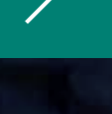


The future of search

What will search look like in the future?



Personal and more natural way to search

Future of search

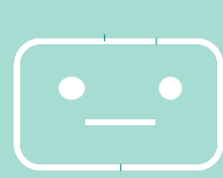
Pervasive in our everyday lives

Will be able to predict your needs

Search is transforming from a reactive service requiring precise data inputs to produce ranked outputs to a predictive service that thinks ahead of your needs and delivers personal results on any device.

The trends influencing the future of search

Artificial intelligence



Natural language processing



Machine learning



Let's explore the future of search.

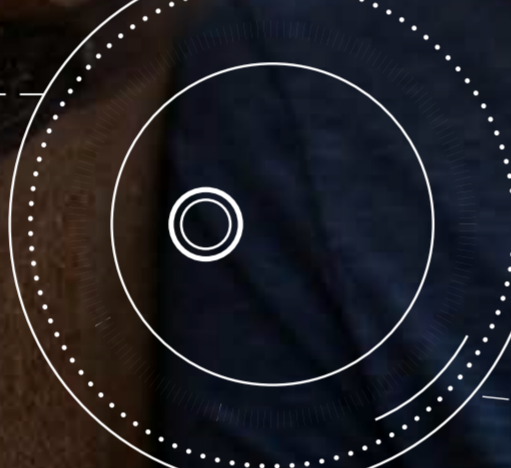
Personal

Search will deliver more personalized results and allow for more natural and personal ways to interact with computing like with voice.

Consumers expect personalized experiences

75%

of online consumers get frustrated when content appears that has nothing to do with their interests.²



Speech recognition error rate

5.9%

Voice search is becoming increasingly accurate with error rate at an all-time low.¹

Personal Digital Assistants

Use of Personal Digital Assistants are on the rise. There are 145 million active Cortana users.¹

Pervasive

Search technology will be the intelligence behind the billions of connected devices from PCs, smart speakers, phones, wearables, gaming consoles and even appliances — making them smarter and more useful.

50 billion connected devices

expected by 2020 and consumers will expect ways to interact and search seamlessly.²

4 devices

Number of devices owned by the average consumer.³ Search will no longer just be on your desk or in your pocket.

Search intelligence

Connected devices will be smarter because of search technology and knowledge.

Predictive

Search will be able to better predict what consumers want next but also search data will empower organizations with predictive analytics.

Applying search data

Companies are increasingly rely on search data to help them predict patterns and behaviors in their business.

What consumers want next

Today, Personal Digital Assistants can deliver relevant, personalized information without you even asking or searching.

Over 17+ billion questions asked of Cortana since launch.¹

Conversational experiences

New search experiences are being created that will be personal, predictive and pervasive.

65% of consumers want to message businesses.³

50% of consumers would make a purchase via message.⁵

4-5x

more time spent with messaging apps than average time spent in all other apps on mobile phones.⁴

Prepare for the future

Personal

Create personal experiences by leveraging targeting features like remarketing and demographic targeting.

Predictive

Use the power of search data outside your campaigns to your business overall.

Pervasive

Think of search throughout the consumer decision journey. As search becomes more pervasive, consumers will use search to research, consider, compare and purchase products.

Conversations as a platform

Investing in chat bots. Consumers are already spending most of their time in messaging apps in a highly engaged manner.

Get ahead and learn how to develop your bot today

dev.botframework.com

Learn more about the latest industry trends.

bingads.com/industryoutlook



SOURCES
1. Microsoft Internal 2016.
2. CMO.com, "15 mind-blowing stats about personalization," February 20, 2015.
3. KPCB 2016 Internet Trends.
4. BI Intelligence 2016.
5. Smooch, "How customers feel about messaging businesses," 2016.