Let’s break it down

<table>
<thead>
<tr>
<th>Use broad match when...</th>
<th>Use phrase match when...</th>
<th>Use exact match when...</th>
</tr>
</thead>
<tbody>
<tr>
<td>You want to sell a broad set of products to a large group of customers.</td>
<td>You want to sell a particular type of products to a targeted group of customers.</td>
<td>You want to sell an exact product to a very targeted set of customers.</td>
</tr>
<tr>
<td>Your ad shows when a customer searches your keyword in a wide variety of ways.</td>
<td>Your ad shows when a customer searches your keyword in the right order.</td>
<td>Your ad shows when a customer searches your exact keyword—including singular and plural forms.</td>
</tr>
</tbody>
</table>

- **eyeglasses**
  - eyeglasses
  - eye glasses
  - buy eyeglasses online
  - womens eyeglasses
  - shop ladies glasses
  - men’s eyeglasses
  - guys eyeglasses frames

- **designer eyeglasses**
  - desigrn eyeglasses
  - designer eyeglasses
  - designer eyeglasses sale
  - red designer eyeglasses

- **designer red eyeglasses**
  - designer red eyeglasses
  - designers red eyeglasses

**Pro tip:** Use both exact and broad match together in one campaign. Why? 30% of daily searches on Bing are unique, so using both match types lets you capture new and existing customers not possible using exact match alone.

1. Internal Microsoft data, October 2013. Based on U.S. data for PC only.