

Unlock more volume  
with broad match on  
Bing Ads

Over the past 12 months, we've invested heavily in broad match technology to deliver increased volume and controls that preserve ad relevance and match consumer intent with keywords that advertisers are bidding on.

Relevance is based on interpretation

**Keyword match types allow you to decide what it means for your business.**



# The world of keyword match types

Keyword *match types* are options that Bing Ads uses to determine how closely a search query or other input must *match* your keyword.

Match type	Broad match	Phrase match	Exact match	Content match
What triggers your ad	Words in your keyword, in any order, as well as words closely related to your keyword.	Words in your keyword in the same order as a customer's search query or other input—even if other words are present in that query.	Words in your keyword match a customer's search query or other input exactly.	On pages in websites that are part of the content network, when those pages contain a word or words in your keyword, your ad title, or the ad text.

## The difference between exact match and broad match

Exact match doesn't cover all queries and the opportunity to explore emerging consumer interest through search is lost.

And it doesn't allow you to capture new and emerging consumer search trends effectively.

Leveraging broad match for new keywords allows you to capture new and existing volume that's not possible through exact match only.

Broad match helps you tap into additional volume, with added controls to deliver quality clicks that perform

Volume



Control



Quality



In terms of volume, choosing not to invest in broad match is costly

Volume



59%

Potential impressions lost to competitors when broad match is not used.



44%

Potential clicks lost to competitors when broad match is not used.



Controls can make broad match work more effectively for you – we've made them available to leverage

Control



4

Number of controls available in Bing Ads to help you manage traffic volume and quality.

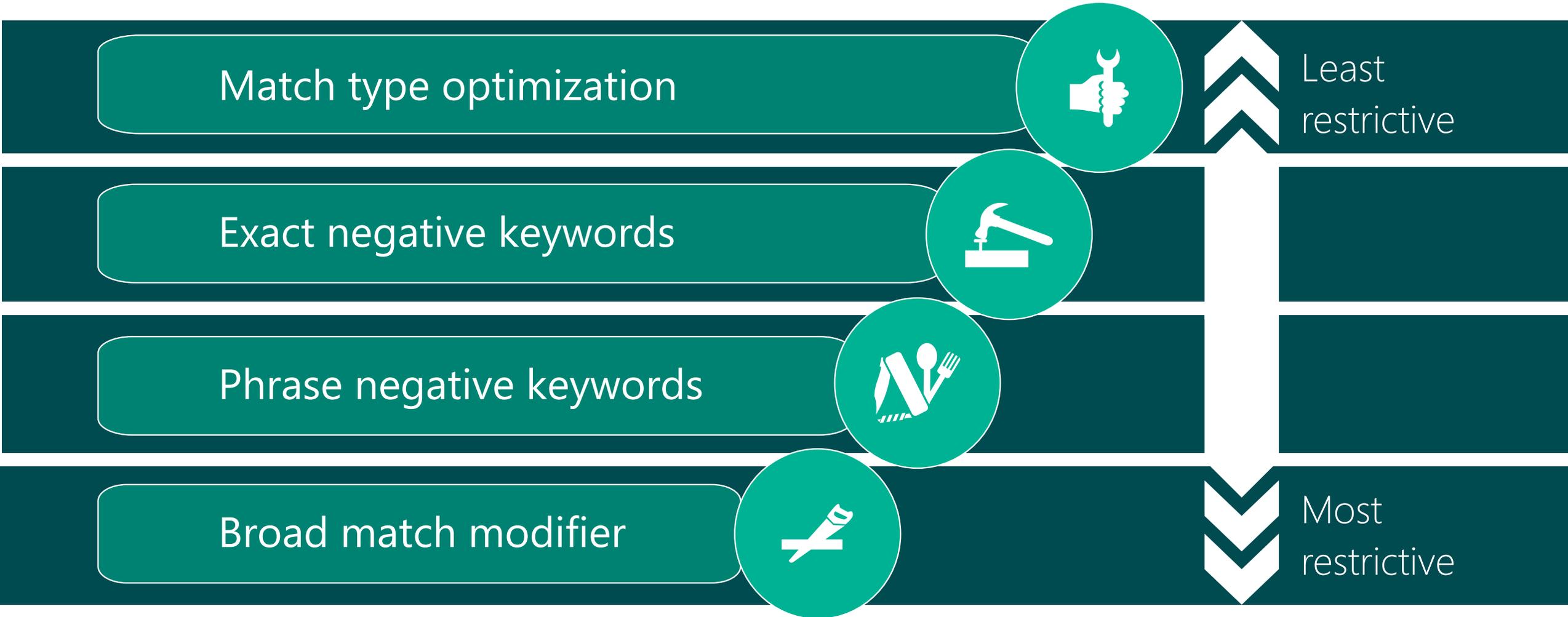


86%

Percentage of broad match potential volume limited if you use broad match modifier for better control.



# Broad match controls: at your service



This all sounds good – but what's the impact to quality?

Quality



76%

Broad match  
conversion as a  
percentage of exact  
match



Monthly

Frequency of  
updates to Bing Ads  
matching  
technology



Quality is top of mind for us

We continue to strengthen broad match performance.

Extensive investment in matching technology includes:



Click prediction modeling



Matching technology fine-tuning



Past, present, customized algorithms



Quality / relevance protection



Conversion and click quality metrics

Just recently, we made the following updates based on your feedback

Brand Intent



People Intent



Geography Intent



Product Intent





We've shown you the true potential of broad match.

Now let's see how broad match modifier stacks up against broad match.

You may say, broad match modifier converts better, right?

It depends. Broad match modifier has a slightly better conversion rate compared to broad match.

## Broad Match Modifier

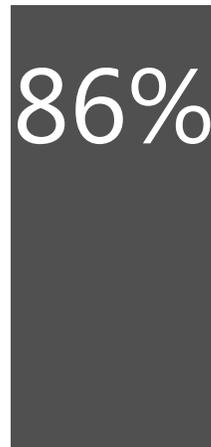
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## Broad Match

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Broad Match Conversion Rate as % of Exact Match



Broad Match Modifier Conversion Rate as % of Exact Match

10%

Slightly better conversion rate in general. However, the rate varies by industry.

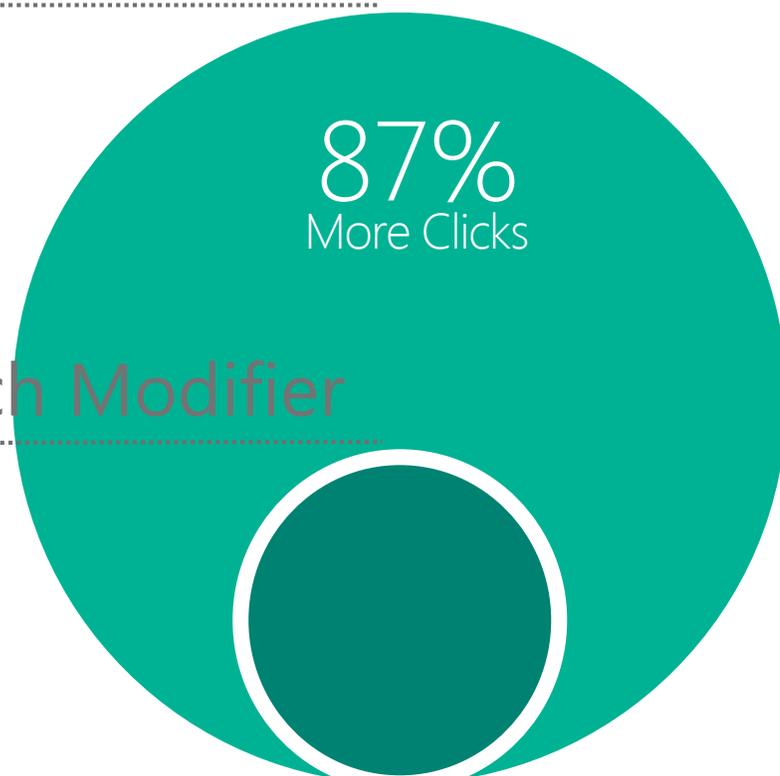
However, broad match modifier leaves untapped clicks and conversions on the table

## Broad Match

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## Broad Match Modifier

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85%

More conversions brought  
by Broad Match

Ultimately, you make the choice – you are in control

## Broad Match Modifier



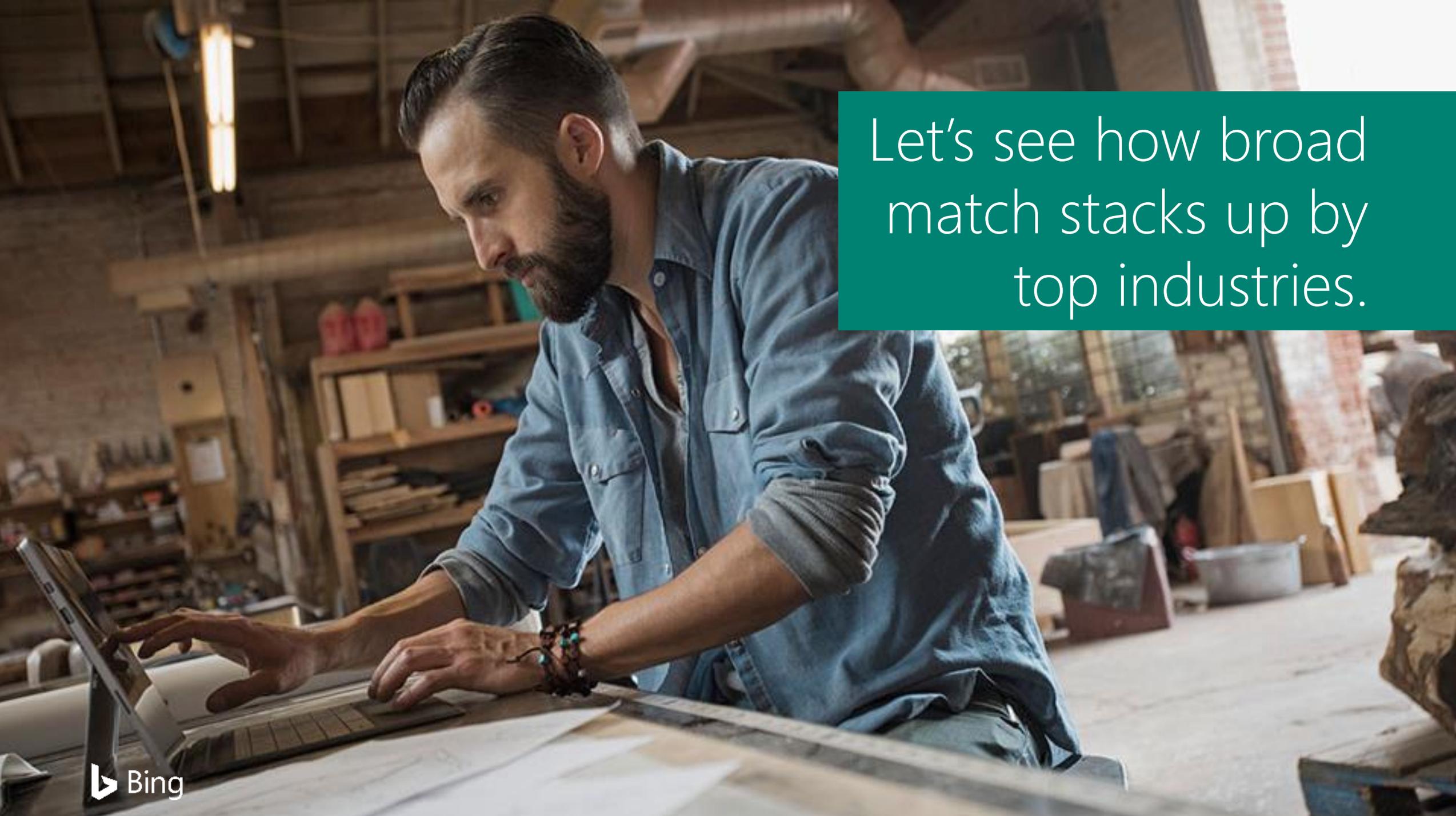
Depending on your goal and the nature of your industry, you could benefit from the higher conversion rate of broad match modifier, like in the Retail industry. However, you do leave additional clicks and conversions on the table when using it alone.

## Broad Match



Broad match brings additional impressions, clicks and conversions to most industries, maximizing your reach.

As an added bonus, broad match converts better than broad match modifier in certain industries, such as Financial Services and Travel.

A man with a beard and a blue shirt is working on a laptop in a workshop. He is looking at the screen and typing on the keyboard. The workshop is filled with various tools and materials, and the lighting is warm and focused on the man. A green text box is overlaid on the right side of the image.

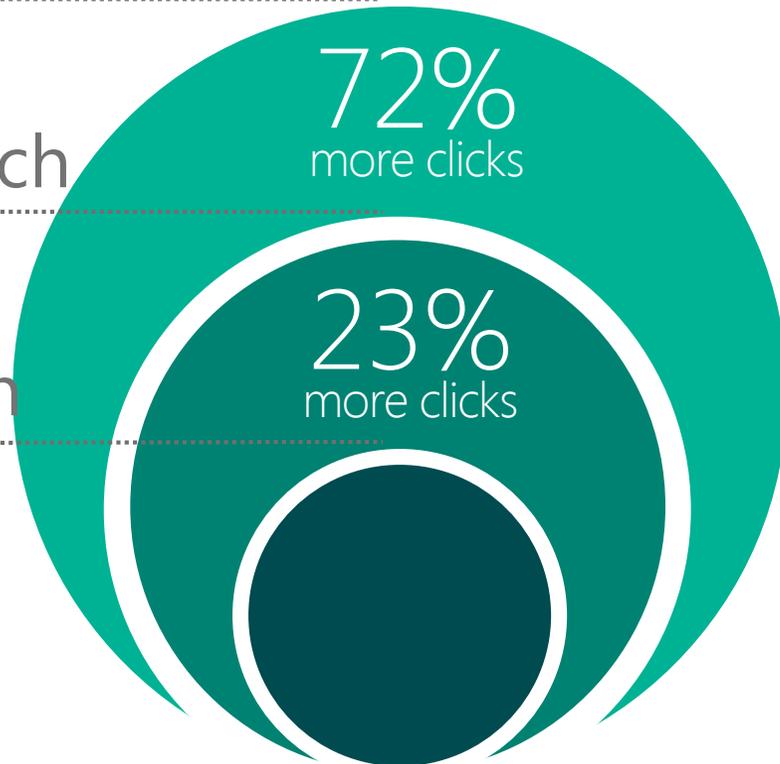
Let's see how broad  
match stacks up by  
top industries.

Learn how broad match performs against other match types

Broad Match

Phrase Match

Exact Match



45%

Untapped conversions  
available through

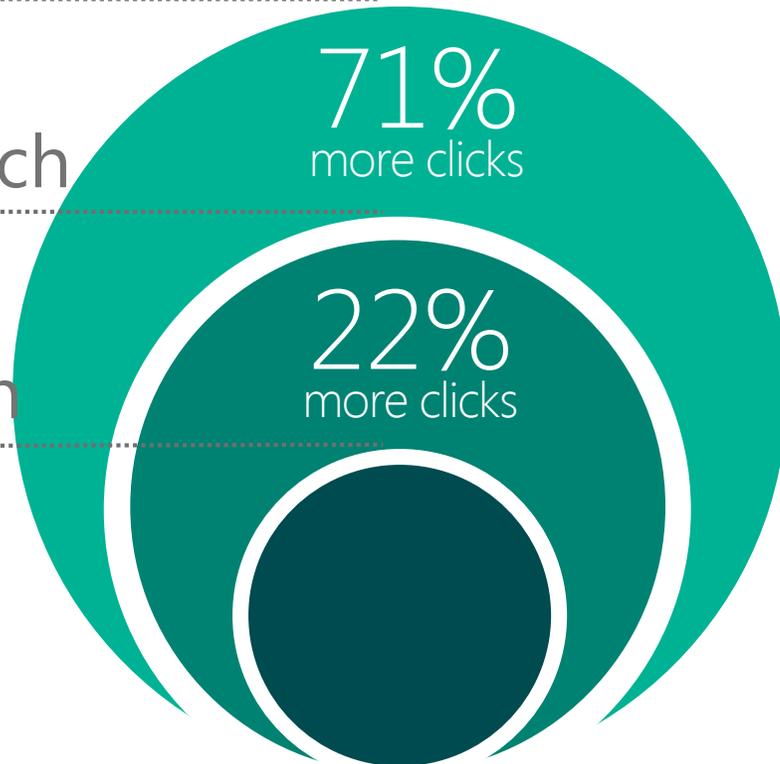
**Broad Match**

Your business is unique, learn how broad match stacks up across Retail

Broad Match

Phrase Match

Exact Match



39%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across Retail

## Broad Match

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86%  
more clicks

## Broad Match Modifier

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87%

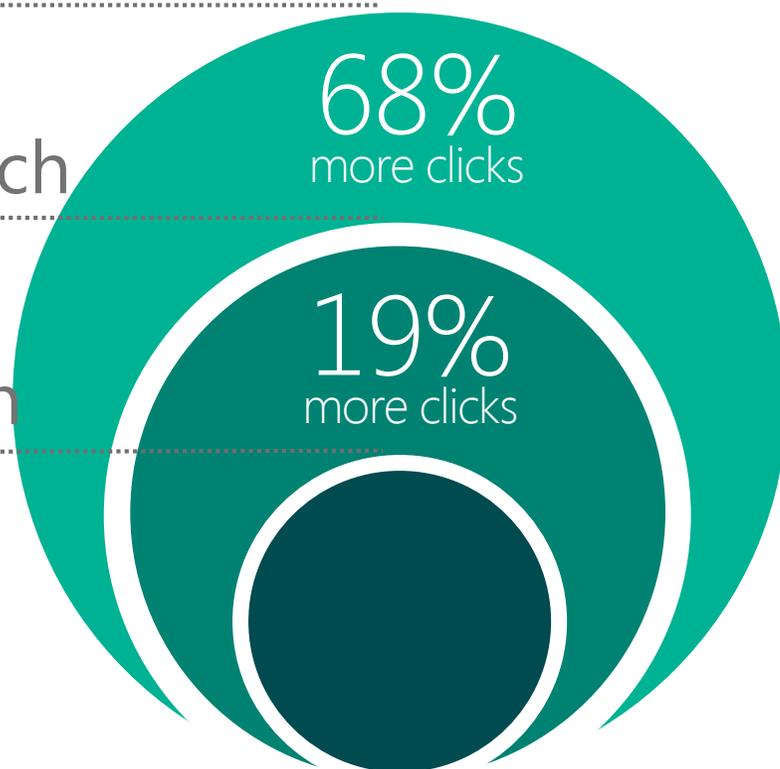
more conversions, however  
with a 17% lower  
conversion rate

Your business is unique, learn how broad match stacks up across  
Technology & Telecommunications

Broad Match

Phrase Match

Exact Match



40%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across  
Technology & Telecommunications

## Broad Match

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89%  
more clicks

## Broad Match Modifier

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90%

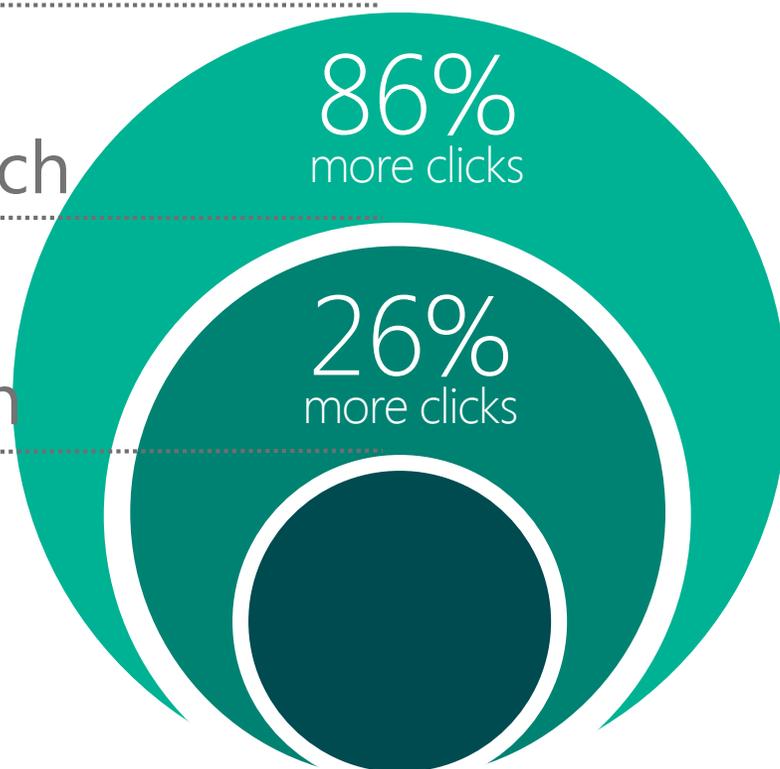
more conversions  
with the same  
conversion rate

Your business is unique, learn how broad match stacks up across  
Careers and Education

Broad Match

Phrase Match

Exact Match



53%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across  
Careers and Education

## Broad Match

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87%  
more clicks

## Broad Match Modifier

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81%

more conversions  
and a **28% better**  
conversion rate

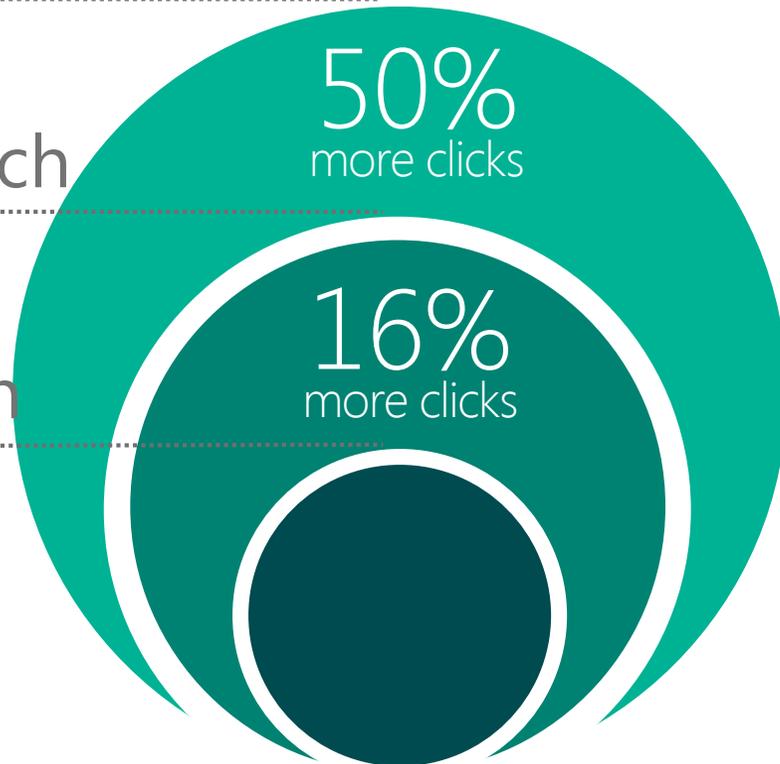


Your business is unique, learn how broad match stacks up across  
Financial Services & Insurance

Broad Match

Phrase Match

Exact Match



38%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across  
Financial Services and Insurance

## Broad Match

---

89%  
more clicks

## Broad Match Modifier

---

90%

more conversions  
and a **16% better**  
conversion rate

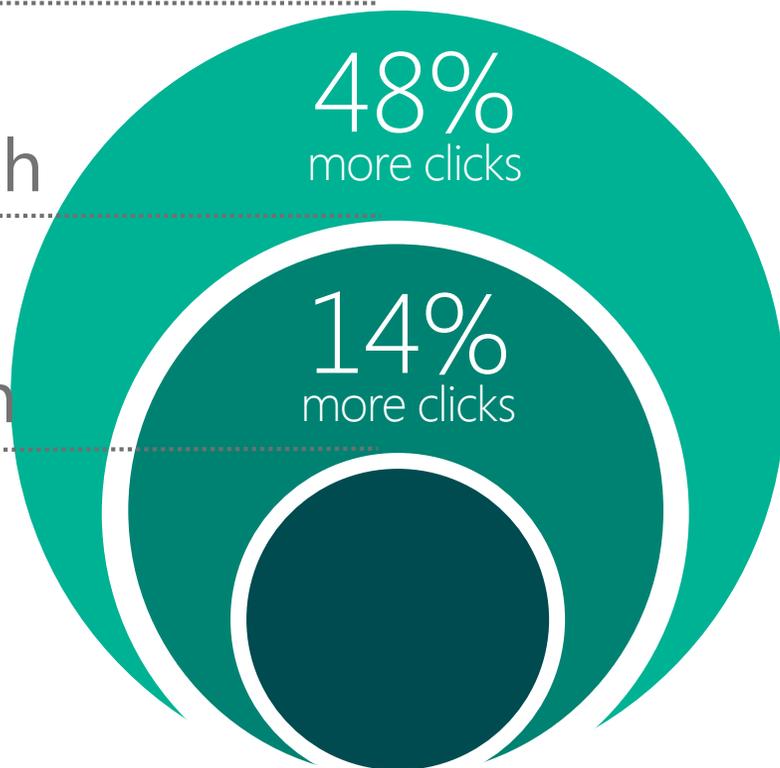


Your business is unique, learn how broad match stacks up across  
Travel & Transportation

Broad Match

Phase Match

Exact Match



36%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across  
Travel & Transportation

## Broad Match

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82%  
more clicks

## Broad Match Modifier

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75%

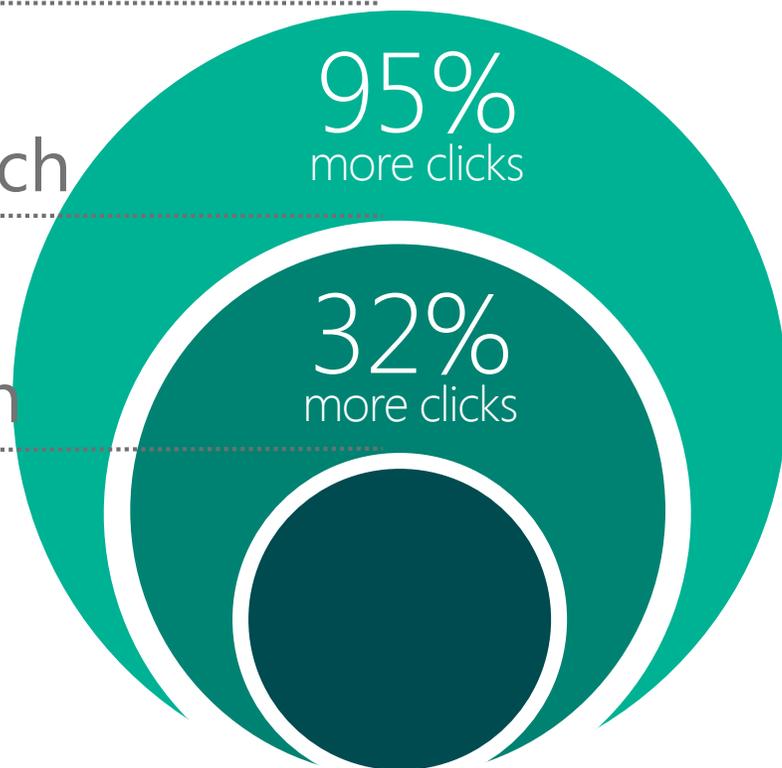
More conversions  
and a **3% better**  
conversion rate

Your business is unique, learn how broad match stacks up across Automotive

Broad Match

Phrase Match

Exact Match



61%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across Automotive

## Broad Match

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86%  
more clicks

## Broad Match Modifier

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83%

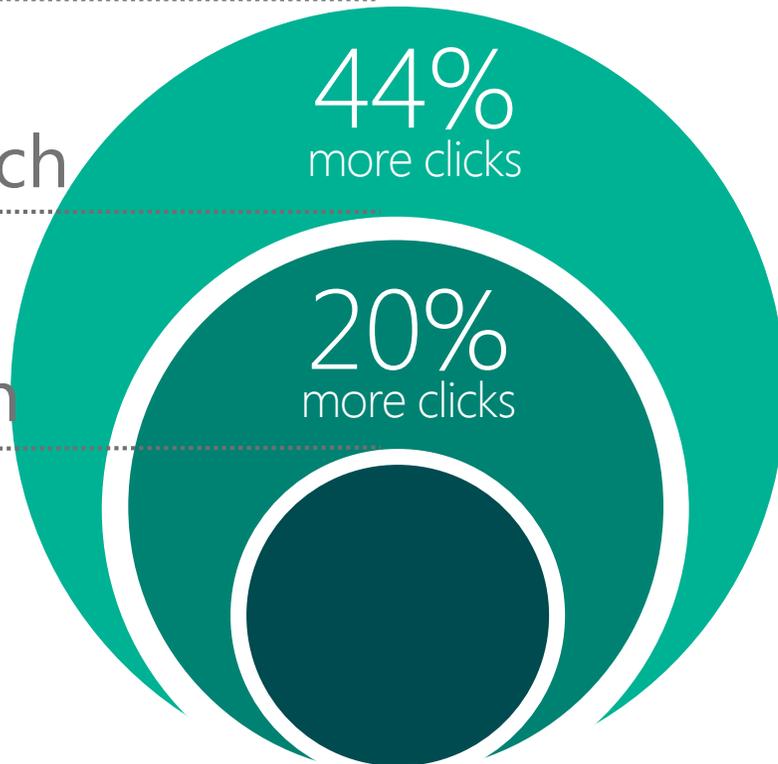
More conversions, with a slightly 3% lower conversion rate

Your business is unique, learn how broad match stacks up across CPG

Broad Match

Phrase Match

Exact Match



18%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across CPG

## Broad Match

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90%  
more clicks

## Broad Match Modifier

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92%

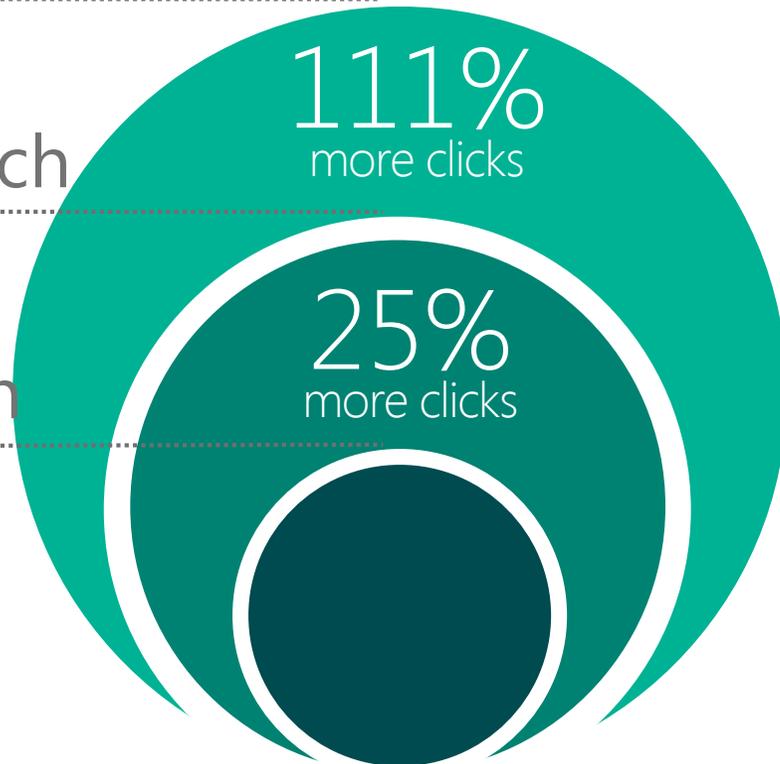
More conversions,  
but a 17% lower  
conversion rate

Your business is unique, learn how broad match stacks up across Entertainment

Broad Match

Phrase Match

Exact Match



88%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across Entertainment

## Broad Match

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88%  
more clicks

## Broad Match Modifier

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91%

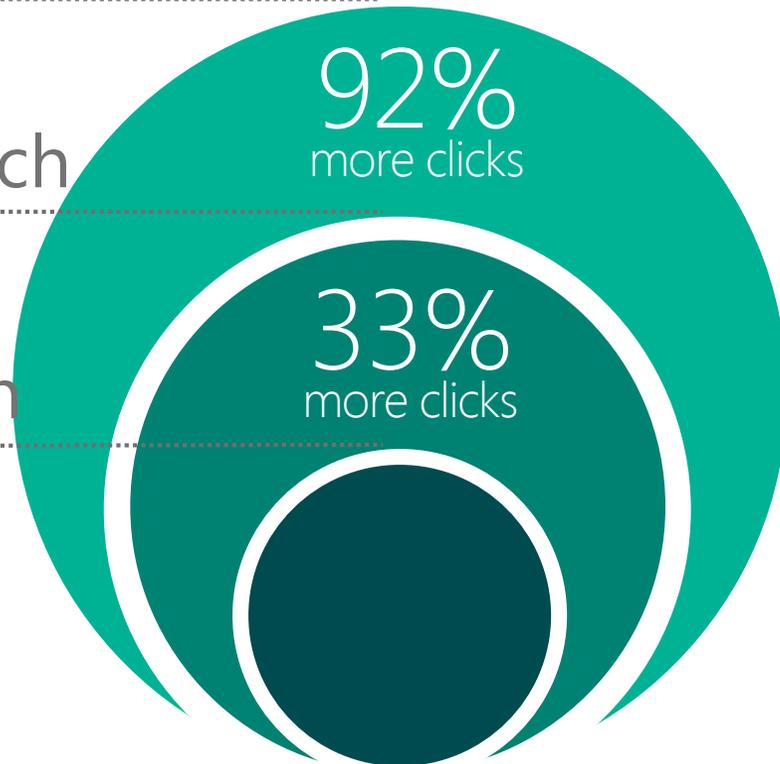
more conversions  
and a **64% better**  
conversion rate

Your business is unique, learn how broad match stacks up across  
Health and Wellness

Broad Match

Phrase Match

Exact Match



39%

Untapped conversions  
available through

**Broad Match**

See how broad match performs against broad match modifier across Health and Wellness

## Broad Match

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91%  
more clicks

## Broad Match Modifier

---

92%

More conversions  
with a 11% lower  
conversion rate



# Broad match best practices to take your campaigns to new heights

1.

Ensure your campaigns are opted into broad match to get maximum reach without sacrificing quality with other match types.

2.

Dial broad match up or down depending on conversion value by bidding explicitly for each match type relative to performance.

3.

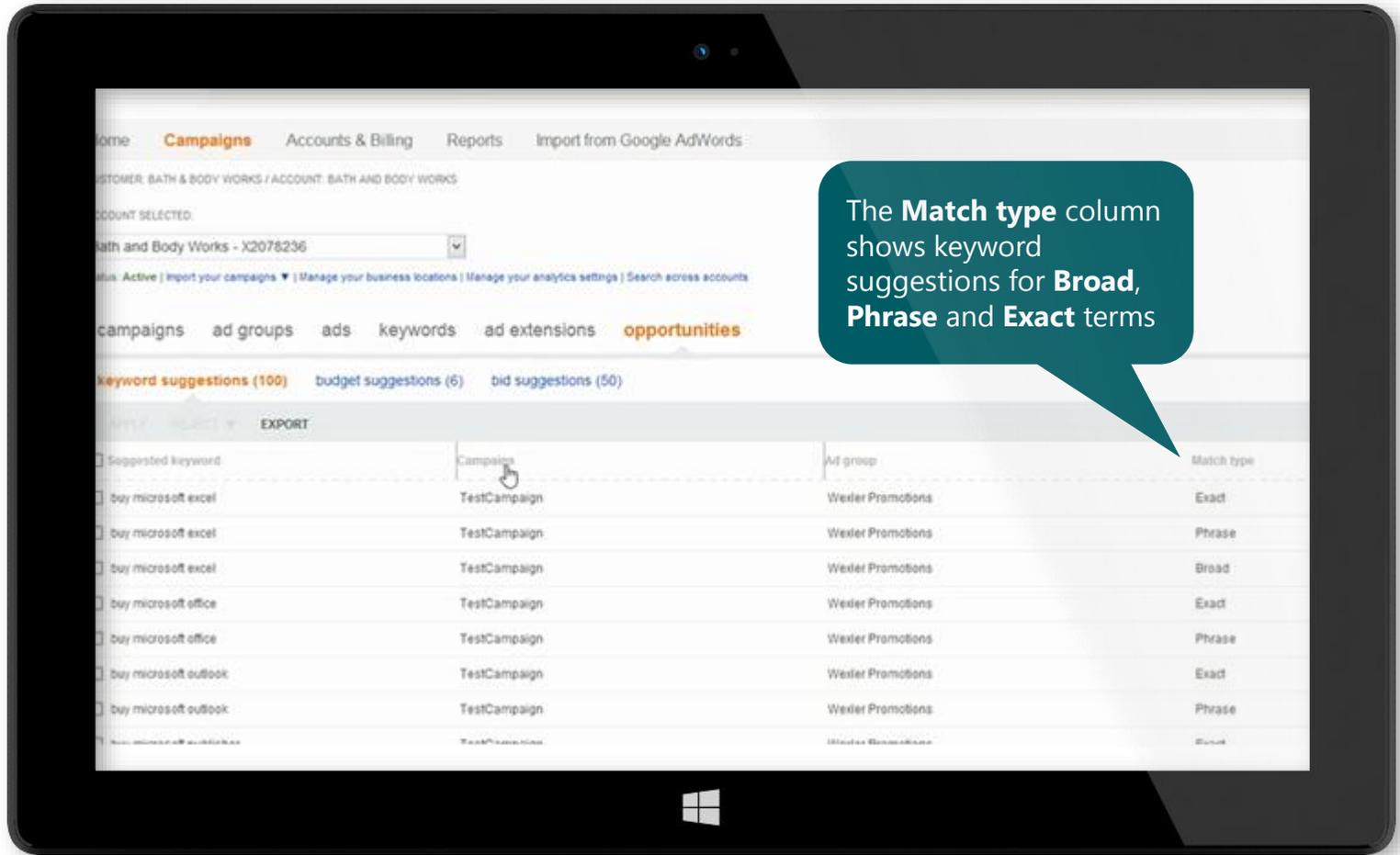
To further enhance control, use negative keywords to block unwanted query matches. Refine with additional negative keywords as needed.

4.

Remember to leverage Opportunities Tab and Bing Ads Intelligence Tool for more customized broad match keyword suggestions.

5.

As a last resort, leverage broad match modifier to set restrictive limits, keeping in mind that broad match modifier can block up to 90% of broad match potential volume.



The **Match type** column shows keyword suggestions for **Broad**, **Phrase** and **Exact** terms

# Looking for some keyword inspiration to refine broad match?

Try using the keyword suggestions available in the Opportunities tab within Bing Ads, as well as the API.

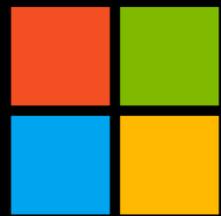
Want to dive in and learn more? Here are some additional resources to help you get the most out of broad match.

Training // [Keyword match options](#)

Video // [About broad match modifiers](#)

Video // [Target ad delivery with negative keywords](#)

Best practices // [Five quick tips for boosting quality score](#)



# Microsoft

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