



Expand your customer  
audience with **BING ADS**

## Thank you for considering Bing Ads.

Though you may already advertise through other platforms such as Google AdWords, the Bing Network can boost traffic by offering an additional customer audience and increase diversity, growth and profits for your business.

Globally, the Bing Network is continually growing its market share.<sup>1</sup>



**12.4B** monthly searches  
in **37** markets



In the U.S. you can potentially reach:<sup>2</sup>



**137M**  
unique searchers  
who represent



**5.4B**  
monthly searches



**32.9%**  
of the PC search market

The Bing Network audience is sophisticated, educated and financially secure.<sup>3</sup>

**52%**

have a  
household  
income of  
\$75K+

**51%**

have a  
college  
degree or  
higher

**56%**

are  
between  
the ages of  
25-64



## High-quality partnerships and integration add to Bing Network's value to your clients

- Bing now powers AOL web, mobile and tablet search, providing paid search ads to AOL's properties worldwide.
- Windows 10 drives more engagement and delivers more volume to Bing.
- Our partnerships with third-party publishers, like Wall Street Journal, adMarketplace, Ecosia, CBS Interactive and others bring high-quality volume and increased clicks to advertisers.

## Bing engages customers on all mobile platforms

- **53%** of mobile searches each month are on iOS devices<sup>4</sup>
- **29%** of mobile searches each month are on Windows Phones<sup>4</sup>
- **27%** of Bing Network search volume is mobile<sup>5</sup>

## Reach your ideal customers and attract locally with these Bing Ads features



**Location Extensions** — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link in your ads to target local customers.



**Location targeting** — Make the most of your budget by targeting searchers in selected cities, provinces, metro areas and postal codes.



**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 mainline ads and highlight your products, specials or services so searchers can go directly to 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 your products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.

# Support resources

## Bing Ads

[bingads.com](http://bingads.com)

## Industry insights

[bingads.com/insights](http://bingads.com/insights)

## Customer stories


[aka.ms/bingadsstories](http://aka.ms/bingadsstories)

## Stay connected

 [blog.bingads.com](http://blog.bingads.com)

 [facebook.com/BingAds](https://facebook.com/BingAds)

 [twitter.com/bingads](https://twitter.com/bingads)

 [slideshare.net/bingads](http://slideshare.net/bingads)

 **Profile:** [linkd.in/1evlGtD](https://linkd.in/1evlGtD)

1. comScore qSearch (custom), March 2017; includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network worldwide. 2. 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. 3. comScore Plan Metrix, U.S., December 2016, custom measure created using comScore indices and duplication; represents unduplicated visitors to Bing Web, Yahoo U.S. Web Search and AOL COM Web Search. Yahoo U.S. Web Search is at least 50% powered by Bing. 4. Microsoft Internal Data, U.S. Bing core O&O mobile, January 2017. 5. Internal data, U.S. Bing Network data Q2 FY17.



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