



# 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:<sup>1</sup>



**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:<sup>2</sup>

**74M** total retail searchers  
**604M** total retail searches  
**51M** retail searchers not reached on Google  
**35%** paid clicks share



### The Bing Network delivers for hotels and resorts vertical:<sup>2</sup>

**8M** total hotels/resorts searchers  
**18M** total hotels/resorts searches  
**7M** hotels/resorts searchers not reached on Google  
**38%** of all hotels/resorts paid clicks share

1. Bing Ads Campaign Planner, March 2017. Bing Network includes Bing, AOL, Yahoo Search and syndicated partners. 2. comScore qSearch (custom), U.S., September 2017; industry categories based on comScore classifications. 3. comScore qSearch, Explicit Core Search (custom), September 2017 (PC only). 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 **136M unique searchers** who represent:<sup>3</sup>



**5B**  
monthly searches



**33.7%** of the search market, or **1/3** of all queries in the U.S.



An audience that spends **19% 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.<sup>4</sup>



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



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

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

