



Auto repair and services

Drive more local customers to your business with Bing Ads

Bing Ads can help you get more customers through your front door by targeting local searchers who are ready to spend on automotive care.

Canadians go online to find local businesses and automotive related information.



52% of Internet users in Canada cite search engines as their primary resource for local business information.¹



41% of Canadian car shoppers cite digital ads as an influencer when considering a wide variety of makes/models.²



31% of Canadians regularly search for automotive related information online.³

With one ad buy through Bing Ads, in Canada you are able to reach:⁴



17%
search market share

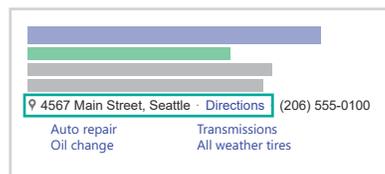


414 million
monthly searches

Advertise locally to help customers find you.

Whether you're a small to mid-sized business, or a national brand with a local presence, Bing Ads can help you target relevant searchers — those who need your products or services now — to grow your customer base.

Location Extensions

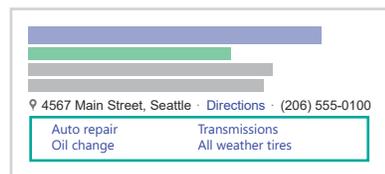


10-15%

click-through rate gain⁵

Location Extensions make your ads more relevant by showing your business address so searchers can find your location at a glance.

Sitelink Extensions

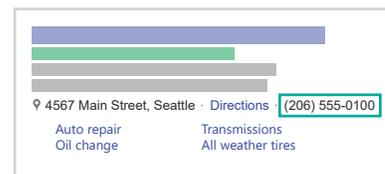


23-35%

click-through rate gain⁵

Sitelink Extensions highlight specific products, specials or services so searchers can go directly to pages they're interested in.

Call Extensions



10-15%

click-through rate gain⁵

Call Extensions highlight a clickable phone number so potential customers are just one tap away from speaking to someone at your business — your first point of contact. Phone calls are 10 times more likely to drive a sale than a click.⁶



Location Targeting

Location targeting helps you make the most of your budget by presenting your ads to those who are close enough to take action right away and walk through your doors.



Radius Targeting

Further define your target range from 1 to 500 miles and in increments of 1 mile with radius targeting.



Keyword Bidding

Adjust keyword bidding by time of day, location and relevance to your offering and target customer. An auto repair shop that stays open later may want to bid for location and later hours to grab nearby customers needing unexpected services or repairs.

Bing Network. Intelligent search.

1. DAC Group and Kantar Media, "2015 Canadian Search Landscape Study," eMarketer. March 23, 2015. 2. Yahoo Canada, "Talking Autos: Leveraging Digital Advertising to Connect with Canadian Car Buyers" in partnership with Research Now as cited in company blog, June 9, 2015. 3. Yahoo Canada, "Talking Content" as cited in company blog, September 17, 2015. 4. comScore qSearch (custom), September 2017. Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in Canada. 5. Microsoft internal data, 2014. 6. BIA/Kelsey, 2012.