Search plays a role in all health care decisions
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 health¹
- **53%** of Internet users surveyed use WebMD to access health information²
- **31%** use health system sites such as MayoClinic.org and Cleveland Clinic²
- **35%** of Internet users go online to self-diagnose their symptoms³

Bing Network reaches health-related searchers – and in just one month delivered:⁴

- **150M** total health searches
- **30M** total health searchers
- **49%** of all health paid clicks
- **23M** health searchers not reached on Google

Bing Network delivers substantial paid clicks for health and wellness

- **57%** share of paid clicks for health information⁵
- **45%** share of paid clicks for pharmacy⁵
- **14%** increase in share of paid clicks for health information⁶

Bing Network health audience demographics⁷

- Nearly 1/3 has a household income of $100,000 or more
- **50%** are between the ages of 25-54 years old
- **60%** of Bing Network’s health audience is female
- **34%** have graduated college with a degree

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.⁸

**Enhanced Sitelinks** have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.⁹

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

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