

# Cross-Border E-Commerce in APAC



## Succeed and grow in a connected world

Once, customers walked the high streets. Now, they're more likely to use the Internet to research prices, product quality, service, availability and delivery options. Today, consumers are more concerned about the products they're searching for than geographic borders. For businesses looking to unlock cross-border opportunities and connect with new customers, search marketing is more than a powerful tool—it's become a necessity.

### Point customers in the right direction

The Bing Network operates in 35 countries worldwide. And with Bing Ads, you can make sure customers see your ads anywhere, anytime. Take your business to global with the Bing Network, which accounts for:



Searchers who spend 156% more online than the average Internet searcher worldwide

### Top five global cross-border purchase categories over the past 12 months<sup>2</sup>



**U.S.\$12.5bn**  
Clothes, shoes, accessories



**U.S.\$6bn**  
Personal electronics



**U.S.\$7.6bn**  
Health & beauty products



**U.S.\$6bn**  
Computer hardware



**U.S.\$5.8bn**  
Jewelry, gems and watches

1. comScore Explicit Core Search (custom), March 2015; the Yahoo Bing Network includes Microsoft and Yahoo Core Search sites. 2. Nielsen, Modern Spice Routes

## Cross borders in three easy steps



1. Import your Google campaigns, targeting marketings that you want to advertise in with campaign importing. [Check out the step-by-step campaign import guide.](#)



2. Make sure your campaigns are targeting the cross-border countries you want to reach, and are in the right language for that market.



3. Work with your account manager to ensure you have the right keywords, bids and ads in your cross-border market, so you can reach new customers.

## Tips for cross-border success

### 1. Keep it simple

If you have an existing campaign in the correct language for your target market, duplicate the campaign with new targeting settings and optimize it for the new market. Set the time zone for the location where the account will be managed to keep reporting easy.

### 2. Separate the campaign specifically

Create a separate campaign (or even a new account for large accounts) for each specific cross-border country you would like to target. This will be better for managing your campaigns, reporting, and optimisations. Make sure the location targeting and languages are correct in the settings.

### 3. Look like a local

Put your bids in the correct currency and optimize them for the new market. Your website should be displayed in the local language and the selling price for products set to local currency for the target market.

[Learn about Bing Ads features](#)