

The Bing Network powers searches throughout Europe¹

Europe **3B / 9%**
 Netherlands **120M / 9%**
 United Kingdom **977M / 26%**
 Germany **509M / 12%**
 France **788M / 19%**
 Italy **225M / 9%**



Monthly searches / search market share (PC)

Globally, the Bing Network accounts for:²



Bing paves the way through integration²



500M+ devices running Windows 10



96% of our business customers are actively piloting Windows 10

48% of Bing O&O searches are from Windows 10

150% faster growth than Windows 7

Bing Ads features help target your ideal customers

- Location Extensions** — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link to target local customers.
- Location targeting** — Make the most of your budget by targeting searchers in selected cities, metro areas and postal codes that you choose.
- Call Extensions** — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you – the first point of contact.
- Sitelink Extensions** — Increase the size of your mainline ads and highlight specific products, specials or services so searchers can go directly to the pages they're interested in.
- App Extensions** — Promote your clients' apps to increase user engagement and drive more sales.
- Image Extensions** — Add an image to ads to help them stand out.
- Bing Shopping Campaigns** — Run Product Ads to showcase products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.

1. comScore qSearch (custom), March 2017. The Bing Network includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network in Europe. 2. comScore qSearch (custom), March 2017; includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network worldwide. 3. Microsoft Internal Data, Global, FYQ3 2017.