



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 information¹

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 design²

2.6M monthly searches for yard and garden accessories²

42% share of paid clicks for home furnishings³

Bing Network delivers for retail vertical:³

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:⁴

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

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.⁶

Enhanced Sitelinks have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.⁷

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 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, Explicit Core Search (custom), March 2017. 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. 6. Microsoft internal data, 2014. 7. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.

