bing

Spring Cleaning Checklist

YAHOO! | bing
NETWORK

A little spring cleaning can go a long way — and help you add conversions, lower your costs, and improve your ROI.

Keep Your Ads Displaying

☐ Import Google campaigns to Bing Ads	Make sure your ads cover all your products and services by automatically importing any missing campaigns.
☐ Check campaign delivery status	All campaigns on the Campaign page should have a delivery status of **eligible**. If a campaign runs out of budget, your ads won't be shown. Try the "daily-accelerated" budget, so even if your budget runs out, your ads will still show the next day.
☐ Set competitive bids	Use bid suggestions or access real bid data in Bing Ads Intelligence to set bids.
☐ Bid on all match types	Exact match bids typically result in higher click-through rates and lower costs per click, and should have slightly higher bids than those on phrase and broad match.

Spring cleaning toolbox »

Download: Bing Ads Intelligence

Read: Vertical Insights

Connect: Bing Business community

Find new customers on the Yahoo! Bing Network[1]

Your ads on the Yahoo! Bing Network can help you reach 153 million unique searchers who spend 25% more than the average searcher.[2]

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1. The Yahoo! Bing Network includes Microsoft and Yahoo! Core Search sites in the U.S.

2. comScore Core Search (custom), December 2012.

Show Your Ads to the Right People

☐ Research relevant new keywords	Use the Bing Ads Tools section or Bing Ads Intelligence. You can also use keyword suggestions on the **Opportunities tab**.
☐ Use broad match modifier	Designate what terms must be present in a searcher's query for your ad to appear.
☐ Add negative keywords	Negative keywords eliminate irrelevant traffic.
☐ Review your targeting options	Target your ideal customer using locations, days, time of week, ages, genders and other factors.

■ Microsoft

Get Clicks

☐ Use sitelink extensions	Add additional links to your website in your ads when they show in the mainline. This lets searchers access the pages that interest them most — and your ad takes up more space on the search results page.
☐ Use location extensions	Show both your address and phone number in your ad.
☐ Remove low-performing ads	Pause ads that have the lowest click-through rate, and revamp their copy.

Track Your Success

☐ Run relevant reports	Determine which reports are important to you and run them on a regular basis.
☐ Check the search query performance report	Find queries that are barely relevant to your business, add those terms to your negative keyword list.
☐ Enable conversion tracking	See which keywords inspire your customers to take desired actions, like making a purchase or signing up for a mailing list.

Microsoft