



# 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 2017<sup>1</sup>

**\$191 billion**

of auto sales estimated to be SUVs and light trucks<sup>1</sup>

**28%**

of internet users ages 18-65 would buy a car online<sup>2</sup>

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 vehicle<sup>3</sup>



**44%** research

things like brands, prices and user reviews before visiting a dealership<sup>3</sup>



**28%** compare

prices with other brands or dealers while at a dealership<sup>3</sup>

Compared with Google's audience, the Bing Network audience is:<sup>4</sup>

**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.<sup>5</sup>



**17.2M** total automotive searchers



**37%** of all automotive paid clicks



**14.2M** 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.<sup>6</sup>



**Enhanced Sitelinks** have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.<sup>7</sup>



**Remarketing in Paid Search** gives you a chance to re-engage with return site visitors.

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, March 2017; industry categories based on comScore classifications. 6. Microsoft internal data, 2014. 7. Compared to ads without Enhanced Sitelinks. Microsoft Internal Data analysis, 2015.

