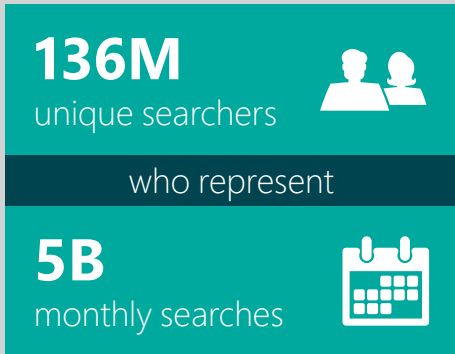
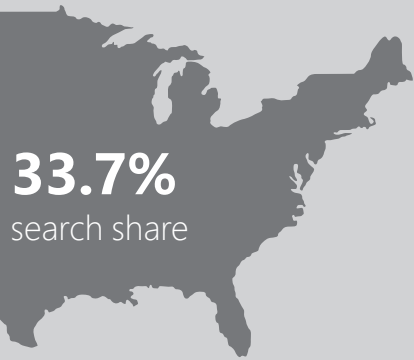
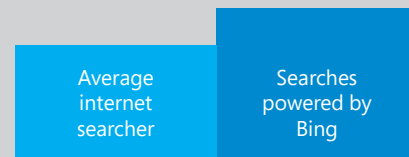
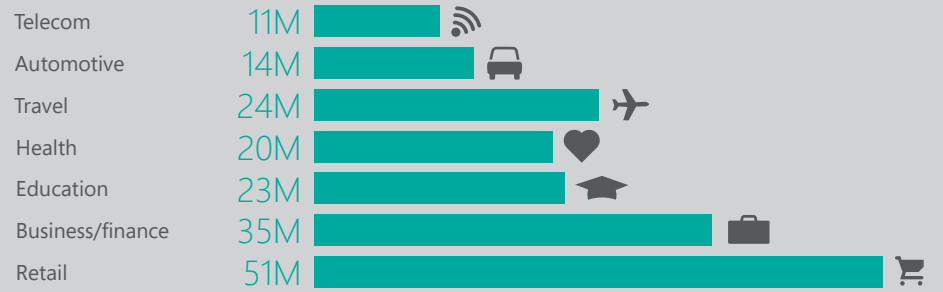


Bing Network. Intelligent search.

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



Access exclusive searchers not reached on Google²



These searchers spend **19 percent more online** than the average internet searcher.¹

Extend your reach with Bing Ads mobile

29% of mobile searches each month are on Windows Phones.³

27% of Bing Network search volume is mobile.⁴

Set aside budget to take advantage of more mobile traffic.

53% of mobile searches each month are on iOS devices.³

53% increase in mobile CTR.⁴

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.⁵

600M devices running Windows 10

150% faster growth than Windows 7

48% of Bing searches are from Windows 10

Bing Ads is your search advertising platform

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

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.

1. comScore qSearch, Explicit Core Search (custom), September 2017; includes PC searches on Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in the United States. 2. comScore Explicit Core Search (custom), U.S., September 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, December 2017.