

A man and a woman are sitting at a desk in an office, looking at a tablet together. The woman is on the left, leaning over the desk, and the man is on the right, sitting upright. They appear to be in a collaborative work environment. The background shows office shelves and a clock.

The Art and Science of Bing Ads Reporting



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**“Research is creating
new knowledge.”**

- Neil Armstrong

Why is reporting important?

1

Track your online advertising budget and spend

2

Evaluate ad and keyword performance

3

Develop valuable insights for optimizing campaigns

Types of reporting

There are two ways you can access your reports in Bing Ads.

1

Standard & Customized Reports

Found in the Campaign Tab

- Easy to use
- Saves you time
- Take action in the same workspace

2

Inline Reports

Found in the Reports Tab

- Often need to export to Excel
- Good for data geeks who love to dig
- Separate workspace



Inline Reports

Inline reporting basics

Date picker

Choose the date range you'd like to see data for. Once you set it, we save it for the next time you log in.

Column chooser

Change what data you want to see on the grid, and save sets of columns for easy viewing.

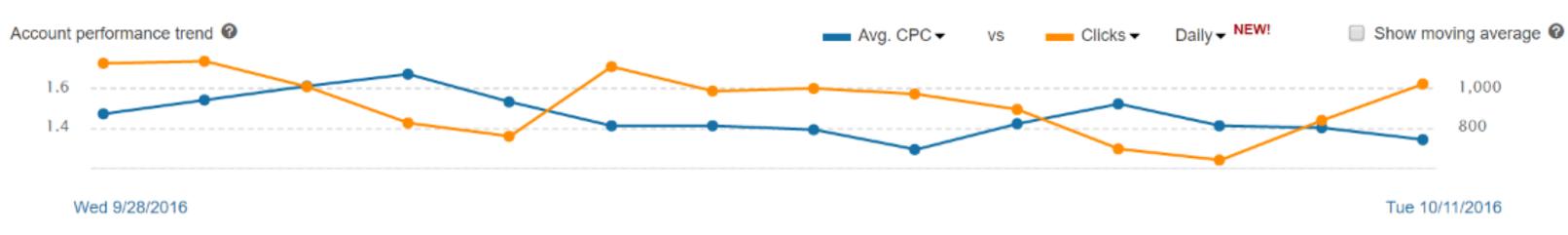
Filter

Filter on different attributes (e.g. status = enabled, paused, etc.) or performance metrics (e.g. clicks > 100) to drilldown on the campaigns that matter. Combine more than one filter for more fine-tuning, and save filters for later viewing. Use these so you can get the exact view you want in the grid. Drilldown on different attributes, performance metrics. You can combine different filters to get a more granular view, and you can save them so you can quickly view your favorite views, like "top-performing enabled campaigns".

Inline reporting basics

Performance over time graph

See how you did over time by comparing up to 2 different performance metrics, and detect trends and anomalies in your performance. Check the moving average box to see how you did compared to average of the previous four periods, and adjust the granularity control to change the trend line.



Download

You can choose to download all the data you see in the grid (not the chart), in different file formats (CSV, TSV, Excel, ZIP - CSV).

New reporting capabilities

Here are two new types of inline reporting you will want to learn more about.

1

Segmentation

2

Period comparison

Segmentation

Now you can easily segment data using a variety of attributes within the Campaigns page grids and get deeper performance insights.

Increased flexibility

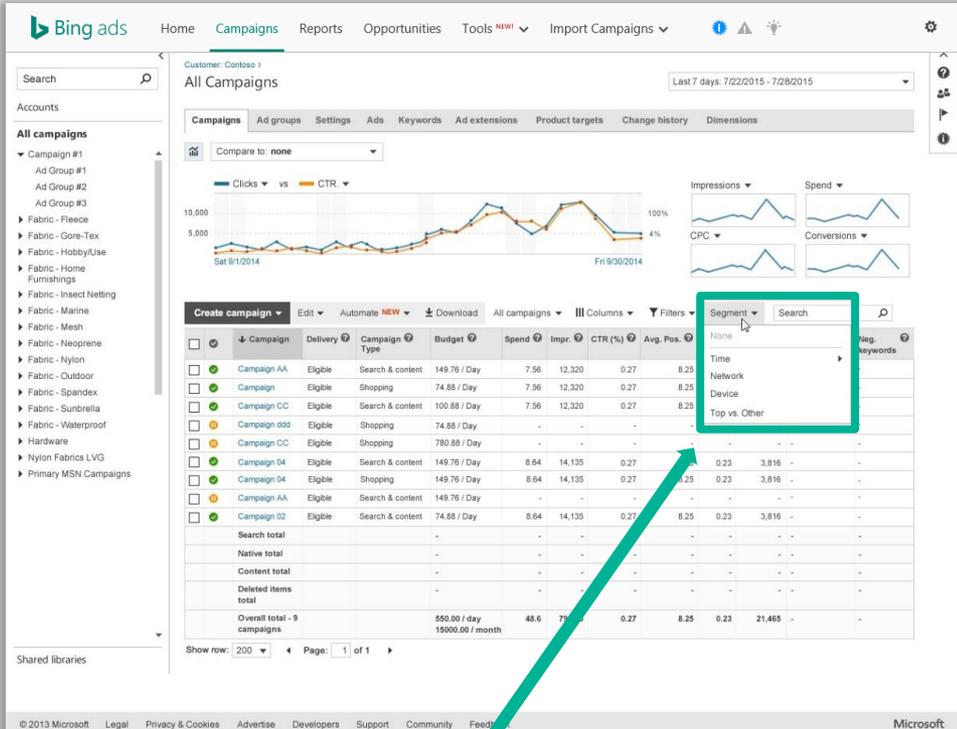
Segment data by time (day, week, month, quarter, year, day of week), network, device type or top vs. other.

Deeper insights

More segmentation options mean deeper insights into your campaign performance.

Improved workflow

You can now get your insights right in the campaign workspace.



The screenshot displays the Bing Ads interface for a customer named 'Contoso'. The main view is 'All Campaigns' for the period 'Last 7 days: 7/22/2015 - 7/28/2015'. A line chart shows 'Clicks' and 'CTR' over time. Below the chart is a table of campaigns with columns for Campaign, Delivery, Campaign Type, Budget, Spend, Impr., CTR (%), and Avg. Pos. A dropdown menu is open over the table, showing segmentation options: None, Time, Network, Device, and Top vs. Other. A red arrow points from the 'Segment' dropdown to the text below.

Campaign	Delivery	Campaign Type	Budget	Spend	Impr.	CTR (%)	Avg. Pos.
Campaign AA	Eligible	Search & content	149.76 / Day	7.56	12,320	0.27	8.25
Campaign	Eligible	Shopping	74.88 / Day	7.56	12,320	0.27	8.25
Campaign CC	Eligible	Search & content	100.88 / Day	7.56	12,320	0.27	8.25
Campaign ddd	Eligible	Shopping	74.88 / Day	-	-	-	-
Campaign CC	Eligible	Shopping	780.88 / Day	-	-	-	-
Campaign 04	Eligible	Search & content	149.76 / Day	8.64	14,135	0.27	0.23 3,816 -
Campaign 04	Eligible	Shopping	149.76 / Day	8.64	14,135	0.27	0.23 3,816 -
Campaign AA	Eligible	Search & content	149.76 / Day	-	-	-	-
Campaign 02	Eligible	Search & content	74.88 / Day	8.64	14,135	0.27	8.25 0.23 3,816 -
Search total	-	-	-	-	-	-	-
Native total	-	-	-	-	-	-	-
Content total	-	-	-	-	-	-	-
Deleted items total	-	-	-	-	-	-	-
Overall total - 9 campaigns	-	-	550.00 / day 15000.00 / month	48.6	78,000	0.27	8.25 0.23 21,465 -

Segment by time, network, device type or top vs. other

Period comparison reporting

Quickly compare performance metrics from two time periods

Save time with simplified reporting

Instantly evaluate performance between two time periods in the same view and easily find seasonal patterns.

Eliminate the need to switch between the **Reports** tab and the **Campaigns** grid to piece together reports from different time periods.

Reduce errors with more consistent reporting

Absolute change and percentage change in performance metrics are calculated automatically to reduce user errors.

Period comparison reporting includes the ability to filter, sort and download the data.

The screenshot shows the Bing Ads 'All Campaigns' grid. A dropdown menu is open in the top right corner, allowing users to select a comparison period. The menu options are: 'Last month: 3/1/2016 - 3/31/2016', 'Custom', 'Today', 'Yesterday', 'This week (Sun - Today)', 'Last 7 days', 'Last week (Sun - Sat)', 'Last week (Mon - Sun)', 'Last business week (Mon - Fri)', 'Last 14 days', 'This month', 'Last 30 days', 'Last month', 'Last 3 months', 'Last 6 months', 'This year', 'Last year', and 'Entire time'. The 'COMPARE' button is set to 'ON'. The 'Apply' button is highlighted.

Review performance metrics from the previous period, the same period last year or a custom date range.

Period comparison reporting is available for the following grids: **Campaigns, Ad Groups, Ads, Keywords** and **Ad Extensions**.

A close-up of the period comparison dropdown menu. The 'COMPARE' button is set to 'ON'. The menu options are: 'Previous period', 'Same period last year', and 'Custom'. The 'Apply' button is highlighted.



Standard Reports

Standard reports

In the Reporting tab you will find a long list of standard report types you can use to get valuable data about your account, campaigns, etc. The following are the standard report types or categories:

Performance

Get a closer look at how your campaigns are performing, including details like CTR and impressions

Ad extension

If you have ad extensions enabled you can get detailed reports about their performance

Product ads

If you have Bing Shopping Campaigns running you can get detailed reports about your Product Ads' performance

Change history

Track the changes made to your campaigns

Targeting

Track which audiences a campaign is reaching.

Billing & budget

Track how much is being spent against the campaign budget.

Notable standard reports

These are your go-to reports that contain the main performance metrics at various levels.

Search term – Monitor which search terms are matching to your keywords. Use to increase bids on existing keywords, add keywords, or create negative keywords. You can also get this data in the Keywords grid.

Share of voice* – See how much impression share you're capturing and why you're losing impression share.

*This report has Share of Voice data at keyword level. For other levels, go to Account/Campaign/Ad Group Perf Reports.



Notable standard reports

Use these reports to help refine your campaign targeting settings, and to make sure your negative keywords aren't blocking any keywords from serving.

Geolocation – The old report will tell you the physical location the searcher was located in when they saw your ad, and which location they were searching for (“location of interest”). The new report will tell you whether the impression served based on the physical location, or the location of interest.

Age & Gender* – See which demographics are searching for you.

*We do some prediction to see what a user's age and gender is, so these performance metrics are estimates, and many impressions and clicks might fall into the “unknown” bucket.



Data retention

Here is some very helpful information regarding how long you have access to your reporting data.

For data in the Campaigns grid and most reports in the Reports tab, there's **3 years** (before the present date) of data available.

For hourly data for most reports, there's **6 months** of data available.

Full table available [here](#).



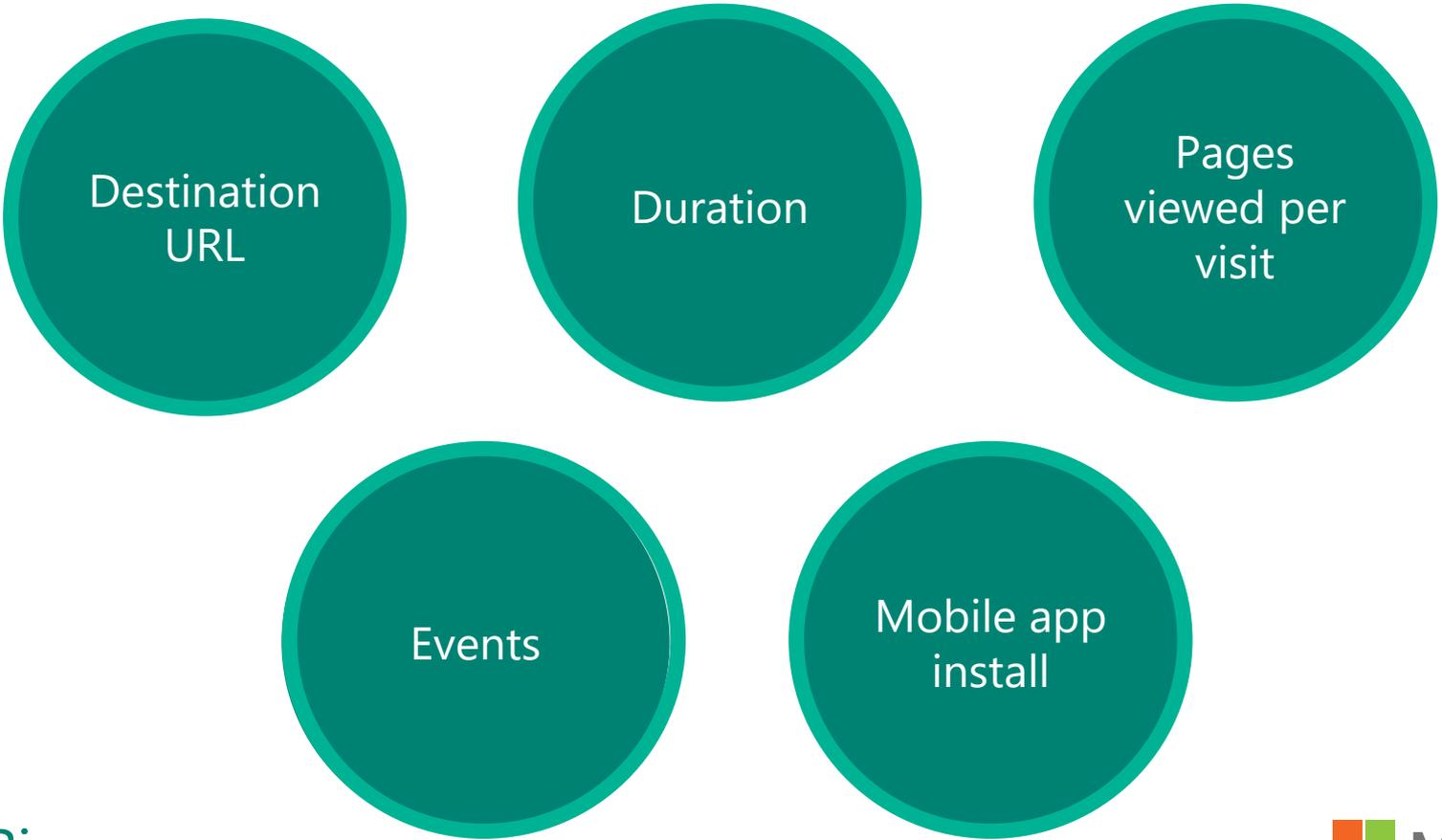


Next Level Reporting: ROI & Quality Score

Universal Event Tracking & ROI

The best ROI report comes from evaluating conversions. Universal Event Tracking (UET) is an excellent tool for conversion tracking. Learn more about UET [here](#).

With UET, you set up your conversion goals:



Destination
URL

Duration

Pages
viewed per
visit

Events

Mobile app
install

Viewing conversion data

There are three places in Bing Ads where conversion data can be viewed:

1

Conversion goals page

2

Campaigns tab

3

Reports page (including Goals Report)

Components of Quality Score

Another good ROI report comes from Quality Score.



Expected CTR



Ad relevance



Landing page
experience



Bing uses Quality Score as an indicator of how competitive a keyword is in the auction. Quality Score in Bing does not directly effect ad rank.

Viewing Quality Score in the UI

Select "Edit columns" and add "Qual. Score" to Performance reports.

The screenshot shows a 'Modify columns' dialog box. On the left, under 'Available columns', the 'Attributes' category is highlighted with a green box. A green arrow points from this box to the 'Qual. score' column in the main list. The main list contains the following columns:

Column Name	Status
Campaign	Added
Budget	Added
Delivery	Added
Qual. score	Add

At the top right of the dialog, there is a link 'Add all columns >>'.

Quality Score opportunities

Your Quality Score report will signal opportunities for highly targeted optimizations.

You can see historical quality score data for the time range you've selected. This will show where improvements have been made, and where opportunities still lie.

PC ?	Avg. pos. ?	Conv. ?	CPA ?	Qual. score ?
				6/10
				10/10
				9/10

Quality Score: 6 out of 10

Expected click-through rate: **Above average**

Ad relevance: **Average**

Landing page experience: **Above average**

[Click here to learn how to improve your quality score.](#)

Incorporating QS into reporting

In the report center: Select your date range and something other than 'summary' as unit of time.

Create keyword report

What it shows: The impressions, clicks, click-through rate, quality score, bid, cost-per-click, position, and conversions for each individual keyword within your campaign.
Why run it: To find out which keywords are triggering your ads and getting clicks. You can also identify keywords that aren't performing well to determine if you want to delete them.

Report name: Keyword 1/15/2016
Report type: Keyword

General settings

Show (unit of time): Day
Date range: Last 30 days (12/16/2015 - 1/14/2016)
Time zone: (GMT-08:00) Pacific Time (US & Canada); Tijuana
Format: Excel
What to report on: All accounts and campaigns
 Specific accounts and campaigns

Choose your columns

Attributes | Performance statistics

Available columns

Add all >>>

- Avg. CPM
- Bounce rate (%)
- Total visits

Selected columns

Remove all <<<

- Account
- Campaign
- Ad group

Make the date range Last 30 days.

Include your Quality Score metrics

Add to column each component of Quality Score in the report center.

The screenshot displays the 'Choose your columns' interface in the Bing Ads report center. It is divided into two main sections: 'Available columns' on the left and a list of selected columns on the right.

Available columns:

- Attributes (selected tab)
- Performance statistics
- Available columns
- Add all >>
- Device OS ? >>
- Device type ? >>
- Expected click-through rate ? >>**
- Keyword ID ? >>
- Keyword match type ID ? >>
- Keyword status ? >>
- Landing page experience ? >>**
- Language ? >>
- Network ? >>
- Pricing method ? >>
- Quality impact ? >>**
- Top vs. other ? >>

Selected columns:

- Keyword ? <<
- Bid match type ? <<
- Ad distribution ? <<
- Current maximum CPC ? <<
- Quality score ? <<
- Impressions ? <<
- Clicks ? <<
- CTR (%) ? <<
- Avg. CPC ? <<
- Spend ? <<
- Avg. position ? <<
- Conversions ? <<
- Conversion rate (%) ? <<
- CPA ? <<

At the bottom, there is a 'Filter ?' option.



Tips & Tricks

Gain efficiency

If you manage multiple accounts, it's likely you'll be looking at the same reports for each account. Save time by choosing which accounts you want to view your report for, instead of navigating to each account page and pulling it that way.

Create campaign report

What it shows: The impressions, impression share (%), clicks, spend, and average cost-per-click for each campaign or account. This data can be sorted by campaign, campaign status, and quality score.
Why run it: To view high-level performance statistics and quality attributes for each campaign or account. This is also a quick way to flag any major campaign or account problems.

Report name

Report type

General settings

Show (unit of time)

Date range

Time zone

Format

What to report on All accounts and campaigns
 Specific accounts and campaigns

Available items

Customers Active All

-
-
-

Selected items

<< Remove all

Accounts

-
-
-

Use your filters

If you don't use filters, your reports will include superfluous data such as inactive accounts and suspended accounts. This wastes your time as you sort and delete the unnecessary info.

1

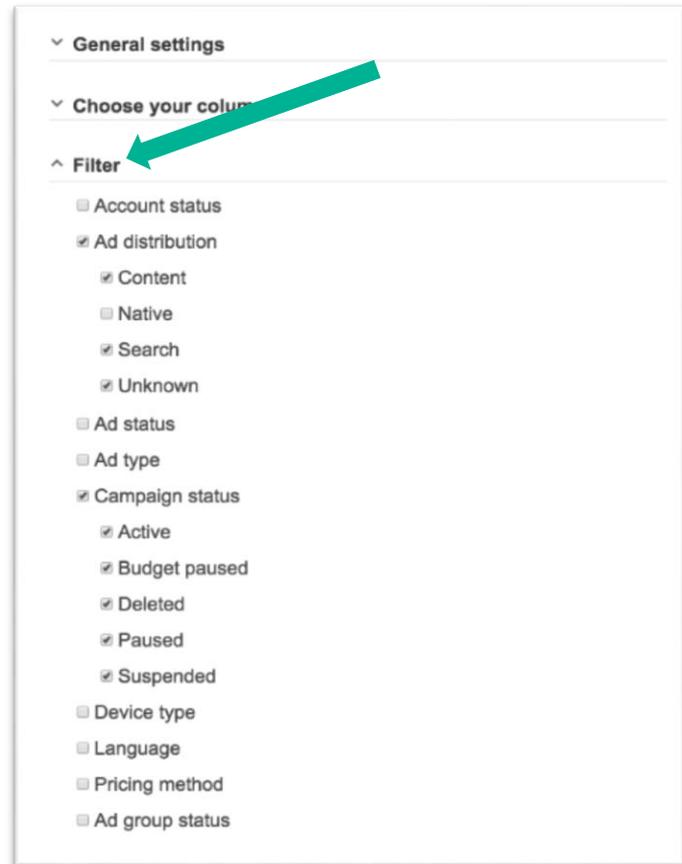
Reduce unnecessary data

2

Save time

3

Quickly find missed opportunities



Save common reports

Chances are good that you run the same reports over and over. Save these common reports as custom reports. This will save you time later, as the settings for that common report are already established.

Create ad report

What it shows: The impressions, clicks, spend, and average cost-per-click for each ad. This data can be sorted by ad ID, ad status, ad title, display URL, and destination URL.
Why run it: To help you determine which ads lead to clicks and conversions, and which are not performing. Having underperforming ads in your account can pull down the quality of your campaigns.

Report name:

Report type:

▼ General settings

▼ Choose your columns

▼ Filter

▲ My report settings

- Save as custom report
- Schedule this report

Frequency: Daily, Weekly, Monthly

every

At:

Start: End:

Send report to:

Maximum 1024 character limit

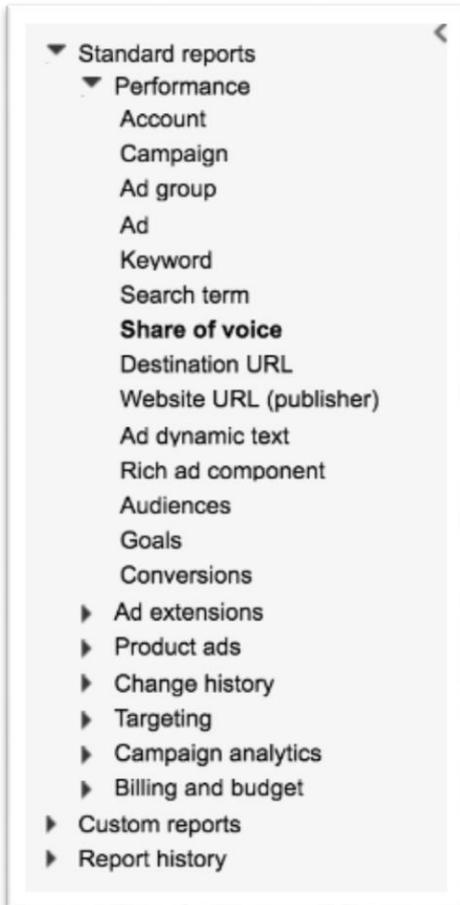
- Include report as an email attachment
- Include total row



Left-hand side of reports tab.

Utilize standard reports

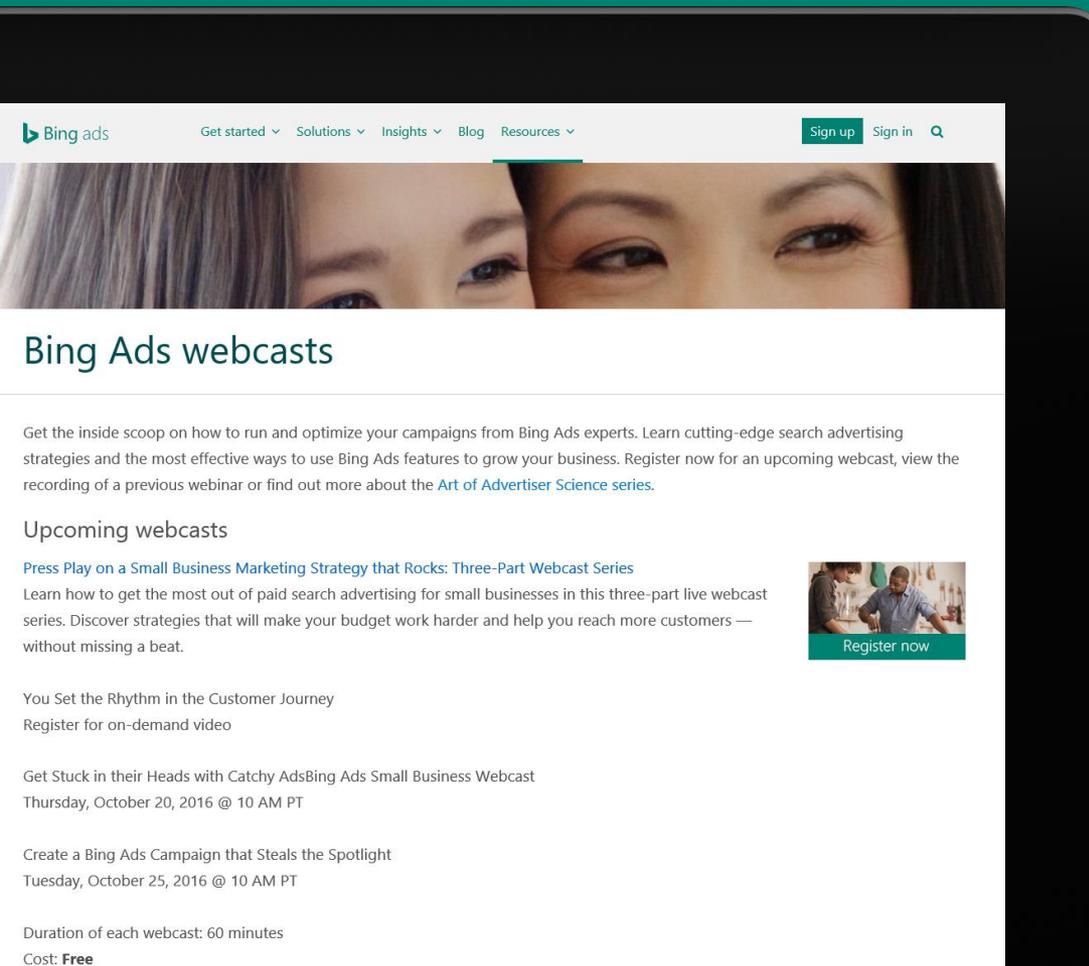
These reports were created for a reason; they're very useful. Digging into these standard reports can turn up answers to questions you have about account activity, that your custom reports may not be answering.



A screenshot of the 'Create share of voice report' form. The form title is 'Create share of voice report'. Below the title, there is a paragraph explaining what the report shows and why it is useful. The form contains two input fields: 'Report name' (with the value 'Share of voice - Standard') and 'Report type' (with the value 'Share of voice'). Below these fields are four expandable sections: 'General settings', 'Choose your columns', 'Filter', and 'My report settings'. At the bottom of the form, there are two buttons: 'Run' and 'Download'.

The Art and Science of Bing Ads Reporting On-Demand Webcast

Click [here](#) to access the webcast this eBook was based on.



The screenshot shows the Bing Ads website's 'Bing Ads webcasts' page. At the top, there is a navigation bar with the 'Bing ads' logo, a menu with 'Get started', 'Solutions', 'Insights', 'Blog', and 'Resources', and buttons for 'Sign up' and 'Sign in'. Below the navigation is a large image of two women's faces. The main heading is 'Bing Ads webcasts'. A paragraph of text describes the content: 'Get the inside scoop on how to run and optimize your campaigns from Bing Ads experts. Learn cutting-edge search advertising strategies and the most effective ways to use Bing Ads features to grow your business. Register now for an upcoming webcast, view the recording of a previous webinar or find out more about the [Art of Advertiser Science series](#).' Under the heading 'Upcoming webcasts', there is a link to 'Press Play on a Small Business Marketing Strategy that Rocks: Three-Part Webcast Series'. Below this link is a short paragraph: 'Learn how to get the most out of paid search advertising for small businesses in this three-part live webcast series. Discover strategies that will make your budget work harder and help you reach more customers — without missing a beat.' To the right of this text is a small image of two men in a meeting, with a 'Register now' button overlaid. Below the main text, there are three more items listed: 'You Set the Rhythm in the Customer Journey' with a 'Register for on-demand video' link, 'Get Stuck in their Heads with Catchy Ads' with a 'Bing Ads Small Business Webcast' link and the date 'Thursday, October 20, 2016 @ 10 AM PT', and 'Create a Bing Ads Campaign that Steals the Spotlight' with the date 'Tuesday, October 25, 2016 @ 10 AM PT'. At the bottom left, it states 'Duration of each webcast: 60 minutes' and 'Cost: Free'.

Bing ads Get started Solutions Insights Blog Resources Sign up Sign in Q

Bing Ads webcasts

Get the inside scoop on how to run and optimize your campaigns from Bing Ads experts. Learn cutting-edge search advertising strategies and the most effective ways to use Bing Ads features to grow your business. Register now for an upcoming webcast, view the recording of a previous webinar or find out more about the [Art of Advertiser Science series](#).

Upcoming webcasts

[Press Play on a Small Business Marketing Strategy that Rocks: Three-Part Webcast Series](#)

Learn how to get the most out of paid search advertising for small businesses in this three-part live webcast series. Discover strategies that will make your budget work harder and help you reach more customers — without missing a beat.

[Register now](#)

You Set the Rhythm in the Customer Journey
[Register for on-demand video](#)

Get Stuck in their Heads with Catchy Ads
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The Art of Advertiser Science series from Bing Ads brings you **deep insights**, **creative methodologies**, and **powerful tools** that you can put to use right away.

So join us on a journey filled with insightful data, complex concepts, tough questions and new discoveries that **empower you and your business to grow**.

To learn more contact your Bing Ads Account Manager or **visit** bingads.com/advertiserscience

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