The value of search

The brand impact of paid search

Bing

Microsoft

Value of search

Initiation and research

Search influences decisions at every stage of the consumer's decision journey. Knowing how consumers utilize search from initial consideration to experience with a product or service can help you be there with the right message at the right time.

In this eBook, learn the value of search in the **initiation** and **research** phases of the decision journey, when positioning your brand can increase awareness, perceived market leadership, and purchase intent.

Bing Ads studied U.S. searchers who will probably switch car insurance providers in the next three months to understand the impact of paid search on their perception of a well-known car insurance brand.[1]

Goal: Get background information and buying landscape to become a more informed researcher

Goal: Explore buying guides, recommendations, and products that meet basic criteria

Goal: Compare a handful of products that meet my criteria, including ratings, reviews, features, cost

Goal: Find where to buy, see pricing and promotions, availability, local stores

Goal: Get customer service, ask maintenance questions, make additional purchases

Financial Services
Car Insurance

1. Microsoft, Brand Impact of Paid Search Study, 2016. All data points from a survey conducted online with a random sample of 634 participants ages 18 and older from August to September 2016 (including 48 participants who were exposed to both a brand's ad and landing page). All surveyed participants are US consumers who will probably/definitely switch car insurance providers in the next 3 months; they are members of Ipsos's proprietary online panel. The panel has been carefully selected to closely match US population demographics, and the respondents are representative of American men and women, ages 18 and older. The confidence level is at 90 percent.

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Capture customer attention

Without a single click!

Research shows that buyer intent increases when searchers see a brand's ad on a Bing search results page (SERP) for a category search. Ads also increased brand perception and brand awareness. They did all this even if the searcher never clicked.[1]

This guide explains:

- How SERP exposure can build brand awareness and facilitate the buyer's journey.
- How to leverage paid search ads to do just that.

1. Microsoft, Brand Impact of Paid Search Study, 2016.

INITIATION RESEARCH COMPARISON TRANSACTION EXPERIENCE

A lot happens

Before they click

The buyer's journey starts with their relationship with a brand. That happens long before searchers click an ad in a search result. Unaided awareness plus perceived market leadership build purchase intent.

It's not enough for potential customers to see your brand all over the web. Showing up in the right place at the right time matters. Even if users don't click your ad, your presence on the SERP influences their purchase decision.

\+ UNAIDED AWARENESS
MARKET LEADERSHIP

INCREASED PURCHASE INTENT

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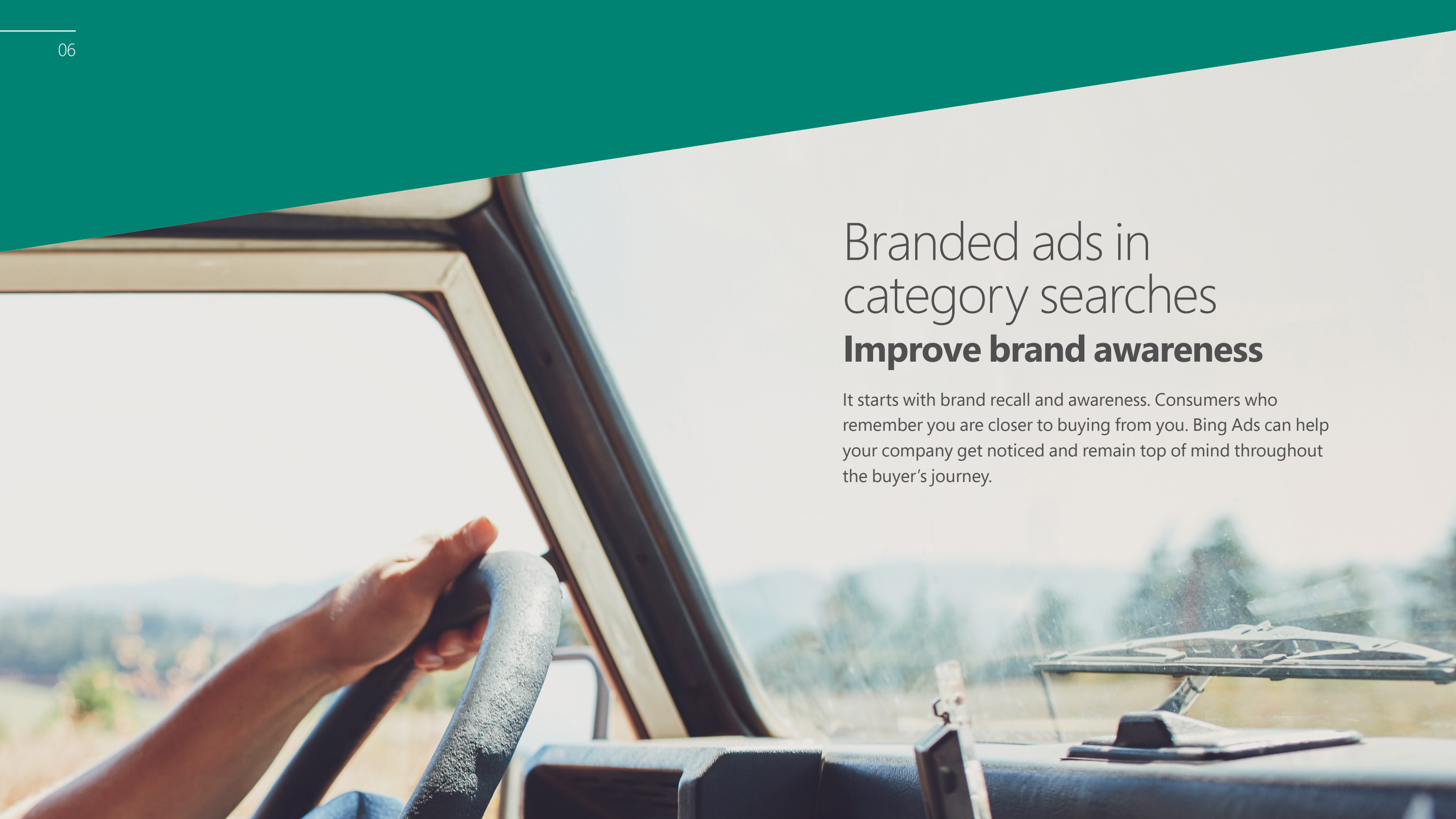
Bing Network. Be there.

Microsoft, Brand Impact of Paid Search Study, 2016.



Branded ads in category searches

Improve brand awareness

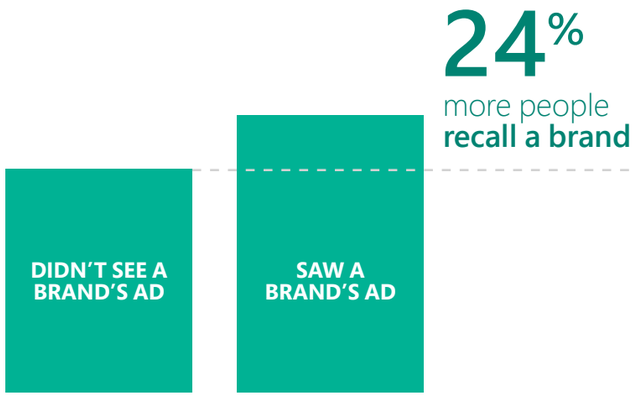
It starts with brand recall and awareness. Consumers who remember you are closer to buying from you. Bing Ads can help your company get noticed and remain top of mind throughout the buyer's journey.

Build brand awareness without a click

Show up for category searches

Searchers on Bing who saw a brand's ad during a category search were more likely to remember the brand.

They reported 24% higher unaided awareness of that brand.

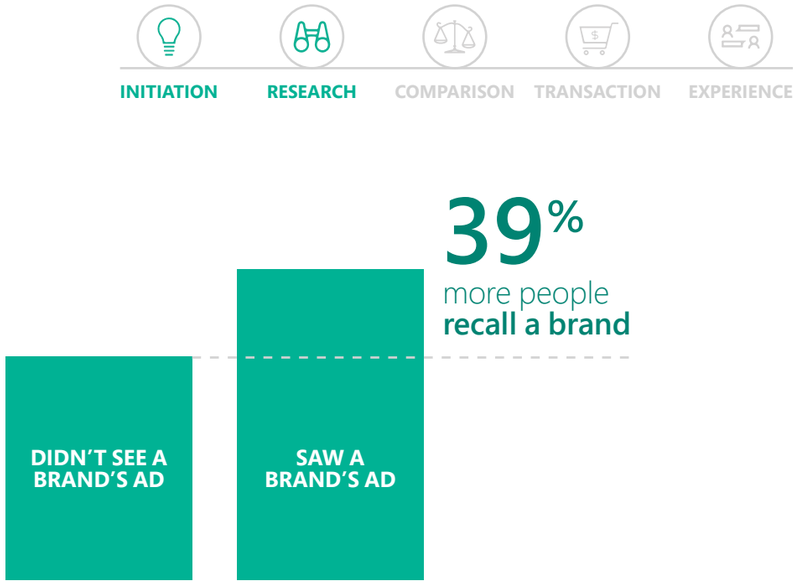


Build better brand awareness

With a click and landing page exposure

Brand awareness further improved when searchers clicked through.

If they saw a matching landing page, they reported 39% higher unaided brand awareness.



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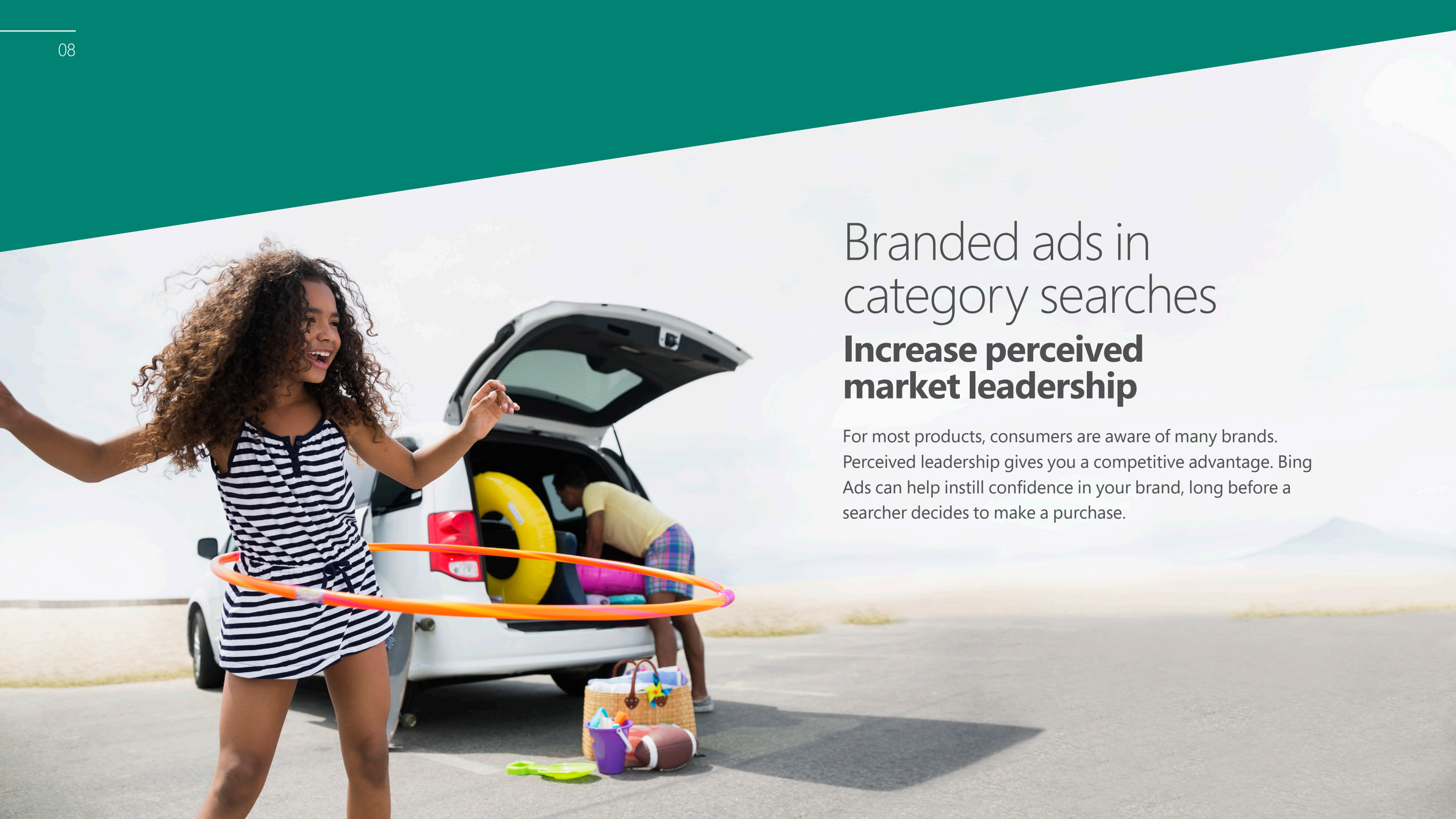


Branded ads in category searches

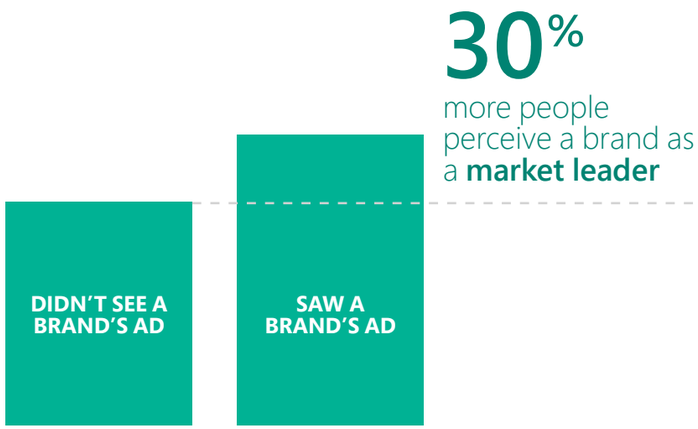
Increase perceived market leadership

For most products, consumers are aware of many brands. Perceived leadership gives you a competitive advantage. Bing Ads can help instill confidence in your brand, long before a searcher decides to make a purchase.

Increase perceived market leadership

Without a click by investing in category keywords

Searchers who saw a brand's ad on Bing for a category search were 30% more likely to see that brand as a market leader.

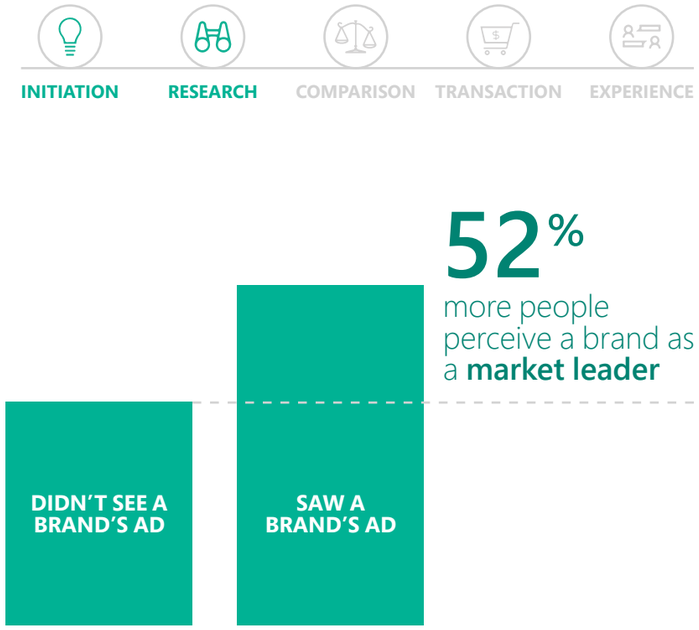


Improve perceived market leadership

With a click and landing page exposure

When searchers saw a brand's ad in results for a category search and clicked through to a landing page, perceived market leadership rose further.

Searchers were 52% more likely to consider that brand a market leader.



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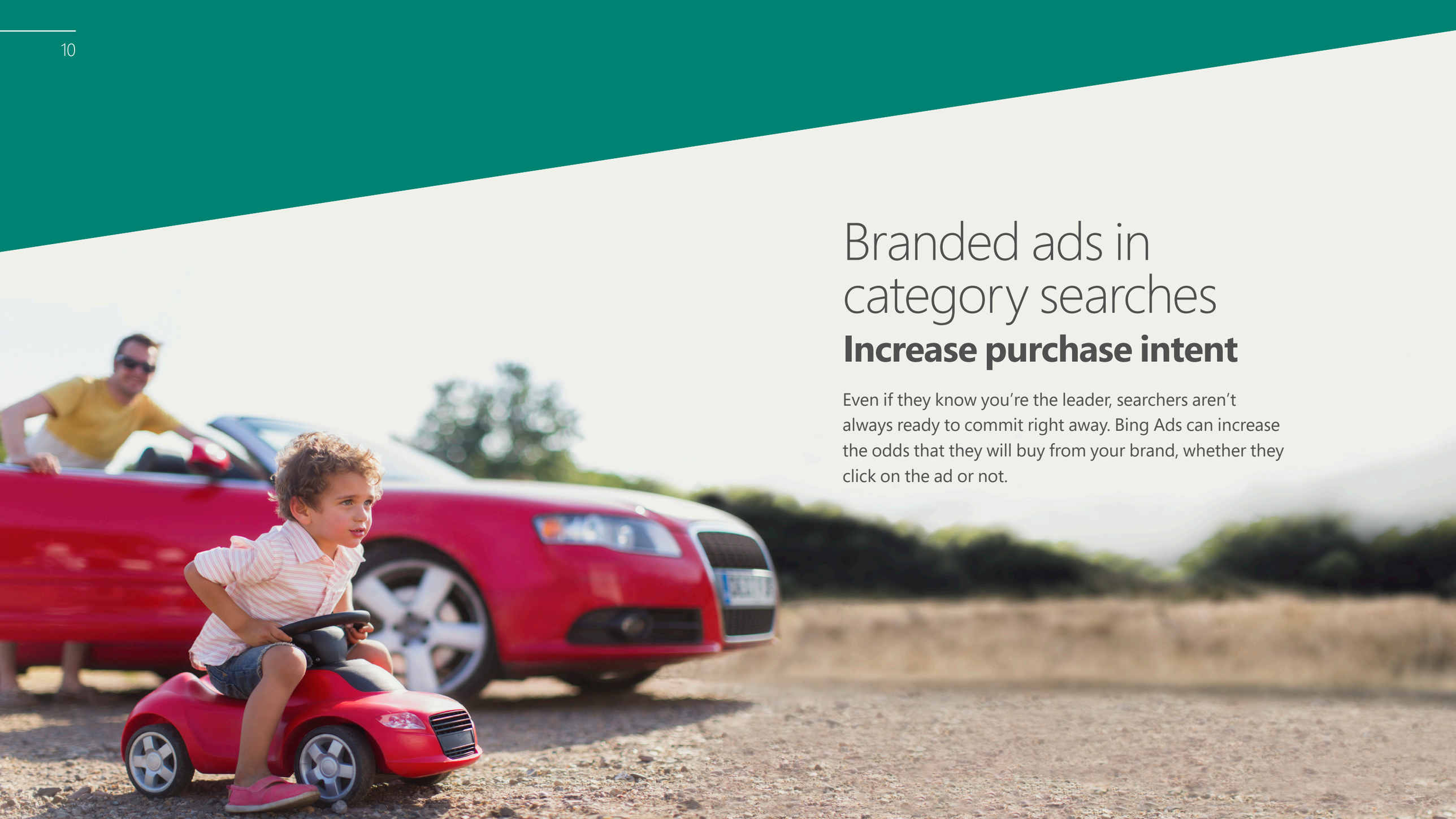


Branded ads in category searches

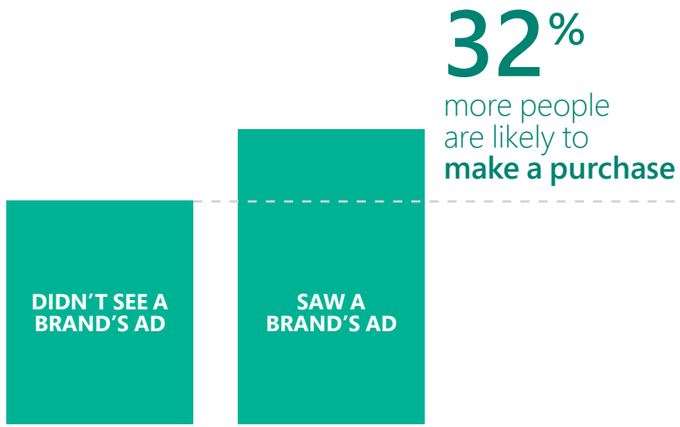
Increase purchase intent

Even if they know you're the leader, searchers aren't always ready to commit right away. Bing Ads can increase the odds that they will buy from your brand, whether they click on the ad or not.

Increase purchase intent without a click

Be there for category searches

Searchers who saw but didn't click on a brand's ad for a category search showed 32% higher purchase intent.



Boost purchase intent

With a click and landing page exposure

Searchers on Bing, who saw a brand's ad and clicked through to a matching landing page, said they were 132% more likely to buy the product the next time they needed it.

MORE THAN

100%

more likely to buy a product the next time they need it

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Microsoft, Brand Impact of Paid Search Study, 2016.

What to do

You've got the data. Now you can take action.

Here's your to-do list to build brand awareness and engage more customers with Bing Ads:

Invest in category keywords

Bid on category keywords! Even if searchers don't click, they will see your ad. That increases searchers' unaided awareness of your brand, perceived market leadership, and purchase intent.

If you don't bid on category keywords, you lose valuable SERP real estate to your competitors, who will strengthen their brand instead.

Have your brand in your ads

Be sure to mention your brand in your ads. At least use a branded URL. Ideally, mention the brand in the ad title, as well. That ensures searchers see your brand, even if they don't click.

Create targeted landing pages

Point your ads at targeted landing pages with a strong call to action to improve conversions. Landing pages immediately strengthen a searcher's association with your brand and provide the information needed to affirm their purchase decision.

Bing Ads helps you be there

Build your brand trust with Bing Ads

Even when searchers don't click, Bing Ads can help you by boosting brand awareness, leadership, and purchase intent.

Bing Network. Be there.

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