From new furniture to extensive DIY home improvement and repair projects, online search plays a key role throughout the process. Reach your ideal customers when they’re searching for the perfect home upgrade. Bing Ads reaches a high-value audience that’s ready to spend.

Home improvement projects begin with online inspiration, ideas and information
- 59% search home improvement/ DIY sites
- 40% search social media platforms
- 38% search retail/commercial sites

Bing Network delivers substantial clicks for home improvement
- 7.7M monthly searches for interior design
- 2.6M monthly searches for yard and garden accessories
- 42% share of paid clicks for home furnishings

Bing Network delivers for retail vertical
- 74.6M total retail searchers
- 617M total retail searches
- 49.7M retail searchers not reached on Google
- 34% of all retail paid clicks

Compared with Google, the Bing Network audience is:
- 25% more likely to have replaced plumbing fixtures in the last 12 months
- 19% more likely to have painted exterior in the last 12 months
- 17% more likely to have searched online for gardening supplies in the last 6 months
- 7% more likely to have searched online for power tools in the last 6 months

With one ad buy through Bing Ads, you are able to reach 137M unique searchers who represent:
- 5.4B monthly searches
- 32.9% of the search market, or nearly 1/3 of all queries
- An audience that spends 17% more online than the average Internet searcher

Best practices
- **Call Extensions** make it easier to find your business by displaying your address, phone number and a link to directions.
- **Location Extensions** drive more in-store traffic. Add a directions link to make it even easier to find your business.
- **Sitelink Extensions** add multiple links to your ad so searchers can go directly to pages they’re interested in, offering a 25-35% higher click-through rate on average.
- **Enhanced Sitelinks** have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.
- **Remarketing in Paid Search** gives you a chance to re-engage with return site visitors.

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1. eMarketer. RhythmOne as cited in company blog, April 8, 2016. 2. Microsoft internal data, March 2017. Includes Bing, AOL, Yahoo and syndicated partner sites.
3. comScore qSearch (custom). U.S., March 2017; industry categories based on comScore classifications. 4. comScore Plan Metrix, US, April 2016, custom measure created using comScore indices and duplication. April data was used to reflect the home and garden season. 5. comScore qSearch, Implicit Core Search (custom), March 2017. Bing Network includes Microsoft Sites Core Search Exploit, Yahoo Sites Core Search Exploit (searches powered by Bing) and AOL Inc. Core Search Explicit in the United States. 6. Microsoft internal data, 2014. 7. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.