Search plays a role in all stages of health care
Grow your health care business with Bing Ads

Online search is a critical discovery tool and provides all types of health-related information, helping people make life’s most important decisions. With one ad buy through Bing Ads, your business can reach millions of health searchers found on the Bing Network.

**Search puts health-related content at people’s fingertips**

- 46% of millennials and Gen X use the Internet to manage their health
- 53% of Internet users surveyed use WebMD to access health information
- 31% use health system sites such as MayoClinic.org and Cleveland Clinic
- 35% users go online to self-diagnose their symptoms

**Bing Network reaches health-related searchers – and in just one month delivered:**

- 106M total health searches
- 26M total health searchers
- 43% of all health paid clicks
- 21M health searchers not reached on Google

**Bing Network delivers substantial paid clicks for health and wellness**

- 49% share of paid clicks for health information
- 51% share of paid clicks for pharmacy
- 42% increase in share of paid clicks for lifestyles-food

---

**Bing Network health audience demographics:**

- Nearly 40% have a household income of $100K or more
- 40%+ are between the ages of 45-64
- 59% of Bing Network’s health audience is female
- 31% have a college degree or higher

**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.
- **Enhanced Sitelinks** have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.
- **Remarketing in Paid Search** gives you a chance to re-engage with return site visitors.

---