The power of Bing Ads

Bing Ads — reach your audience

Around the world and in your neighborhood
In the United States, you can reach:

- 137M unique searchers who represent
- 5.4B monthly searches
- 32.9% search share (PC)

Access exclusive searchers not reached on Google

<table>
<thead>
<tr>
<th>Category</th>
<th>Searchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecom</td>
<td>11M</td>
</tr>
<tr>
<td>Automotive</td>
<td>14M</td>
</tr>
<tr>
<td>Travel</td>
<td>25M</td>
</tr>
<tr>
<td>Health and wellness</td>
<td>21M</td>
</tr>
<tr>
<td>Education</td>
<td>22M</td>
</tr>
<tr>
<td>Business/finance</td>
<td>35M</td>
</tr>
<tr>
<td>Retail</td>
<td>50M</td>
</tr>
</tbody>
</table>

These searchers spend 17 percent more online than the average internet searcher.

Extend your reach with Bing Ads mobile

- 29% of mobile searches each month are on Windows Phones.
- 27% of Bing Network search volume is mobile.
- 53% of mobile searches each month are on iOS devices.
- 53% increase in mobile CTR.
- Set aside budget to take advantage of more mobile traffic.
- 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.
- 96% of business customers are actively piloting Windows 10.
- 70% of Windows 10 Bing O&O searches are on Edge browser.

Bing Ads is your search advertising platform

Streamline efforts with these exciting ad features:

- **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.