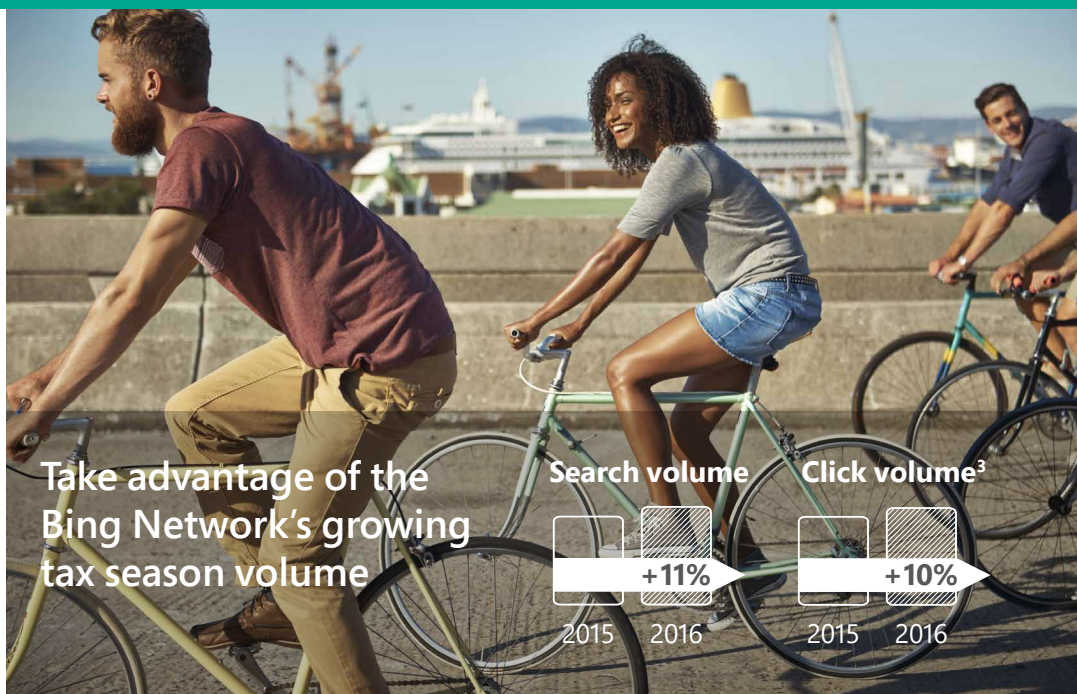


## The data to make smart decisions

Be at the top of your game during the tax season to turn tax searchers into customers.

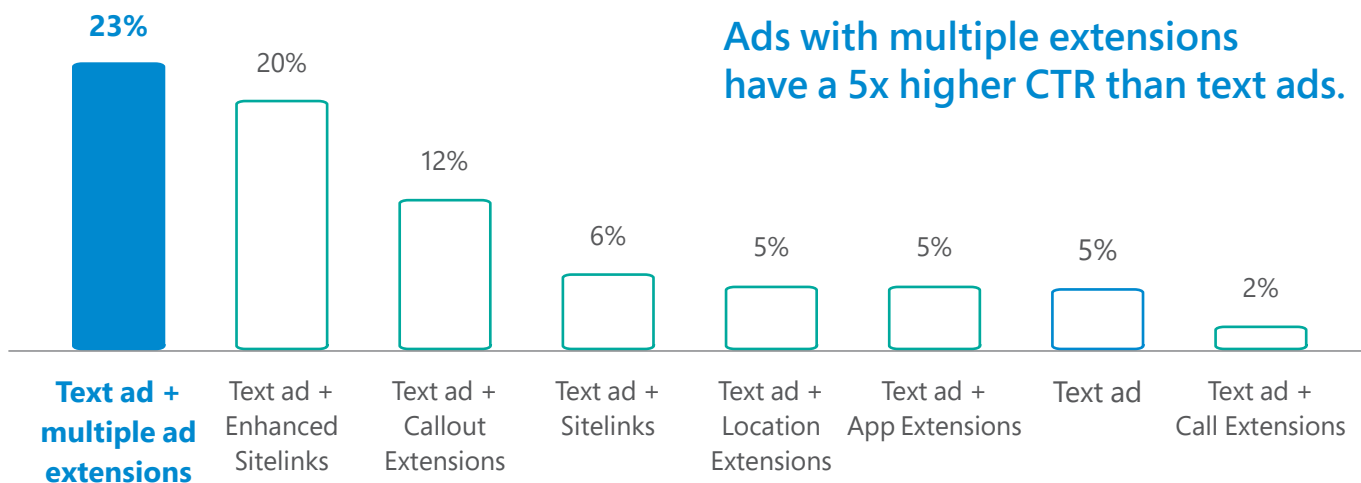
To capture the most clicks, ad extensions are essential to your campaign strategy. And the more extensions the better.

Add multiple extensions to your Tax Products & Services campaigns to drive **5x more clicks** than text ads on the Bing Network.<sup>1,2</sup>



## Average click-through rate by extension

### Tax Products & Services



## More is better.

Ads with multiple extensions have a 5x higher CTR than text ads.

**"If I look at the quality of the traffic we get for the dollars we spend on Bing Ads, our ROI is fantastic."**

– Alex Littlewood, CEO, Motoroso

[Learn more](#)