



All roads lead to search advertising

Bing Ads connects you with automotive shoppers



Auto industry overview

High consumer confidence, low interest rates and lower fuel prices point to a happy 2017 for automakers.

\$318 billion

forecasted in U.S. new car market in 2017¹

\$191 billion

of auto sales estimated to be SUVs and light trucks¹

28%

of internet users ages 18-65 would buy a car online²

Mobile is part of the auto shopping strategy — targeting mobile shoppers should be part of your marketing strategy.



7 in 10

use a mobile device when shopping for a vehicle³



44% research things like brands, prices and user reviews before visiting a dealership³



28% compare prices with other brands or dealers while at a dealership³

Compared with Google's audience, the Bing Network audience is:⁴

73% more likely to own Isuzu



15% more likely to have spent \$15K to \$20K for a vehicle



31% more likely own Oldsmobile



44% more likely to own Audi



42% more likely to own Porsche



24% more likely to own Saturn



Bing Network puts your business at the center of auto shoppers' everyday lives.⁵



17.6M total automotive searchers



40% of automotive paid clicks share



14.6M auto searchers **not reached on Google**

Bing Ads features can help increase click-through rates and conversions.



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 23-35% 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.

Visit the [Bing Ads Agency Hub](#) for more resources.



1. Iris Peters, IBISWorld Industry Report 33611a: Car & Automobile Manufacturing in the U.S., March 2017. 2. Jabian, August 2016. 3. SessionM, "Refining Your (Auto) Mobile Strategy," November 2015. 4. comScore Plan Metrix, U.S., January 2017, custom measure created using comScore indices and duplication. Bing Network represents unduplicated visitors to Bing Web, Yahoo U.S. Web Search and AOL.COM Web Search. Yahoo U.S. Web Search is at least 50% powered by Bing. 5. comScore qSearch (custom), US, August 2017; industry categories based on comScore classifications. 6. Microsoft internal data, 2014. 7. Compared to ads without Enhanced Sitelinks. Microsoft Internal Data analysis, 2015.