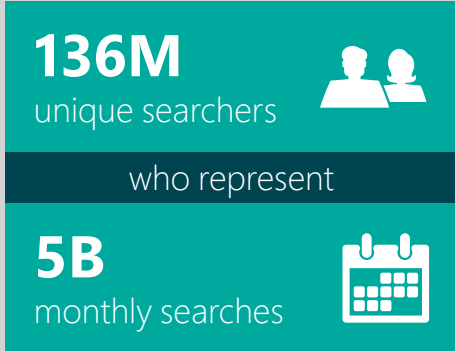
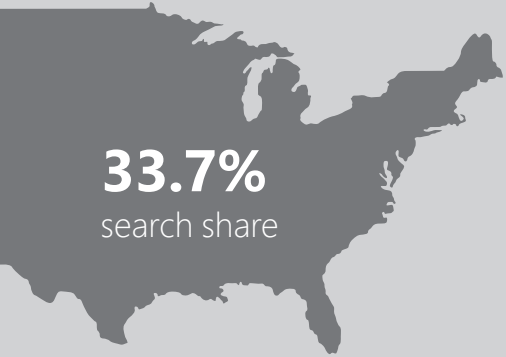
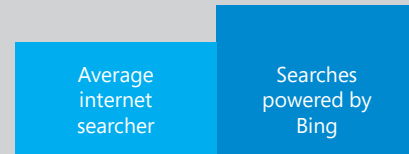
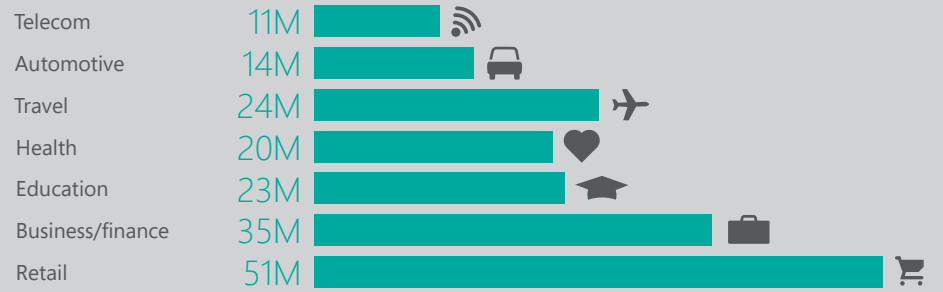


Bing Network. Intelligent search.

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

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.