILLION

monthly  
searches



22%

of the PC  
search market

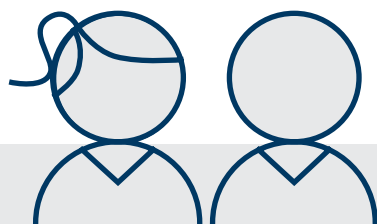


## Reach a diverse audience in Canada<sup>3</sup>



34%

have a household income  
of \$80K+ CAD



56%

are under the age of  
45 (16-44 years old)



43%

have graduated college  
(university/postgraduate degree)



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

- Bing powers AOL web, mobile and tablet search, providing paid search ads to AOL properties worldwide.
- Windows 10 drives more engagement and delivers more volume to the Microsoft Search Network.
- Our partnerships with carefully vetted search partners, like The Wall Street Journal, Yahoo, Ecosia, CBS Interactive and others bring high-quality traffic and increased clicks.

## The Microsoft Search Network reaches people across multiple devices and platforms<sup>4</sup>

- Bing search is built into Windows 10, which is now on over 800 million devices.
- Bing powers Microsoft search, which is a unified search experience for enterprises including Office, SharePoint and Microsoft Edge.
- Bing is on phones, tablets, PCs and across many other devices and platforms that you might not expect.



## 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're 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.



"The expansion of the Canadian Bing team will allow for greater focus on advertisers locally. Having a Toronto-based local team will let us bring insights, education and support to Canadian advertisers."

– **Maor Daniel**, Canadian SMB Sales and Business Lead, Microsoft Search Advertising

## Support resources

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

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

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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 Canada. Data represents desktop traffic only. 3. GlobalWebIndex, Crosstab Builder, CA, Q2 2019. Data represents desktop, mobile web and tablet traffic. 4. Based on comScore qSearch, Multi-Platform, March 2019.