



# Bing Ads

Where smart SEM solutions lead to better results

Discover the tools and tricks of Bing Ads, and get the knowledge to help your clients grow their business.

## Ad Extensions



### Sitelink Extensions

Get more clicks with more links in your ads, and highlight products, specials or services so searchers can go directly to pages they are interested in. Add even more detail with Enhanced Sitelink Extensions.



### Call Extensions

Connect searchers to businesses with a clickable phone number. Potential customers are just a tap away from speaking to your clients.



### Location Extensions

Drive foot traffic, not just Web traffic, to your clients by displaying their business address, a phone number and a directions link in their ads.



### App Extensions

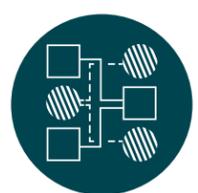
Do your clients have an app? Promote it to increase user engagement and drive more sales. Plus, track installs and clicks as part of the detailed reporting.



*"If you want to have real growth, there's really only one way to get at that right away, and that's with paid search strategies such as paid search remarketing, ad extensions and display ads."*

Dreu Adams  
Manager of Strategic Outreach | Residential Home Health

## Targeting



### Remarketing in Paid Search

Help your clients optimise their ads, bids and keywords for high-value customers, like those who visited their homepage or abandoned a shopping cart.



### Universal Event Tracking

Save time and improve your clients' investments by tracking conversion rates, duration of site visits, pages per visit and other custom goals.



### Location Targeting

Make the most of your clients' budgets by targeting searchers in selected cities, counties, metropolitan areas and postcodes or within a specified radius.

*"I'm really excited this year about Bing Shopping Campaigns being launched. I have seen some really good returns, some good results on that as far as volume, conversion rate and cost per acquisition"*

Elizabeth Marsten  
Director of Paid Search | CommerceHub

