

# School comes first

2017 back-to-school advertising insights  
for digital marketers

For many parents, there isn't a limit to the sacrifices they'll make for their child's education.

## For the sake of education

Unlike other gift-giving holidays, back-to-school and college spending are “needs-driven” and not discretionary. Parents are getting savvier — asking their kids to chip in for back-to-school expenses.<sup>1</sup>



**\$20**

Average amount a pre-teen plans to spend of their own money.



**\$33**

Average amount a teenager plans to spend of their own money.



## The price of an education

Back-to-school is the second largest retail spending holiday for retailers online and in store.<sup>1</sup> It contributes to 68% of Q3 retail sales and 17% of a full-year retail sales.<sup>2</sup>

\$75.8B

Total back-to-school spending in 2016<sup>1</sup>

# K-12: Fundamentals of the classroom shopping list

## U.S. retail back-to-school spending in billions (K-12)<sup>1</sup>



## 77% required to buy classroom supplies

And 2 in 3 parents are likely to buy more than what's required on the supplies list,<sup>2</sup> spending an average of \$674 per K-12 family.<sup>3</sup>

## Average spending per family<sup>3</sup>



**\$235**  
clothing



**\$204**  
electronics



**\$126**  
shoes



**\$108**  
school  
supplies



**Tip:** Apply an [accelerated budget](#) for top-performing campaigns. The default standard budget leaves possible searches on the table.

# College: Bigger bills for bigger dreams

## U.S. retail back-to-school spending in billions (college)<sup>1</sup>



## College costs more than the lower grades

Some of these big-ticket items can last all four years, but when they need to be replaced it's a bigger investment than pencils and lunchboxes.<sup>2</sup>

## Average spending per family<sup>2</sup>



**\$211**  
electronics



**\$137**  
clothing & accessories



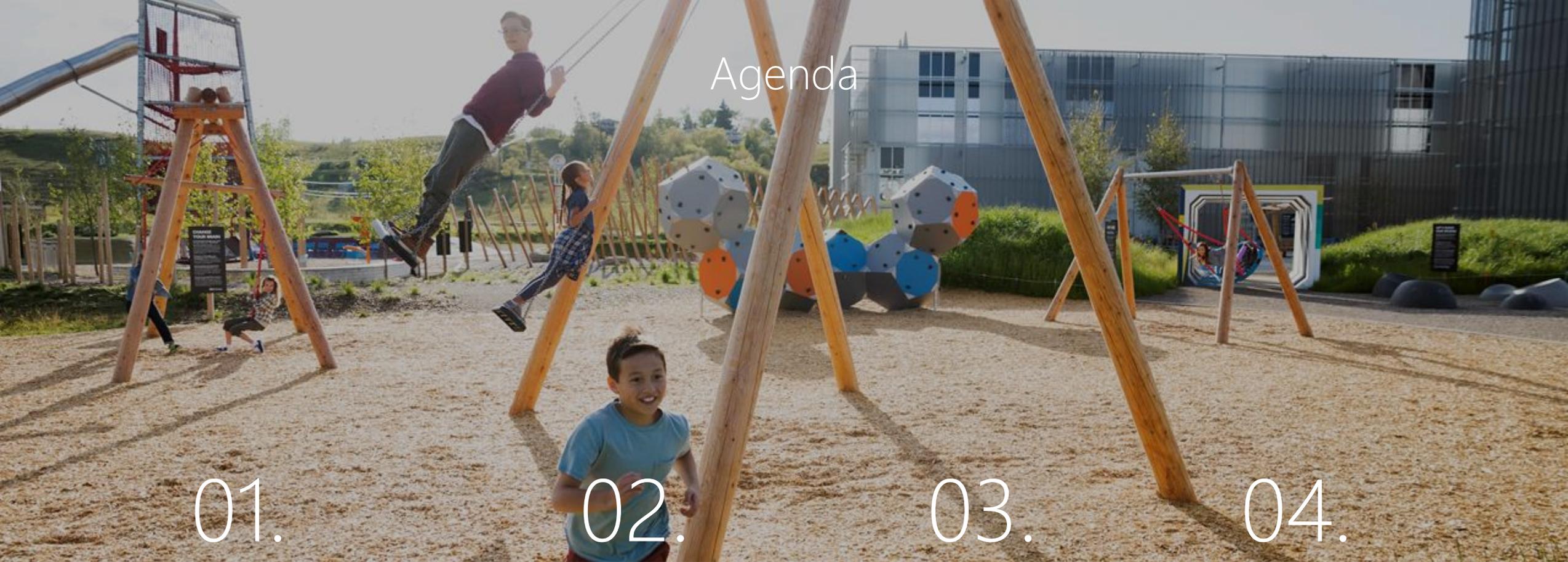
**\$114**  
dorm furnishings



**\$70**  
shoes



**Tip:** Improve your [Quality Score](#) to help increase conversions and ad performance. The Bing Ads Quality Score shows you how competitive your ads are in the marketplace.



# Agenda

01.

## Be there for all students

Audience targeting with Bing Ads is bigger than you think.

02.

## Search trends

Increase engagement with trending search insights.

03.

## Search and conversions

There's never a better time to increase conversions.

04.

## Homework

Actionable takeaways



# Be there for all students

More families have kids in school — thanks to the large generation of millennials who are parents of school-age children — which is boosting total back-to-school spending to near-record levels.

# Support all students

The largest group of students are enrolled in preK-8 public schools, and the majority of college students are females. Use [demographic targeting](#) to reach new audiences and expand your customer base.



# Be there for key back-to-school school shoppers

Create campaigns for each of your target audiences and influencers.



## Parents

The primary customer is female and a mom. Parents are the decision-makers, but of course students will influence their moms.<sup>1</sup>

**28.7M**

Bing Network searchers have children in the household between ages 6 and 17.<sup>2</sup>



## Teachers

Virtually all teachers wind up paying out of pocket for supplies, and it's not chump change. On average, most spent nearly \$500 last year, and one in 10 spent \$1,000 or more.<sup>3</sup>

**2.3M+**

people in the elementary and secondary education industry on the Bing Network.<sup>4</sup>



## College students

There are many sub-segments within the back-to-college audience. The freshman demographic is more influenced by their parents. They play more of a primary role as they start to move off campus and into their first apartments.<sup>5</sup>

**5.5M+**

full-time and part-time college students on the Bing Network.<sup>4</sup>

## Be there for school shoppers

Gen Xers are more likely to do the back-to-school shopping.  
Segment back-to-school audiences with [demographic targeting](#) by age and gender.

**32%** of retail searches related to back-to-school are made by those aged 35-49.



**50%** of males and females account for those searches throughout June-October.



**Tip:** Place a [bid adjustment](#) to increase the likelihood your ad is displayed in a better position for customers who meet your targeting criteria.



**Tip:** Adjust [demographic targeting](#) using advanced campaign settings.

# The Bing Network provides value for back-to-school

Compared to Google, Bing Network searchers are more likely to buy...

## Computers

67% more likely to have spent \$10,000 or more online on computer equipment in the last 6 months



## Electronics

60% more likely to have spent \$2,500 to \$4,999 online on personal electronics in the last 6 months



## Books

4% more likely to have spent \$100 to \$199 online on books/instructional materials in the last 6 months



## Bed & bath products

16% more likely to have spent \$200 to \$499 on bed & bath products in the last 6 months



**Tip:** Do you use Google AdWords? Use the Bing Ads [Google Import](#) tool to save time and reach more customers.

# The Bing Network provides value for back-to-school

Compared to Google, Bing Network searchers are more likely to buy...

## Apparel

13% more likely to have spent \$7,500 to \$9,999 on retail/apparel online in the last 6 months



## Kids clothing

3% more likely to have spent \$100 to \$199 on kids clothing in the last 6 months



## Teen boys clothing

3% more likely to have spent \$200 to \$499 on teen boys clothing in the last 6 months



## Teen girls clothing

5% more likely to have spent \$100 to \$199 on teen girls clothing in the last 6 months





# Search trends

Increase engagement with trending search insights.

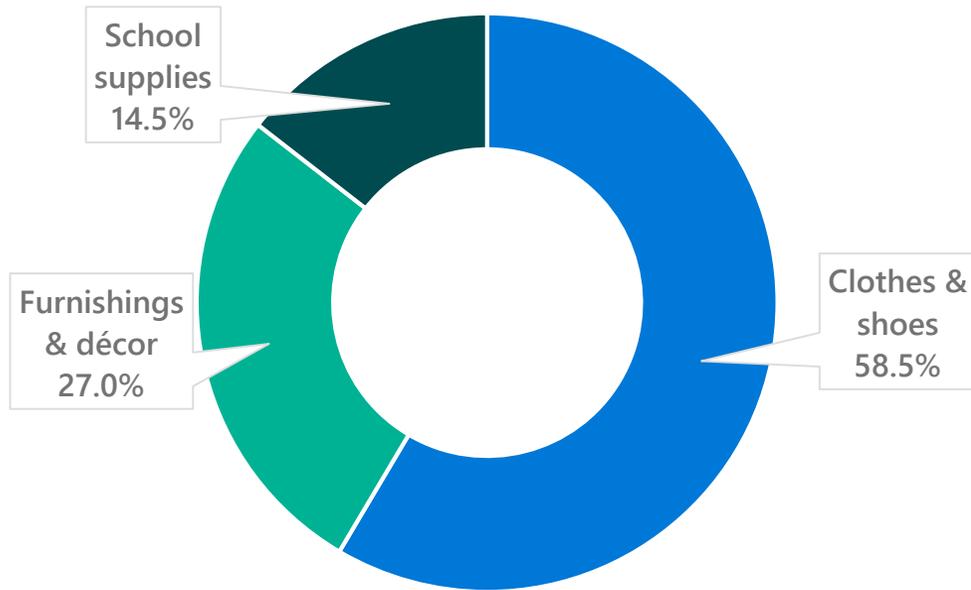


# Back-to-school category performance

Most popular search category is apparel, including clothing, shoes and bags.

July and August are an opportune time for search ads when click-through rate (CTR) picks up near the beginning of the month, and cost-per-click (CPC) remain relatively low. CTR starts to drop later in the season in September and October while CPC surges.

## Search share by product categories



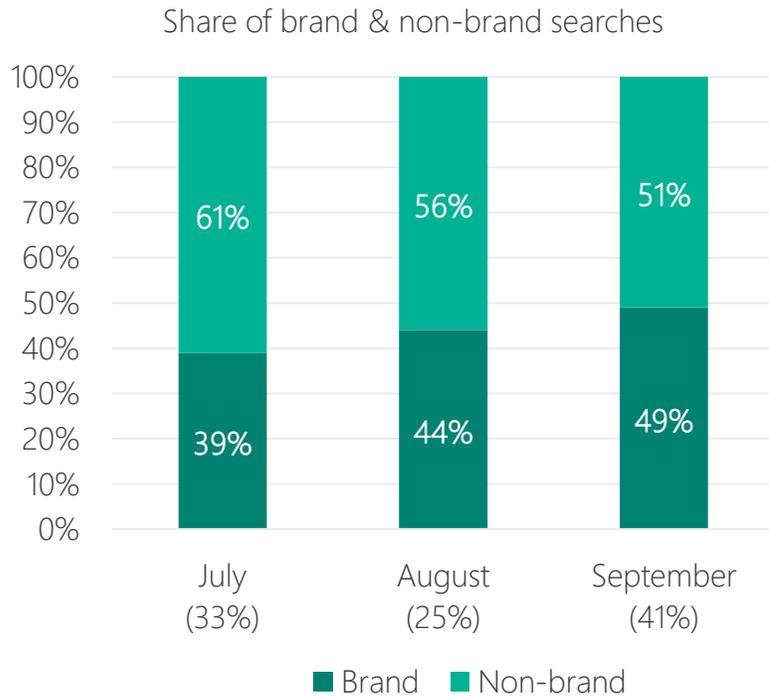
## CTR vs. CPC 2016



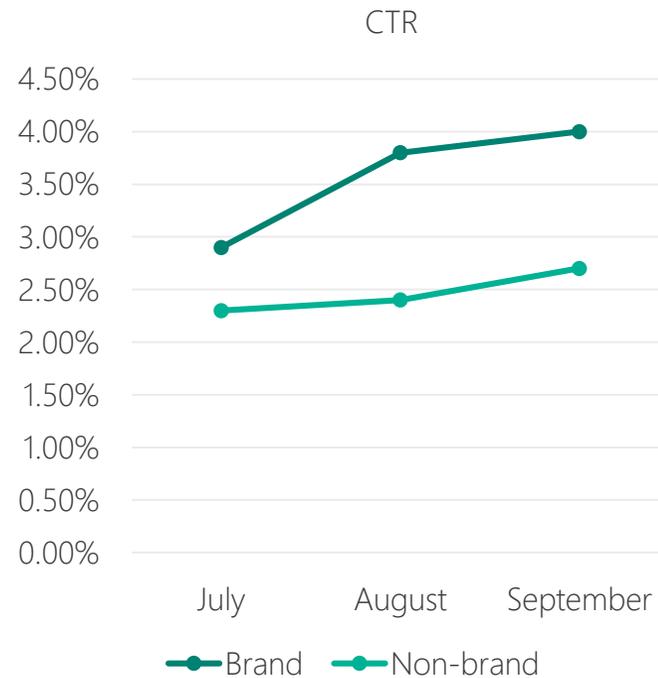
**Tip:** Have multiple campaigns? Save time by using [shared budgets](#) and have a single budget that can be used by all campaigns or by a subgroup of campaigns under an account.

# Brand-term bidding increases in importance through the back-to-school season

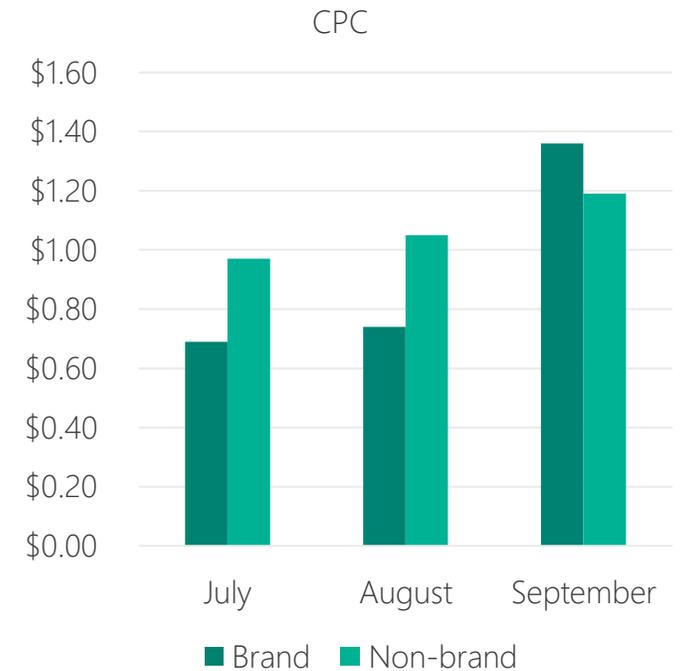
**Non-brand terms drive lion share of searches, but brand terms increase share over time.**



**Ensure your budget flighting accounts for high CPC and CTR in September.**

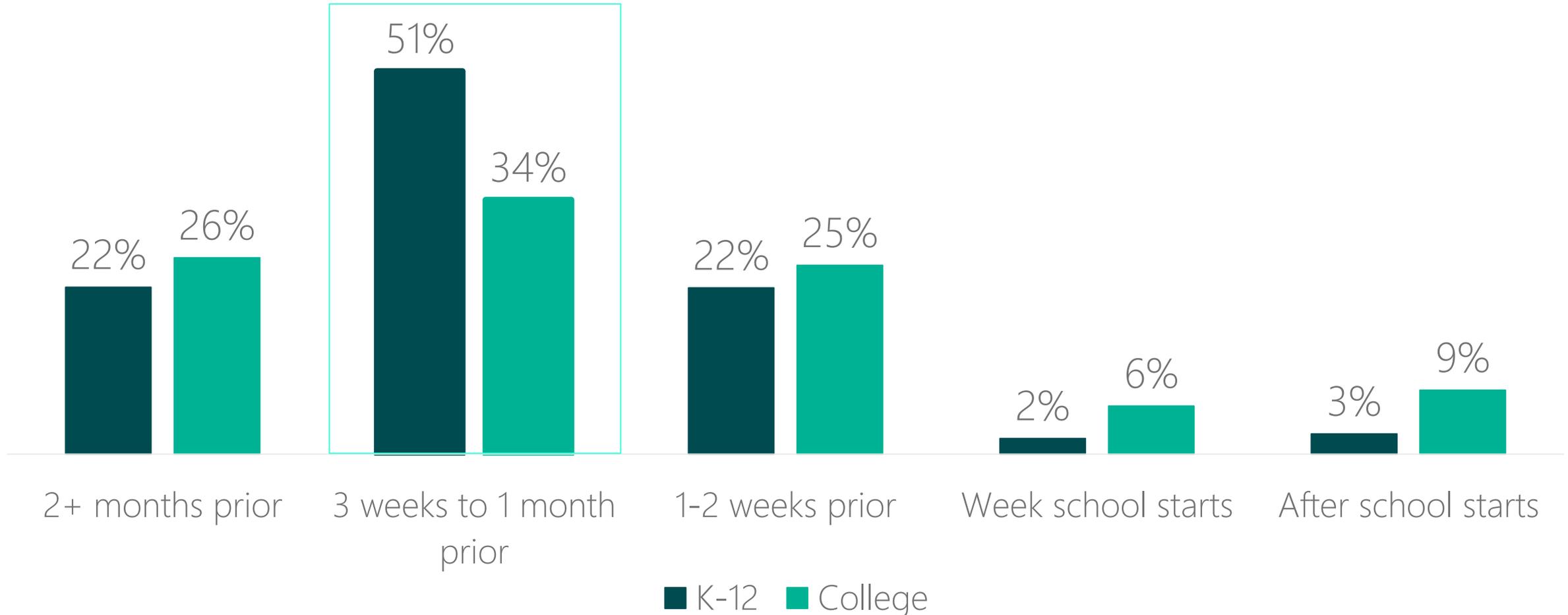


**Bid on brand terms early, when CPC is at its lowest.**

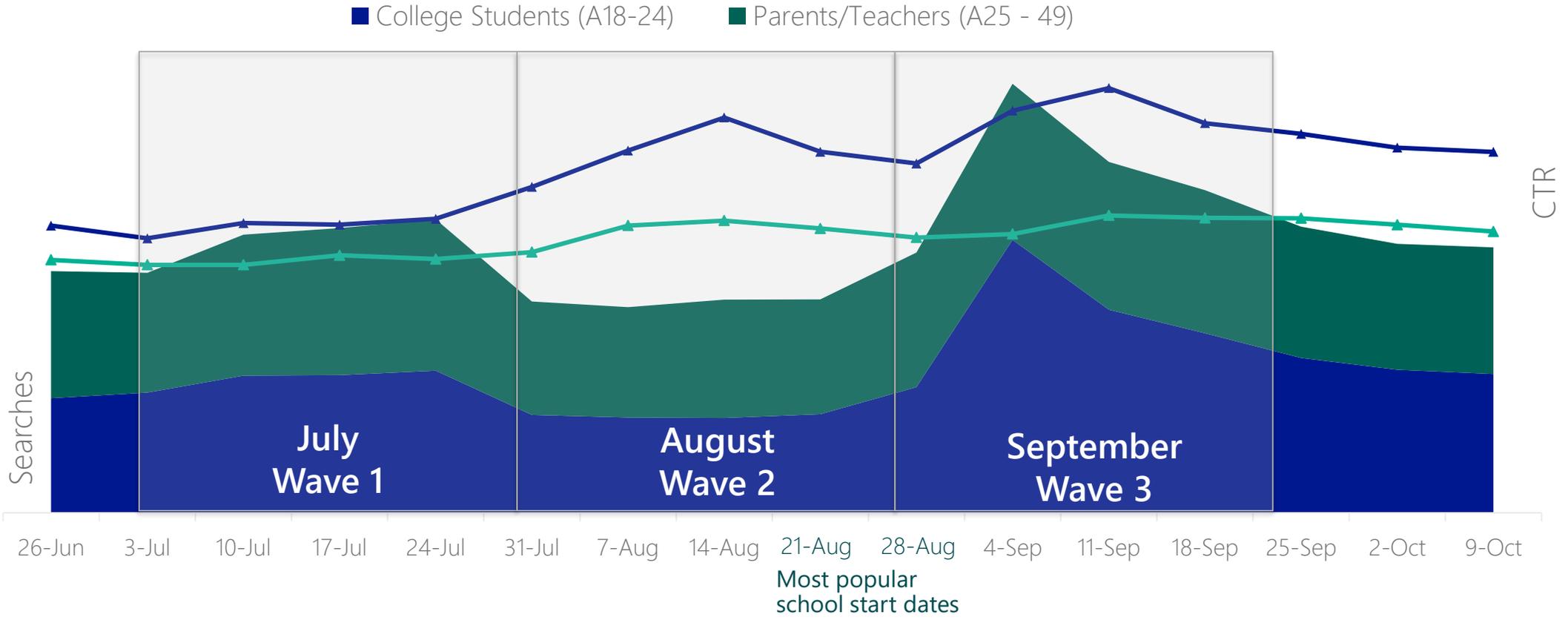


# Back-to-school isn't a last minute shopping season

The majority of shoppers expect to begin **three weeks to one month before school starts.**<sup>1</sup>



# Advertisers should plan their approach around three key waves

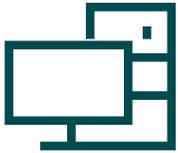


1. Microsoft internal data, search volume and CTR in categories related to Back to School – all devices, U.S., June 26, 2016 – October 9, 2016.

# Target multiple devices in a mobile-first world.

44% of searches are on mobile where discovery happens.

## Searches by device



56%



44%

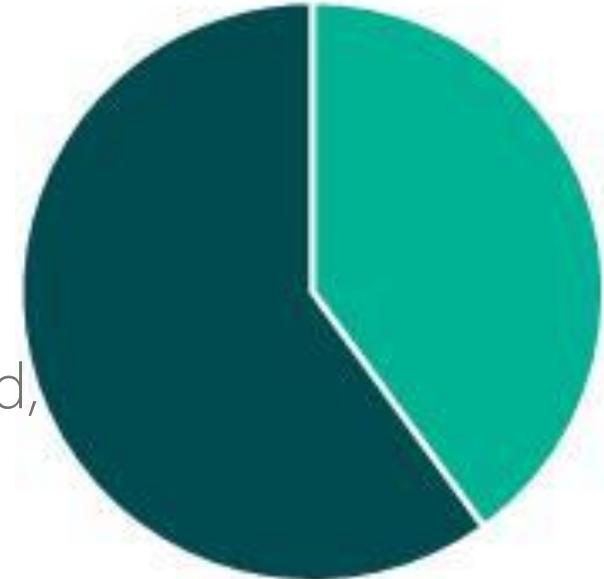
## PC/tablet



Branded,  
43%

Unbranded,  
57%

## Mobile



Branded,  
40%

Unbranded,  
60%



**Tip:** To save you more time, use Bing Ads Editor. Our Mac customers can now use [Bing Ads Editor for Mac](#) to manage multiple accounts simultaneously, and to download and edit campaigns/ads in bulk.

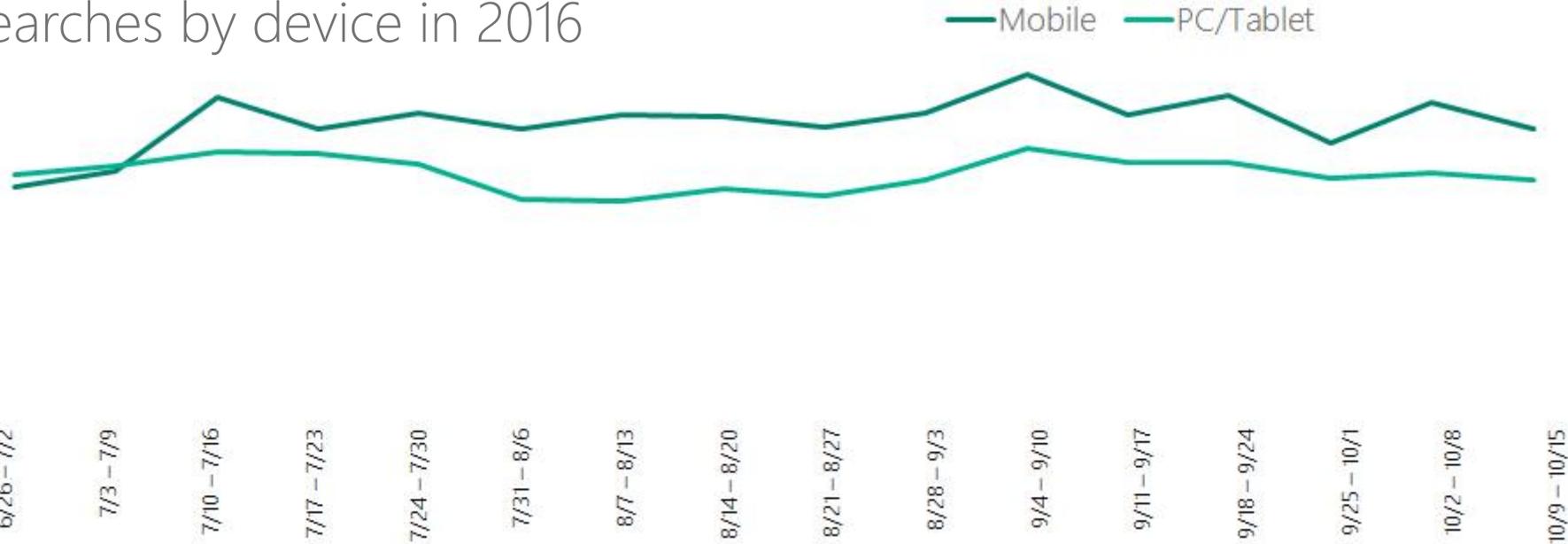


1. Microsoft internal data, search volume, CTR & CPC in selected categories related to Back to School – all devices, US., June 26, 2016 – October 15, 2016.

# Notable search weeks by device

Use [day and time targeting](#) to show ads at peak times or days.

## Searches by device in 2016



6/26 - 7/2      7/3 - 7/9      7/10 - 7/16      7/17 - 7/23      7/24 - 7/30      7/31 - 8/6      8/7 - 8/13      8/14 - 8/20      8/21 - 8/27      8/28 - 9/3      9/4 - 9/10      9/11 - 9/17      9/18 - 9/24      9/25 - 10/1      10/2 - 10/8      10/9 - 10/15

Shoppers are in research mode June/July, with PC/tablet searches surpassing mobile at the beginning.

Despite slowing down in August, mobile browsing surpasses PC/tablet.

Mobile and PC/tablet searches spike during the first week of September and remains strong throughout the month.

Mobile surpasses PC/tablet searches towards the end of the back to school season.



Top Mobile search weeks



Top PC/tablet search weeks

Top all devices search weeks

July 2016						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Aug 2016						
S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Sept 2016						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Oct 2016						
S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Take control and save time with [automated rules](#). Schedule and automate your top campaign management tasks on a weekly, or even daily basis for invaluable time savings and efficiency gains.

1. Microsoft internal data, search volume, in selected categories related to Back to School – all devices, U.S., June 26, 2016 – October 15, 2016.

## SEARCH TRENDS

# Clothing

The top searches included: low-priced clothing, fast fashion, and youth and kids brands. Additionally, plus-size and athletic wear trended. With homecoming in the fall, formal wear experiences high search volume. Photos are a must for clothes shopping. Make sure your ads make the grade with [Image Extensions](#).

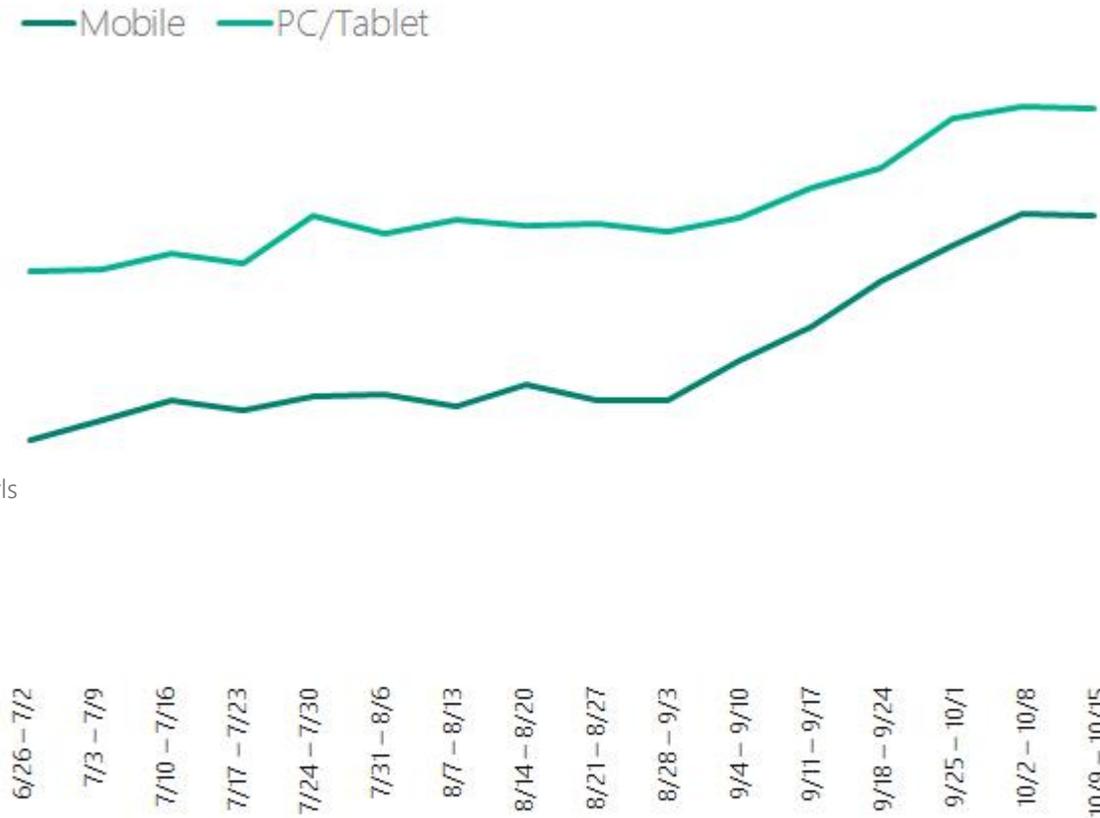
## Top branded searched terms

- |                  |                              |
|------------------|------------------------------|
| 1. old navy      | 11. saks fifth avenue        |
| 2. vs            | 12. lularoe                  |
| 3. forever 21    | 13. new york and company     |
| 4. lands end     | 14. asos                     |
| 5. lane bryant   | 15. gymboree                 |
| 6. under armour  | 16. torrid                   |
| 7. anthropologie | 17. white house black market |
| 8. hot topic     | 18. maurice's                |
| 9. woman within  | 19. carter's                 |
| 10. aeropostale  | 20. men's wearhouse          |

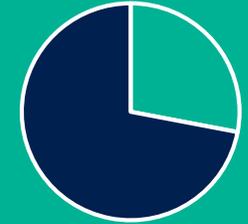
## Top unbranded searched terms

- |   |  |
|---|--|
| 1. t shirts, t shirt, graphic tees                            | 11. cardigan   |
| 2. shirts for teen girls                                      | 12. joggers  |
| 3. cute plus size outfits                                     | 13. men's jeans, skinny jeans, girls jeans               |
| 4. womens tank tops, women's tops                             | 14. skirts, skirt, maxi skirt                            |
| 5. leggings, girls leggings                                   | 15. dresses for women, t shirt dress, prom dress         |
| 6. yoga pants, pants  | 16. school uniforms, uniforms, school uniforms for girls |
| 7. tops blouses, top, tops                                    | 17. romper, rompers, jumpsuits for women                 |
| 8. silk blouses   | 18. shirts   |
| 9. coats jackets, jackets, leather jacket                     | 19. sweatpants, sweatshirt                               |
| 10. sweaters, women's sweaters, girls sweaters, boys sweaters | 20. hoodie, hoodies, hoodies for teen girls              |

## Clothing search volume by device in 2016



## Brand vs. non-brand



Searches pick up end of August, peaking the first week of October on both devices.



1. Microsoft internal data, search volume and top search queries in "Apparel" category related to Back to School - all devices, U.S., June 26, 2016 - October 15, 2016.

## SEARCH TRENDS

# Backpacks

Backpacks are a hot item for the back-to-school season, and search volume is intensely active during this period.

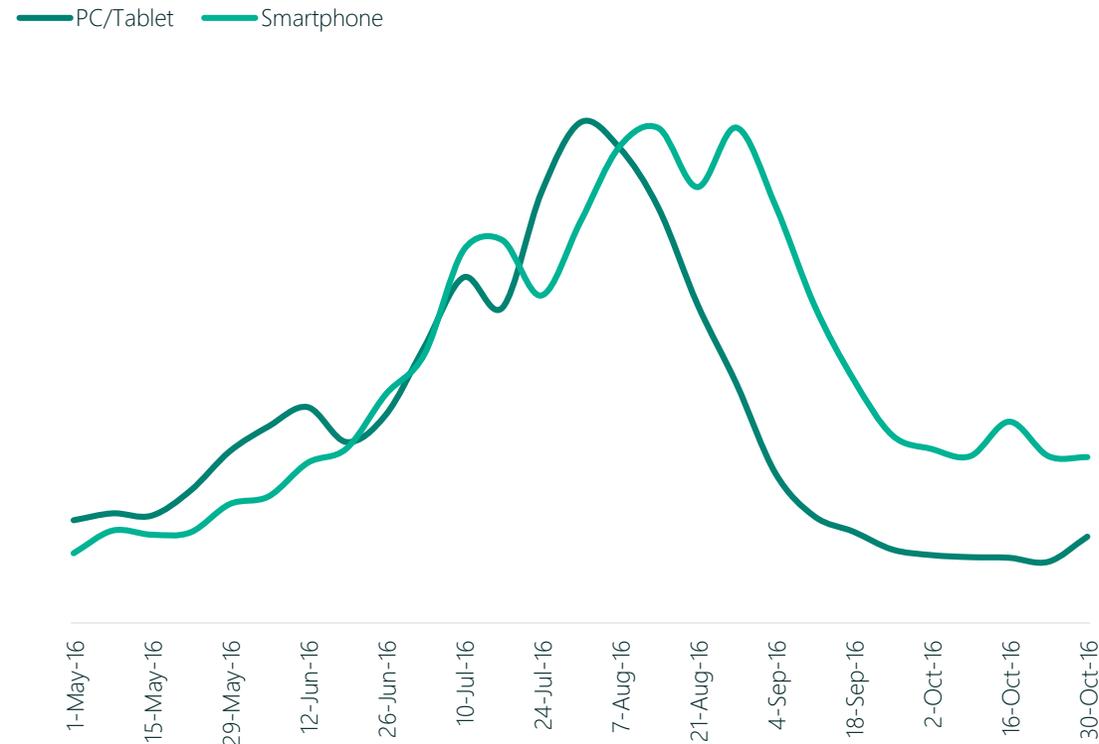
## Top backpack brands searched

- |               |                                 |
|---------------|---------------------------------|
| 1. north face | 10. urban outfitters            |
| 2. herschel   | 11. louis vuitton               |
| 3. jansport   | 12. gucci                       |
| 4. timbuk2    | 13. michael kors                |
| 5. walmart    | 14. pottery barn kids backpacks |
| 6. nike       | 15. coach                       |
| 7. mcm        |                                 |
| 8. patagonia  |                                 |
| 9. REI        |                                 |

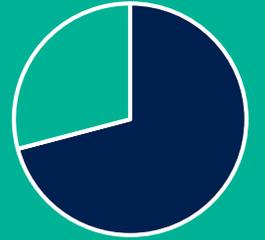
## Top unbranded searched terms

- |                            |                                |
|----------------------------|--------------------------------|
| 1. backpacks               | 11. leather backpack           |
| 2. laptop backpacks        | 12. cheap backpacks for school |
| 3. travel backpack         | 13. best backpack for travel   |
| 4. rolling backpack        | 14. thomas the train backpack  |
| 5. backpacks for school    | 15. backpacks for teens        |
| 6. kids backpacks          | 16. backpack with wheels       |
| 7. backpacks for girls     | 17. best backpacks for kids    |
| 8. best backpacks for kids | 18. hiking backpacks           |
| 9. waterproof backpack     | 19. girls backpacks for school |
| 10. 2016 best backpacks    | 20. travel backpacks for women |
|                            | 21. mini backpack              |

## Backpack search volume by device in 2016



## Brand vs. non-brand



Non-brand 29%  
Brand 71%

Searches pick up end of May and peak in the month of August, finally slowing down in October.



SEARCH TRENDS

# Laptops & tablets

HP, Samsung, iPad and Microsoft tablets were the top searched brands. Shoppers are looking for deals and the best prices for tablets, along with reviews and lists for top tablets. Influence shoppers with customer reviews using [Review Extensions](#).

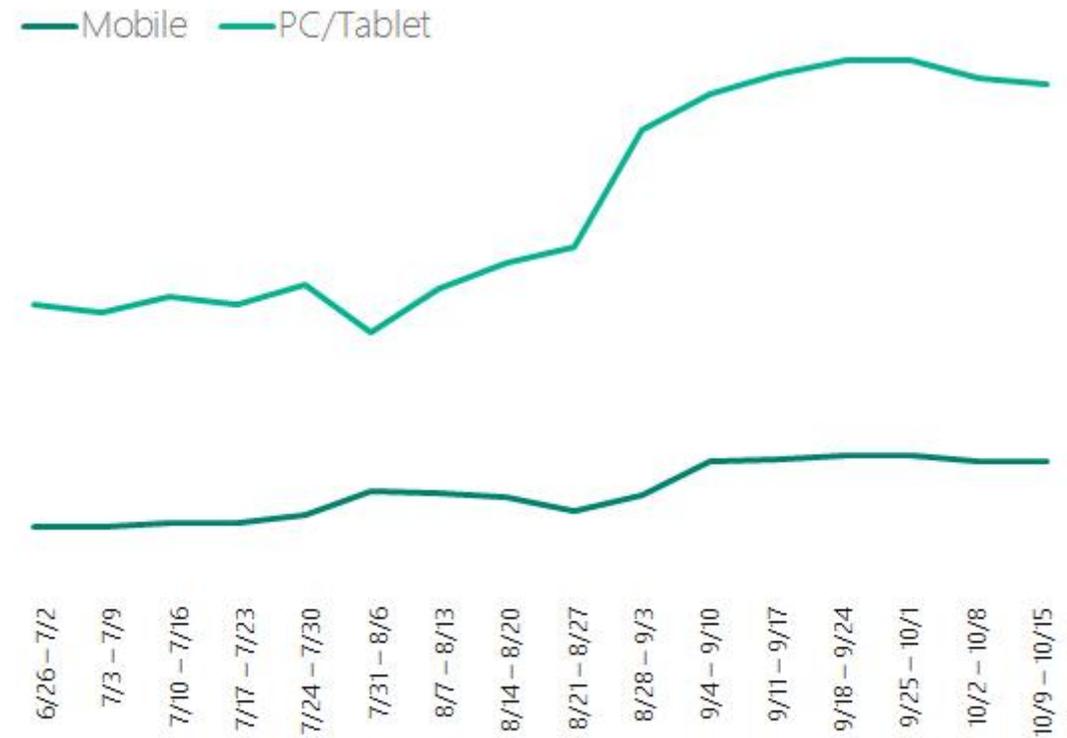
## Top branded searched terms

- |                     |                              |
|---------------------|------------------------------|
| 1. hp support       | 11. www hp com support       |
| 2. samsung tablet   | 12. ipad prices              |
| 3. alienware        | 13. nokia tablet             |
| 4. intel            | 14. www hp com               |
| 5. hp com           | 15. microsoft surface pro    |
| 6. surface pro      | 16. samsung galaxy tablet    |
| 7. best buy tablets | 17. samsung galaxy tab       |
| 8. hewlett packard  | 18. hp com support           |
| 9. tablet samsung   | 19. microsoft surface tablet |
| 10. samsung tablets | 20. apple tablets            |

## Top unbranded searched terms

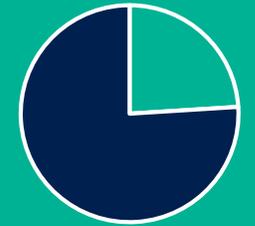
- |                          |                              |
|--------------------------|------------------------------|
| 1. best deals tablets    | 11. kids tablet              |
| 2. tablets               | 12. top tablets of 2016      |
| 3. best tablet deal      | 13. tablets for sale         |
| 4. computer              | 14. top 10 best tablets      |
| 5. tablet                | 15. tablet computers reviews |
| 6. best tablets          | 16. tablets sale             |
| 7. electronics computers | 17. computers by owner       |
| 8. tablet computers      | 18. tablet sale              |
| 9. best tablet           | 19. tablet pc deal           |
| 10. best tablet deals    | 20. buy tablet               |

## Laptop and tablet search volume by device in 2016



1. Microsoft internal data, search volume and top search queries in "Computers" category related to Back to School – all devices, US, June 26, 2016 – October 15, 2016.

## Brand vs. non-brand



Unbranded, 76%  
Brand, 24%

Target ads for early to mid-month for peak performance. Searches jump end of August, and peak the week ending 10/1 for PC/tablet and mobile.

# Cellphones and plans

iPhone and, secondarily, Samsung are the top phone brands. As the new iPhone is released in September, there's a portion of searchers looking for the older model. Shoppers still in the discovery phase are looking for the "best" smartphones of the year. Try long-tail keywords for unbranded search terms. For phone plans, AT&T is the most-searched carrier. Shoppers are also looking for low-cost, pre-paid and no-contract phone plans.

## Top branded searched terms

Phones	Plans
1. iphone	1. att net
2. iphone 7	2. tracfone
3. samsung	3. boost mobile
4. iphone 6s	4. consumer cellular
5. iphone 6	5. myat t
6. samsung galaxy s7	6. sprint com
7. iphone 7 features	7. textnow
8. huge iphone 6s sale	8. h2om web low balance att
9. iphone 7 price	9. my t mobile
10. iphone 7 colors	10. tracfone com

## Top unbranded searched terms

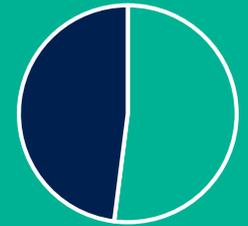
Phones	Plans
1. best smartphones	1. best cell phone company
2. best smartphone	2. cheapest cell phone plans
3. best new smartphone	3. cell phone prepaid service
4. top 10 best smartphones	4. no contract phone service
5. phone cases	5. cheap cell phone plans
6. 10 best smartphones	6. free phones no credit check
7. best smartphones in 2016	7. no contract cell phone providers
8. best smartphones 2016	8. prepaid cell phones
9. top smartphones	9. no contract cell phone plans reviews
10. best smartphones of 2016	10. prepaid phone

## Cellphones and plans search volume by device in 2016



1. Microsoft internal data, search volume and top search queries in "Internet & Telecom" category related to Back to School – all devices, U.S., June 26, 2016 – October 15, 2016. 2. [Deloitte, Back-to-School Survey 2016, July 20, 2016.](#)

## Brand vs. non-brand



Brand, 52%  
Unbranded, 48%

Target mobile ads in September, when it surpasses PC ads. Mobile searches peak the week ending 9/17.

Technology shoppers research online before they buy. Let searchers learn more before clicking with longer ad copy using [Expanded Text Ads](#). Use [Callout Extensions](#) to showcase your shipping options.

# Shoes

Parents are looking for the best prices for their child’s preferred shoes brands and styles, with low-priced shoes trending. [Price Drop Alerts Annotation](#) show your best prices with Product Ads to automatically display price decreases. For unbranded terms, bid on keywords for shoe categories (for example, women’s shoes, men’s shoes, girls shoes.)

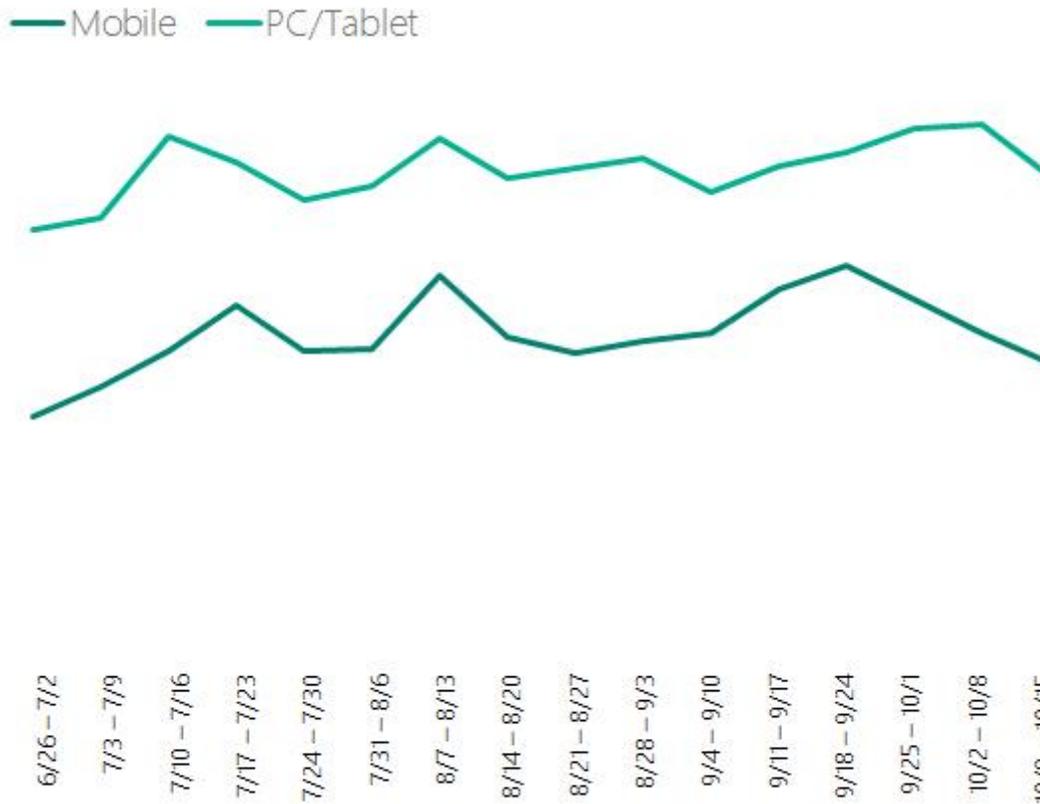
## Top branded searched terms

- |                     |                         |
|---------------------|-------------------------|
| 1. famous footwear  | 11. sandals             |
| 2. payless shoes    | 12. birkenstock         |
| 3. aerosoles        | 13. birkenstock sandals |
| 4. shoe carnival    | 14. nine west boots     |
| 5. skechers         | 15. aldo                |
| 6. burberry sandal  | 16. adidas shoes        |
| 7. crocs            | 17. sas shoes           |
| 8. kids foot locker | 18. rack room shoes     |
| 9. puma             | 19. clarks shoes        |
| 10. shoedazzle      | 20. toms                |

## Top unbranded searched terms

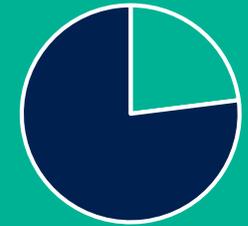
- |  |  |
|--|--|
| 1. women's shoes, men's shoes, girls shoes, shoe, kids shoes, boys shoes | 11. wedges   |
| 2. boots, women's boots, boot sales                                      | 12. tennis shoes   |
| 3. sneakers, fashion sneakers for women, girls sneakers                  | 13. booties, ankle boots   |
| 4. athletic shoe, women's athletic shoes                                 | 14. comfort shoes  |
| 5. shoe stores, buy shoe   | 15. buy running shoes, compare best running shoes, walking shoes |
| 6. football cleats, cleats   | 16. wedges   |
| 7. cowboy boots, buy western boot  | 17. footwear   |
| 8. rain boots, fall boots  | 18. discount shoes, cheap shoes, wholesale shoes                 |
| 9. loafers, moccasins  | 19. shoes online   |
| 10. water shoes  | 20. women's flats, black flats, leopard print shoes              |

## Shoes search volume by device in 2016



1. Microsoft internal data, search volume and top search queries in “Apparel>Footwear” category related to Back to School – all devices, U.S., June 26, 2016 – October 15, 2016.

## Brand vs. non-brand



Target ads in early July to advantage of the ramp up in searches. Searches peak week ending 9/24 for mobile, and week ending 10/8 for PC/tablet.

# School supplies

Big box school supply stores and websites trend for the season. Shoppers are specifically looking for coupons and store locations. Staples, Officemax and Office Depot represent the top terms. Try a broad match modifier for unbranded terms since searches alternate by variations of a keyword (for example, pen or pens).

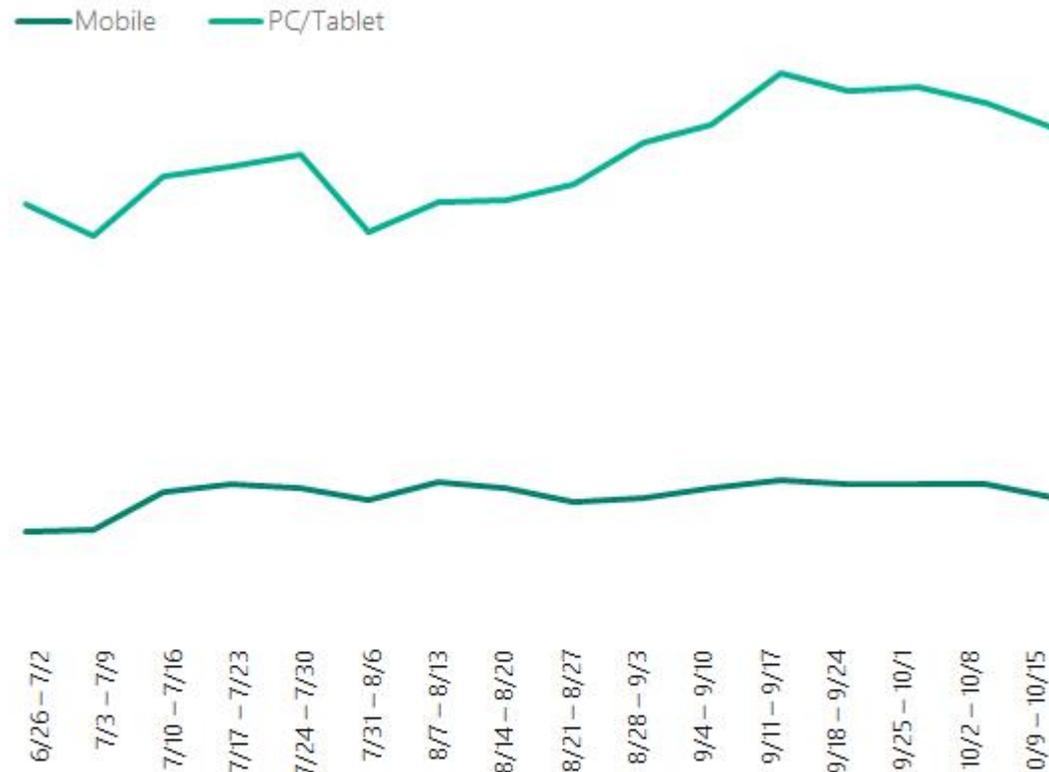
## Top branded searched terms

- |                           |                                |
|---------------------------|--------------------------------|
| 1. staples                | 11. staple                     |
| 2. officemax              | 12. staplesadvantage.com       |
| 3. staples advantage      | 13. office depot near me       |
| 4. staples locations      | 14. www.staplesadvantage.com   |
| 5. www.staples.com        | 15. office depot weekly ad     |
| 6. office depot coupons   | 16. business.officedepot.com   |
| 7. www.officedepot.com    | 17. officemax workplace        |
| 8. office depot locations | 18. business.office depot      |
| 9. staples inc            | 19. staples business advantage |
| 10. paper mart            | 20. staples near me            |

## Top unbranded searched terms

- |                                      |   |
|--------------------------------------|---|
| 1. calculator, scientific calculator | 11. tape  |
| 2. portfolio                         | 12. pencil pouch, pencil box  |
| 3. paper, graph paper, lined paper   | 13. mechanical pencils  |
| 4. pens, pen, gel pens, fountain pen | 14. folders, folder, file folders                                       |
| 5. glue, super glue, glue sticks     | 15. desk organizer  |
| 6. pencil case                       | 16. markers, art markers, washable markers                              |
| 7. scissors                          | 17. stapler   |
| 8. clipboard                         | 18. composition notebook  |
| 9. pencil, pencils                   | 19. poster board  |
| 10. binder, binders, binder covers   | 20. twistable colored pencils, pencil crayons, erasable colored pencils |

## School supplies search volume by device in 2016



1. Microsoft internal data, search volume and top search queries in "Business & Industrial>Office" category related to Back to School - all devices, U.S., June 26, 2016 - October 15, 2016.

## Brand vs. non-brand



Start mobile and PC ads at the beginning of July. Searches peak the week ending 9/17.

59% of back-to-school mobile shoppers plan to buy in store.<sup>2</sup> Use [Location Extensions](#) to help them find your store. [location targeting](#) can also be used to target people near you.

# Furniture, décor and bed & bath

Going to college or getting your first apartment is a major life event. Back-to-college is unique because there are these two distinct audiences. Student will focus more on style. For parents, it's more about quality, function and affordability.<sup>1</sup> Automatically personalize what shows in your ad by inserting [dynamic text parameters](#). For searches, modern furniture is trending, with brands like Ikea, Crate & Barrel and CB2 as top searches. Shoppers are also looking for mattresses, and small kitchen appliances, especially for coffee.

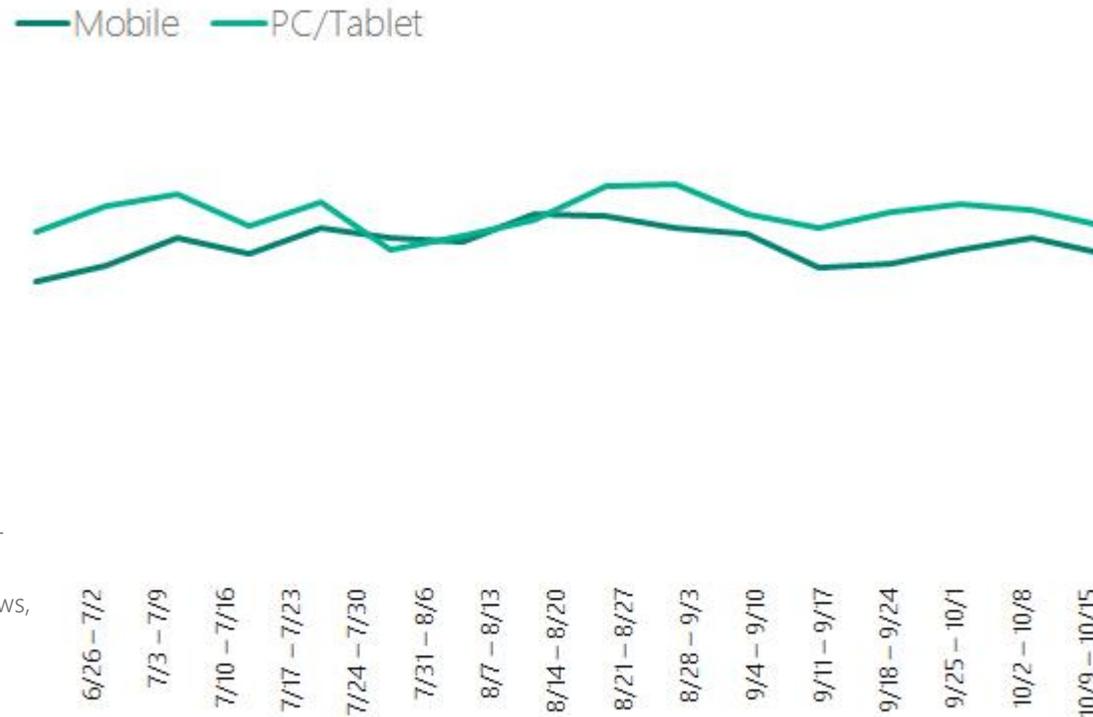
## Top branded searched terms<sup>2</sup>

- |                            |                      |
|----------------------------|----------------------|
| 1. ikea                    | 11. sleep number bed |
| 2. helix sleep mattress    | 12. scentsy          |
| 3. crate and barrel        | 13. kitchenaid       |
| 4. ikea furniture          | 14. macy's furniture |
| 5. keurig                  | 15. sealy            |
| 6. nebraska furniture mart | 16. z gallerie       |
| 7. yankee candle           | 17. la z boy         |
| 8. living spaces           | 18. cb2              |
| 9. lamps plus              | 19. furniture row    |
| 10. sur la table           | 20. nespresso        |

## Top unbranded searched terms<sup>2</sup>

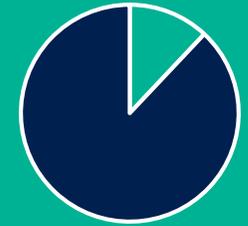
- |  |   |
|--|---|
| 1. furniture, furniture stores                     | 11. mirror, mirrors                           |
| 2. mattress stores, memory foam mattress           | 12. futon                                     |
| 3. dresser, dressers                               | 13. commercial outdoor furniture              |
| 4. bed, bedding, bedroom furniture                 | 14. shower curtain, shower curtains           |
| 5. desk, computer desk, desks, computer desks      | 15. pillow, decorative pillows, throw pillows |
| 6. bookshelf, shelves, bookcase, shelf, bookcases, | 16. alarm clock                               |
| 7. lamp, table lamps, lamps, lighting, lamp shades | 17. blender                                   |
| 8. office chair, desk chair, chair                 | 18. picture frames, wall art                  |
| 9. tv stand  | 19. coffee maker, espresso coffee, espressos  |
| 10. home décor, wall décor                         | 20. laundry                                   |

## Home search volume by device in 2016<sup>2</sup>



1. [eMarketer, How Ikea Will Connect with Students this Back-to-College Season. Interview conducted by Tricia Carr on May 18, 2016.](#) 2. Microsoft internal data, search volume and top search queries in "Home & Garden" category related to Back to School - all devices, U.S., June 26, 2016 - October 15, 2016.

## Brand vs. non-brand



Schedule your mobile ads early in the season, as it surpasses PC in August. Searches peak the week ending 8/20 for PC/tablet and 9/10 for mobile.

Highlight different sections of your website, and include a section for content such as decorating tips & checklists with [Sitelink Extensions](#).



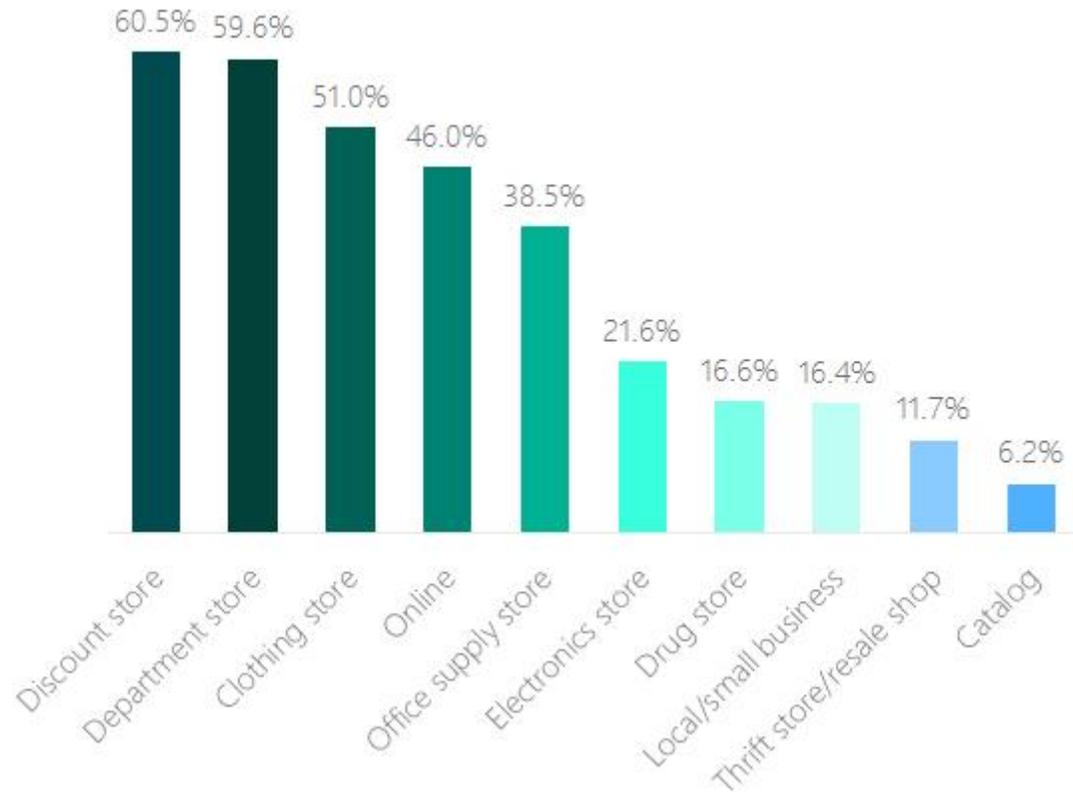
# Search and conversions

There's never been a better time to increase conversions.

# Where will families shop?

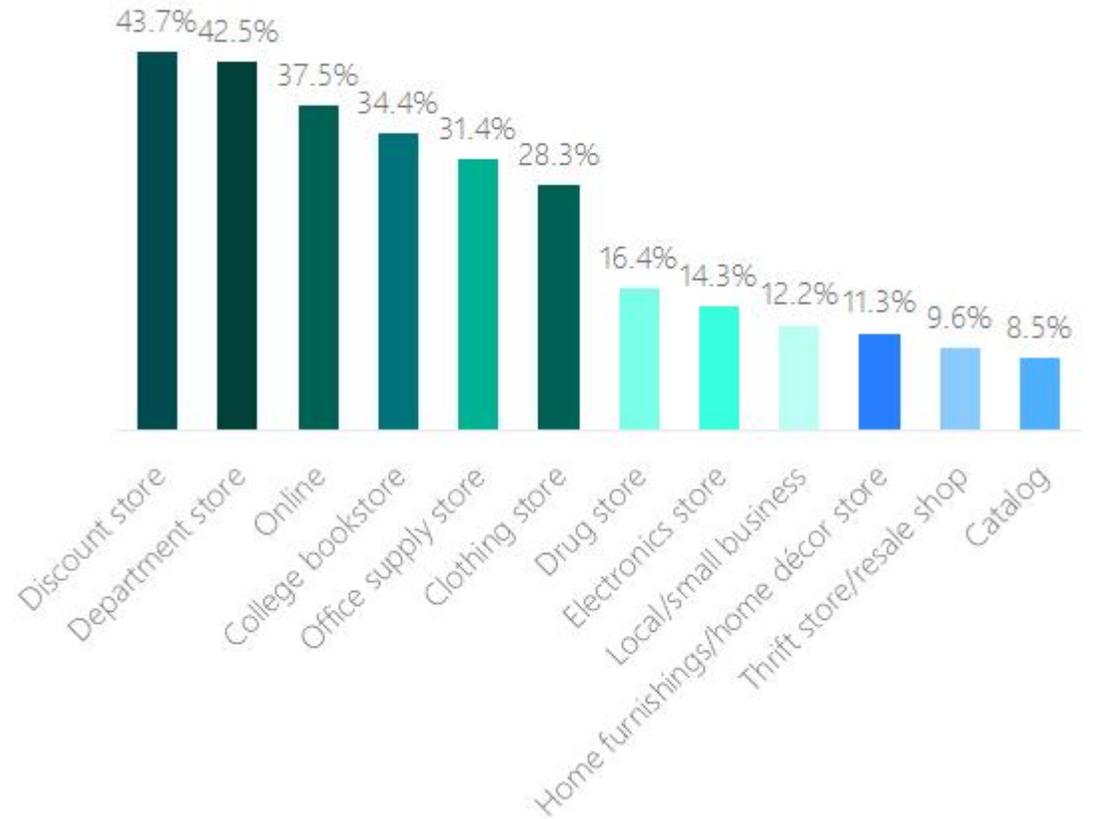
## Back-to-school shopping channels<sup>1</sup>

Discount and department stores, clothing stores & online are the top K-12 shopping channels.



## Back-to-college shopping channels<sup>1</sup>

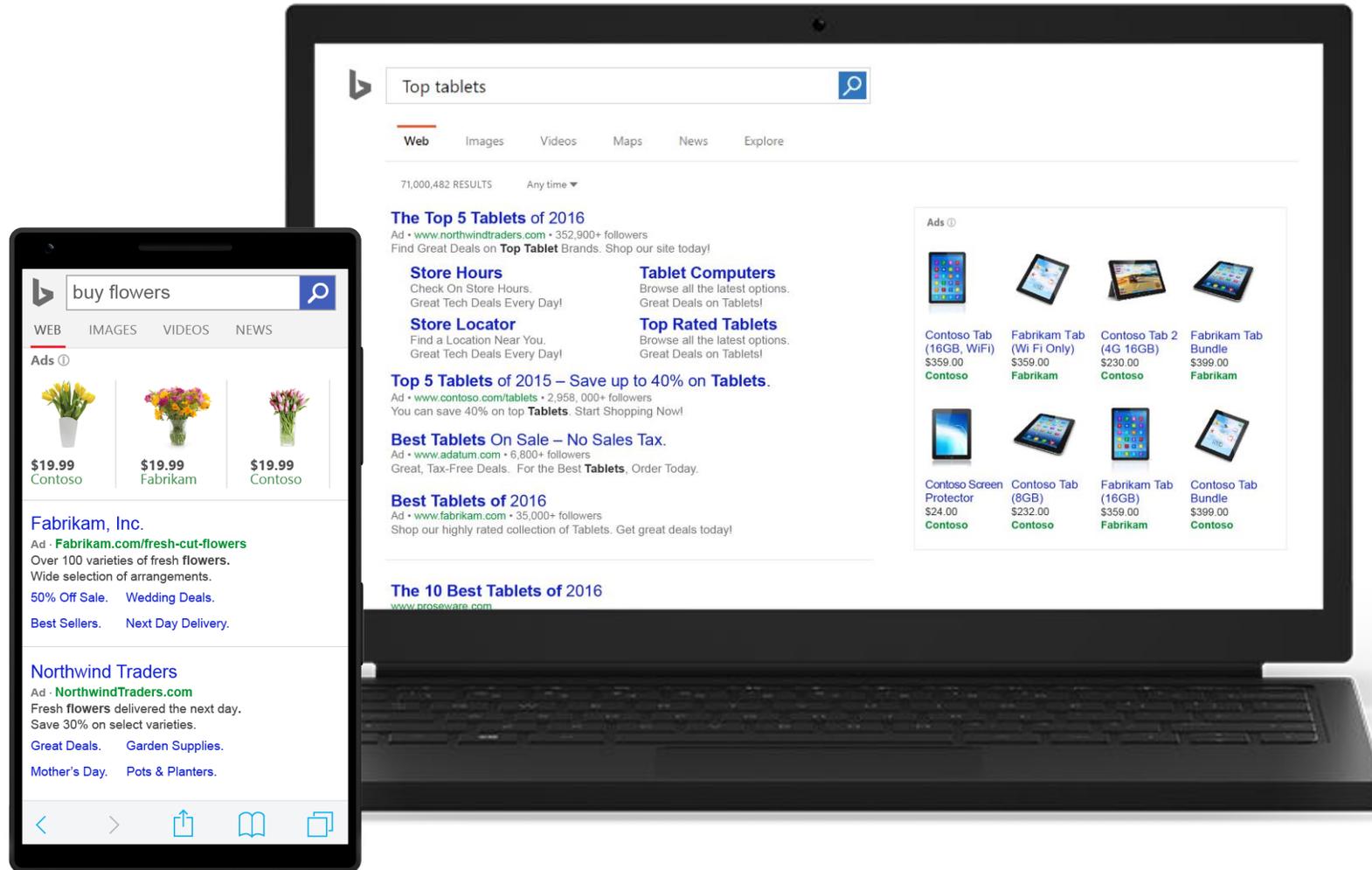
Discount and department stores, along with online & college book stores are the top college shopping channels.



1. NRF & Prosper Insights & Analytics, 2016 NRF Back-to-School/College Spending Survey, 2016

# School shopping shortcut

Increase convenience by taking shoppers directly to product pages with [Bing Shopping Campaigns](#).



**Tip:** Already have a Google Shopping Campaign? [Import](#) it directly into your Bing Ads account.

# One-click and multi-step conversions



One-step close vs. multi-step participation<sup>1</sup>



One click among paid Bing Ads is most likely to convert among paid ad channels after one click.

Multi-step conversions Display ads are the most likely source to convert a in a multi-step path..



**Tip:** Advertisers should evaluate Bing Ads performance separately from other paid search engines to identify opportunities for higher bids and investment.

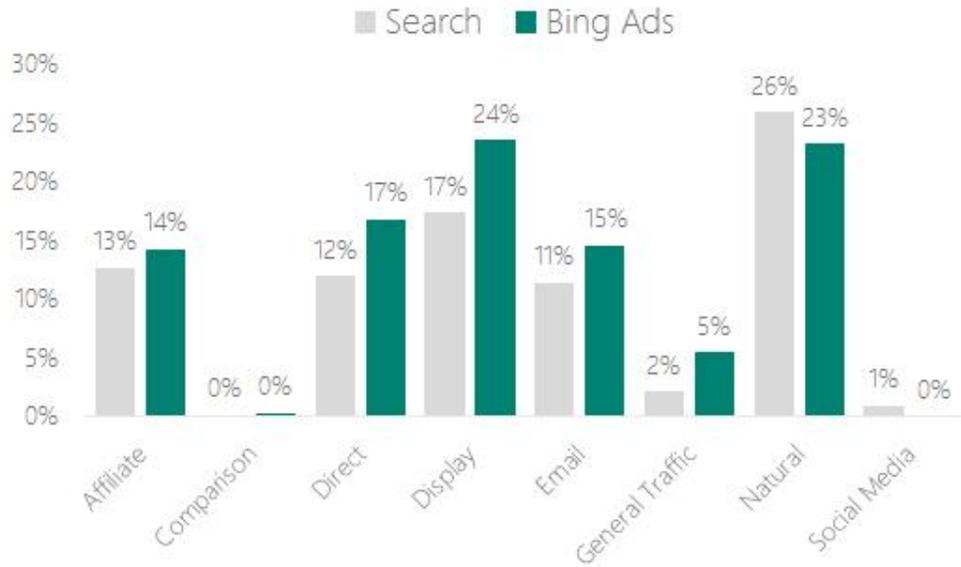
**Tip:** Ad text tailored to highly-qualified bottom-funnel customers should be tested. Utilize a strong call to action to speak to customers who are ready to click and convert.

**Tip:** Coordinate messaging and promotions between display and Bing Ads.

1. PepperJam prepared for Microsoft, Bing Attribution Analysis, Oct 2016 - 2.6MM orders and 17.7MM path events from 10 attribution clients. Look-back at data for January 2015 to May 2016.

# Conversions with search plus other channels

## Channel overlap within search and Bing Ads<sup>1</sup>



### Other channels

Bing Ads works together more frequently with nearly all channels vs. other paid search.

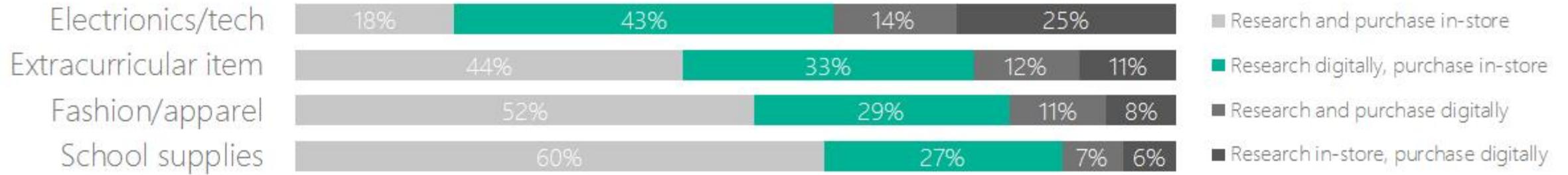


**Tip:** Consider synchronizing Bing Ads investment with other campaigns.



## Search and offline conversions

Back-to-school shoppers webroom, researching products digitally and then purchasing in store.<sup>1</sup> Bing Ads can help increase offline revenue.

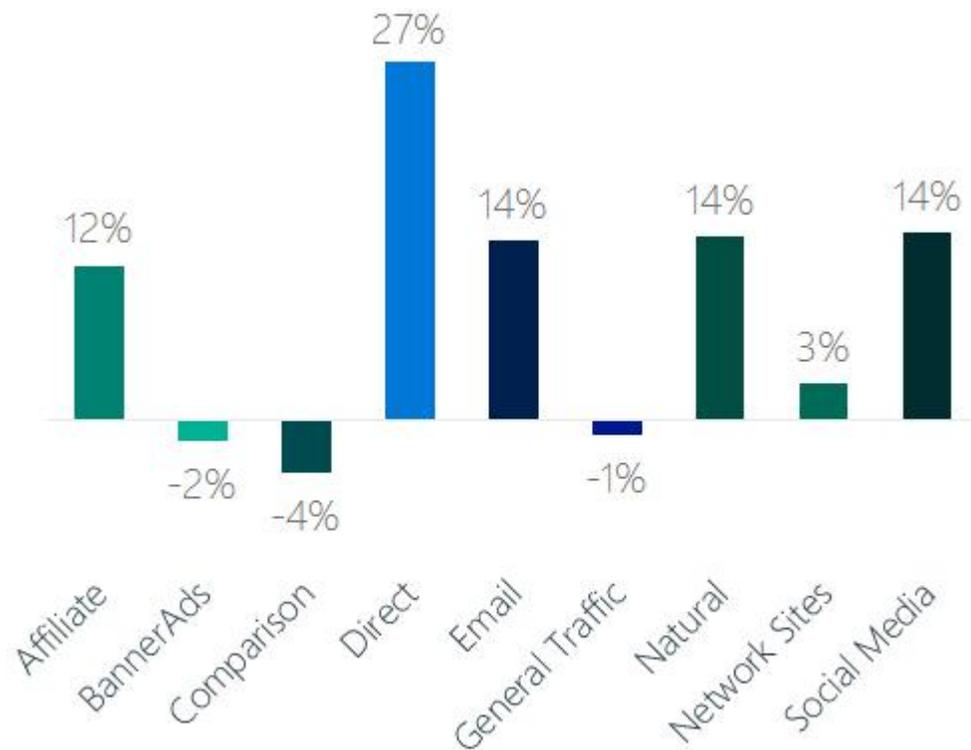


In a study by Bing Ads & LiveRamp, Bing Ads contributed to **30% of offline revenue** for a U.S. big-box retailer.<sup>2</sup>

## Bing Ads and average order value

Those shopping online for back-to-school, plan to purchase from only an average of three websites.<sup>1</sup> Make sure shoppers choose your site and maximize their average order value. Customers who are acquired through Bing Ads spend more than the average customer.<sup>2</sup>

Average Order Value (AOV) difference when Bing Ads is in the path<sup>2</sup>



### Insights

Paths which contain Bing Ads have higher AOVs on average than other search engines.

Five of the nine channels analyzed see an increase in AOV when they exist in paths along with Bing Ads.

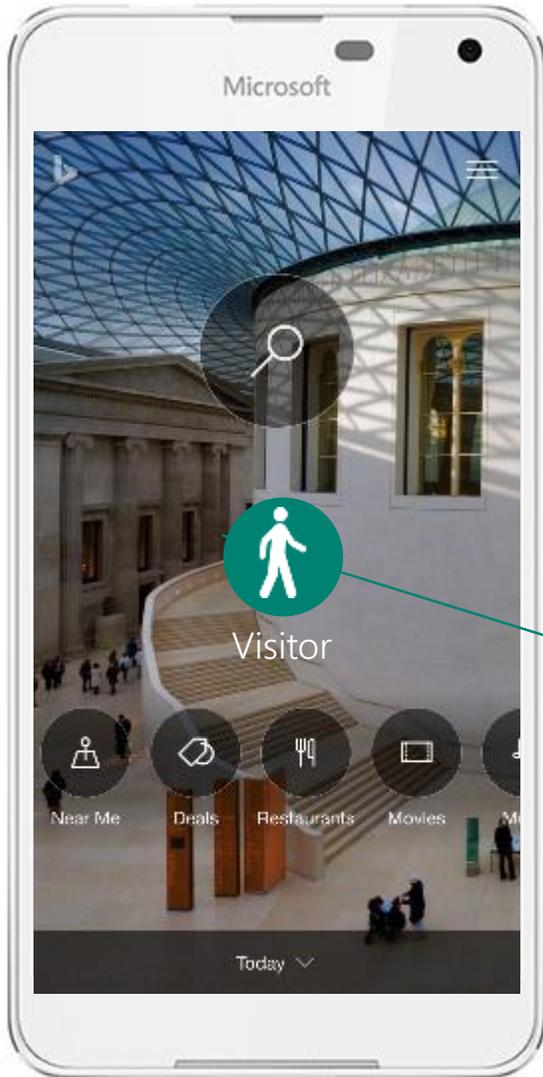


**Tip:** Evaluate Bing Ads return on investment (ROI) independently from other paid search engines.

**Tip:** Respond to higher AOV with increased bids to maximize clicks and capture additional high-AOV conversions.

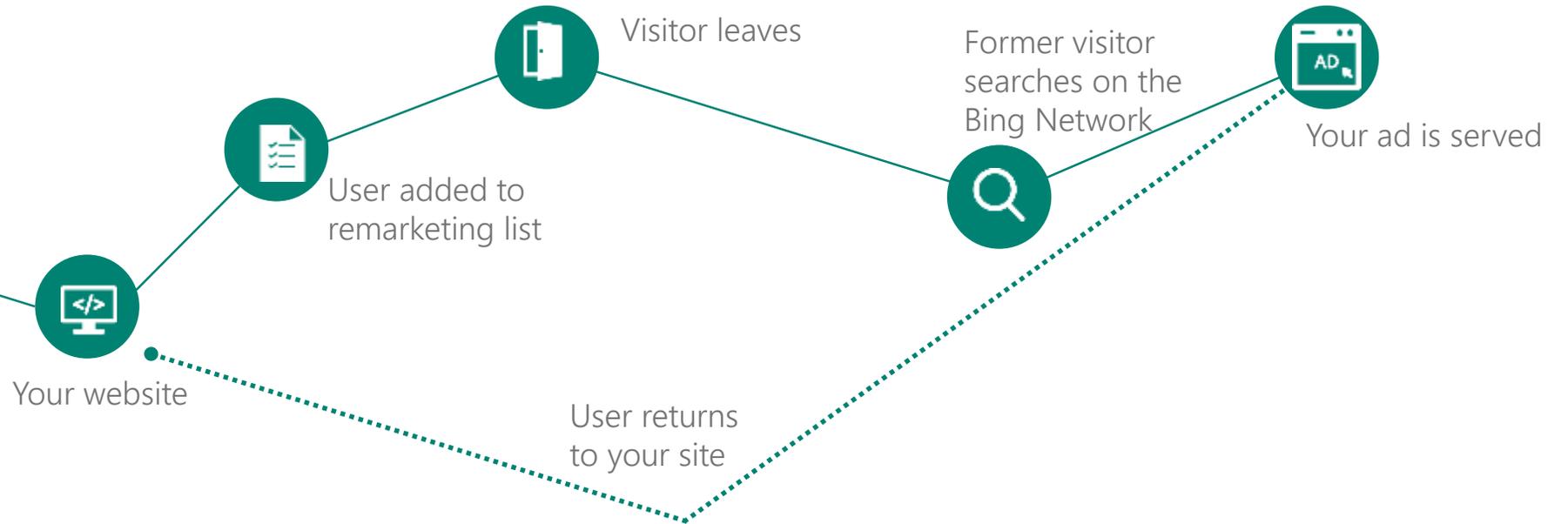
<sup>1</sup> NRF & Research Now survey of 502 parents, 2016.

<sup>2</sup> PepperJam prepared for Microsoft, Bing Attribution Analysis, Oct 2016 - 2.6MM orders & 17.7MM path events from 10 attribution clients. Look-back at data for January 2015 to May 2016.



# Bring back high-quality shoppers to your site

The cart abandonment rate among brands in North America is 74%.<sup>1</sup> Reconnect with visitors that leave your website.



65% of marketers say remarketing is the most effective

pay-per-click channel, second only to text ads at 85% of marketers saying it's most effective.<sup>2</sup>

## Remarketing in Paid Search

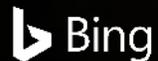
delivers your message to previous visitors when they search on the Bing Network.

## Use Bid Modifiers

Increase keyword bids for shopping cart abandoners. Reduce bids for people that already have made a purchase.

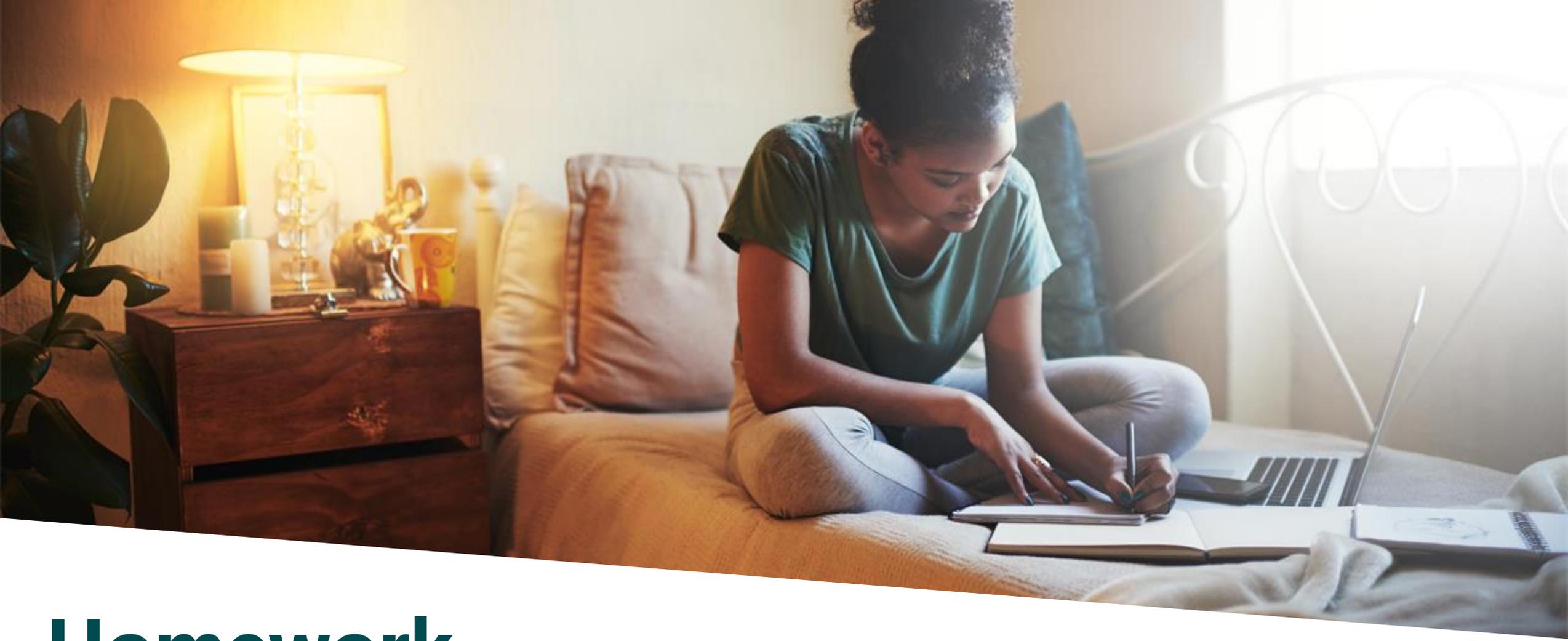
1. [SaleCycle, The Remarketing Report – Q2 2016, as cited in company blog, July 28, 2016.](#) 2. Hanapin Marketing, The State of PPC 2016-2017, September 26, 2016.

Shopping performance increased overall in product categories with Remarketing in Paid Search.



	Bing Shopping Campaigns	Bing Shopping Campaigns + Remarketing in Paid Search
Average conversion rate	2.0%	10.8%
Average CTR	1.4%	2.5%

1. Microsoft internal data, Remarketing in Paid Search & Bing Shopping Campaign daily conversion rate and CTR in relevant retail categories for back-to-school, Jan 14, 2016 – Feb 22, 2016, U.S. only.



# Homework

Actionable takeaways

# Bing Ads back-to-school cheat sheet

## Be there ahead of time.

- Review last season's campaigns for successes and lessons learned.
- Set budgets to accommodate increases in traffic.
- Upload campaigns early.
- Double-check to make sure all relevant accounts and campaigns are active.
- Follow up on any rejected ads.
- Add new, relevant and emerging keywords.

## Find approaches for a better ROI.

- Plan your campaigns starting in July through the first week of October.
- Budget for PC/tablet and mobile traffic.
- Plan your budgets for periods of high CPC.
- Bid on your competitors – and your own – brand terms.
- Use long-tail brand terms.
- Optimize your keywords and ads.

## Optimize keywords, ads and bids.

- Use the right combination of ad extensions.
- Test ad copy variations.
- Set bids in anticipation of increased competition during the seasonal peaks.
- Apply bid boosting to take advantage of key audiences.
- Set up automated rules to schedule and automate your top campaign management tasks on a weekly, or even daily, basis for invaluable time savings and efficiency gains.

## Optimize Bing Shopping Campaigns.

- Test different images of the same product to determine which image performs best.
- Refresh your product feed daily.
- Go beyond the required attributes and populate your feed with as many recommended attributes as possible for each product offer.
- Use the SKU column and unique identifiers to help differentiate product titles and descriptions that may only differ in size, color, etc. All unique identifiers should be consistent between data feeds.
- Include specific brands, product types or individual products that align with your business goals.

# Back-to-school locker

Choose the right tools to pursue school shoppers.



Drive foot traffic to your business

- [Location Extensions](#)
- [Location Targeting](#)



Target unique audiences.

- [Device Targeting](#)
- [Demographic Targeting](#)



Acquire new customers.

- [Remarketing in Paid Search](#)
- [Universal Event Tracking](#)



Increase ad clicks.

- [Structured Snippet Extensions](#)
- [Sitelink Extensions and Enhanced Sitelinks](#)



Sell your products online.

- [Bing Shopping Campaigns](#)
- [Elite Merchant Badge](#)



Increase app installs & usage.

- [App Extensions](#)
- [Mobile Device Targeting](#)



Build your brand trust.

- [Security Badge Annotation](#)
- [Merchant Rating Annotation](#)
- [Review Extensions](#)



Get more phone calls to your business.

- [Call Extensions](#)
- [Day and Time Targeting](#)



Streamline your campaign management.

- [Google Import](#)
- [APIs for UET Tags, Conversion Goals and Remarketing](#)
- [Automated Rules](#)

Connect with a search specialist who can help you get started today.



[slideshare.net/bingads](https://slideshare.net/bingads)



[instagram.com/bingads](https://instagram.com/bingads)



[linkedin.com/company/bing-ads](https://linkedin.com/company/bing-ads)



[@bingads](https://twitter.com/bingads)



[facebook.com/bingads](https://facebook.com/bingads)



[youtube.com/bingads](https://youtube.com/bingads)

Call 1-800-518-5689 or [get started with Bing Ads.](#)

## Already advertising on Google AdWords?

It's quick and easy to import your Google AdWords campaigns directly into Bing Ads with just a few clicks.

[Learn how to import your campaigns.](#)



Bing Network. Be there.

