



Insurance and search advertising in Canada

Search is typically the first step for those looking for insurance information and local services. Bing Ads can help connect you with local consumers and businesses that are ready to buy.

Search volume for the keyword “insurance” on the Bing Network in Canada is significant:¹



13.6M

total annual searches



2M

total monthly searches on average

Desktop searches far outnumber smartphone search volume for insurance:²



13%

smartphone volume



82%

desktop volume



The average cost per click for insurance keywords are low on the Bing Network:²



\$2.86

average cost per click



\$2.31

average top of page cost per click



\$1.29

average sidebar cost per click

The Bing Network audience in Canada is sophisticated and financially secure.³



62%

are ages 35+



53%

have a household income of \$75K+

With one ad buy through Bing Ads, in Canada you are able to reach:⁴



17%

search market share



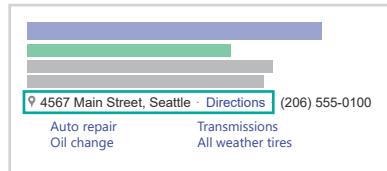
414 million

monthly searches

Advertise locally to help customers find you.

Whether you're a small to midsized business, or a national brand with a local presence, Bing Ads can help you target relevant searchers and grow your customer base.

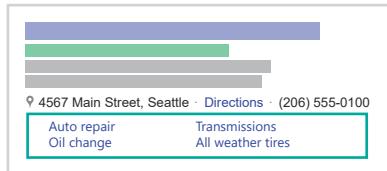
Location Extensions



 **10-15%**
click-through rate gain⁵

Location Extensions make your ads more relevant by showing your business address so searchers can find your location at a glance.

Sitelink Extensions



 **23-35%**
click-through rate gain⁵

Sitelink Extensions highlight specific products, specials or services so searchers can go directly to pages they're interested in.

Call Extensions



 **10-15%**
click-through rate gain⁵

Call Extensions highlight a clickable phone number so potential customers are just one tap away from speaking to someone at your business – your first point of contact. Phone calls are 10 times more likely to drive a sale than a click.⁶



Location Targeting

Location targeting helps you make the most of your budget by presenting your ads to those who are close enough to take action right away and walk through your doors.



Radius Targeting

Further define your target range from 1 to 500 miles and in increments of 1 mile with radius targeting.



Keyword Bidding

Adjust keyword bidding by time of day, location and relevance to your offering and target customer. An office that stays open later may want to bid for location and later hours to grab nearby clients needing unexpected or urgent advice and services.

Bing Network. Intelligent search.

1. Microsoft internal data, Canada. Data range: April 2016 - March 2017. 2. Microsoft internal data, Canada. Data range: April 16-22, 2017. 3. comScore Media Metrix, November 2015, custom measure created using comScore indices and duplication. 4. comScore qSearch (custom), September 2017. Bing Network includes PC searches on Bing, Yahoo Search (searches powered by Bing), and AOL Search Network in Canada. 5. Microsoft Internal Data, 2014. 6. BIA/Kelsey 2012.