

Five reasons advertisers love Bing Ads




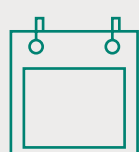
Why try Bing Ads?

Success stories from real Bing Ads advertisers

1 BING IS GROWING

One in three searches are powered by the Bing Network in the U.S.¹

 **138 MILLION**
unique searchers

 **5 BILLION**
monthly searches

 **33.4%**
of the PC search market

Not only does Bing's platform power many products inside Microsoft, it's increasingly powering many of the devices and services outside of Microsoft.



“Every time I see the Bing Ads people, I run up to them and say, ‘Thank you, thank you, thank you!’ I love the extra traffic.”

Mona Ellesseily
VP of Online Marketing Strategy
Page Zero Media



2 REACHING A HIGH-VALUE AUDIENCE

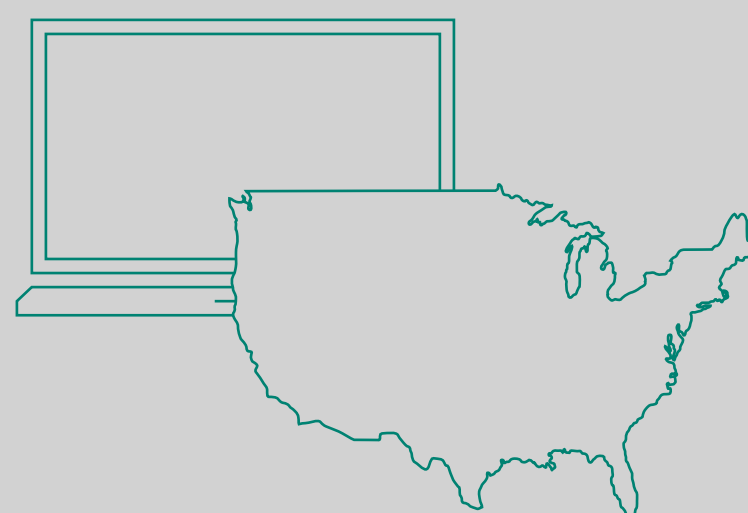
The Bing Network reaches a high-value audience not found on Google²

73%
are between the ages of 25-64

52%
have a college degree or higher

54%
have a household income of \$75K+

In the U.S., Bing Network searchers spend **24% more online** than the average internet searcher.¹



“What’s great about Bing is, the Bing consumer tends to be a little older and more motivated in terms of their actions; in other words, they window-shop less and buy more.”

Teresa Bordenet
Vice President of Market Share Strategy
Showroom Logic

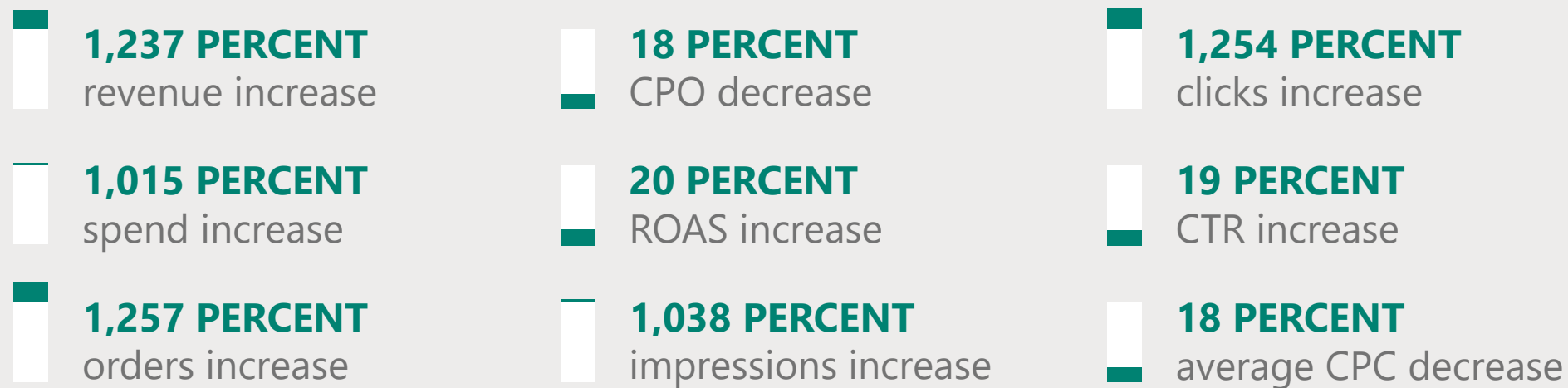


3

DELIVERING RESULTS AND DELIGHTING CUSTOMERS

Many advertisers, big and small, who tap into the Bing Network, consistently see a great ROI. And when compared to AdWords, many of our customers see lower CPCs.

With the assistance of **CommerceHub** and **Bing Ads**, **Century Novelty** took its search engine marketing (SEM) and pay-per-click (PPC) advertising to the next level. The numbers tell the full story. Among the results:



“I’m really excited this year about Bing Shopping Campaigns being launched. I’ve seen some really good returns, and good results as far as volume, conversion rate and cost per acquisition.”

Elizabeth Marsten
Director of Paid Search
CommerceHub



4

INNOVATING PRODUCTS CUSTOMERS LOVE

Bing Ads is dedicated to driving product innovations that enable brands and advertisers to connect in deeper, more engaging ways with their audiences.



Customers get clicks with **Sitelink Extensions**. When ResourceIT offers multiple Sitelink Extensions in its clients’ ads, the agency raises click-through rates **25%**.



Customers make more with **Bing Shopping Campaigns**, which helped **CommerceHub** grow **Century Novelty’s** revenue **1,237%**.

Customers save time with **Bing Ads Editor**, which **Motoroso** uses to schedule campaigns and monitor performance. Through Bing Ads Editor, **Page Zero Media** used the **Bing Ads Google Import** tool to bring client **CanyonTours.com’s** Google AdWords campaign into Bing Ads.

“Bing Shopping Campaigns are not only improving our bottom line, but we are also getting really great exposure and brand interaction with growth over the original Product Ads campaigns.”

Kyle Madigan
President
Century Novelty



5

PROVIDING THE SUPPORT CUSTOMERS NEED

“I get the best customer support from Bing Ads, whether or not that’s from the rep for my agency, if I go on Twitter, email, call the 1-800 number – always.”

Elizabeth Marsten
Director of Paid Search
CommerceHub

“I’ve said it before and I’m going to keep saying it because you are all legendary – the service is fantastic!”

Katy Tonkin
VP of Digital Marketing
Point It

Get more from your ads.

Contact the Bing Support Team or get in touch with your account manager to take your campaign performance to new heights.

bingads.com/support

Bing Network. Be there.

1. comScore qSearch, Explicit Core Search (custom), June 2017; includes Microsoft Sites Core Search Explicit, Yahoo Sites Core Search Explicit (searches powered by Bing) and AOL Inc. Core Search Explicit in the US. 2. comScore Plan Metrix, US, March 2017, custom measure created using comScore indices and duplication. Bing Network represents unduplicated visitors to Bing Web, Yahoo U.S. Web Search and AOL.COM Web Search. Yahoo U.S. Web Search is at least 50% powered by Bing. Data represents desktop traffic only.

