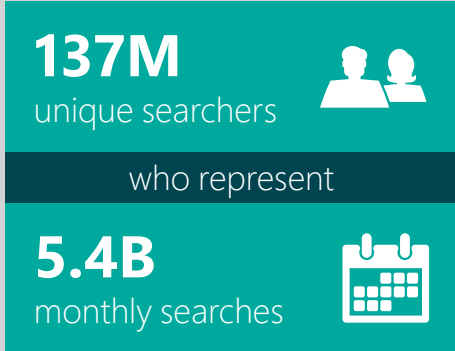
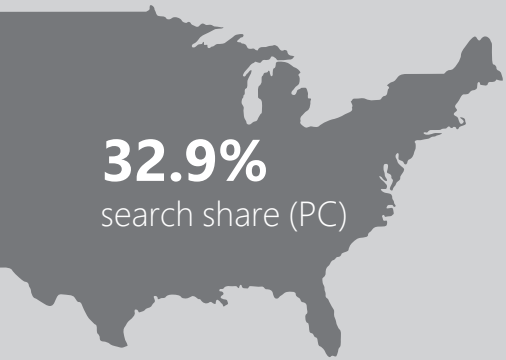
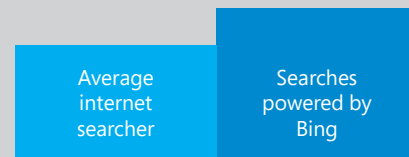
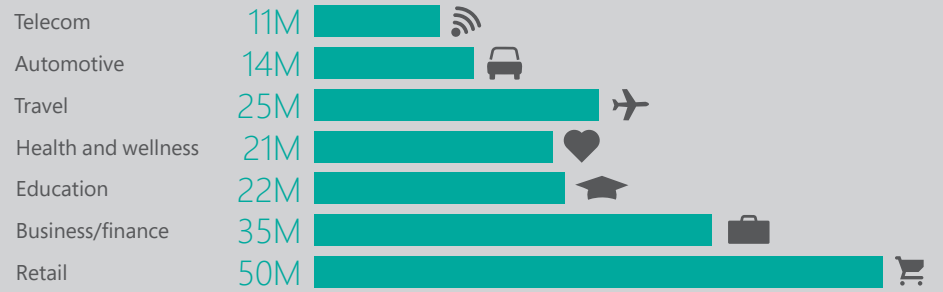


## Bing Ads — reach your audience

Around the world and in your neighborhood  
In the United States, you can reach:<sup>1</sup>



Access exclusive searchers not reached on Google<sup>2</sup>



These searchers spend **17 percent more online** than the average internet searcher.<sup>1</sup>

## Extend your reach with Bing Ads mobile

**29%** of mobile searches each month are on Windows Phones.<sup>3</sup>

**27%** of Bing Network search volume is mobile.<sup>4</sup>

Set aside budget to take advantage of more mobile traffic.

**53%** of mobile searches each month are on iOS devices.<sup>3</sup>

**53%** increase in mobile CTR.<sup>4</sup>

Use device targeting and ad extensions to get more out of mobile campaigns.

## Bing paves the way through integration



Windows 10 drives more engagement and delivers more volume to Bing.

**400M** devices running Windows 10.<sup>5</sup>

**96%** of business customers are actively piloting Windows 10.<sup>5</sup>

**70%** of Windows 10 Bing O&O searches are on Edge browser.<sup>6</sup>

## Bing Ads is your search advertising platform

Streamline efforts with these exciting ad features:

- Quicker setup
- Easier to use
- More efficient
- Advanced features
- Low cost

- Expanded Device Targeting**  
Gives you more bid adjustment flexibility to improve your return on ad spend.
- Universal Event Tracking**  
Save time and improve results by easily tracking Web traffic, ad performance and conversions.
- Ad extensions**  
Enhanced Sitelinks increase Web traffic, while Location Extensions and Call Extensions drive more foot traffic.

**And many more:** Bing Shopping Campaigns, App Extensions, Accounts Summary, bulk editing, competitive reports, and many more.

1. comScore qSearch, Explicit Core Search (custom), March 2017; 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. 2. comScore Explicit Core Search (custom), U.S., March 2017; industry categories based on comScore classifications. 3. Microsoft Internal Data, U.S. Bing core O&O mobile, January 2017. 4. Internal data, U.S. Bing Network data Q2 FY17. 5. Microsoft Internal Data, global, July 2016. 6. Microsoft Internal Data, U.S., January 2017.