The power of Bing Ads

Bing Ads — reach your audience

Around the world and in your neighborhood

In the United States, you can reach:¹

- 160M unique searchers
- 5B monthly searches

31.3% search share

Access exclusive searchers not reached on Google²

- Telecom: 11M
- Automotive: 16M
- Travel: 24M
- Health and wellness: 23M
- Education: 24M
- Financial services: 33M
- Retail: 50M

Extend your reach with Bing Ads mobile

82 percent of smartphone owners use their phone to browse the web.¹

By 2017, searches from mobile devices will outpace searches from PCs.⁴

1/3 of online searches are from a mobile device.⁵

Bing paves the way through integration

Windows 10

75 million devices running Windows 10 — and growing every day.⁷

Windows 10 is running in 192 countries, virtually every country on the planet.⁷

Cortana on Windows Phone drives close to 200 million Bing searches each month.⁷

Android drives close to 300 million Bing searches each month.⁸

Bing Ads is your search advertising platform

Streamline efforts with these exciting ad features:

- **Unified Device Targeting**
  Simultaneously target desktop, laptop, tablet and smartphone devices.

- **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.

- More than 75 million devices running Windows 10 — and growing every day.⁷

- Windows 10 is running in 192 countries, virtually every country on the planet.⁷

- Cortana on Windows Phone drives close to 200 million Bing searches each month.⁷

- Android drives close to 300 million Bing searches each month.⁸

¹ comScore qSearch, Explicit Core Search (custom), June 2016. Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in the United States.
² comScore qSearch (custom), U.S., March 2016; industry categories based on comScore classifications.
⁵ Bing Ads Internal Data, July 2015, global.
⁶ Bing and Yahoo CTR and CPC, April - September 2014.
⁷ Microsoft Internal Data, January 2015.
⁸ Microsoft Internal Data, February 2014—February 2015.