



Expand your customer  
audience with **BING ADS**

# Thank you for considering Bing Ads.

Though you may already advertise through other platforms such as Google AdWords, the Bing Network can boost your search traffic by offering an additional customer audience and increase diversity, growth and profits for your business.

Globally, the Bing Network accounts for:<sup>1</sup>



12.4B monthly searches in 37 markets



The Bing Network powers searches throughout Europe:<sup>1</sup>

Europe	
Netherlands	
United Kingdom	
Germany	
France	
Italy	



Monthly searches

3B  
120M  
977M  
509M  
788M  
225M



Search market share (PC)

9%  
9%  
26%  
12%  
19%  
9%



## High-quality partnerships add to the Bing Network's value

- Bing now powers AOL web, mobile and tablet search, providing paid search ads to AOL's properties worldwide.
- Our partnerships with third-party publishers, like Wall Street Journal, adMarketplace, Ecosia, CBS Interactive and others bring high-quality volume and increased clicks to your business.

## Bing paves the way through integration<sup>2</sup>

- **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

## Reach your ideal customers and attract locally with these Bing Ads features



**Location Extensions** — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link in your ads to target local customers.



**Location targeting** — Make the most of your budget by targeting searchers in selected cities, provinces, metro areas and postal codes.



**Call Extensions** — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you directly.



**Sitelink Extensions** — Increase the size of mainline ads and highlight your products, specials or services so searchers can go directly to pages they're interested in.



**App Extensions** — Promote your apps to increase user engagement and drive more sales.



**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.

"With the help of our search engine marketing team at CommerceHub we are able to see, based on the performance data, that we are doing really well advertising on Bing," says Kyle Madigan, president of Century Novelty, a party supply and decorations company. "We have experienced great growth on the Bing channel, and we plan to continue investing more marketing dollars into advertising on Bing to capture even more great results."

Ready to get started?

Contact us:

<Enter your agency website>

<Enter your agency contact phone #>

<Enter your agency address and/or any other info>

### **Bing Ads**

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