



Building contractors and services



Online search trends in Canada

Homeowners go online to research, plan and hire.¹ Connect your business to more customers when they're searching for the right carpenter, roofer, electrician, plumber or all-around repair professional through Bing Ads.

Monthly searches related to building and services on the Bing Network in Canada are substantial.²



2.6M

building construction and maintenance



166K

building restoration and preservation



128K

electrician services



136K

commercial and general contracting

Average cost-per-click for these categories is low on the Bing Network.³

\$0.55

building construction and maintenance

\$0.69

building restoration and preservation

\$1.01

electrician services

\$0.88

commercial and general contracting

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



17%

search market share



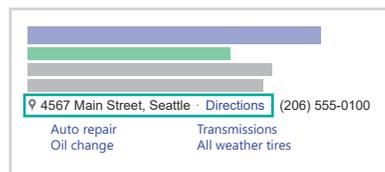
414 million

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

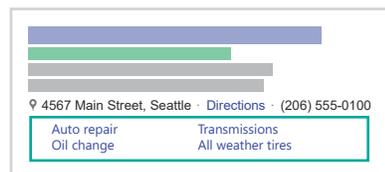


10-15%

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

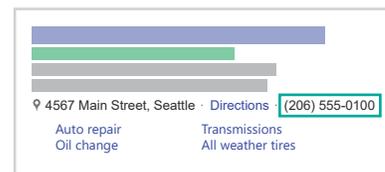


23-35%

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. A business that opens earlier and stays open later may want to bid for location and earlier/later hours to grab nearby customers needing unexpected or urgent services.

Bing Network. Intelligent search.

1. Consumers Turn to Digital for Home Improvement Inspiration and Research, eMarketer, January 2014. 2. Bing Ads Campaign Planner, Microsoft internal data, March 2017. Includes Bing, AOL, Yahoo search and syndicated sites. 3. Bing Ads Campaign Planner data, Microsoft internal data. Data range: April 16-22, 2017. Includes Bing, AOL, Yahoo search and syndicated partners. 4. comScore qSearch (custom), September 2017. The Bing Network includes PC searches on Bing, Yahoo Search (searches powered by Bing), and AOL Search Network in Canada. 5. Microsoft Internal Data, 2014. 6. BIA/Kelsey 2012.