



WELCOME TO **BING ADS**

Learn how to get started as a Bing Ads agency

**Thank you for considering
Bing Ads for agencies.**

Though you may already manage clients using Google AdWords, the Bing Network can boost search traffic by offering an additional customer audience and increase diversity, growth and profits for you and your clients.

Our high-value audience is global, local and mobile — and spends more online. Here you'll find insights and resources to help solidify your role as a strategic partner to your clients by adding Bing Ads to their marketing strategies.

Globally, the Bing Network accounts for:¹



12.4B monthly searches
in **37** markets



The Bing Network powers searches throughout Europe:¹

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 advertisers.

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

Agency support and resources are at your fingertips

EXPERT ADVICE

Highly skilled agency support specialists can help you with billing, setting up new accounts, importing existing campaigns and providing campaign analysis. They'll also explain the resources available to successfully manage your clients and their ad campaigns.

TRAINING AND ACCREDITATION

Choose from abundant online assets including video tutorials and customised presentations. Showcase your industry expertise with the [Bing Ads Accredited Professional](#) badge and get your business featured in the [Bing Partner Directory](#).

ONLINE RESOURCES

Our online agency resources feature custom marketing materials and industry insights to help you optimise your accounts, while seasonal sales kits help you sell your services and better serve your clients during peak sales periods. Client facing materials help you sell Bing Ads and your services to prospective clients.

Get started as a Bing Ads agency

1. Create your **Bing Ads account**.
2. Click the cog to the right of the username in the top line of the UI, and click **Accounts & Billing**.
3. On the **Details tab**, click **Become An Agency**.
4. Read the information on becoming an agency, and click **Become An Agency**.

The agency to client onboarding process

1. You become a **Bing Ads agency**.
2. The **client signs up** for Bing Ads.
3. In Bing Ads, you **send the client a request**.
4. The **client accepts** the request.
5. You **start managing** their account.
6. If your clients already have Google AdWords campaigns, import them directly into Bing Ads with the [Google Import tool](#).

Reach ideal customers with these Bing Ads features

Location Extensions — Drive foot traffic, not just web traffic, to your clients by displaying their business address, phone number and a directions link in their 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 businesses with a clickable phone number. Potential customers are just one tap away from speaking to your clients – the first point of contact.

Sitelink Extensions — Increase the size of mainline ads and highlight specific products, specials or services so searchers can go directly to 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 your clients' ad 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.

Streamline efforts with Bing Ads agency tools



AGENCY ENABLEMENT

Link new client accounts after you've created your agency customer shell to view all client accounts, track their performance and select improved billing options, all in one place.



GOOGLE IMPORT TOOL

Import existing ad campaigns directly into Bing Ads. Bulk import campaigns, ad groups, ads and keywords from Google AdWords.



BULK-EDITING

Streamline editing by making bulk changes to multiple campaigns, ad groups, ads and keywords. For example, you can update bids, match types or the destination URL for multiple keywords at once.



BING ADS EDITOR

This bulk management tool helps you edit and manage several campaigns at once. Edit campaigns offline to publish changes later. Bing Ads Editor for Mac is now available globally.



ACCOUNTS SUMMARY

Manage multiple accounts from one location and view performance and budget data to quickly target areas that need attention. The overall total at the bottom of the Accounts Summary table sums up all of your accounts.



UNIVERSAL EVENT TRACKING

Save time and improve your client's investment with this simple and powerful campaign measurement tool that can track conversion rates, duration of site visits, pages per visit and other custom goals that you choose to monitor.



AUTOMATED RULES

Save time by setting up rules you choose to best manage your client accounts and meet all desired KPIs.

Optimise your campaigns and stay ahead of the competition with these helpful agency tools



Ad Preview and Diagnostics Tool — See if your ads are showing on the first page of Bing search results without affecting clicks. Plus, get bid suggestions and instantly preview the results of bid changes.



Bing Ads Opportunities tab — Find opportunities based on performance and get suggestions on how to improve campaign performance.



Top Mover report — Quickly diagnose what's driving performance variations in your accounts and get possible causes.



Keyword Planner — Regularly check keyword performance and update seasonally by adjusting your keywords and match types accordingly to ensure competitive placement.



Auction Insights report — See how your ads compete with other advertisers with valuable data on key statistics, including impression share and average position.



Campaign Planner — Get a top-down view of performance data at the vertical, product and keyword levels. Quickly research industry trends, keyword trends, competitive performance and more.

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Testimonials from Bing Ads agencies and their clients

“For most of our advertisers who use Bing Ads, we see a higher return on ad spend and a lower cost per acquisition compared to Google AdWords,” says Stefan Atanassov, SEM Manager and Web Analyst, ECommerce Partners. “Bing Shopping Campaigns give us flexibility to be very specific in our targeting needs and exclude irrelevant traffic so we’re able to serve our ads to the most relevant customers.”

“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.”

“What’s great about Bing is, the Bing consumer tends to be a little older and more motivated in terms of their actions; in other words, they window-shop less and buy more,” states Vice President of Marketing Robert Monsoon of Showroom Logic. “We now have over 200 clients on Bing Ads. We’ve worked very closely with the Bing team over the last year. And the great thing about that is not only did we adopt their technology, they adapted the way that the Bing Ads platform works to coincide with our AdLogic software.”

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Support resources

Bing Ads

bingads.nl

Agency Hub

bingads.com/eu-agency

Training

bingads.co.uk/courses

Bing Ads Accredited Professional

bingadspros.com

Customer stories

bingads.co.uk/casestudies

Bing Ads Agency Support Team:

Netherlands: 0800 0205931

United Kingdom: 0800 633 5915

France: 0800 970 231

Germany: 0800 589 3

Italy: 800-930-866


Reach out to our support teams Monday through Friday from 9:00 A.M. to 6:00 P.M. PT


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