See who's on Bing

Bing Network is reaching your target audience. Are you?

6,586,013,574
searches are performed every day

Bing Network

Search
Display
Live events

total

1.5 million
searches per second

Unanswerable queries seem simple on a single side, as you can see the interaction among the different networks of search engines, the number of searches every day, and how big an audience Bing can reach for your business.

Did you know? The Bing Network audience has 1.24 million unique searchers worldwide.

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

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

### World Traveler

- **100,000+**
- 51% male, 49% female
- 35% age 25-34, 25% age 35-44

### Tech Junkie

- **50,000+**
- 69% male, 31% female
- 35% age 25-34

### Outdoor Type

- **40,000+**
- 60% male, 40% female
- 35% age 25-34

### Trendsetter

- **20,000+**
- 50% male, 50% female
- 35% age 25-34

Bing reached, valuable audience opens the marketing opportunities for your business.

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Number of Million Unique Searchers</th>
<th>Reach %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bing Network</td>
<td>1.24 million</td>
<td>20%</td>
</tr>
<tr>
<td>Google</td>
<td>59 million</td>
<td>80%</td>
</tr>
</tbody>
</table>

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

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*Microsoft Bing Ads*