**All roads lead to search advertising**

**Bing Ads connects you with automotive shoppers**

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**Auto industry overview**

High consumer confidence, low interest rates and lower fuel prices point to a happy 2016 for automakers.

- **$280 billion** forecasted U.S. auto industry sales in 2016
- **33%** of auto sales last year were SUVs
- **6 in 10** car shoppers are influenced by promotions

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**Bing Network puts your business at the center of auto shoppers’ everyday lives.**

- **96M** total automotive searchers
- **41%** of all automotive paid clicks
- **16M** auto searchers not reached on Google

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**Bing Ads features can help increase click-through rates and conversions.**

- **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.

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**Mobile is part of the auto shopping strategy — targeting mobile shoppers should be part of your marketing strategy.**

- **7 in 10** use a mobile device when shopping for a vehicle
- **44%** research things like brands, prices and user reviews before visiting a dealership
- **28%** compare prices with other brands or dealers while at a dealership

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**Compared with Google’s audience, the Bing Network audience is:**

- **67%** more likely to own other Asian import
- **44%** more likely to plan/buy convertible/sports luxury in the next 6 months
- **35%** more likely to own Jaguar
- **20%** more likely to own Saturn
- **20%** more likely to own Land Rover
- **15%** more likely to own other European import

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