



Grow your practice with Bing Ads



Dental care online search trends in Canada

Reach new patients, generate high quality appointments and grow your practice by targeting local dental care searchers with Bing Ads.

Bing Network searches for dental and medical resources are substantial in Canada.¹



2.4M

annual searches for professional medical resources



1.3M

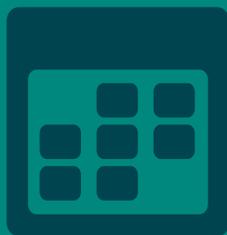
annual searches for dental health



1.1M

annual searches for dentists and dental services

The Bing Network powers millions of searches in Canada.



414 million
monthly searches²

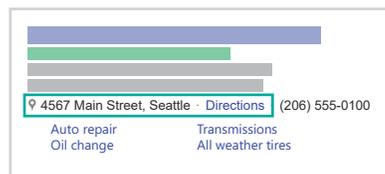


17%
search market share²

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

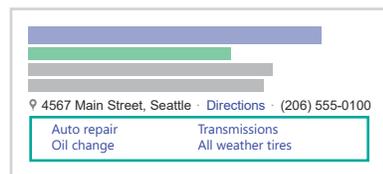


10-15%

click-through rate gain³

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

Sitelink Extensions

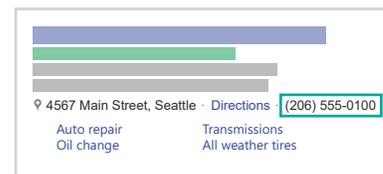


23-35%

click-through rate gain³

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 gain⁴

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.⁴



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 office that stays open later may want to bid for location and later hours to grab nearby clients needing unexpected or urgent advice and services.

Bing Network. Intelligent search.

1. Microsoft internal data. Includes Bing, AOL, Yahoo search and syndicated sites in Canada. Data range: April 2016 - March 2017. 2. comScore qSearch (custom), September 2017; includes PC searches on Bing, Yahoo Search (searches powered by Bing), and AOL Search Network in Canada. 3. Microsoft internal data, 2014. 4. BIA/Kelsey 2012.