



Franchises and search advertising

Grow your business with Bing Ads

Attracting customers through local advertising is essential for brick-and-mortar businesses. Bing Ads can connect your business with the right people at the right time.

Monthly search volume related to leading franchise verticals on the Bing Network is strong:¹



60M
searches for sporting goods



38M
searches for hotels, motels and resorts



11M
searches for mail and package delivery



15M
searches for fast food restaurants



The Bing Network delivers for retail vertical:²

- 75M** total retail searchers
- 617M** total retail searches
- 50M** retail searchers not reached on Google
- 34%** of all retail paid clicks



The Bing Network delivers for hotels and resorts vertical:²

- 9M** total hotels/resorts searchers
- 20M** total hotels/resorts searches
- 7M** hotels/resorts searchers not reached on Google
- 41%** of all hotels/resorts paid clicks

1. Bing Ads Campaign Planner, March 2017. Bing Network includes Bing, AOL, Yahoo Search and syndicated partners. 2. comScore qSearch (custom), U.S., March 2017; industry categories based on comScore classifications. 3. comScore qSearch, Explicit Core Search (custom), March 2017. Bing Network includes Microsoft Sites Core Search Explicit, Yahoo Sites Core Search Explicit (searches powered by Bing) and AOL Inc. Core Search Explicit in the United States. 4. Microsoft internal data, 2014. 5. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.



With one ad buy through Bing Ads, you are able to reach **137M unique searchers** who represent:³



5.4B
monthly searches



32.9% of the search market, or nearly 1/3 of all queries in the U.S.



An audience that spends **17% more online** than the average Internet searcher

Best practices



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.⁴



Enhanced Sitelinks have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.⁵



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

