

See who's on Bing

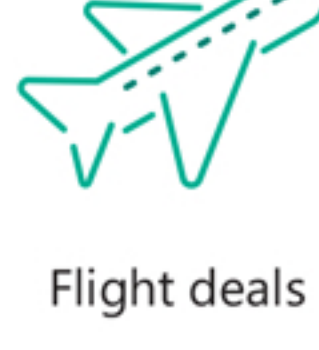
Bing Network is reaching your target audience. Are you?



Shopping inspiration



School research



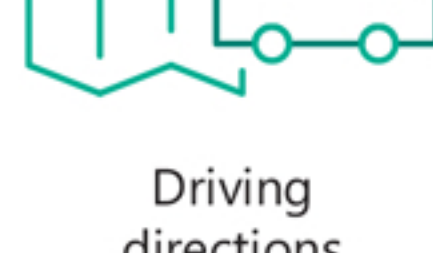
Flight deals



Financial help

6,586,013,574

searches are performed every day.¹



Driving directions



Cooking tips



So much more



Translation technology

Companies also use search engines on a large scale. As search has become ubiquitous among the general population, it's developed into a highly effective channel for businesses to target the right audiences at the right time and increase their return on investment.

Did you know? The Bing Network audience has **524 million** unique searchers worldwide.¹

That includes **59 million** searchers around the world not reached on Google.

Just who uses Bing, and how can it change the game for your business?² Let's explore.

Bing by the numbers

\$100,000+

annual household income for nearly **30 percent** of Bing's target audience³

5 billion

searches per month⁴

51% female

49% male

20%

higher buyer power index than the average internet searcher⁴

World Traveler



6.4 million Bing Network users are "very likely" to purchase a new residence in the next six months⁵



20% more likely to have taken 20+ personal international trips in the last three years¹

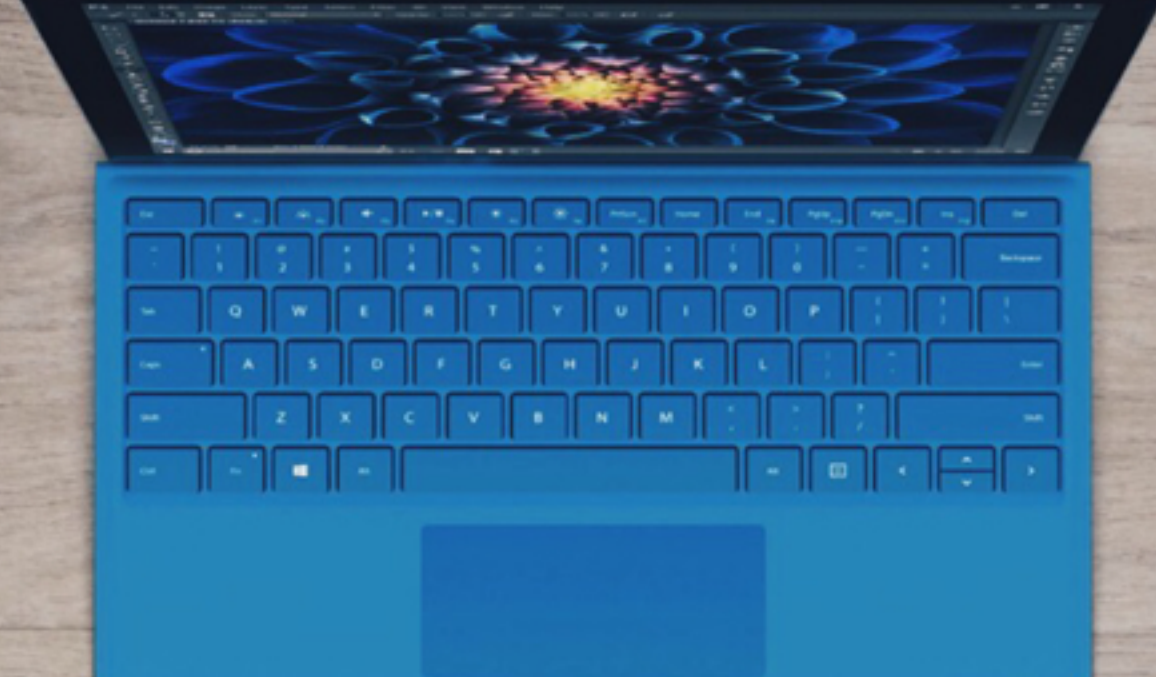


27.8% lower CPC in travel than Google⁶

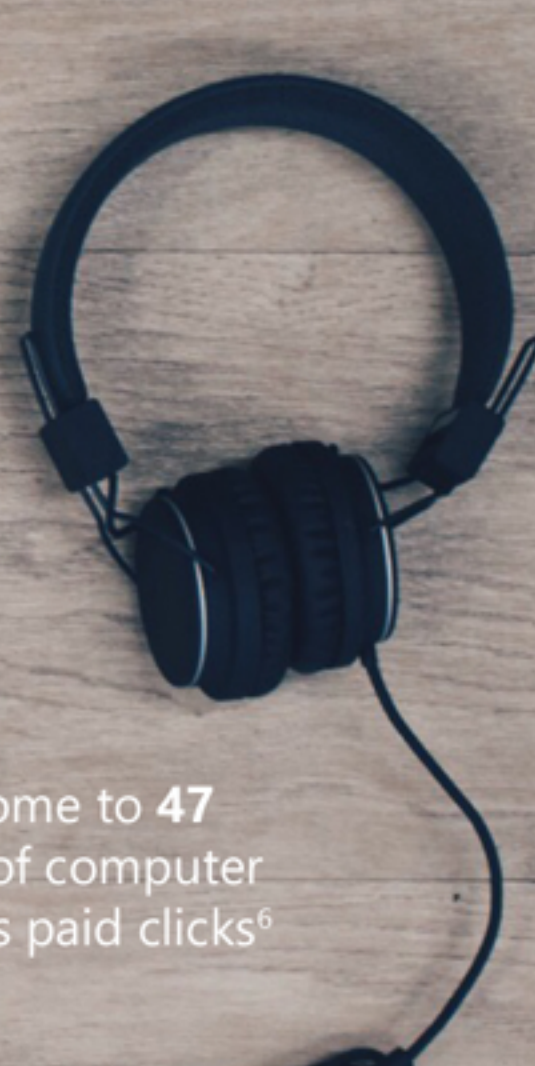
Tech Junkie



49% more likely to have spent **\$7,500 to \$9,999 online** on consumer electronics in the last six months⁷



27 million technology searchers not reached on Google⁸



Bing is home to **47 percent** of computer software's paid clicks⁶

Outdoor Type



21% more likely to have spent \$500 or more on organic foods in the last 30 days than a user found elsewhere⁷



25 million health searchers are not reached on Google⁶

7 million sports/outdoor searchers aren't reached on Google⁸

Trendsetter



562 million retail searches⁶



Nearly 20% of Bing's audience is 35-44 years old⁹

14% more likely to be first among friends to own/buy/use the latest household products (non-food)⁷



Nearly 1 in 3

PC searches in the U.S. are powered by the Bing Network, while the audience continues to grow internationally with 36 markets and counting.⁶

Powering heavy hitters like Microsoft's Windows 10, Microsoft Edge, Apple's Siri and Spotlight Search, Amazon's Kindle and Fire devices, Yahoo!, AOL and MSN, the Bing Network audience can be found in more search experiences as Bing continues to add valuable syndication partners.

With powerful targeting capabilities, Bing outperforms other search engines (including Google and Facebook) in paid click share in numerous verticals and ROI.

Bing's broad, valuable audience opens up the marketing possibilities to uniquely targeted areas unavailable on any other channels.

What are you waiting for?
It's time to get in on the action.



SOURCES
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3. comScore Plan Metric US, April 2016, custom measure created using comScore indices and duplication.
4. comScore qSearch, Explicit Core Search (custom), June 2016.
5. comScore Plan Metric US, March 2016, custom measure created using comScore indices and duplication.
6. comScore qSearch (custom), US, June 2016; industry categories based on comScore classifications.
7. comScore Plan Metric US, July 2016, custom measure created using comScore indices and duplication.
8. Marin Software CPC by Vertical, US, Q4 2015.

