



# 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.



## Home improvement projects begin with online inspiration, ideas and information<sup>1</sup>

**59%** search home improvement/DIY sites

**40%** search social media platforms

**38%** search retail/commercial sites



## Bing Network delivers substantial clicks for home improvement<sup>2</sup>

**14.2M** total home furnishings searchers

**38M** total home furnishings searches

**38%** share of paid clicks for home furnishings

## Bing Network delivers for retail vertical:<sup>2</sup>

**74M** total retail searchers

**604M** total retail searches

**51.4M** retail searchers not reached on Google

**35%** share of all retail paid clicks



## Compared with Google, the Bing Network audience is:<sup>3</sup>

**70%** more likely to have hired a contractor to **finish basement/attic** in the last 12 months

**38%** more likely to have hired a contractor for a **major landscaping project** in the last 12 months

**33%** more likely to have hired a contractor to **paint exterior** in the last 12 months

**30%** more likely to have hired a contractor to **add deck/patio** in the last 12 months



With one ad buy through Bing Ads, you are able to reach **136M unique searchers** who represent:<sup>4</sup>

**5B** monthly searches

**33.7% of the search market**, or **1/3 of all queries**

An audience that spends **19% 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.<sup>5</sup>

**Enhanced Sitelinks** have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.<sup>6</sup>

**Remarketing in Paid Search** gives you a chance to re-engage with return site visitors.

Visit the [Bing Ads Agency Hub](#) for more resources.



1. eMarketer: RhythmOne as cited in company blog, April 8, 2016. 2. comScore qSearch (custom), U.S., September 2017; industry categories based on comScore classifications. 3. comScore Plan Metrix, US, April 2017, custom measure created using comScore indices and duplication; 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. 4. comScore qSearch, Explicit Core Search (custom), September 2017 (PC only). The Bing Network includes Microsoft Sites Core Search Explicit, Yahoo Sites Core Search Explicit (searches powered by Bing) and AOL Inc. Core Search Explicit in the United States. 5. Microsoft internal data, 2014. 6. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.