

What is my Quality Score?

A score between 1 and 10 (with 10 being the highest) that shows the quality of your Keywords, Ads and Landing Pages

How is it calculated?

Using Bing Ads marketplace intelligence which measures the relevance of your keywords, ads and landing pages to customers' search queries

How can I use it to optimise my Account?

Quality Score uses three components to indicate performance levels, each in turn has their own score. These sub-scores help determine where and when an optimisation would be beneficial. Below illustrates these components and sub-scores:

What is Expected Click-through Rate?

This reflects how likely your ad will be clicked and how well your keyword competes against other Keywords targeting the same traffic. It takes into account how well your Keyword has performed in the past relative to your ad's position

How is this useful to me?

It helps you understand how competitive your ads are in the marketplace and identifies areas to optimise for improved ROI.

When do I see it?

After your Keyword has participated in the auction and matches the Search Query exactly. Your Quality Score is then refreshed daily to capture the continuing performance from the historical log. As Quality Score coverage expands on Bing Ads, your Score may now appear after the first auction, however in some cases more traffic will be required to generate the Quality Score. In these cases it may take up to 30 days.

Where can I see it?

In Bing Ads UI. Quality Score is available at Keyword, Ad Group and Campaign level.

Why is it available at Keyword, Ad Group and Campaign Level?

To quickly identify areas for improvement and optimisation, we use an impression weighted Quality Score for Ad Groups and Campaigns.

What does impression weighted mean?

Rather than using the average of all Keyword Quality Scores to calculate the Ad Group Quality Score, we place more emphasis on Keywords with greater impressions. This gives a more accurate reflection of the Ad Groups performance. Similarly, rather than using the average of all Ad Group Quality Scores to calculate the Campaign Quality Score, we place more emphasis on Ad Groups with greater impressions

Is Quality Score used in calculating Ad Position?

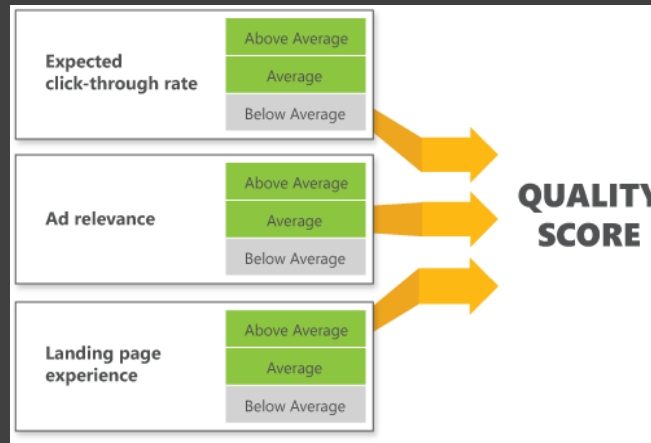
No. While there is an indirect correlation between Quality Score and certain Rank Score variables, Quality Score is not the driver for Ad Position, which is best captured as CTR * Bid.

Can I track my Quality Score changes over time?

The historic Quality Score options in the performance reports review historic averages going back 18 months.

How does Quality Score in Bing Ads compare with Google AdWords?

If advertising on AdWords, the latest Quality Score enhancements on Bing Ads will enable an easier comparison across the two platforms with both using the same vocabulary and a similar calculation. Although similar, results may however differ across two separate and unique marketplaces



How do these three sub-scores determine my overall Quality Score?

If any one sub-score is Below Average, your Quality Score will likely be between 1 and 5. If all sub-scores are Above Average, your Quality Score will likely be between 7 and 10.

How can I improve Expected Click-through Rate?

Improve your CTR (by improving your Ad Copy, your bid, your Ad Position, or organising your campaigns); Remove underperforming Ads and Keywords; Add only relevant Keywords; Make your Ad grab the attention of your audience

What is Ad Relevance?

How relevant your ad and landing page are to the customers' search query or other input

How can I improve Ad Relevance?

Keep related Keywords and Ads together, group them into their own Ad Group and create a unique Landing Page for the Ad Group. Make sure the Ad is relevant to the Search Query. Give customers an overview of your products and services.



What does Landing Page Experience mean?

This describes whether your Landing Page is likely to provide a good customer experience to customers who click your Ad and land on your Website

How can I improve Landing Page Experience?

Make sure your Landing Page loads quickly; Link your destination URL's to the correct webpages; Improve your website quality; Keep advertising links on your Webpages to a minimum; Use original in-depth content.

Why did my Quality Score change when I made no change to my Account?

It's a competitive marketplace. So when your competitor optimises their Accounts, your Quality Score can be impacted

Do all my Match Types receive a Quality Score?

All eligible Keywords can participate in the Auction. Your Score is assigned when the Search Query matches your Keyword exactly. This encourages both high user satisfaction and facilitates greater control on your Broad and Phrase matches.

Can a low budget or bid impact my Quality Score?

Not directly. Quality Score is a performance measure of relevance to search queries' and competitiveness in the marketplace. However Keywords not competing in the auction because of low budget or bid can result in low impressions and low CTR, both of which can impact Quality Score.

What do the Individual Quality Scores mean?

A score of 1 – 5 means your Keyword is underperforming. Ads will less likely appear
A score of 6 means your Keyword is competitive but no better than the average
A score of 7 – 10 means your Keyword is very competitive and CTR is above average
Below highlights a little further:

