







With one ad buy through Bing Ads, in the United States you can reach:¹

- **137 million** unique searchers on the Bing Network who represent
- **5.4 billion** monthly searches
- **32.9%** of the PC search market
- Searchers who **spend 17% more online**

Access exclusive searchers not reached on Google²

Retail		50 million
Business/finance		35 million
Travel		25 million
Education		23 million
Automotive		14 million
Telecom		11 million

Bing reaches customers on all major mobile platforms

iOS

53% of mobile searches each month are on iOS devices³



29% of mobile searches each month are on Windows Phones³









27% of Bing Network search volume is mobile⁴



53% increase in mobile CTR⁴

Bing Ads features help target your ideal customers

-  **Location Extensions** — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link to target local customers.
-  **Location targeting** — Make the most of your budget by targeting searchers in selected cities, metro areas and postal codes that you choose.
-  **Call Extensions** — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you directly.
-  **Sitelink Extensions** — Increase the size of your mainline ads and highlight specific products, specials or services so searchers can go directly to the pages they're interested in.
-  **App Extensions** — Promote your apps to increase user engagement and drive more sales.
-  **Bing Shopping Campaigns** — Run Product Ads to showcase products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.

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 qSearch (custom), U.S., March 2017. Industry categories based on comScore classifications.
3. Internal data, U.S. Bing Network data Q2 FY17. 4. Internal data, U.S. Bing Network data Q2 FY17.