



## Microsoft Advertising. Intelligent connections.

### With one ad buy through Microsoft Advertising, in the UK, you can potentially reach:<sup>1</sup>

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

### The Microsoft Search Network audience is diverse, educated and financially savvy<sup>2</sup>

- 65/35** of searchers are split between men and women
- 3/4** are under the age of 45
- 44%** have graduated from college
- 12%** are in the top earning bracket

Globally, the Microsoft Search Network continues to grow its reach:<sup>3</sup>

**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.

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 the United Kingdom. Data represents desktop traffic only. 2. Global Web Index, Q1 2018, UK online audience who visited Bing via any device. 3. 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.