



Microsoft Advertising. Intelligent connections.

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

- **14 million** unique searchers on the Microsoft Search Network who represent
- **296 million** monthly searches
- **22%** of the PC search market

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



58/42 split between male and female



56% are under the age of 45 (16-44 years old)



43% have graduated college (university/postgraduate degree)



34% have a household income of \$80K+ CAD

Globally, you can potentially 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.