



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 health¹

53% of Internet users surveyed use WebMD to access health information¹

31% use health system sites such as MayoClinic.org and Cleveland Clinic¹

35% users go online to self-diagnose their symptoms²

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



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 wellness⁴



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:⁵

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.⁶

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

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

1. WebMD, "Patient Engagement Survey 2015," March 2016. 2. Makovsky Health and Kelton, "Pulse of Online Search, March 10, 2016. 3. Edelman, "Consumers and the Digital Health Information Journey," January 2016. 4. comScore qSearch (custom), U.S., March 2017; industry categories based on comScore classifications. 5. comScore Plan Metrix, US, March 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. 6. Microsoft internal data, 2014. 7. Compared to ads without Enhanced Sitelinks. Microsoft internal data analysis, 2015.

