



Why Bing Ads?

Common objections and how to counter effectively



I don't have the budget for additional advertising.

You don't need additional budget. You may benefit by shifting a portion of your search ad budget to Bing Ads to increase your ROI.

- Allocating just 30% of your overall search budget to Bing Ads may be beneficial to your business.
- Assess your overall marketing strategy to see if allocating additional funds to digital marketing vs. more traditional forms of marketing may better benefit your business.



I use Google, and I'm getting a decent return on my investment.

Google does have a large audience, but did you know that **our searchers spend 25% more online** than the average Internet searcher in the U.S.?¹

- It's true. **160 million unique searchers** on the Bing Network represent **5 billion monthly searches**.
- Bing Network's unique searchers account for **nearly 1/3 of all search queries** in the U.S.
- Many of these searchers don't use Google.
- Bing Ads helps you reach more people, including searchers you won't reach anywhere else.



The last time I signed up for search ads with Microsoft, I got almost no response.

Bing Ads is constantly updating and adding new features. Chances are, the platform has evolved significantly since then.

- The Bing Network has grown significantly since you last advertised with us and now accounts for **31.3% of U.S. search market share**.¹
- Bing Ads has tools and features that aren't available on Google.
- Bing Ads has advanced demographic targeting and powerful keyword research tools for both SEO and SEM.

We encourage you to take another look.



Search ads won't get me business locally. I need customers in my town, not 10 states away.

Bing Ads offers many features to tailor your ads to a local and mobile audience, such as:

- Location Extensions and Call Extensions highlight your address and telephone number.
- Radius targeting displays your ad within a set distance from your specified location, attracting nearby searchers and local foot traffic.
- By adding a clickable phone number, searchers can call your business directly — **33% of Bing's search volume comes from mobile queries**.²

Can I show you how to set up these features?

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. Microsoft internal data, September 2015.

