Happier holidays begin with Bing Ads

2015 holiday insights and planning strategies for agencies

bing

#BingAdsHoliday

Mobile, timing and the connected shopping experience – don't miss out on the largest retail season of the year

Last year, 20% of all holiday sales in Canada were done online.[1] In fact, digital retail holiday sales grew 14% year-over-year[1] – that's a lot of opportunity for PPC advertising.

Gift yourself and your clients with these Bing Ads holiday insights for digital marketing. Understanding your clients' customers in Canada and the U.S. will help you plan like a zen master.

- **20%** of 2014 holiday sales in Canada were done online[1]
- **14%** year-over-year growth of digital retail holiday sales last year in Canada[1]
- **$616 billion** U.S. holiday spend in 2014[2]
- **18%** of annual retail sales occured in November and December[3]

Search plays an integral role in holiday shopping

- **39%** of online holiday purchases last year began with search[4]
- Cyber Monday 2014 sales exceeded **$2 billion** — the greatest online sales day in history[5]
- **49%** of holiday shoppers visited a store to "showroom" before purchasing online for less[3]
- **39%** checked out products online before purchasing at a brick-and mortar store[3]

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Calm holiday chaos with our customer behavior research[6]

- **64%** of Canadian shoppers cite free shipping as the top reason to purchase holiday gifts online
- **43%** of Canadians shop for holiday gifts online to avoid the crowded stores and long checkout lines
- **42%** of Canadians shop for gifts online at discounted prices when compared with in-store prices

Last year gift cards were the #1 gift people wanted to receive for the holidays[2]

- **$32 billion** spent on gift cards in 2014
- **80%** of holiday shoppers plan to buy at least one gift card
- The average shopper bought four gift cards, totaling **$173**

The three most popular gift cards were:

Department store
38%

Restaurant
34%

Coffee shop
21%

Mobile traffic means business in Canada[6]

- **33%** of Canadians use a mobile device to compare prices in-store
- **29%** of Canadians use a mobile device to find better deals online
- **14%** of Canadians receive mobile text reminders of sales

Translate mobile search into mobile action

- **76%** of smartphone searchers use a store locator or Location Extensions to find and visit a local store[7]
- **70%** have called a business directly from the search results page[8]

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Master the art of holiday ad campaign timing

When holiday shoppers begin spending:[9]

Black Friday is becoming a week-long event as businesses attempt to get a jump on the competition.

- **17%** of Canadians plan to start holiday shopping before Black Friday and Cyber Monday[10]
- **10%** of Canadians plan on shopping on Black Friday and Cyber Monday[10]

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:[12]

- **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

More reasons to choose Bing Ads: retail sub-verticals grew up to 78% year-over-year on Bing[13]

- **42%** share of paid clicks for flowers/gifts/greetings
- **37%** share of paid clicks for toys
- **28%** share of paid clicks for consumer electronics

Bing paves the way through integration

Innovations like the integration of Bing into Windows 10 and new syndication partnerships continue to grow the volume powered by Bing[14]

- 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.

Find your holiday zen by using these Bing Ads tools and features

Agency enablement

Place new client accounts in your existing agency account, view all client accounts, track their performance and select improved billing options, all in one place.

Google Import tool

Import existing ad campaigns directly into Bing Ads. Bulk import campaigns, ad groups, ads and keywords from Google AdWords.

Bulk-editing

Streamline editing by making bulk changes to multiple campaigns, ad groups, ads and keywords. For example, you can update bids, match types or the destination URL for multiple keywords at once.

Unified Device Targeting

Save time and improve your client's investment with this simple and powerful campaign measurement tool that can track conversion rates, duration of site visit, pages per visit and other custom goals that you choose to monitor.

Accounts Summary

Manage multiple accounts from one location and view performance and budget data to quickly target areas that need attention. The overall total at the bottom of the Accounts Summary table sums up all of your accounts.

Merchant Ratings

Annotations display your clients' business rating and links to highly-rated reviews in your ads. Potential customers will be able to see your clients' star rating and read reviews from third-party sources.

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.

Support resources

- **Bing Ads**
  bingads.com
- **Agency Hub**
  bingads.ca/agency
- **Training**
  bingads.ca/courses
- **Case studies**
  bingads.ca/casestudies

Bing support: (800) 985-4671

Reach out to our support teams Monday through Friday from 6:00 A.M. to 6:00 P.M. and on Saturday from 8:00 A.M. to 6:00 P.M. Follow the prompts for "agency" to talk with a specialist.

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1. Adobe Digital Index, "2014 Holiday Shopping Recap," January 2015. 2. National Retail Federation, Monthly Consumer Survey, November 2014. 3. eMarketer Webinar: Lessons Learned from Holiday Shopping 2014 – What to Know for 2015. 4. MarketingLand, The Most Important E-Commerce Marketing Trends of the 2014 Holiday Season & What They Mean In 2015, February 2015. 5. "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. 6. Accenture, "2014 Holiday Shopping Survey: Canada," October 2014. 7. Nielsen. The Digital Consumer Report, 2014. 8. Invoca infographic. Crossing the PPC Chasm: From Forms to Phone Calls, January 2015. 9. National Retail Federation, Monthly Consumer Survey, October 2014. 10. Yahoo Canada, "Talking Tech," September 2014. 11. comScore qSearch (custom), Canada, June 2015; includes Microsoft and Yahoo sites in Canada. 12. comScore qSearch (custom), U.S., March 2015; industry categories based on comScore classifications, comparing March 2015 to March 2014. 13. Microsoft internal data, February 2015.

Microsoft