

Bing Ads vs. Google AdWords

Top feature differences¹

Already using Google AdWords, but you're not sure how Bing Ads compares? Read on to understand some of the top feature differences.

Bing Ads

Ad Scheduling

- Based on the **searcher's** timezone.

Language targeting

- Countries and regions where ad is displayed determined by **ad language and location target**. Other targeting options, such as device, can also have an impact on whether the ad can be shown.
- Set at the **ad group level**.²

Location targeting, device targeting and ad distribution settings

- Available at the campaign level.
- Available at the **ad group level**.

Ad network distribution and targeting

- **Can** specifically and solely target syndicated search partner sites.
- Can view performance by **individual search partner** and choose to exclude poor-performing partners from your ad groups via the website URL report.

Sitelink Extensions

- Can have different extensions that go to different pages/URLS, or they can all have the **same convenient URL**.
- Can apply at **campaign and ad group level**.

Bidding options

- Manual
- Enhanced CPC

Google AdWords

Ad Scheduling

- Based on the **account's** timezone.

Language targeting

- Targets by **browser language**.³
- Set at the **campaign level**.

Location targeting, device targeting and ad distribution settings

- Available at the campaign level.

Ad network distribution and targeting

- **Can't** specifically and solely target syndicated search partner sites.
- Can view performance of **search partner network** as a whole.

Sitelink Extensions

- Have to create a **different URL for each extension** whether you use one extension or four.
- Can apply at **account, campaign and ad group level**.

Bidding options

- Automatic
 - Clicks
 - Conversions
 - Return on Ad Spends
 - Target cost per acquisition

Bing Ads

Google AdWords

Bid adjustments

- Location
- Day of week
- Time of day
- Device (mobile only)
- Demographic
- Enhanced CPC

Quality Score visibility

- Keyword
- **Campaign**
- **Ad group**

Conversion attribution

- At time of **conversion**

Images

- Image Extensions

Remarketing

- Remarketing for paid search for search ads only
- One tag for both UET and Remarketing for paid search
- 180-day maximum cookie window

Bid adjustments

- Location
- Time of day
- Day of week
- Device (mobile only)
- Demographic
- Enhanced CPC
- Smart bidding

Quality Score visibility

- Keyword

Conversion attribution

- At time of **click**

Images

- Image ads

Remarketing

- Remarketing for search and display ads
- Dynamic remarketing available
- 540-day maximum cookie window

Want more information about Bing Ads features? Visit the [Bing Ads help resources](#) page.

1. According to Google AdWords and Bing Ads help page content, June 2017. Subject to change.
2. Multi-lingual campaign-level targeting coming soon with multiple language targeting pilot.
3. May also target searches or Google Display Network sites that are written in the target language.
4. Bing Ads will have three new comparable smart bidding offerings in pilot this summer.