Bing Shopping Campaigns

Best Practices Guide
We now live in the screen age – where most shoppers go online to research and purchase products.

Consider these stats:

- 75% of female Internet users research a product before purchasing.¹
- 90% of consumers browsed, researched, or compared products online in 2014.²
- 83% of US digital shoppers made a purchase online.²

As consumers continue to shift to digital media as their shopping channel of choice, the opportunity for retail advertisers to reach more potential customers will continue to grow – not only during the critical holiday shopping season, but throughout the year.

Using Bing Shopping Campaigns, advertisers can drive sales on Bing using an engaging and impactful ad format that contains images, pricing, and physical store information. Managing campaigns alongside Google allows them to budget more intelligently across publishers and drive better overall shopping campaign performance.

Why should retail advertisers get started with Bing Shopping Campaigns?

The main benefits are:

- Expanding reach
- Enhancing the user experience
- Ease of implementation

This best practices guide explains how Bing Shopping Campaigns helps you attain these measures of success, and shows you step-by-step ways to achieve them.

Bing Shopping Campaigns can help you expand your reach and engage more potential buyers

Leading search engines, like Bing, have long been a top channel that consumers use not only to purchase products online, but also to influence purchasing decisions from “showrooming” in a retailer’s physical store. In fact, according to a Search Engine Land study:\(^3\)

- 73% of consumers use search engines to find where products are sold
- 72% use them to make price comparisons
- 63% use them to find promotional offers

Product ads, managed through Bing Shopping campaigns, can help retail advertisers surface the top information consumers are looking for while they’re showrooming, putting the shopper closer to an online purchase. With more than 540 million retail researches occurring in Bing every month, the potential reach and exposure that Bing Shopping Campaigns offers to retail advertisers is massive.

Bing Shopping Campaigns can help get your brand get in front of more potential customers, and supplement the traffic that you’re probably already getting from Google Shopping Campaigns.

Bing Shopping Campaigns offers advertisers an improved experience over legacy Bing Product Ads

Many retailers are already advertising with Bing Product ads, and will need to convert their legacy campaigns to Bing Shopping Campaigns. Others may have held off testing Product Ads in the past because of limited features.

Either way, Bing Shopping Campaigns offers significant workflow and reporting enhancements over the legacy Product Ads offering. These improvements create a compelling case to try the new offering now.

Some of the incremental benefits of Bing Shopping Campaigns enhancements relative to Product Ads campaigns include....

\(^3\) Google: Mobile Search Helps 82% of In-Store Shoppers Make Purchase Decisions [Study], May 13, 2013, http://searchenginewatch.com/sew/study/226444/google-mobile-search-helps-82-of-instore-shoppers-make-purchase-decisions-study.
Better control over your product ads when targeting for certain products.

With Bing Shopping Campaigns, retail advertisers can target the products in their feeds with a high degree of granularity within the UI. Bing’s product hierarchy view for Shopping Campaigns gives you more control over what products you’re showing and how much you’re paying. It’s a simple way to organize, manage, bid, and report on ads. In addition, advertisers can easily prioritize which campaign to run when running multiple advertising campaigns for the same product.

A more streamlined workflow and easier campaign management.

Bing Shopping Campaigns offers advertisers new, intuitive ways to view all the published offers from their data feeds in a hierarchical tree within the Bing Ads UI. In addition, they’ve made it much easier to view your inventory by assigning attributes like brand or product type, selecting inventory you want to promote (or exclude), and setting appropriate bids.

We continue to see positive adoption and performance when it comes to Bing Shopping Campaigns.

While on average our customers who use our Product Listing Ads see an increase in click yield compared to traditional text ads by 25%, customers who use Bing Shopping Campaigns have seen an increase in click yield by 38% compared to traditional text ads. The visual ad format, and the optimization and management capabilities of Bing Shopping Campaigns, have produced great results for our customers.

Brian Utter, GM Network and Demand Management, Microsoft
Enhanced product insights and advanced reporting.

Bing Shopping Campaigns offer Share of Voice reporting and provide insight into impressions, clicks, average click-through rate, and average cost-per-click, relative to your product targets. This is a significant improvement from legacy Product Ads reporting.

In addition, Bing Shopping Campaigns reporting offers deep insight into your campaign performance and allows you to see performance data at an item ID level right within the Bing Ads UI.
It’s easy to implement so you can get started right away

If you’re a retailer who advertises on search, chances are you fall into one of two categories – you’re a new customer who currently runs legacy Bing Product Ads, or you aren’t.

Bing has developed tools and functionality for both advertiser groups to streamline the setup process – everything from feed integration to campaign creation – in order to shorten your time to value and help you see results from Bing Shopping Campaigns relatively quickly.

For current advertisers: simple steps for converting your legacy Product Ads to Bing Shopping Campaigns

1. First, upload your product feed to the Bing Merchant Center. Be aware that no changes are needed to your Bing Merchant Center Store. Also note that feed requirements for Bing Shopping Campaigns are slightly different than those for Product Ads campaigns, as shown in the charts below and also covered in the Bing Help Center.

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<th>Filtering legacy Product Ad Campaigns &amp; Ad Groups</th>
<th>Filtering Bing Shopping Campaigns &amp; Ad Groups</th>
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2. Create a new Bing Shopping Campaign and Ad Group.

3. Map Product Filters at the Campaign level to determine which products can appear as Product Ads. Note that traditional Product Ads campaigns allowed multiple filters to be created, whereas Shopping Campaigns limit the filters to one per campaign. If you have multiple filters on the Product Ads campaigns,
consider splitting them into multiple Shopping Campaigns if you don’t want to modify the filters. Make sure to map the filters to those that Shopping Campaigns supports.

4. Set a Campaign Priority. Either pause the corresponding Product Ads campaign or choose a Medium or High Priority for the Shopping Campaign to make sure it runs instead of the Product Ads campaign.

   **Tip:** If you’re also running existing Product Ads Campaigns and to ensure your new Bing Shopping Campaigns run, set the priority of your new campaign to Medium or High.

5. Finally, convert existing Product Ads Campaigns to Bing Shopping Campaigns. Like Product Ads Campaigns, an ad group needs to be created. No changes are needed, but if you’re splitting your traditional Product Ads campaigns into multiple Shopping Campaigns, you may need to re-organize ad groups.

   **Tip:** To help with the legacy Product Ad Campaign conversion process, Bing has created an easy-to-use campaign conversion tool. If you’ve been struggling to find time to upgrade to Shopping Campaigns, this tool is designed to make your life easier.

You can find the Product Ads conversion tool in the Bing Ads management interface – go to the header at the top of Bing Ad, click **Tools**, then click **Convert Product Ad Campaigns**. For more information, read the instructions for converting Product Ads Campaigns to Bing Shopping Ads on the **Bing Help Center**.

**For new advertisers: simple steps for creating a Bing Merchant Center store, setting up a new Shopping Campaign, and linking it to your Bing Merchant Center store**

1. In Bing Webmaster Tools, claim the domain.

2. In the Bing Merchant Center, create a store.

3. Upload your product feed.

   **Tip:** If you’re already advertising on Google Shopping Campaigns, Bing makes it easy to import Google Shopping Campaigns into your Bing Ads account. Once set up, Bing Shopping Campaigns are easy to manage as the structure and capabilities are consistent across ad platforms.

4. Create Bing Shopping Campaigns or import existing Google Shopping Campaigns through the Bing UI using the steps outlined in the chart below.
5. For more information and step-by-step instructions, visit Bing’s Help Center.

The Upshot – Reaching More Potential Buyers

With its ability to make your products stand out and the increased control it provides, Bing Shopping Campaigns is a great way to connect with existing and potential customers, and to promote your products online. Use the steps in this paper to get started quickly and bolster your overall shopping campaigns strategy.

About Marin Software

Marin Software Incorporated (NYSE: MRIN) provides a leading Revenue Acquisition Management platform used by advertisers and agencies to measure, manage and optimize more than $7 billion in annualized ad spend. Offering an integrated platform for search, social and display advertising, Marin helps advertisers and agencies improve financial performance, save time, and make better decisions. Marin’s technology powers marketing campaigns in more than 160 countries. For more information about Marin’s products, please visit: http://www.marinsoftware.com/solutions/overview.