

The value of search

Drive brand awareness



 Bing

 Microsoft

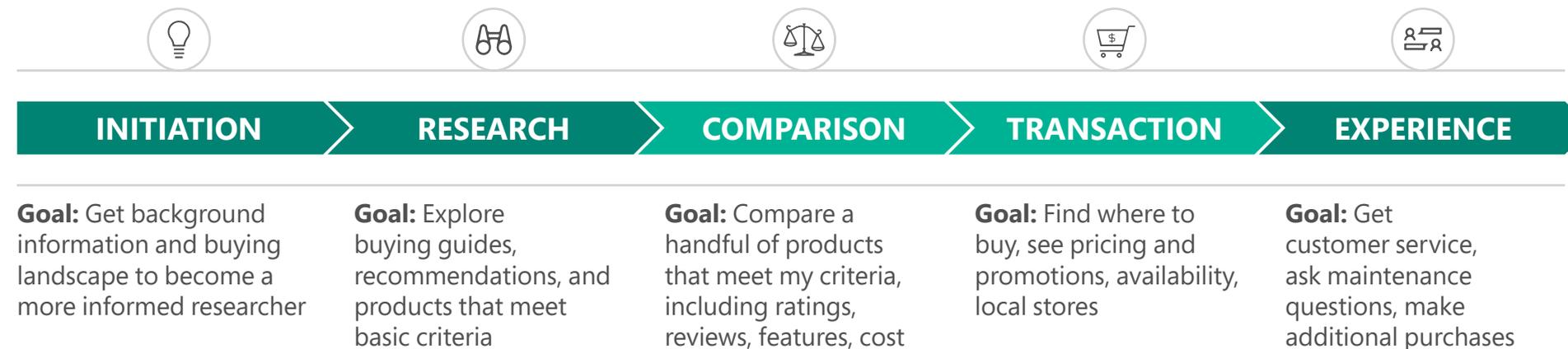
Value of search

Comparison and transaction

Search influences the consumer at every stage of their decision journey. Knowing how consumers utilize search, from initial consideration of a purchase through experience with a product or service, can help you be there with the right message at the right time.

In this eBook, learn the value of search in the **comparison** and **transaction** phases of the decision journey, when brand recognition is essential.

To better understand how search impacts brand awareness, Bing Ads analyzed search and conversion data for a well-known automotive OEM brand. We focused on brand, category (aka non-branded) and competitor queries and how they work together and influence searcher behavior.



 Automotive

1. Microsoft, Effectiveness of Paid Search Study, 2016. Microsoft internal study of Internet Explorer(IE)/Edge logs, 6k U.S. computer users of Bing.com, January to April 2016; and 6k U.S. computer users of Bing.com, April 1-15, 2016 (including subsets for test and control groups to evaluate exposure to a brand ad on a category/competitor query). For the conversion rate difference, results are statistically significant with p-value= 0.006 < 0.05, +/- 20 points at 95% confidence interval. (Lower confidence interval used for comparison.)

Engage consumers early

Drive more clicks by building brand awareness

The consumer decision journey might start with a question, a need or an idea. Bidding on non-branded category keywords can help you engage potential customers early on, increasing your conversions down the road.

Look beyond brand queries

Consider top-of-funnel searches that precede clicks

Brand queries drive clicks. For the advertiser in our study, 95% of their clicks came from brand queries. But there's more to the story.

Looking deeper, we found that 72% of these brand clicks were preceded by a category or competitor query earlier in the consumer journey. Though their click counts were much lower than for brand terms, these category and competitor terms show up in of top-of-funnel searches and can influence brand recall, recognition and affinity.

Pie Chart: Microsoft, Effectiveness of Paid Search Study, January to April 2016. Percentages may not total to 100% due to rounding.

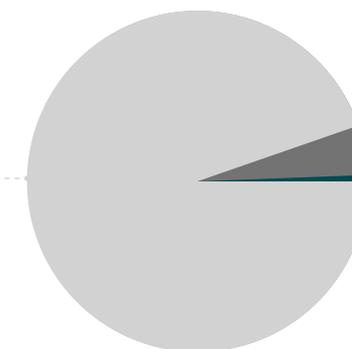
Bar Chart: Microsoft, Effectiveness of Paid Search Study, April 1-15, 2016.

Of the **95%** of clicks that result from **brand** queries

28% of clicks result from **brand** queries alone



72% were preceded by a **category** or **competitor** query



5% of clicks result from **category** queries

Less than 1% of clicks result from **competitor** queries

CLICK SHARE BY QUERY TYPE

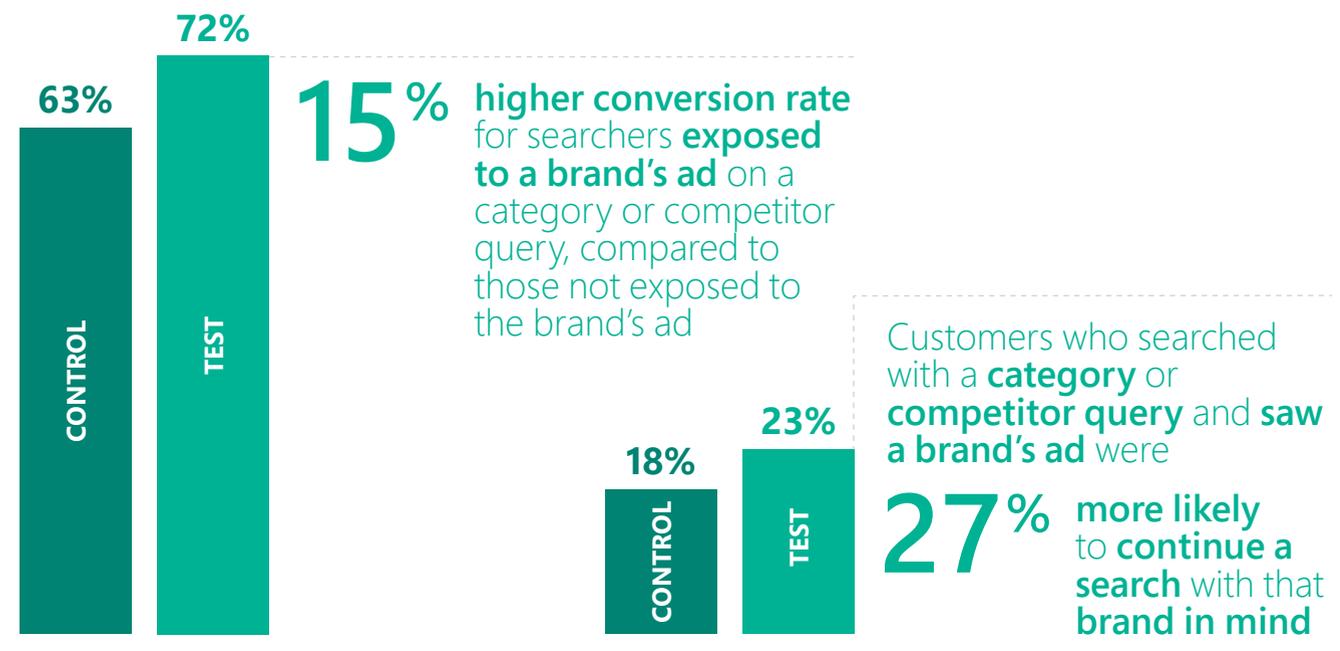
Keep your brand top of mind

Influence the consumer search path

Showing up early in a consumer journey matters, even if a user doesn't click on your ads. In our study of early brand ad exposure, we found a 15% higher conversion rate for searchers exposed to a brand's ad on a category or competitor query compared to those not exposed to the brand's ad.

There is a significant opportunity to influence consumers: 90% of searches conducted for new cars and trucks were category searches. Customers in the study who searched for new cars and trucks using a category or competitor query and saw a brand's ad were 25 to 30 percent more likely to continue their search with that brand in mind.

These findings reinforce the powerful role brand awareness plays in search and how it translates into consumer behavior.



IMPACT OF BRAND AD EXPOSURE

Microsoft, Effectiveness of Paid Search Study, April 1-15, 2016 (including subsets for test and control groups); +/- 20 points at 95% confidence interval. For the 15% conversion rate difference, we used the lower bound of 72% vs. 63% instead of the actual observed conversion rate of 92% vs. 63%.

Microsoft, internal data analysis of Bing Network O&O searches, January to March 2017, all devices.

Aim for the best position

Location makes a difference

In business and in search, location is everything. Bing Ads puts you front and center. Use Mainline 1 ads to capture more clicks and more conversions.

Boost conversions With Mainline 1 ads

Nearly all of mainline brand clicks in the study came from the Mainline 1 position.

More importantly, Mainline 1 ads have the highest conversion rate across all keyword strategies (brand, competitor and category).

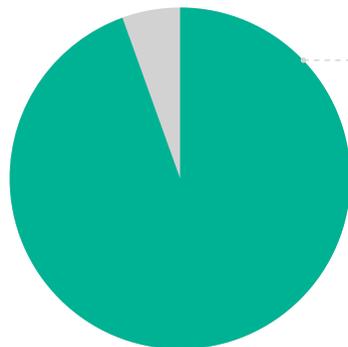
For brand queries, Mainline 1 clicks have a conversion rate of 56%, while the conversion rate for mainline positions 2, 3 and 4 is 20% lower.

Bidding for the best position can help improve conversion, especially for branded queries.

Microsoft, Effectiveness of Paid Search Study, January to April 2016.

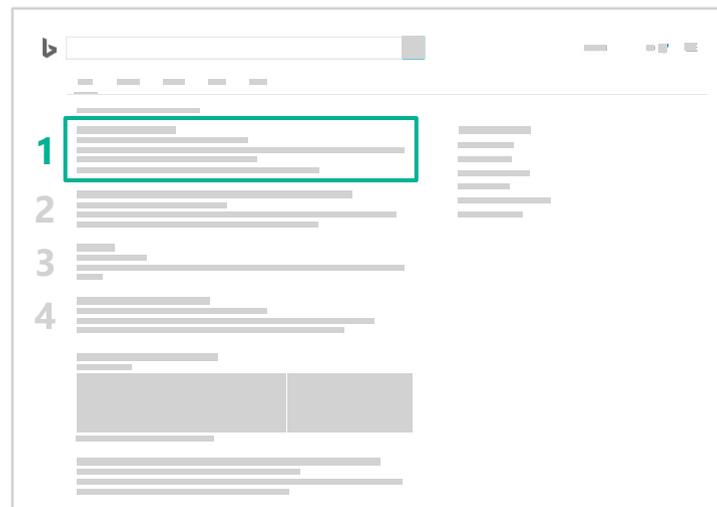


STRATEGY ML1 CONVERSION RATES



94.5%
of clicks come from position 1

BREAKDOWN OF BRAND POSITION CLICKS

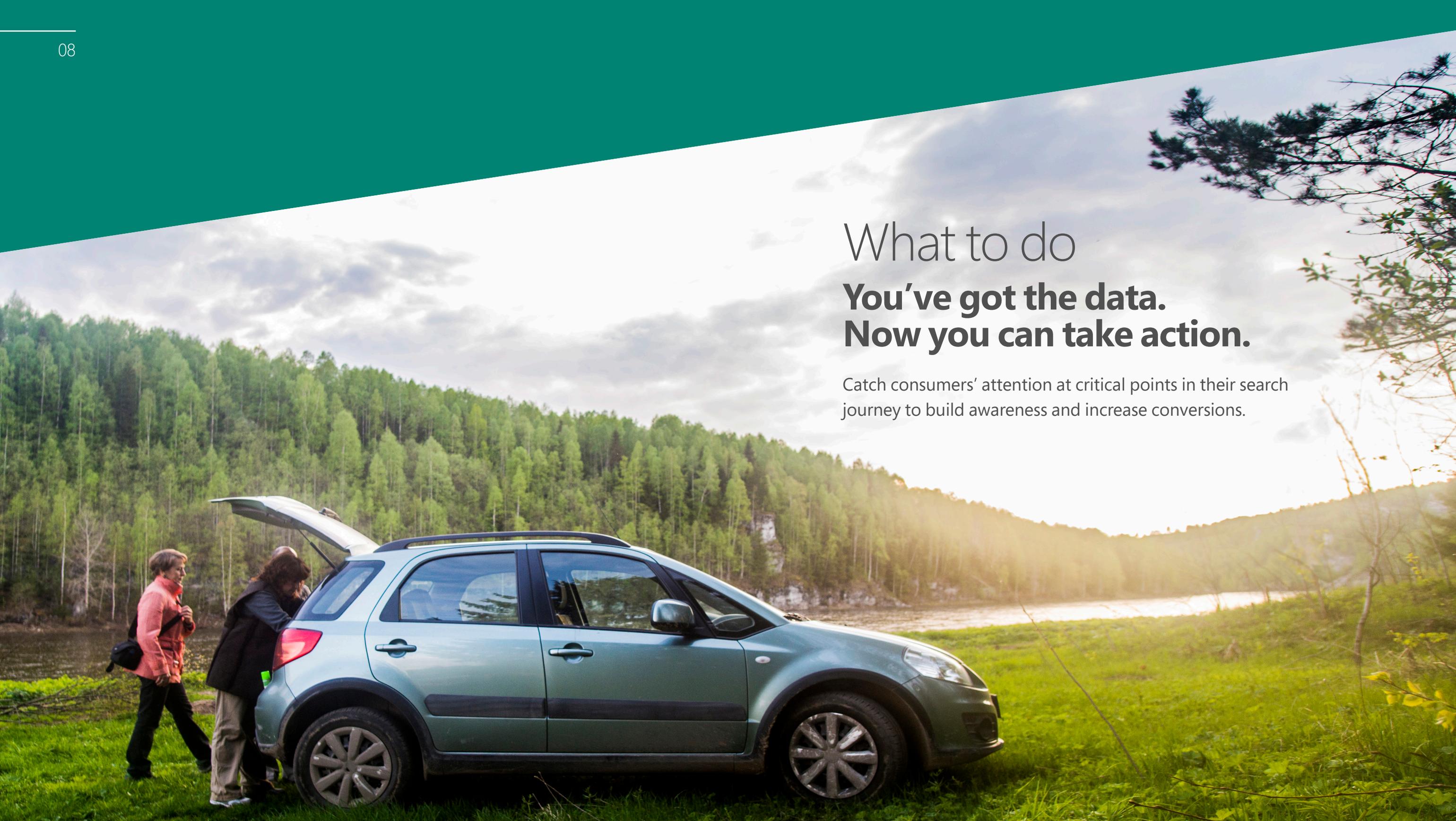


MAINLINE AD POSITIONS

What to do

You've got the data. Now you can take action.

Catch consumers' attention at critical points in their search journey to build awareness and increase conversions.



Here's your to-do list to drive brand awareness with paid search

Use ads like billboards on category and competitor searches

Be ready for category and competitor queries early and across the consumer journey. Ads appearing on these searches are like billboards for your business that potential customers will remember down the road. Whether or not your ad is clicked on, ad impressions can help you build brand awareness and recall, increasing searches for your brand.

Bid on your own brand terms

Brand queries drive the most traffic and have the highest conversion rate. It's critical to bid on your own brand terms to be there when consumers are looking for you. This drives more clicks to your website and keeps competitors at bay.

Run your brand keywords in the best position

Mainline 1 delivers the overall highest value for advertisers with higher CTRs and conversion rates. Put your brand's ad front and center by bidding for the best position. When shoppers are ready to make a purchase, you'll be there to meet them.

Microsoft, Effectiveness of Paid Search Study, 2016.

Bing Ads helps you be there

Shift consumer focus toward your brand

Ads for brand, category and competitor keywords all have a role to play in the consumer decision journey. Showing up along the journey, as consumers move from researching new products to comparing models and making a purchase, can help build awareness around your brand and ultimately improve engagement and conversions.

Bing Network. Be there.

©2017 Microsoft Corporation. All rights reserved. This document is provided "as is." Information and views expressed in this document, including URL and other Internet Web site references, may change without notice. You bear the risk of using it.

This document does not provide you with any legal rights to any intellectual property in any Microsoft product. You may copy and use this document to your internal, reference purposes.

