Home improvement and search advertising
They go together like hammer and nail

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.

Bing Network delivers substantial clicks for home improvement
8.3M monthly searches for interior design
1.8M monthly searches for yard and garden accessories
35% share of paid clicks for home furnishings

Bing Network delivers for retail vertical:
93M total retail searchers
832M total retail searches
54M retail searchers not reached on Google
29% of all retail paid clicks

Compared with Google, the Bing Network audience is:
25% more likely to have applied wallpaper in the last 12 months
17% more likely to have installed hardwood floor, tile or carpet in the last 12 months
13% more likely to have bought small appliances online in the last 6 months
9% more likely to have bought furniture/home furnishings online in the last 6 months

With one ad buy through Bing Ads, you are able to reach 160M unique searchers who represent:
5B monthly searches
31.3% of the search market, or nearly 1/3 of all queries
An audience that spends 25% 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.

1. eMarketer. RhythmOne as cited in company blog, April 8, 2016. 2. Microsoft internal data, March 2016. Includes Bing, AOL, Yahoo and syndicated partner sites. 3. comScore qSearch (custom), U.S., December 2015; industry categories based on comScore classifications. 4. comScore qSearch, Explicit Core Search (custom), June 2016; includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in the United States. 5. Microsoft internal data, 2014. 6. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.