We have your holiday zen

Get more traffic with Bing Ads
this holiday season

bing

#BingAdsHoliday

Happier holidays begin with Bing Ads – don't miss out on the biggest shopping season of the year

- **39%** of all online holiday purchases last year began with search[1]
- **20%** of 2014 holiday sales in Canada were done online[2]
- Digital retail holiday sales in Canada grew **14%** last year[2]
- Cyber Monday 2014 sales exceeded **$2 billion** – the greatest online sales day in history![3]

Calm holiday chaos by knowing your customers in Canada[4]

- **64%** cite free shipping as the top reason to purchase holiday gifts online
- **43%** shop online to avoid crowded stores and long checkout lines
- **33%** use a mobile device to compare prices while in a store
- **29%** use a mobile device to find better deals online
- **14%** receive mobile text reminders of sales

Master the art of holiday ad campaign timing

When holiday shoppers begin spending:[5]

2015 key shopping dates

Halloween — **10/31**
Black Friday — **11/27**
Cyber Monday — **11/30**
Last ship date — **12/17**
Boxing Day — **12/26**
Post-holiday sales — **12/27**

Bing Ads – boost your inner peace and your outer profits

With one ad buy through Bing Ads, in Canada you can reach:[6]

- **17 million unique searchers** who represent **449 million monthly searches**
- **12%** of all search queries
- These searchers **spend 18% more online** than the average Internet searcher.

Bing paves the way through integration[7]

- More than **75 million devices** running Windows 10 and growing every day.
- Windows 10 is running in **192 countries**, virtually every country on the planet.
- Android drives close to **300 million** searches on Bing each month.

Capture more holiday shoppers with ad extensions

Call Extensions

Display your phone number in your ad so customers can call you on the spot.

Sitelink Extensions

Add deep links to your site to point your customers to the content they're looking for.

Enhanced Sitelinks

Add up to two lines of descriptive text to your Sitelink Extensions to create richer, more relevant ads.

App Extensions

If you have an app, promote it in your ad to increase downloads and drive customer engagement.

Ready to get started?

Bing Ads
bingads.ca

Case studies
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1. MarketingLand, The Most Important E-Commerce Marketing Trends of the 2014 Holiday Season & What They Mean in 2015, February 2015. 2. Adobe Digital Index, "2014 Holiday Shopping Recap," January 2015. 3. "Cyber Monday Exceeds $2 Billion in Desktop Sales for First Time Ever to Rank as Heaviest U.S. Online Spending Day in History," comScore press release, December 2014. 4. Accenture, "2014 Holiday Shopping Survey: Canada," October 2014. 5. National Retail Federation, Retail Holiday Sales Increase 4 Percent, January 2015. 6. comScore qSearch (custom), Canada, June 2015; includes Microsoft and Yahoo sites in Canada. 7. Microsoft internal data.

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