



# WELCOME TO **BING ADS**

Learn how to get started as a Bing Ads agency

## Thank you for considering Bing Ads for agencies.

Though you may already manage clients using Google AdWords, the Bing Network can help boost traffic by offering an additional customer audience and increase diversity, growth and profits for you and your clients.

**Our high-value audience is global, local and mobile — and spends more online.** Here you'll find insights and resources to help solidify your role as a strategic partner to your clients by adding Bing Ads to their marketing strategies.

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



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



In the U.S. your clients 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 the Bing Network's value

- 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 your 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>

## Agency support and resources are at your fingertips

### EXPERT ADVICE

Highly skilled agency support specialists can help you with billing, setting up new accounts, importing existing campaigns and providing campaign analysis. They'll also explain the resources available to successfully manage your clients and their ad campaigns.

### SALES CONSULTATION OPPORTUNITIES

The Bing Ads Agency Sales Consultation team will help you onboard as a Bing Ads agency. Call (800) 518-5689 to speak with the team by saying, "I am new to Bing Ads and want to get started."

### TRAINING AND ACCREDITATION

Choose from abundant online assets including video tutorials and customized presentations. Showcase your industry expertise with the [Bing Ads Accredited Professional](#) badge and get your business featured in the [Bing Partner Directory](#).

### ONLINE RESOURCES

Our online agency resources feature custom marketing materials and industry insights to help you optimize your accounts, while seasonal sales kits help you better serve your clients during peak sales periods. Client facing materials help you sell Bing Ads and your services to prospective clients.



## Get started as a Bing Ads agency

1. Create your **Bing Ads account**.
2. Click the cog to the right of the username in the top line of the UI, and click **Accounts & Billing**.
3. On the **Details tab**, click **Become An Agency**.
4. Read the information on becoming an agency, and click **Become An Agency**.
5. Questions? Contact your Bing Support Team by calling **(800) 518-5689**.

## The agency to client onboarding process

1. You become a **Bing Ads agency**.
2. The **client signs up** for Bing Ads.
3. In Bing Ads, you **send the client a request**.
4. The **client accepts** the request.
5. You **start managing** their account.
6. If your clients already have Google AdWords campaigns, import them directly into Bing Ads with the [Google Import tool](#).

## Reach ideal customers with these Bing Ads features

**Location Extensions** — Drive foot traffic, not just web traffic, to your clients by displaying their business address, phone number and a directions link in their 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 businesses with a clickable phone number. Potential customers are just one tap away from speaking to your clients – the first point of contact.

**Sitelink Extensions** — Increase the size of mainline ads and highlight specific products, specials or services so searchers can go directly to pages they're interested in.

**App Extensions** — Promote your clients' 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.



# Streamline efforts with Bing Ads agency tools



## AGENCY ENABLEMENT

Link new client accounts after you've created your agency customer shell to view all client accounts, track their performance and select improved billing options, all in one place.



## GOOGLE IMPORT TOOL

Import existing ad campaigns directly into Bing Ads. Bulk import campaigns, ad groups, ads and keywords from Google AdWords.



## BULK-EDITING

Streamline editing by making bulk changes to multiple campaigns, ad groups, ads and keywords. For example, you can update bids, match types or the destination URL for multiple keywords at once.



## BING ADS EDITOR

This bulk management tool helps you edit and manage several campaigns at once. Edit campaigns offline to publish changes later. Bing Ads Editor for Mac is now available globally.



## ACCOUNTS SUMMARY

Manage multiple accounts from one location and view performance and budget data to quickly target areas that need attention. The overall total at the bottom of the Accounts Summary table sums up all of your accounts.



## UNIVERSAL EVENT TRACKING

Save time and improve your client's investment with this simple and powerful campaign measurement tool that can track conversion rates, duration of site visits, pages per visit and other custom goals that you choose to monitor.



## AUTOMATED RULES

Save time by setting up rules you choose to best manage your client accounts and meet all desired KPIs.

# Optimize your campaigns and stay ahead of the competition with these helpful agency tools



**Ad Preview and Diagnostics Tool** — See if your ads are showing on the first page of Bing search results without affecting clicks. Plus, get bid suggestions and instantly preview the results of bid changes.



**Bing Ads Opportunities tab** — Find opportunities based on performance and get suggestions on how to improve campaign performance.



**Top Mover report** — Quickly diagnose what's driving performance variations in your accounts and explore possible causes.



**Keyword Planner** — Regularly check keyword performance and update seasonally by adjusting your keywords and match types accordingly to ensure competitive placement.



**Auction Insights report** — Compare your ad performance with other advertisers in the same auction. Then make more informed decisions to optimize your own campaign.



**Campaign Planner** — Get a top-down view of performance data at the vertical, product and keyword levels. Quickly research industry trends, keyword trends, competitive performance and more.

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## Testimonials from Bing Ads agencies and their clients

“For most of our advertisers who use Bing Ads, we see a higher return on ad spend and a lower cost per acquisition compared to Google AdWords,” says Stefan Atanassov, SEM Manager and Web Analyst, ECommerce Partners. “Bing Shopping Campaigns give us flexibility to be very specific in our targeting needs and exclude irrelevant traffic so we’re able to serve our ads to the most relevant customers.”

“With the help of our search engine marketing team at CommerceHub we are able to see, based on the performance data, that we are doing really well advertising on Bing,” says Kyle Madigan, President of Century Novelty, a party supply and decorations company. “We have experienced great growth on

the Bing channel, and we plan to continue investing more marketing dollars into advertising on Bing to capture even more great results.”

“What’s great about Bing is, the Bing consumer tends to be a little older and more motivated in terms of their actions; in other words, they window-shop less and buy more,” states Vice President of Marketing Robert Monsoon of Showroom Logic. “We now have over 200 clients on Bing Ads. We’ve worked very closely with the Bing team over the last year. And the great thing about that is not only did we adopt their technology, they adapted the way that the Bing Ads platform works to coincide with our AdLogic software.”

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# Support resources

## Bing Ads

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

## Agency Hub

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

## Industry insights

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

## Training

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

## Bing Ads Accredited Professional

[bingadspros.com/smb](http://bingadspros.com/smb)

## Customer stories

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

## Bing Support Team:

(800) 518-5689


Reach us Monday through Friday 6 A.M. to 6 P.M. and Saturday from 8 A.M. to 6 P.M. (PST). Follow the prompts for "agency" to talk with a specialist.

## 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)

**Showcase:** [linkedin.com/company/bing-ads](https://linkedin.com/company/bing-ads)

