



Bing Ads Accreditation Study Guide

So you want to become a Bing Ads Accredited Professional – we’ve got you covered. Use this study guide to prepare yourself to ace the Bing Ads Accreditation test.

How to use this searchable study guide:

1. All Topics on the next page are tested, so be sure you cover off on all sections.
2. Remember your best friend is “Ctrl+F” so search for the keywords (pun intended) you need more info about.
3. Jump right to the section (use the links on the next page) you need to spend a little more time brushing up on.
4. Raise your hand, tweet or Bing your question if you get stuck!

Study Checklist of Accreditation Topics

- What is Bing Ads?
- Introduction to campaigns, ad groups and Import from Google AdWords
- Bidding and traffic estimation
- Writing an effective ad
- Choosing keywords
- Bing Ads editorial policies
- Ad Extensions
- Dynamic text
- Ad Targeting with Bing Ads
- Keyword match type options
- Campaign exclusions
- Unified Device Targeting
- Enhance ad campaign performance with optimization
- Create a quality ad experience and find your ad
- Monitoring click quality
- Detailed ad reporting in Bing Ads reports
- Bing Ads Intelligence
- Universal Event Tracking
- Bing Ads Editor account basics
- Bing Ads Editor account management tips
- Bing Ads Editor exporting and importing
- Bing Ads Editor customization
- Bing Ads Editor campaign optimization
- Bing Ads budgeting and billing
- Remarketing in Paid Search
- Bing Shopping Campaigns
- Bing Ads automated rules

Ok let's get started...

□ What is Bing Ads?

Across the Internet, businesses are realizing the benefits of pay-per-click advertising. Bing Ads can help you reach a new group of high-quality customers and increase your return on advertising spend (ROAS). In addition, clients with Bing Ads often have lower costs-per-click (CPC) and costs-per-acquisition (CPA) than with comparable Google AdWords campaigns.

This overview explains how Bing Ads helps execute marketing strategies to get better results.

After reading this training, you will understand how to:

- Reach new, high-quality customers in specific audience segments.
- Take advantage of specific targeting methods.
- Improve campaign performance using relevant words.
- Optimize keywords with keyword bids.

What is an ad?

An ad is an advertisement displayed to a potential customer. You'll often see ads referred to in the context of an ad or a campaign. An ad group contains one or more ads and keywords, while a campaign contains one or more ad groups.

What is Bing Ads?

Every day, millions of people type keywords into search engines, looking for products and services. With search advertising, you create ads and bid on keywords. One of the locations your ad may appear is the "Ads" section of search results pages. Whether customers want to purchase a product, request a service or sign up for information, your goal is to get customers to see your ad and go to your website, call your store or download your app. You can accomplish this by having your ad appear at the top of the search results page, in the "Ads" sections.

Here's an example of a basic Bing Ads ad:



Here's an example of an "Ads section of the search results page:

The screenshot shows a Bing search results page for the query "winter vacations". At the top, there is a search bar with the query and a "Sign in" button. Below the search bar, there are tabs for "Web", "Images", "Videos", "Maps", "News", and "Explore". The search results are displayed in a list format, with each result including a title, a snippet, and a link to the source. The results are:

- All Inclusive Packages - Find Great Rates in Seconds.** Ad - [KAYAK.com/All-Inclusive-Packages](#) - 799,100+ followers on Twitter. Find Great Rates in Seconds. Compare & Save on Package Tours. Categories: Hotels, Flights, Cars, Packages and more.
- Winter Vacation Deals - Hit the Slopes or Escape the Cold.** Ad - [Expedia.com/Winter_Vacations](#) - 337,400+ followers on Twitter. Hit the Slopes or Escape the Cold. Book Now & Save on Winter Vacations. Expedia makes it easy to book European vacation packages.
- Winter Getaways - Inexpensive Winter Getaways.** Ad - [About.com/Winter Getaways](#) - 35,900+ followers on Twitter. Inexpensive Winter Getaways. Find Expert Advice on About.com. Search About.com, About.com Home, The About.com Story, 100+ Topics, 1000 Expert Writers, Trusted Guides.
- Hawaiian Vacations | HawaiianAirlines.com** Ad - [www.HawaiianAirlines.com](#) - 112,100+ followers on Twitter. Always Get Our Lowest Fares Online Book Hawaii Flights From \$398* RT. Seattle To Hawaii Flights Sale.

On the right side of the page, there are sections for "Related searches" and "Related image searches". The "Related searches" section lists: Winter Vacation Ideas, Winter Vacation Packages, Warm Winter Vacation Ideas, Cheap Winter Trips Somewhere Warm, Warm Winter Destinations in the United States, Winter Vacations for Couples, Cheap Warm Vacation Destinations, and Cheap Warm Weather Destinations. The "Related image searches" section shows three image thumbnails: Winter Beach Vacation Ideas, Winter Vacation Outfits, and Winter Vacation Clip Art.

When customers view and click your ad, they're sent to your website. Either they make a purchase, request your service, sign up for more information or download your app. These customer actions are called "conversions." Think of "conversions" as turning a potential customer into an actual customer. Think of making a "conversion" as a better ROI.

The screenshot shows the Blue Yonder Airlines website. The header features the airline's name "Blue Yonder Airlines" and a navigation menu with links for "Book travel", "Manage flights", "Travel deals", "Where we jet", "Experience Us", and "Our program". Below the header, there is a search bar with the following fields: "Where from?", "Where to?", "Date to leave?", "Date to return?", "1 Adult", "0 Kids", and "0 Lap infants". There is also a "Find flights" button. To the right of the search bar, there is a large banner for "All inclusive, 10-day, guided vacation packages." with three options: "Maui vacation package" for \$995, "Florida vacation package" for \$995, and "Seattle/Oahu" for \$225. Each option has a "Book it" button. The background of the banner shows a tropical beach scene with a hammock.

Targeting Options

With one Bing Ads ad buy, you can reach 167 million unique U.S. users on the Bing Network. These users spend 26 percent more online than the average internet searcher. Leveraging the powerful targeting features of Bing Ads, you can reach this engaged audience and connect with high-quality customers.

To get your ads in front of your ideal audience, you need to build campaigns that take advantage of these precise and flexible features:

Keywords: You can bid on keywords and make them adjustable based on peak or low traffic volumes.

Location: You can show a store address in your search ad. You can also specify a radius within a city or U.S. ZIP code. This means you can show your ads only, or more often, to search users who live within a short distance to your local stores.

Language: You can set one or all applicable languages for your campaigns. The language you set in your campaign correlates to the language of the end-user's web browser settings.

Scheduling: You can pinpoint the scheduling of your ads to 15-minute increments throughout the day. You can also adjust your campaign settings to serve your ads during days of the week or hours of the day that your local stores are open for business.

Device: You can connect with customers on a mobile device, tablet device or PC device.

Audience: You can target demographics like age and gender to connect with customers who are part of a unique segment.

Remarketing: You can reconnect to website visitors and also make contact with customers who have visited your website before, and may have not converted, or are more likely to convert again.

Exploring keywords and keyword bids

Keywords are the words or phrases searched on when looking for a product or service. When creating your campaign, choose keywords relating to your business that match your customers' needs. For example, Paul is the owner of Contoso Bistro. Since he wants to increase his lunch take-out business, he uses "lunch take-out" as a keyword for his ad. When someone searches for "lunch take-out" his ad will show on the Bing Ads search results page.

You can create your own keyword lists, or use the Bing Ads keyword research tools to identify effective keywords and keyword bids. Creating an effective keyword list is important. You may have a great targeting strategy, but without a great keyword list, customers may never see your ads. **Bing Ads tools** help to get suggestions for more keywords you might not have thought of.

- Identify the right keywords.
- Choose optimal keyword bids.
- Analyze performance & optimize.
- Improve campaign performance.

Keyword Planner

Plan and improve your campaigns

Find new keywords

Search for new keywords using a phrase, website, or category

Enter one or more of the following:

Product or service

Enter products or services, separated by commas (for example, Seattle, Seattle bakery, bakery).

Your landing page

www.example.com

Your product category

Enter or select a product category

Targeting

United States

English

All search networks (Bing, AOL, and Yahoo search and syndicated search partners)

Negative keywords

Date range

Show average monthly searches for: Last 12 months

Search options

Keyword filters

Keyword options
Show keywords in my account

Keywords to include

Get suggestions

Optimization

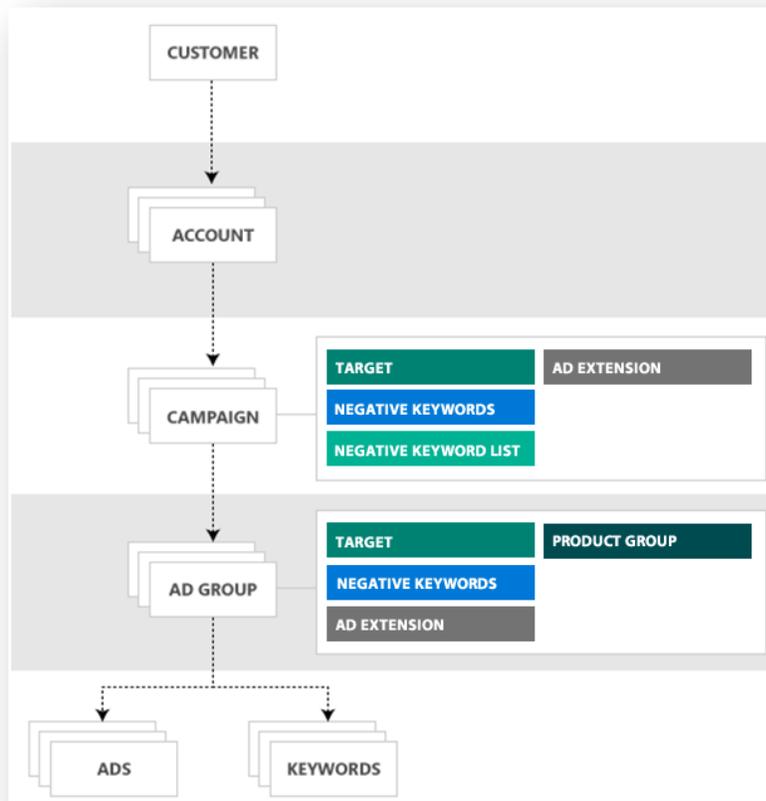
If your ultimate goal is to get a conversion and better overall ROI, you want to drive relevant traffic to your website. Identifying the right keywords is step one. Optimization your keywords to make it attractive to search engines is step two. The steps to optimization include choosing the best amount to pay (keyword bid) for each keyword, keeping track of how well each keyword performs by using Bing Ads reporting tools to review, study and adjust your keywords and keyword bid accordingly. Running reports and refining your keywords and ads is how you will continually improve your ad performance, increase your conversions and grow your business.

Introduction to campaigns, ad groups and Import from Google AdWords

Campaigns and ad groups — along with importing campaigns from other search engines — make it easy to organize, manage and monitor your search advertising with Bing Ads, as well as run campaigns from other search advertising tools.

Basics of campaigns and ad groups

Think of the structure of your advertising as a family tree. At the very top of the tree is your Customer, under which your Accounts act as the container, or parents, of your Campaigns (children). There can be multiple campaigns in your account. Similarly, **Campaigns** are the containers of your ad groups. You can have multiple ad groups in each campaign. **Ad Groups** are the containers of ad extensions, targets and keywords. You can have multiple ads and keywords in each Ad Group.



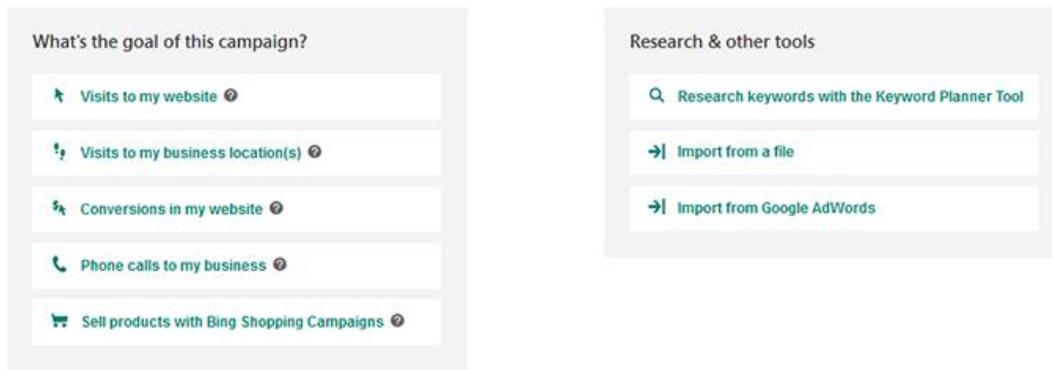
Within this structure, you can build your advertising campaigns any way you wish. For example, you can align them with how you manage your advertising budget. This will help you easily identify the relationship between the ad dollars you spend and the results found by using Bing Ads reporting tools.

Campaign organization

Campaign creation is an exciting process. Bing Ads has developed a workflow to reflect changes in new features like ad extensions, bidding options, and targeting enhancements. The platform provides you with all the tools to set up a strong campaign quickly.

The first task in campaign creation is establishing a business goal to guide your campaign's creation. Once you're in the site, you will be asked to select your marketing goal for your new campaign. This goal will be used to recommend different features or different defaults to get your campaigns off to the right start. Regardless of whether you seek conversions for your website or if you want phone calls to your business, your campaign will have access to all the newest features.

Create a campaign



Shortcuts to other campaign setup tools are also on the set up page: tools like Keyword Planner, File Import, and Google Import will be looked at in length later.

Your next step is to target specific locations you want your ads to appear. For example, you will now manage your radius targets in the same view that you manage your other locations.

The third step is **targeting the right searchers** using tailored **keyword suggestions**. For each suggestion, you will be able to see how popular, how costly, and how competitive each keyword is. Your keywords are automatically grouped into ad groups based on relevance.

By organizing your keywords into multiple ad groups, you can better target your ad copy and your bids to the different sets of search queries you want to show up for.

Note: These suggestions can even be based on a URL from your website.

Next, you need to include high-value features to your ads. The newest Bing Ad Extensions make your ads more eye-catching to searchers and can help boost clicks and conversions on your ads.

With campaign creation, you have access to the library of **ad extensions** we will look at further in depth later. Instead of being limited to only one ad for your entire campaign, you can now set up multiple ads and easily manage them all in one page.

The last step is setting **your budget and bidding options**. Based on your campaign creation, Bing Ads will provide performance estimates on what your campaign's clicks, impressions, spend, and avg. position might be.

Basics of importing campaigns

Compatibility between search advertising platforms is important. If you already have campaigns in other online advertising programs, you can import them to Bing Ads, saving you the trouble of having to set them up from scratch. For example, you can import directly from your Google AdWords account, or you can create an import file and upload it to Bing Ads.

There are two easy ways to get your campaigns quickly over to Bing Ads: one, import using Bing Ads Editor with a spreadsheet, or two, import using only your AdWords login and password credentials – no spreadsheets needed.

Import from Google AdWords

The Google Import tool allows advertisers to import 4 million keywords plus ads. You can also import 1 million ad group product partitions and 2 million negative keywords (ad group level and campaign level combined).

You can do this with just three easy clicks:

1. Sign in to Bing Ads.
2. Click **Import from Google AdWords**.
3. Follow the steps to import your campaigns.

Campaigns Reports Opportunities Tools ▾ **Import Campaigns ▾**   

Import from Google AdWords

Get your campaigns up and running quickly by importing them directly from Google AdWords. Before you start, make sure to [understand what will get imported](#).

Sign in to Google

To import your campaigns, AdWords requires you to sign in to your Google account. You will import into this Bing Ads account: **RedTech - ADWORDS**

Sign in to Google Cancel

Choose Your AdWords Account

Choose AdWords Campaigns

Choose Import Options

Import Summary

Another option is to import Google AdWords using Bing Ads Editor. Simply Click **Import from Google**, and finish by following the steps to import your campaigns.

Note: Before you begin importing campaigns from Google AdWords to Bing Ads, be sure to review **Importing your campaigns: Requirements**. When you're finished importing, you can view your data and have the opportunity to fix any issues.

Importing from a file

Some Bing Ads users are currently unable to import campaigns directly from Google AdWords. If you have Google 2-step verification, you need to create an application-specific password for Bing Ads. If you're still unable to import directly after several attempts, follow these steps to import campaigns using an import file:

Create a Microsoft Excel or CSV (comma-separated values) import file. You can download the import file template [here](#). In Bing Ads, click **Import Campaigns**, and then click **Import from file**. If you have imported from a file in the past 90 days, you will see a table that tells you the **Data/Time** and **Uploaded file**.

	A	B	C	D	E	F	G
1	Type	Status	Campaign	Ad Group	Keyword	Match Type	Bid
2	Campaign	Active	OneEachCamp				
3	Ad Group	Active	OneEachCamp	OneEachAdgroup			
4	Text Ad	Active	OneEachCamp	OneEachAdgroup			
5	Keyword	Active	OneEachCamp	OneEachAdgroup	OneKeyword	Broad	1
6	Campaign Location Target	Active	OneEachCamp				
7	Campaign Negative Location	Active	OneEachCamp				

Another useful feature is the option to select when you want to import your AdWords data into your Bing Ads account. For example, you have the option to schedule them to appear **Once**, **Daily**, **Weekly**, or **Monthly**.

Schedule imports

Set when you want Bing Ads to import your AdWords data.

How often  Once 06/25/2016 At 02:00 PM

Display time 12 - hour 24 - hour

Time zone (GTM-08:00) Pacific Time (US & Canada); Tijauna

Import name Automated import #1

Email results Only if there are errors

Apply

The Import Summary confirms that your import has been scheduled, when it will run and how often it will sync.

Import from Google AdWords

Get your campaigns up and running quickly by importing them directly from Google AdWords. Before you start, make sure to understand what will get imported.

Sign in to Google: contoso@gmail.com 

Choose your AdWords account: user123@hotmail.com 

Choose AdWords campaigns: Search - adcenter, Search - Bing, Search - Bing 

Choose Bing Ads account & import options: New campaigns, Campaign budget... 

Schedule imports: Weekly - Wednesdays at 2:00PM (GMT+08:00) Beijing, Chongqing... 

Import Summary

Your import has been scheduled and will run weekly - Wednesday at 2:00 PM (GMT+8 Beijing)
[View your import schedule and history](#)

Managing campaigns and ad groups

Once you've finished creating or importing your campaign, you can make changes to many of the campaign and ad group settings.

Edit campaigns: To quickly change the campaign name, status or budget, go to the **Campaigns** page, click the checkbox in the row of the campaign you want to change, then click the **Edit** dropdown followed by the **Edit selected rows** link.

Alternatively, from the **Campaigns** page, you can hover over the field in the row you wish to change and click the **Pen** icon. To change more advanced settings, like campaign targeting, budget options and exclusions, go to the **Campaigns** page, click the name of the campaign, and click the **Settings** link.

Edit ad groups: To quickly change an ad group name, status, search bid or ad schedule, go to the **Campaigns** page, select the **Ad groups** tab, tick the checkbox in the row next to the ad group name, then click the **Edit** link followed by the **Edit selected rows** link. Alternatively, hover over the field you wish to change in the ad group's row, and click the **Pen** icon. To change more advanced ad group settings, like the ad group targeting, ad distribution, pricing, schedule and ad rotation, click on the name of the ad group, then click the **Settings** link.

Google Import is evolving *with* you. It recognizes more locations from AdWords, and Expanded device targeting can now be imported. This allows you to get more bid adjustment flexibility and improve your return on ad spend.

When importing an AdWords campaign that contains multiple target languages, Bing Ads will select the campaign language with the largest market as your ad group target language. If none of your AdWords target languages are supported in Bing Ads, Bing Ads will flag the campaign as an error.

If you are taking advantage of the new Expanded text ads option, you will need to review whether you need to set an account-level tracking template.

To do this, select the account into which you want to import your Expanded Text Ads. The account should include the campaign and ad group specified in the import file.

From the **Import** menu, simply select **Import from a file**.

To double-check your campaign set up post-import, you can compare the Google file to be imported by cross-referencing the Bing Ads and AdWords column headers. Ensure that all the column headers in the file match precisely to the columns in your template.

Summary

As you set up your campaigns and ad groups, or import campaigns, keep these key points in mind:

- Align your campaigns with your business groups or products.
- Manage your campaigns and ad groups from the Campaigns page.
- Use goal-setting, targeting, and keyword suggestions in campaign creation.
- Import Google AdWords campaigns.
- Create an upload file and import it to Bing Ads.

Bidding and traffic estimation

Launching a new search advertising campaign requires a lot of research and planning. How do you know what to bid? How much traffic should you expect from a specific keyword? Bing Ads has tools to help you strategize appropriate bids, estimate the change a bid estimate would make on your campaign's traffic, and understand your actual cost.

After reading this training, you will understand how to:

- Use one of two contemporary bid strategies.
- Take advantage of Keyword Planner tool.
- Analyze your traffic estimates.

Creating Bids

The heart of online advertising is matching relevant ads with potential customers. Bids are just one of several factors that affect your ad's position. Along with bids, keyword relevance and quality score are critical variables that determine ad rank. However, fully understanding bidding is important because it's possible to overpay for performance when trying to display your ad in the mainline (A) and sidebar (B) locations.

When creating your bids, keep in mind:

- Your keyword bid is the maximum price you are willing to pay each time your ad is clicked. Your actual cost may be much lower.
- Your budget affects the number of times your ad can be clicked in a given day or month.
- Keyword bids are not static. It's good practice to constantly review and adjust your keyword bids based on actual results as well as estimated results.

Keyword Planner

You can use Keyword Planner to get traffic estimates for your keywords. Keyword Planner helps you monitor Clicks, Impressions, Spend, CTR, CPT, and Average position.

To get data on keyword searches, click **Get search volume data and trend** from the Keyword Planner. For performance and cost estimates on keywords, click **Get performance and cost estimates for keywords**.

When you view search volume for specific keywords, a table containing historical statistics will display. This data is based on the **Location**, **Search Network Targeting**, and **Date range** you select from the sidebar to the left.

Here you will learn about search volume statistics, such as Average monthly searches, Competition, Suggested bid, and Ad impression share.

Bid landscape

Bid landscape helps estimate the affect a bid change will have on your campaign. Bid landscape provides a range of bids for a keyword, along with the estimated impressions and clicks those bids might bring for that keyword. If you see a bid that gives the performance you're looking for, you can then change your bid within Bid landscape.

Bid landscape is only available if there is sufficient impression and click data for your keywords. If there is data available, a small graph will appear next to each of your bids on the **Keywords** or **Ad groups** tabs. To view the Bid landscape estimates:

On the **Keywords** or **Ad groups** tab, click on the graph icon next to the current bid you want to review. To change your bid, select an option from the **Bid** column or enter an amount in **Other bid** and click **Save**.

At the ad group level, you can choose to change all of your keyword bids or you can update only your ad group bid and leave your individual keyword bids unchanged.

Bid Strategy

You can optimize your campaign two different ways, with respect to your budget limit:

Manual CPC (cost per click): You set your ad group and keyword bids, and Bing Ads uses these bids every time. This is every campaign's default bid strategy.

Enhanced CPC (cost per click): You set your ad group and keyword bids, and Bing Ads automatically adjusts your bids in real time to increase your chances for a conversion. Your bid will go up to 30% higher on searches that are more likely to convert and up to 100% lower on searches less likely to convert. (This change will be applied after you set your bid adjustments.)

Note: You must have conversion tracking set up for Enhanced CPC to work. Also, it is not currently supported for Bing Shopping Campaigns.

To switch the default Manual CPC strategy to Enhanced CPC, click Settings tab from the Campaign page. Under **Bid strategy**, choose **Enhanced CPC: Adjust my bid to get more conversions**.

This bid strategy will apply to your entire campaign; but, you can set an individual ad group's or keyword's bid strategy to Manual CPC at any time.

For example, if you want full control for some individual bids, you can override a campaign's bid strategy for any ad group or keyword. As before, this can be done from the Campaigns page. Click either the **Ad Groups** tab or the **Keywords** tab. Select the checkbox next to appropriate ad group or keyword. Under **Bid strategy**, choose **Use my bid**.

The **Bid strategy type** column in the table in the **Ad Groups** or **Keywords** tab shows you which bid strategy is being used. In the **Search bid** column (**Ad Groups** tab) or **Bid** column (**Keywords** tab), you'll see **(enhanced)** after the bid value if you're using Enhanced CPC.

Actual Cost

The bid amount is deducted from your campaign budget each time your ad is clicked. The actual cost for each keyword or placement varies depending on the following:

Your bid on a keyword or placement. Your keyword or placement bid is the maximum amount you can be charged when your ad is clicked. Learn more about bidding in [Set your campaign budget and bid amounts](#).

Incremental bids to target customers by time of day, gender, or other targeting criteria. When one or more of your target criteria is met and your ad is clicked, you also pay the amount of your corresponding incremental bids. Thus incremental bids can increase the cost of your default and custom bids. Learn about targeting and incremental bids in [How to target my customers by adjusting my bids](#).

Inline bid suggestions

You can view estimated bid suggestions and how to adjust those bids to meet your performance goals seamlessly in your keywords grid. You can also get additional keyword delivery status insights for effective optimization.

Inline bid suggestions is a feature in the Bing Ads Web UI that estimates how much you would have to bid for your ad to show up on the front page, mainline and best position.

In your **Campaigns page**, click the **Keywords tab**, and then the Columns icon on the right side of the tool bar to customize the insights you want to see in your keywords grid. From here, use the **Modify columns** link and add these three bid estimation columns (Est. first page bid, Est. mainline bid, and Est. best position bid) and click "Apply." By

clicking the **Save this set of columns** checkbox, you can rename and save this view including inline bid suggestions for easy access in the future.

Modify columns

Available columns

- Attributes**
 - Bid
 - Qual. score
 - Match type
 - Destination URL
 - Param1
 - Param2
 - Param3
 - Est. first page bid
 - Est. mainline bid
 - Est. best position bid
- Performance**
- Conversions**

Selected columns (drag and drop to reorder)

- Keyword
- Bid
- Delivery
- Match type
- Clicks
- Impr.
- CTR
- Avg. CPC
- Spend

Save this set of columns

Apply **Cancel**

The estimated bids to reach first page, mainline and best position for each of your keywords will then be located directly in your keywords grid. Here you can see how to update your bid for your position goal. Also, for example, if you find a "below first page bid" alert under the Delivery column, simply scroll over to see what you should bid for the first page.*

Keyword	Delivery	Qual. score	Match type	Current bid	Spend	Clicks	Impr.	CTR	Avg. position	Avg. CPC	Avg. CPM	CPA	Conversions	Est. first page bid	Est. mainline bid	Est. best position bid
Overall total - 67 keywords					129.40	1,026	34,704	2.96%	2.41	0.13	3.73	4.31	30			
tackle direct	Eligible	10/10	Phrase	0.76	2.87	34	133	18.05%	1.05	0.12	21.58	2.87	1	0.05	0.12	0.79
direct tackle	Below first page bid	10/10	Broad	0.15	0.99	12	1,148	1.05%	4.63	0.08	0.86	0.00	0	0.18	0.21	4.86
tackledirect	Below first page bid	8/10	Broad	0.15	0.20	2	47	4.26%	5.45	0.10	4.26	0.00	0	0.20	0.22	1.25

* You may see your current bid lower than the first page bid suggestion even though your current average position is well above first page (even on best position).

Keyword	Match type	Current bid	Delivery	Qual. score	Spend	Clicks	Impr.	CTR	Avg. position	Avg. CPC	Avg. CPM	CPA	Conversions	Est. first page bid
Overall total - 43 keywords					45,463.90	175,342	11,427,232	1.53%	2.16	0.26	3.98	20.97	2,168	
Shimano EVASHEK Marine Fishing Shoe Khaki/Black Size 7	Broad	0.36	Below first page bid	4/10	0.00	0	1	0.00%	1.00	0.00	0.00	0.00	0	0.74

Below first page bid alert even when average position is better than first page

The key is that for a first page bid suggestion, we take into consideration a reasonable amount of impressions you can get aside from the average position. You may get a good average position with a very low bid on a small fraction of impressions. This could be due to a couple of reasons:

- This is a brand term that gets you into a high position as long as you have the chance to show.
- You win less competitive impressions at a good position (e.g., midnight) but fall out on all the other more competitive impressions with the low bid. In calculating the average position, only the impressed auctions are taken into account resulting in a good average position.

Since we consider a reasonable amount of impressions to determine a bid suggestion, the bid suggestion can be higher than your current bid setting. Therefore, even if your current bid may be winning a small amount of traffic on a good position there may still be an opportunity to gain more traffic.

Not only can you see the estimated bid suggestions for a particular keyword right there in your grid, but you can learn how to best to change the bid by clicking the icon under your Current bid value to instantly view its bid landscape as well.

It's important to remember that estimation is based on all auction data from the previous seven days. For example, if your keyword bid is \$0.50 U.S. dollars, estimation shows you how your \$0.50 U.S. dollar bid would have performed based on data from the last seven days. For comparison purposes, if you change your bid to \$1 U.S. dollar, you'll see what your results would have been with a \$1 U.S. dollar bid. Although the estimation does not predict future performance of bids, looking at hypothetical bids in relation to real data can give you valuable insight into trends and probable results.

Traffic status by location

You can use the Geo location report to find out how your ads are doing in different locations, which can help you decide where to focus more of your advertising efforts. With the "Location type" and "Most specific location" columns, you can view which location type – "Physical location" or "Location of interest" – that was used to serve your ads.

To create a Geo location report, click **Reports**. If not already expanded, click **Standard reports**. Click **Targeting**, and then click **Geo locations (New version)**. Select the unit of time (**Show (unit of time)**), **Date range**, and the download **Format** you want.

Optionally, you can do one or more of the following:

- Set your report to include all accounts (the default) or select **Specific accounts, campaigns, and ad groups** and then choose the items you want.
- Click **Choose your columns** to select or remove attributes and performance statistics for the report.
- Click **Filter** to display specific types of data in your report.
- Click **My report settings** to save the report as a custom report or schedule the report to run at a certain time.

Click **Run** to run the report, or **Download** to download the report as a CSV or TSV file.

Note: You can also create a Geographical location report from the Dimensions tab. On the **Campaigns** pages, click the **Dimensions** tab, and then next to **Show**, click **Geographical location**.

Understanding your traffic estimates

After seeing the estimates related to keyword performances and cost, you might wonder why you are seeing certain traffic estimates. Here are some reasons that can impact how your traffic estimates display.

- **Limited by budget:** You may sometimes see a shaded area in the graph. This means that our system estimates that your budget is too low to accommodate all the clicks and impressions available for your keywords for the shaded bids. You may also see the line in the graph curving down. This means that the estimated number of clicks your keywords might get are decreasing as your bid increases.

To get more clicks and impressions, try increasing your daily budget. By increasing your budget, your ads may get more clicks and impressions. You can also try to lower bid, as it might reduce the average amount you pay when your ad gets clicked and help your budget go further to get more clicks.

- **Estimates are not available in the tables:** If you haven't entered a bid and daily budget (optional), you will see dashes "-" in the table. Enter **Bid amount** and **Daily budget** (optional) above the graph and click **Get estimates** to view the weekly estimates.

If you see a dash "-" instead of a number in the **Avg. Position** column, our system determined that your ad will likely not get any impressions. Historical ad performance for your ad and other ads using similar keywords are used to calculate the average position. Usually, you'll see a dash when different factors like your bid or click-through rates aren't sufficient to earn an ad position. Try to increase your bid amount to get an average position estimate.

Summary

As an advertiser, you want your ad to display at or near the top of the search results page. Optimal keyword bids are critical for achieving a high rank while not overpaying. Bing Ads provides tools that allow you to analyze estimated results and apply informed keyword bids. As you work with your bidding strategy, remember these key points:

- Use the bid and traffic estimation tools to help you place optimal bids.
- Monitor and adjust your campaigns as needed.
- Adjust bids using bid landscape.

□ Writing an effective ad

Writing effective ads is one of the fundamental tasks of creating your online ad presence. It's critical to learn about the general ad structure and Bing Ads policies so you can write ads that will increase your click-through rate (CTR) and improve your quality score.

In this training, you will learn tips and techniques to help you write ads that are effective and relevant. This training will help you understand how to:

- Use advertising basics to craft a compelling ad.
- Preview your ad and submit your ads for approval.
- Adhere to important Bing Ads policies

Advertising Basics

You've created your campaign and adjusted your bids for researched keywords. Your ad is now getting in front of your targeted customer, which means it's time to make sure your ad *message* gets their attention.

Test implementing the following ideas when writing your ad to help improve your overall campaign's performance:

Describe what sets your product apart. Why do customers buy your product? Does it solve a problem? Does it help save time or money? Or, does it have unique features or qualities? For example, if your product is available in many more colors than the competition can offer, you might mention color choices in your ad.

Use your customers' language. Research the age group and gender of your typical audience, and then use that insight to write your ads. Use words and a writing tone that are likely to attract your typical customer.

Address your customers directly. Use the words "you" or "your" in your ads so that you are speaking directly to them.

Pre-qualify your visitors. Use words in your ads that help attract true potential customers. For example, if you offer only high-end products, stay away from words like discount, bargain, and cheap. Be clear in your ad who your products are for. This can save you money by eliminating clicks that are not likely to convert to sales.

List the price of your product or service. If your product or service is competitively priced, consider featuring the price in your ad. To help ensure that your ad gets approved, make sure that the ad links to a landing page that includes both the product (or service) and the price.

Be specific. The clearer and more specific your offering, the better. For example, rather than "big discounts," specify an exact percentage, such as "50% off."

Include a call to action. Give customers a reason to click your ad right now. Offer a specific call to action, such as encouraging customers to request a brochure or consultation, download a free e-book, subscribe to a newsletter, or take advantage of a limited-time discount.

Attention-grabbing ad titles. Include the keywords customers use when they run their searches.

Make the ad eye-catching. Use ad extensions to make your ad stand out from the competition. Test any extensions that are appropriate - Sitelink Extensions, Location Extensions, Call Extensions, App Extensions, Callout Extensions and more.

Note: Make sure your website's landing page is relevant to both the ad and the keyword.

Expanded Text Ads

Expanded Text Ads are a new, mobile-optimized ad format that enables you to craft longer ad copy and optimize your ad text to better engage with potential customers before they click on your ads. Expanded Text Ads work seamlessly on mobile, tablet, and desktop devices, giving you a way to create more compelling calls to action for consumers and drive higher conversions to your business.

Here's how Expanded Text Ads compare to standard text ads:

Ad part	Standard text ads	Expanded Text Ads
Ad title	25 characters	60 characters (two 30-character ad titles separated by a hyphen)
Ad text	71 characters	80 characters
Display URL	35 characters, manually entered and error-prone	Domain and subdomain automatically generated from your final URL (preserving capitalization) plus two customizable URL paths.
	We recommend you set up Expanded Text Ads in parallel with your existing standard text ads. This will help you test your Expanded Text Ads' creative performance against standard text ads and give you insights for optimizing your message in the new format.	

Multiple ads

Start by creating multiple ads in an ad group. Each ad group can contain as many as 20 ads, which Bing Ads displays in an even rotation. To learn which words and phrases are most compelling to your target audience, try experimenting with a variety of ad titles and text. After you've identified your most effective ad or two in terms of CTR and conversions, you can help maximize your campaign ROI by deleting the other ads from the ad group.

The Ad Preview and Diagnostics tool

The Ad Preview and Diagnostics tool lets you quickly confirm that your ad is showing correctly on Bing without impacting impressions or clicks. If your ad isn't on the first page of search results, you will receive an explanation, with suggestions on getting it there.

You can preview both your text ads and product ads. To see if your ad is on the first page of search results click **Tools** in the top right corner of the page, and then click **Ad Preview and Diagnostics Tool**.

On the **Ad Preview and Diagnostics Tool** page, type the keyword or search query for which you want to find search ads.

Select the targeting options (**Language**, **Domain**, **Location**, and **Device**) for which you want to preview your ads. Click **Preview**.

If you see the message saying, "Do you want to view only the webpage content that was delivered securely?" click **No** to proceed.

If you see the message saying, "This message contains both secure and nonsecure items," click **Yes** to proceed.

If you see the message saying, "Your ad is not showing," in the **Reason for not showing** column for each keyword listed, click the short summary to see a full description and a suggested action. Follow the action suggested. Click **Close**.

The Bing Ads Ad Preview and Diagnostics tool gives you a preview of which ads are appearing on the first search results page. If your ad is lower than ad position 9, the tool will not preview it for you.

Disapproved content

If your ad has been disapproved, you will be notified by email. You can also select the arrow next to the disapproved Delivery status on the **ad** or **keyword** tab in Bing Ads to get actionable information about the reasons for the disapproval.

Often, it is hard to find your ad in search results pages. Issues with low keyword bids, product ads not loading correctly, poor ad position, low budget, etc. can interfere with ad display. There are a lot of strategies to use for troubleshooting problems with your ad not showing.

General policies

Microsoft can refuse to accept any advertising content that does not meet [Bing Ads policies](#). When writing ads, it's necessary that you adhere to these guidelines to decrease the likelihood that your ad is disapproved. Disapproval can inhibit the execution of your campaign, so, it's best to read the editorial guidelines article in Bing Ads online help to become familiar with the list of acceptable ad content.

Four of the most important **general** policies that you must adhere to when writing ads are:

- Do not use offensive language or profanity.
- Do not advertise illegal products.
- Do not mislead your customers or create the wrong impression.
- Use correct style and grammar in your ads and avoid common mistakes such as more than one exclamation point per sentence, repeated or unnecessary punctuation, or repeated words.

The following are several other policies and practices that you should commit to memory.

Policies for intellectual property

You are responsible for ensuring that your ads and keywords do not infringe on another party's intellectual property. However, you can use trademarked words or phrases in certain instances.

Landing pages

The landing page for your ad should provide clear content that is **relevant** to your ad text and keywords. If the landing page is inaccessible, is under construction, generates pop-up ads, or does not have content that is relevant to your ad text, your ad could be disapproved.

Sending customers to landing pages specific to the product or service that are most relevant to the search queries or other input can help boost click-through rate, conversions, and conversion rate. You do this by associating appropriate destination URLs with specific keywords.

For example, if you sell shoes and you're bidding on the keyword running shoes, you can "link" a destination URL for the webpage where you sell running shoes to that keyword. When a customer searches for running shoes and your ad is displayed, it will include the destination URL you've linked with the keyword.

Summary

To write effective ads that get noticed, remember these key points:

- Use your customers' most popular search query keywords in your ad titles and text.
- Implement basic advertising principles, like calls-to-action and specific language.
- Take advantage of the Ad Preview and Diagnostics tool to check your ads relevancy.

- Review and follow the Bing Ads policies to help your ad go live as quickly as possible.

□ Choosing keywords

Keywords are single words or phrases that are used to target user search queries on search engines like Bing. When a customer's search query matches your keyword, this triggers your ads to display. Choosing keywords is one of the most important aspects of creating and maintaining a successful pay-per-click (PPC) advertising campaign. But where to start? How do you identify the many possible keywords that describe your business? How much should you bid on those keywords to be competitive with other advertisers?

After reading this training, you will understand how to:

- Brainstorm, research and choose keywords following best practices.
- Understand the concept of match types and negative keywords.
- Use Bing Ads Keyword Planner to research and discover keywords.

Building a quality keyword list

The most important tool at your disposal for building a quality keyword list is brainstorming. Who knows your business better than you? Start with what you know:

- Your brand.
- Your products.
- Your services.
- Review your competitors' websites.

From here, shift your brainstorming to questions like these:

- Why do consumers need your products and services?
- Why would a consumer choose you over your competitors?
- What types of questions might a consumer ask to find your products and services?

The end result of this brainstorming exercise should be a seed keyword list. These seed keywords will help you plug into actual tools to take your keyword research to the next level.

Bing Ads Keyword Planner

There are a wide variety of tools at your disposal for research and optimization of your keyword lists. One of these tools is located directly within Bing Ads. On the top menu, click **Tools** and then click **Keyword Planner**. Click **Search for new keywords using a phrase, website, or category**.

The seed keyword list that resulted from your brainstorming will become the starting point for your research with Keyword Planner. To start, enter one or more of the following in the boxes that appear:

- Up to 200 words or phrases that describe what you're advertising
- The URL of your website or a page on your website (see note below)
- A category relevant to your product or service

Keyword Planner

Plan and improve your campaigns

Find new keywords

Search for new keywords using a phrase, website, or category

Enter one or more of the following:

Product or service

Enter products or services, separated by commas (for example, Seattle, Seattle bakery, bakery).

Your landing page

www.example.com

Your product category

Enter or select a product category

Targeting

United States

English

All search networks (Bing, AOL, and Yahoo search and syndicated search partners)

Negative keywords

Search options

Keyword filters

Keyword options
Show keywords in my account

Keywords to include

Date range

Show average monthly searches for: Last 12 months

Get suggestions

You can multiply your keyword lists to get new keyword suggestions. On the top menu, click **Tools** and then click **Keyword Planner**. Click **Multiply keyword lists to get new keywords**. Enter keywords in **List 1** and **List 2**.

You can enter keywords one per line or separated by commas. Click **Get estimates**. To get detailed estimates for your ad groups, enter the **Bid** and **Daily budget** (optional) and click **Get estimates**.

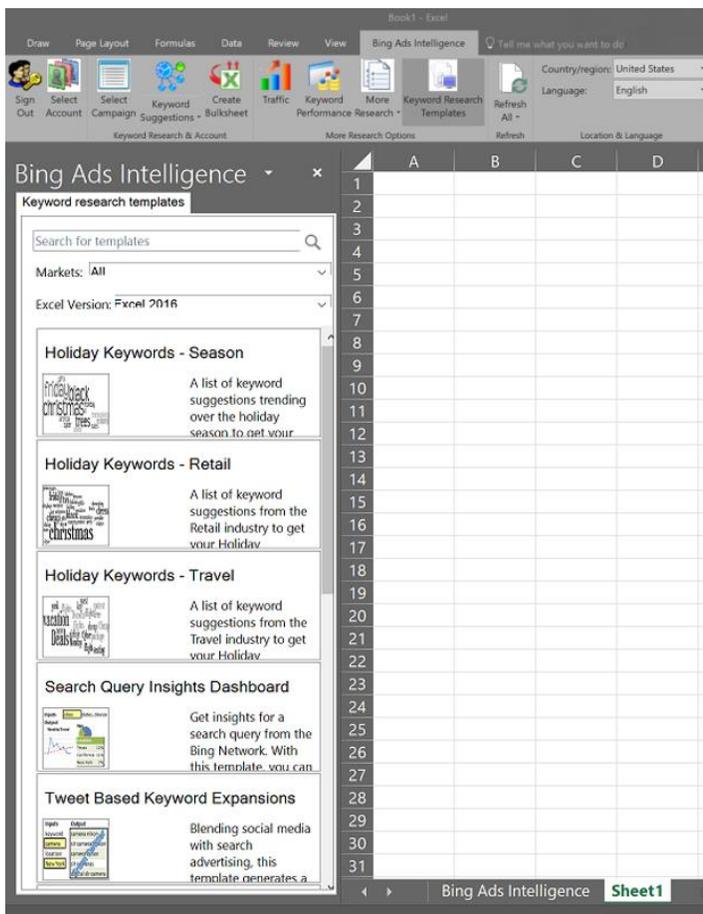
You'll be presented with a bid landscape for all the generated keywords. You can also change the graph's data by selecting **Ad group**, **Keyword**, **Device**, or **Location** from the tabs above the graph. After reviewing the recommended ad group and keyword suggestions, you can **Add keywords** or **Export** the suggestions.

Alternately, you can get the search volume for your multiplied keyword. Click **Get search volume** after entering your keywords in the list boxes. You can then view the graph's data by **Search volume trends**, **Mobile trends**, **Breakdown by device**, **Breakdown by location**, **Compare to competitor domains**, or **Compare to market leader domains** from the dropdown list above the graph.

You'll also see two tabs below: A tab for ad group suggestions and a tab for keyword suggestions. After reviewing the recommended ad group and keyword suggestions, you can click the **Save to account** button on the upper right corner to directly save to your account by creating a new campaign or adding to an existing campaign.

Bing Ads Intelligence

Another powerful tool for working with keywords is Bing Ads Intelligence – an extension for Excel. This tool seamlessly operates in Microsoft Office Excel 2016, 2013, 2010 and 2007 and provides many features and templates for researching or expanding your keyword lists.



Negative keywords and match types

As you build your keyword list, you will find there are keyword variations that are a perfect match – and some that are close, but not perfect. How do you deal with those keywords that are only “close” to perfect? Match types. You control how Bing Ads matches your keyword to user search queries.

- Exact Match: end user must type your keyword into the search box – word for word.
- Phrase Match: end user must type your keyword into the search box, but additional words may be included before or after.
- Broad Match: end user’s search query must be *close* to your keyword and may contain synonyms, slang or similar words.

If you find there are keywords that are not relevant to your business at all, you have the option to exclude those words. Negative keywords allow you to define exceptions to when your ad will be triggered. For instance, if your ad sells shoes and you’ve specified “tennis shoes” as a keyword, you can prevent your ad from being displayed in response to a search on “tennis courts” by adding “courts” as a negative keyword.

Disapproved keywords

On occasion, you may upload a new keyword just to find that it has been rejected, or disapproved. Keywords that do not meet Bing Ads editorial policies are given a **disapproved** status. You will be alerted to any issues with your keywords in the **Delivery** column of your keywords list, as well as by an email notification, at which time you can either fix the issue or request an exception.

Summary

The words and phrases you include in your keywords list help determine whether or not a customer will see your ad. Be sure to focus on keyword relevancy to maximize the effectiveness of your strategy. When choosing keywords, remember these points:

- Your knowledge of your business is the best place to start for keyword brainstorming and research.
- Use Bing Ads Keyword Planner and Bing Ads Intelligence tools to research and expand your keyword lists.
- Take advantage of match types to control how your keywords are matched to user search queries.

□ Bing Ads editorial policies

Bing Ads policies help advertisers learn what makes a great ad, as well as what is and isn't allowed in them.

The ad and keyword editorial review is a quality check to help ensure that ads are well written and relevant to potential customers. After you submit an ad group, the content goes through a review to ensure that it meets Bing Ads policies. If your ads and keywords don't raise any flags, they pass the review and become active.

After reading this training, you will understand how to:

- Adhere to style and content policies.
- Avoid disapproved ads and keywords.
- Fix limited or disapproved status.
- Find resources about specific Bing Ads policies.

Ad style policies

Style refers to the way your ad looks and reads with the use of capitalization, grammar and punctuation. By following the style policies, your ad will be effective and clear.

Style policy highlights:

- Capitalization is allowed for proper names, branded words and legitimate acronyms. Don't use random capitalization, even if you're trying to emphasize part of your ad copy.
 - **Approved:** Purchase Cheddar cheese from England.
 - **Disapproved:** Find GREAT deals on soFTwaRe.

- Phone numbers: The use of phone numbers in ad copy or Call Extensions must comply with Bing Ads policies. You can only use Call Extensions or Local Extensions to add a phone number to your ad copy in the following markets: US, CA, UK, HK, TW.
- Symbols or special characters including currency, trademark, copyright, model numbers, acronyms, ISBNs and trademarks containing special characters, are ok. Non-standard character sets for the language, superscripts or subscripts, or enhanced fonts, like bold and italic, are not allowed.
 - **Approved:** Games & software at A*DATUM for \$99.
 - **Disapproved:** Find *great* deals on software ^{*restrictions apply}
- Use correct punctuation at the end of your ad. Multiple exclamation points or question marks are not allowed. Exclamation points are not allowed in the title.
 - **Approved:** Great deals on software! 50% off all titles.
 - **Disapproved:** Great deals on software!!!! 50% off all titles!!!
- Character limits are calculated, including ads with dynamic text. If your ad title, ad text or destination URL exceeds certain character limitations, you will receive an error message. The limitations:

Ad placement	Text ad	Mobile ad
Ad title	25	18
Ad description	71	18
Display URL	35	20
Destination URL	1024	200
Phone number	N/A	20
Business name	N/A	20

- For effective ads, use correct spelling and grammar. Common abbreviations or substitutions, like ampersand, are acceptable. Gimmicky spelling and jargon should not be used.
 - **Approved:** Big sale on all 4X4, 4WD and Jeeps.
 - **Disapproved:** Tell your friends to git their carz here.
 - **Approved:** Save 50% on wicker chairs & tables.
 - **Disapproved:** \$ave! \$ave! \$ave!
- Keep your **pricing and discount language** accurate. Price quotes may appear in ads if they are also visible on the landing page. Pricing must accurately reflect the actual offer that users will find on the site.
 - **Approved:** Get cable for as low as \$9.95 per month.
 - **Disapproved:** All items 20% off. (*If only a portion of the landing page items are 20% off.)
- A combined total of at least three words is required in the ad title and ad text for a **mobile ad**. Ads with two or fewer words are not allowed.

Ad content policies

There are two specific content policies that will help you eliminate redundancy, low quality ads or confusing user experiences.

Duplicate Ads:

Content that is too similar runs the risk of being disallowed. To comply, don't submit multiple ads that link to sites whose content or design is very similar.

Multiple ads may be displayed if the target site for each ad has:

- A separate, distinct brand
- A unique look and feel
- Different products or services

Foreign Language:

As a general rule, you may not use two different languages within the same ad copy, except for commonly used terms or brands. Also, landing pages should be in the local language(s) of the market. (Case by case decisions may be made based on the general comprehension of the language in a specific market.) Foreign language words are allowed where they naturally fall into local language usage. For example, in English-speaking regions, the following foreign words are allowed: *résumé*, *faux*, *burrito*, *café*, *fiancé*, *cliché*, *curriculum vitae*, *Zeitgeist*.

Approved Examples:

Tour Mexico

www.contoso.com

Packages for families.

Prices for the summer!

Disapproved Examples:

Tour Mexico

www.contoso.com

Packages for families.

Precios para el verano!

URL and landing page policies

URLs should accurately describe your ad's landing page. Also, landing pages should load and function as normally expected — disruptive or deceptive content is not allowed.

Policy	The display URL must be of valid format.	The display URL cannot be used in a misleading manner.	Display URL cannot be used as another line of text.

 Approved Example	www.contoso.com contoso.com http://floor.contoso.com	Display URL: www.contoso.gov Landing page URL: www.contoso.gov	Display URL: www.contoso.com/woodplans Landing page URL: www.contoso.com/woodplans
 Disapproved Example	http:// Buy floor here www.contoso floor@contoso.com	Display URL: www.contoso.gov Landing page URL: www.xyz.info	Display URL: call us now Landing page URL: www.contoso.com/woodplans

Remember, a reliable landing page is essential for quality clicks and impressions – especially at peak times. With regard to site behavior and navigation approvals, the **Back** button on your landing page must always be functional.

- The landing page must not:
 - Use "fake" close behavior. For example, when a user clicks a "close" button on the page, it should close that page, and no other behavior should result:
 - Be designed to look broken or simulate a non-working webpage in any way.
 - Mislead the user with "imitation" dialog boxes or browser windows.

Especially important is your URL sends users to the same static landing page every time.

Disapproved ads

Editorial checks do not stop once an ad is live. The Bing Ads team performs ongoing reviews to help ensure a quality marketplace. For this reason, ads and keywords that have previously displayed may be disapproved.

Common causes of disapprovals

The Bing Ads Disallowed content policy reserves the right to reject or remove any ad at any time, especially in the case of certain content considered sensitive, illegal, dangerous, harmful and/or potentially unethical in nature. Please also review the Disallowed and restricted products policy for a better understanding of specific laws in different regions.

Here are general guidelines to avoid common editorial disapprovals:

- **Intellectual property & counterfeit**
Microsoft take allegations of trademark infringement seriously. If trademark and/or copyright are infringed, Bing Ads will remove an ad. The same goes for counterfeit. If you are a trademark owner and want to submit an allegation, please complete the Intellectual Property Concern Form.
- **Pharmacy and health care**
Bing Ads restricts/limits the promotion of prescription-only drugs. Advertisers may not bid on keywords relating to prescription-only medications, including prescription medications for animals, unless they are properly certified in the market they are serving.
- **Adult content**
If your ads, keywords or destination website include adult content, like sexually explicit content (pornography,

sexually oriented dating sites, prominently featured sex toy sites, etc.), then you must participate in the Bing Ads Adult Advertising Program — please apply through the Adult advertising program participation form.

- **Gambling and contests**

Sites that accept wagers or require payment or other consideration in exchange for the chance to win prizes are not allowed. Likewise, sites that offer both information and links related primarily to the promotion of online gambling are not allowed. Policies vary by region.

- **Online fraud**

Advertising for ponzi schemes, pyramid schemes, chain letters, certain solicitation of money, and any other legally questionable business opportunities, is not permitted.

- **Financial products**

Advertisers who promote financial products and services must ensure they comply with all applicable local laws and regulatory requirements.

How do I fix a Disapproved or Approved Limited status?

Approved Limited is a [delivery status](#) related to location targeting. It means either your ad or keyword is approved and eligible to serve in at least one of its targeted locations, and/or your ad or keyword is either pending or disapproved in at least one other targeted location.

If you receive an email saying you had a *Disapproved* or *Approved Limited* ad or keyword, take the following steps: Click the **Ads** tab or the **Keywords** tab. The delivery status of your ads or keywords can be found in the **Delivery** column. (You can sort the **Delivery** column to more easily find the Disapproved or Approved Limited items by clicking the **Delivery** column header.)

Click the ellipsis icon  next to the status in the **Delivery** column to see the ad or keyword's disapproved terms and the reasons for the disapprovals.

If the status is *Approved Limited*, you will also see the specific market(s) in which the ad or keyword is disapproved. This ad or keyword is not functional in the listed market(s), but it is functional in all other targeted locations. If an ad or keyword is listed as *Approved Limited* in Bing Ads, click on the three dots next to the words *Approved Limited*.

If it was disapproved in at least one of your targeted locations, you will see:

- The reason it was disapproved.
- The location(s) in which the disapproval occurred.
- The part of the submission that triggered the disapproval.

How do I challenge disapprovals?

If you feel that your ad or keyword should not have been disapproved, you can request an exception. If an ad or keyword is disapproved *as* you are creating it, click the **Request an exception** button.

In the **Tell us your reason for requesting an exception** box, tell us why you believe the ad or keyword meets the policies and should not have been disapproved, or why the policy in question doesn't apply. Click **Save**. You can also request an exception to the disapproval *after* the editorial review. Go to the **Campaigns** page and click the **Ads** tab or the **Keywords** tab.

Find the affected ad(s) or keyword(s). Disapproved ads or keywords will have either *Disapproved* or *Approved Limited* listed in the **Delivery** column. Select the checkbox to the left of the affected ad(s) or keyword(s). Select **Edit > Request exception**, and then select either **Selected ad(s)** or **All ads/keywords in this ad group**.

In the **Tell us your reason for requesting an exception** box, tell us why you believe the ad or keyword meets the policies and should not have been disapproved, or why the policy in question doesn't apply. Click **Request an exception**.

Note: If your exception request is denied, the decision is final.

Disapprovals in Bing Ads Editor

While making bulk edits to your campaigns offline using the Bing Ads Editor, you can quickly:

- Search for keywords that have failed editorial review.
- See whether their status is appealable.
- Appeal multiple keywords in bulk using one appeal entry.

In Bing Ads Editor, the **View** drop-down menu allows you to work with your campaigns, ad groups, text ads, and keywords by sorting and presenting data in group types, such as **active**, **paused**, **pending** and **deleted**. One group is **Editorial Disapprovals**, which contains the sub-groups: **adult**, **drugs** and **weapons**. Choose these sub-groups to see keywords that have failed editorial review.

If you have disapproved keywords, and their status is **Active-Appealable**, you can submit an appeal for one, several or all of your keywords directly from the **Edit Selected** menu found in the **Manager** pane. Simply select the keyword or keywords you would like to appeal, and type your response in the **reasons for requesting exceptions to editorial disapprovals** text field. The next time you post changes, your appeal will be sent to Bing Ads for review.

Similarly, in the Bing Ads interface within the Keywords panel you can submit a request for exception by clicking on the ellipsis icon next to the "Disapproved" notification within the "Delivery" column. Simply tell us your reason for requesting an exception and submit the request exception.

Summary

Bing Ads Policies are sets of rules that apply to style, content and functionality for ads, keywords and landing pages. They are designed to ensure the quality and consistency of the search ads Bing Ads delivers across the Bing Network. When writing ads, it's important to remember:

- Ads must meet editorial policies for capitalization, punctuation, spelling, character limits and promotions in order to go live.
- Ads, keywords and links to landing pages must adhere to the Bing Ads content policies, or they will be disapproved.
- Guidelines can vary from country to country.

- Bing Ads offers features and documentation to keep you up to date on our editorial guidelines, helping you create compliant, successful ads.

□ Ad Extensions

Bing Ads offers a suite of easy-to-use features called Ad Extensions that enable businesses to build more informative ads to attract customers across PCs, tablets and mobile devices. There are currently seven types of ad extensions available. In addition, you can take advantage of Enhanced Sitelinks to add two lines of descriptive text and enable larger headlines.

After reading this training, you will understand how to:

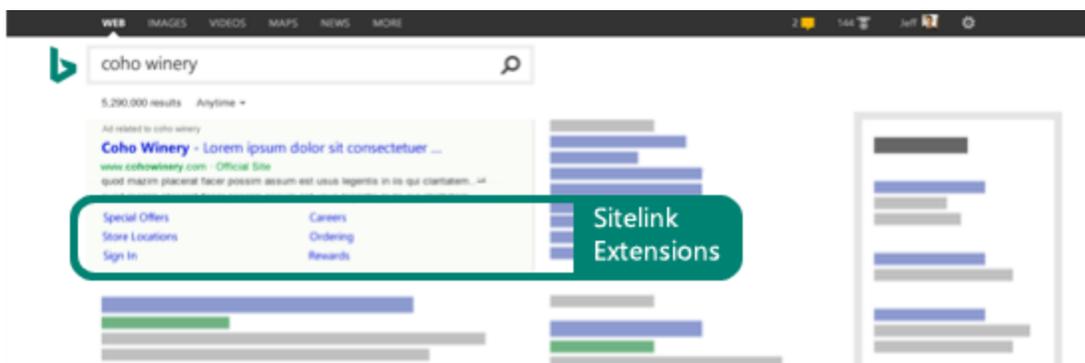
- Create **Sitelink Extensions**, as well as edit and delete existing extensions.
- Update your existing Sitelink Extensions with **Enhanced Sitelinks**.
- Use **Location Extensions** to display your local business information.
- Create **Call Extensions** with your business phone number or a forwarding number that provides better analytics.
- Take advantage of **Callout Extensions** to showcase how your business is unique.
- Use **Review Extensions** to create customer trust with positive third-party reviews.
- Create **Structured Snippet Extensions** to highlight extra products and services.
- Use **App Extensions** to promote your app.

Sitelink Extensions

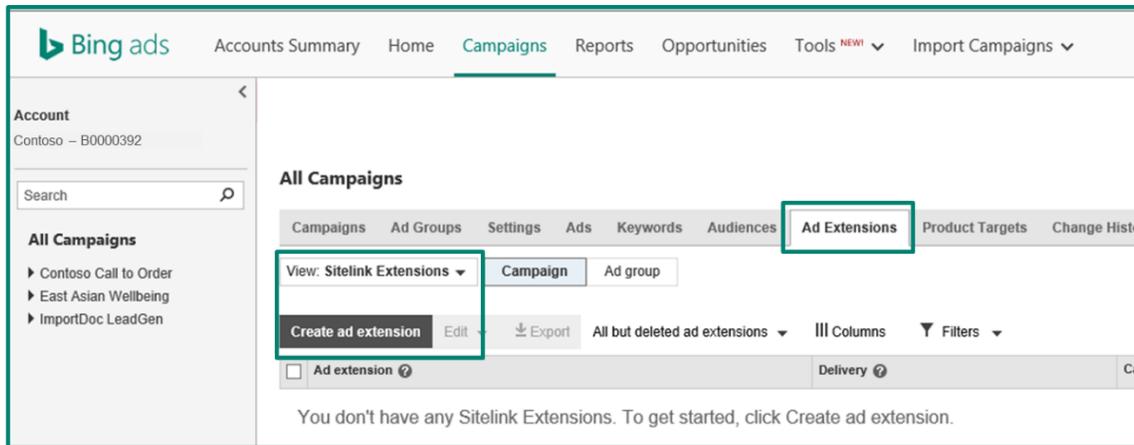
Sitelink Extensions are additional links in your ads that take customers to specific pages on your website without having to enter a URL. They offer your customers a quick and convenient way to access the information they're searching for, which can increase both click-through rate (CTR) and conversions.

Improving your CTR is not only a function of keyword-to-ad relevance, but an indicator of how well you are able to show potential customers that you have what they're looking for. For example, if you're a retailer bidding on brand terms, it's smart to include an extension for your store locator page. Why? Searcher behavior data shows that when people enter a store name into the search box, they're often looking for basic information like store location and hours.

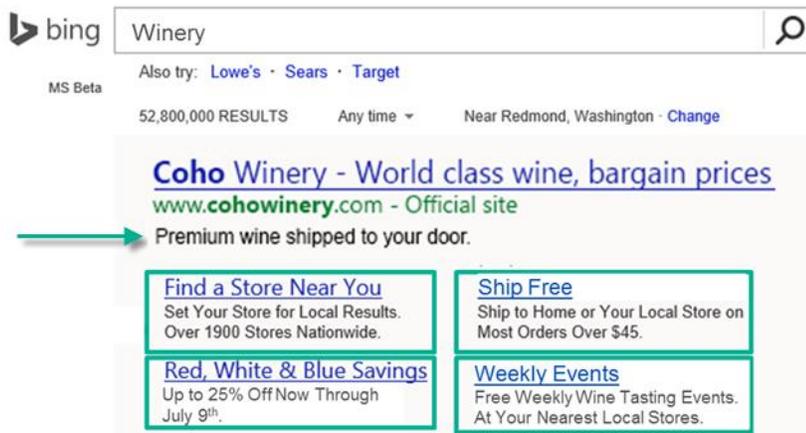
Sitelink Extensions provide a way to add links to your ads, and are especially useful to mobile consumers who want to take immediate action when they're out and about and need quick access to your business information. You can enter up to ten Sitelink Extensions for each campaign; they will apply to all ad groups and ads in your campaign. Bing Ads will only show Sitelink Extensions in the mainline, and only for high-quality ads and campaigns. Therefore, make sure to add Sitelink Extensions to your highest performing campaigns. It might take some time for new campaigns to start showing Sitelinks Extensions due to time required to build a history and quality score for the campaign.



To create new ad Sitelink Extensions, on the **All Campaigns** page choose the **Ad Extensions** tab. Click **create ad extension**.



Sitelink Extensions can be associated at either the campaign or ad group level. Select the campaign you want to associate the new Sitelink Extensions to, then add up to 35 characters of description. (You must add both lines of text for Enhanced Sitelinks to be enabled.) Click **save**.



To update existing Sitelink Extensions, click on the **Ad Extensions** tab. You'll see the list of ad extensions. Select the campaign you want to **add additional text** to by checking the box on the left-hand side. In the Edit drop-down menu, select **Edit an Extension**.

If you want to delete an existing Sitelink Extension, go to the **Campaigns** page and select the **Ad Extensions** tab. Find the Sitelink Extension you want to delete, then select the checkbox to the left of that extension. Click **delete**, then **save**.

Enhanced Sitelinks

Enhanced Sitelinks let you add additional text underneath these links to make your Sitelink Extensions larger. You can update your existing Sitelink Extensions to enhance them and get your ads to stand out even more.

Enhanced Sitelinks provide larger headlines and the ability to add two lines of customizable, descriptive text to each sitelink. There's a 35-character limit for each line of Enhanced Sitelinks (70 total for two lines), but using less than 25 characters are best practice in the event that truncated text is enabled for smaller screens.

Enhanced Sitelinks will only show in the mainline 1 ad position (the first ad found on the search results page), which means you must bid competitively to take advantage of this feature. Best practices include using strong traffic keywords (such as brand terms), and specific pricing details and call to actions.

Important features of Sitelink Extensions (including Enhanced Sitelinks):

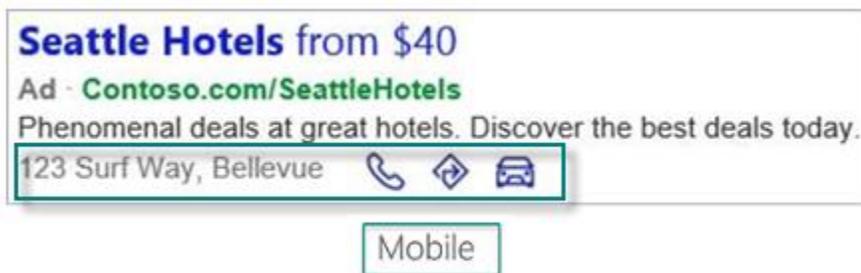
- Display up to six links to deeper pages on a website.
- Tailor the URL for each Sitelink Extension.
- Enter up to 10 Sitelink Extensions per campaign.
- Measure using detailed Sitelink Extensions reporting, including Ad Extension by Keyword, Ad, or Details reports.

Location Extensions

Location Extensions display your business information, such as your address, phone number and directions link, in your ad – and give mobile users a one-click way to Get a Ride to your location. *

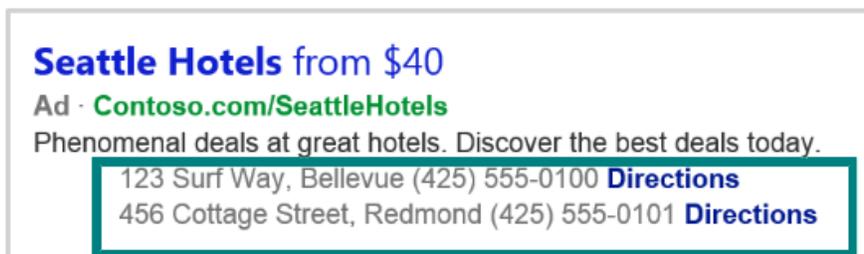
*Currently available for U.S. iPhone users and through Uber only.

Setting Locations Extensions allows you to set different locations for different campaigns. Multiple brands within the same customer account can now use Location Extensions. The business locations in use as center point for radius targeting will be migrated to custom locations and the existing campaigns will run without any issues.



The screenshot shows a Bing advertisement for "Seattle Hotels from \$40" on a mobile device. The ad text includes "Ad - Contoso.com/SeattleHotels" and "Phenomenal deals at great hotels. Discover the best deals today." Below the text, a location extension is displayed: "123 Surf Way, Bellevue" followed by icons for a phone, a location pin, and a car. A "Mobile" label is positioned below the ad.

You can take advantage of space by displaying up to 2 of your closest locations in one ad. (For locations to display, they must be within 50 miles or 80 km of the user.)



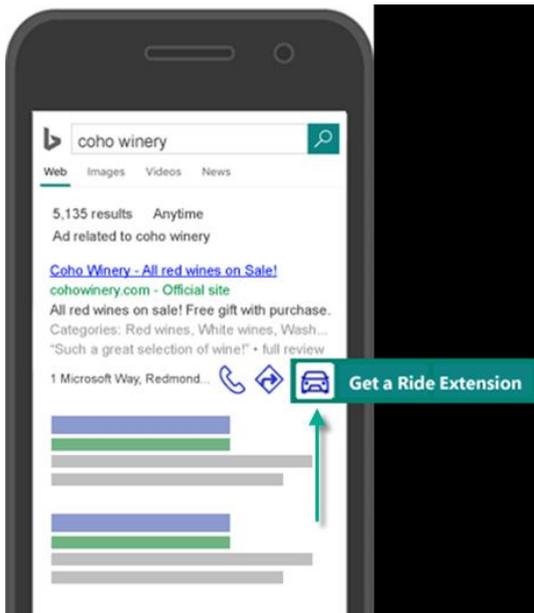
The screenshot shows a Bing advertisement for "Seattle Hotels from \$40" on a desktop device. The ad text includes "Ad - Contoso.com/SeattleHotels" and "Phenomenal deals at great hotels. Discover the best deals today." Below the text, two location extensions are displayed: "123 Surf Way, Bellevue (425) 555-0100 Directions" and "456 Cottage Street, Redmond (425) 555-0101 Directions".

Users can click **Directions** to go to your business. The destination is instantly populated into map directions, and automatically populates origin for smartphone users, assuming users have opted into 'use my location'. A route is calculated, and a customer can be on their way in seconds.

Note: All clicks on **Directions** are billable and cost the same as clicks on the title.

Location Extensions on Smartphones

Searchers on the move ready to take action can simple **Click to Call** or click to get directions to reach your business. The **Get a Ride** feature for Location Extensions is like an annotation, where it could be automatically included and requires no additional set-up. A customer can click the ride icon in your ad that launches the Uber app, and if they are logged in to their Uber account, the destination will be pre-populated with your address. (To opt out of Get a Ride, customers must contact their Account Manager or contact support.)



Location Extensions can be created in the Ad Extensions management screen. Click the **Ad Extensions** tab. **Create extension**, then choose a campaign and select country. Existing extensions can be added to specific campaigns on this tab.

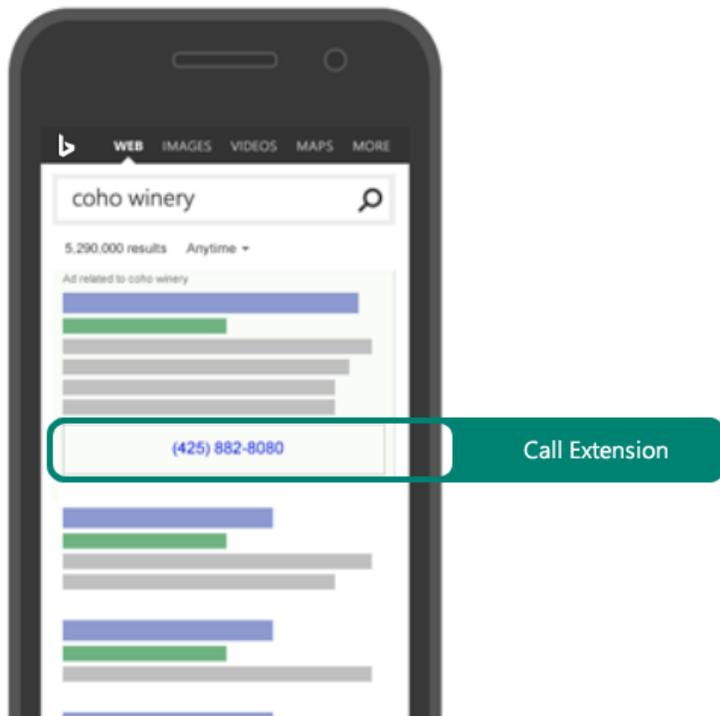
Locations that you create apply to all of your campaigns within a particular Customer ID. Also note that you enable Location Extensions at the campaign level and they get applied to all ad groups and ads in the campaign.

As with the one-click **Directions** option, all clicks on **Get a Ride** icon are billable and cost the same as clicks on the title.

Call Extensions

You can generate great leads for your business by adding Call Extensions to your Bing Ads campaign. We know that customers are much more likely to make a purchase when they call a business. With Call Extensions, your phone number will appear right inside of your text ad, where customers can click to call you. *

*Depends on device and user settings.



Advertisers can create a Call Extension with a forwarding number on the **Campaigns** page. Click **ad extensions** and then **call extensions**, then **create** and **create new**. Select the appropriate campaign and enter your phone number.

A Bing Ads forwarding number allows you to track all calls from your ad so that you can analyze performance. Select **on desktops and tablets using a Bing Ads forwarding number, and on smartphones using my own phone number**. Indicate if you want to use a toll-free phone number or a local number; also indicate the links you want to display. Click **save**.

You can also elect to show both your website link and the phone number in your ads. Or you can elect to just show the phone number in ads. Click **save** to exit.

Call forwarding numbers tracks campaign and ad group performance areas such as: phone impression count; call count; phone thru rate; phone cost; average CPC; and total spend.

Additionally, the call details report analyzes the following: call start/end time; missed/completed calls; call duration; caller area code; and call type. When call forwarding is enabled, tracking and analytics can be reviewed within the account view, campaign, ad group, keyword, ad and call forwarding details.

Note: Call Extensions are available in the United States and United Kingdom on all devices. In all other Bing Ads markets, Call Extensions are available on smartphones only.

Remember:

- The Call Extensions on **all devices** (smartphones, PCs and tablets) option requires a Bing Ads call-forwarding number and gives access to detailed call analytics.
- The Call Extensions on **smartphones only** option allows use of a business phone number. Performance analytics include impression and click data. Call-specific analytics are not available.

Callout Extensions

Callout Extensions showcase the products, services, deals and promotions that make your business unique. They appear with other Ad Extensions, and are positioned below the ad description. This larger-formatted ad can increase your click-through-rate.

Callout Extensions text is not clickable and has a different color than the other extensions. Four items per ad may be showcased, and each Callout should have less than 25 characters. Callout Extensions can appear for mainline ads.

Note: A minimum of two Callouts must be associated with a given campaign or ad group. Each campaign or ad group can have up to 20 Callout Extensions.



Seattle, WA Hotels – Best Hotel Prices Guaranteed.
Ad - Contososuites.com/Seattle_Hotels
Book Now & Save on Seattle Hotels.
Top Ratings · Downtown Location · Package Deals · City Breaks

Select **Create ad extension** in **Ad Extensions** tab. Callout Extensions can be associated at either the **Campaign** or **Ad group** level. Select the **Campaign** or **Ad Group** to which you want to associate the Callout Extension.

Click the **+Add new callout** link. In the dialog box, enter your **Callout text**. Click **save** to add this new extension.

The new Callout is automatically selected. Callouts not currently selected for a Campaign or Ad Group are listed as **Available Callouts**. Callouts can be edited by clicking **Edit**. Click **save** to save the edited extension.

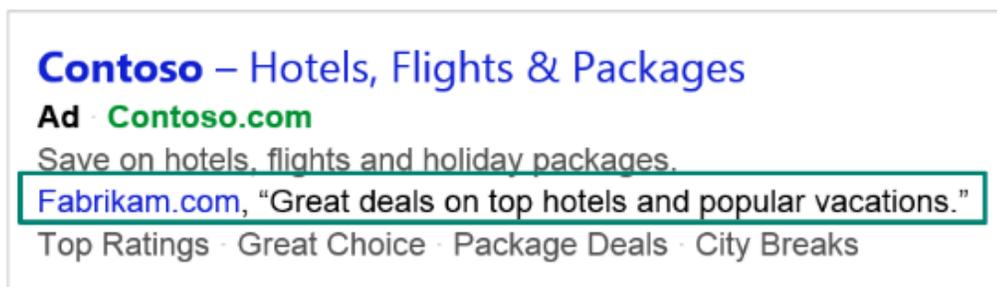
You can manage Callout Extensions using Bing Ads Editor. Create a shared Callout Extension from the Shared Library and associate it with multiple campaigns and ad groups.

*Depends on device and user settings

*Available in all markets except China, Hong Kong, and Taiwan

Review Extensions

Review Extensions highlight positive third-party reviews in your search ads. A free, clickable link by a respected third-party source appears below descriptive ad text. This builds customer confidence and lets the world know what others are saying about you.



Contoso – Hotels, Flights & Packages
Ad - Contoso.com
Save on hotels, flights and holiday packages.
Fabrikam.com, “Great deals on top hotels and popular vacations.”
Top Ratings · Great Choice · Package Deals · City Breaks

After you select **Create ad extension** in **Ad Extensions tab**, you will want to associate your Review Extension at either the **Campaign** or **Ad Group** level. Select the **Campaign** or **Ad Group**, and Click the **+Add new review** button.

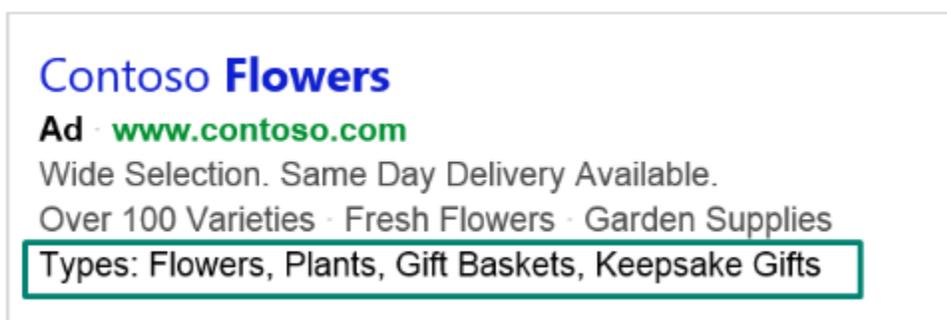
In the dialog box, select the **Format** your review appears in. Enter the review **Text**, **Source**, and **Source URL** information. Click **save** to create this new review.

Only one Review Extension per ad is allowed, with limits for Review Text + Review Source at max 67 characters (Review URL limit is 255 characters, and includes http:// or https://).

*Available in all markets except China, Hong Kong and Taiwan.

Structured Snippet Extensions

Structured Snippet Extensions enhance your ads with product and service highlights. You can add an extra line of text with up to 25 characters per word, and they will appear underneath the ad description. Structured Snippet Extensions can appear in mainline and sidebar ads and are not clickable, meaning they will not connect a user to a link.



In the **Ad Extensions** tab, select **Structured Snippet Extensions** from the drop-down menu. Click **Create ad extension**. Structured Snippet Extensions can be associated at either the campaign or ad group level.

Select the **Campaign** or **Ad group** you want to extend with a structured snippet. Click the **+Add new structured snippet** link. Pick your category from the drop-down menu. Add up to 10 descriptions under **Values**. Click **save**.

Note: Structured Snippet Extensions are available on PC/tablet traffic and on Bing-owned and operated sites.

App Extensions

App Extensions are additional elements of your ad that promote your iOS, Android and Window apps across PC, tablet and smartphones from your ad. App Extensions help you meet two goals at once — boosting traffic and app installs — and work across devices, including smartphone, tablet and PC.

You can manage App Extensions in flexible ways to meet your needs, in campaigns or ad groups. Plus, information from the app store automatically shows in your dashboard, such as icon, ratings, etc. App Extensions can tell which device and operating system your customer is using, then sends them to the correct app store.

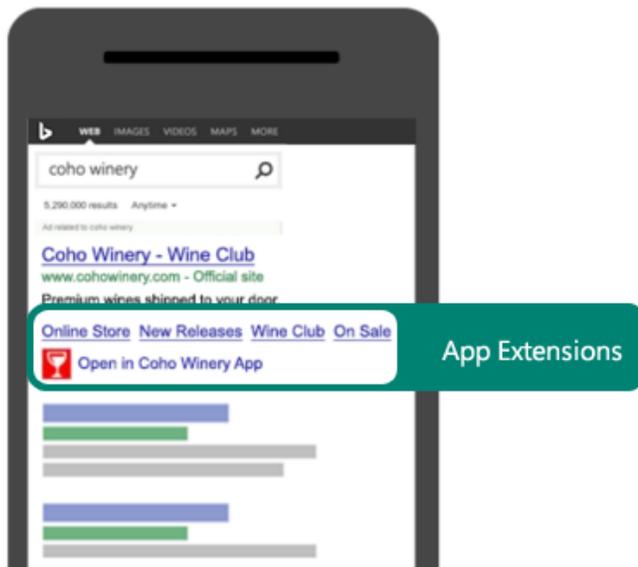
Here are a few key benefits of using App Extensions:

- Adding an App Extension to your ad is free and you only pay when your App Extension link is clicked.
- Promoting app installs in your ad with a clear call-to-action link can increase application downloads and usage of your apps, in addition to website visits.
- Clicks and app installs can be tracked as conversions at the campaign and ad group levels. *

- Configure multiple versions of App Extensions to rotate into your ads.
- Your App Extensions will automatically update as you make changes to your app metadata.

* Available on Bing Mobile and Bing tablet traffic in all markets and on Yahoo tablet traffic in U.S.

With App Extensions, a customer's device and operating system is automatically detected and will take the user directly to the correct app store, unlike Sitelink Extensions. If you're currently using a [Sitelink Extension](#) to promote your app, switch to App Extensions moving forward. Sitelinks are great to take customers to specific pages on your website but aren't designed to take them directly to the app store. As a result, a sitelink could directly customers to the wrong app store.



Advertisers can add App Extensions by clicking **Campaigns** at the top of the page and click the **Ad Extension** tab. If not already selected, click **App Extensions**.

Click **Create new app extension** and select the campaign and ad group you want to add the app extension to.

Select **Available apps**. The **Selected apps** will appear in the right window.

Select your **Mobile operating system**.

Enter your **App ID/Package name**. The app ID/package name can be found in the URL of the app from the respective app store. Click **Save**.

Summary

Bing Ads offers features that let you enhance your ads so potential customers can find your business information quickly and easily.

Key takeaways:

- Adding Sitelink Extensions to your ad helps attract more customers to your website.
- Using Enhanced Sitelinks will increase traffic to your site and double the size of your mainline ads.
- Using Call Extensions and Location Extensions will help customers contact your business.

- Creating Callout, Review, and Structured Snippet Extensions will boost ad performance by highlighting products and services.
- App Extensions can help drive downloads of your apps.

□ Dynamic text

Dynamic text is a word or phrase that is automatically inserted into your ad title, ad text, display or destination URL. Using dynamic text helps create more relevant ad copy to tailor ads to a user's actual search query. This can help you get more clicks and conversions, as well as improve your quality score and ad placement.

After reading about our dynamic search ad extensions, you will understand how to:

- Customize your ad title or text based on search queries.
- Change the destination URL based on search queries.
- Automatically customize with text ad parameters.
- Apply default text and character limits.

What can I do with dynamic text?

Dynamic texts allow you to insert specific keywords into your ads, send customers to specific landing pages, and insert customized text. There are specific steps to take to start utilizing dynamic text in your search ads.

To insert specific keywords into your ads, click **Campaigns** along the top of the page, then click the **Ads** tab. Click **Create an Ad**.

Below the **Ad title**, **Ad text**, **Display URL**, and **Destination URL**, click **dynamic text**, and then select **Placeholder {Keyword}**. You can add **{Keyword}** to multiple places in your ad.

Ad title	text ad title	12 characters remaining dynamic text
Ad text	text ad text	59 characters remaining dynamic text
Display URL	contoso.com	24 characters remaining dynamic text
Destination URL	http://contoso.com	1006 characters remaining dynamic text

Add default text to the {Keyword} dynamic text parameter. For example, {Keyword:default} Click **Save**.

Dynamic text parameters

You can automatically customize what shows in your ad based on what people search for by inserting dynamic text parameters into any part of the ad. This means your ads are updated "on-the-fly" to match what people are looking for.



Let's say you have a different landing page for each of your keywords, like this:

If the keyword is:	The landing page is:
Sumatra	www.contoso.com/Sumatra
Kona	www.contoso.com/Kona

To create your destination URL, click **Campaigns** along the top of the page, then click the **Ads** tab. Click **Create an Ad**. Below the **Destination URL** field, click **dynamic text**, and then click **Placeholder {Keyword}**.

Add default text to the {Keyword} dynamic text parameter. For example, {Keyword:default}. Click **Save**.

Last, you can also add some custom text for each keyword. Say, for example, you have different discounts for different products:

Product	Discount	Desired ad
Kona	50%	Our Kona coffee is 50% off!
Sumatra	25%	Our Sumatra coffee is 25% off!

You can display the desired text with just a single ad. To do this, you use the parameters: {param1}, {param2} or {param3}. Values for these parameters get assigned to specific keywords.

Combining this with the {keyword} variable, you would create your ad text like this:

"Our {keyword} coffee is {param1} off!"

To do this, click **Campaigns** along the top of the page, then click the **Ads** tab. Click **Create an Ad**.

Below the **Ad title**, **Ad text**, **Display URL**, and **Destination URL**, click **dynamic text**, and then select **Placeholder {param1}**, **Placeholder {param2}**, and **Placeholder {param3}**. You can add them to multiple places in your ad.

Add default text to the {param1}, {param2}, and {param3} dynamic text parameter. For example, {param1:default}. Click **Save**.

Click the **Keywords** tab. Click **Columns** and then **Modify columns** to ensure that Param1, Param2 and/or Param3 are selected to display.

Find the keyword where you want to add the dynamic text, then hover over the empty space in the appropriate **Param** column. A small pen icon will appear.

Click the pen icon and enter the text for that parameter. Repeat for each keyword and each parameter as appropriate. Click **Save**.

Default text and character limits

The reason you should provide a default string that the system will use if Param1 for a keyword is null, or if including the Param1 substitution value will cause the expanded string to exceed the element's limit; is because without it, the ad will not serve.

When you use any dynamic text, such as *{param1}* or *{keyword}*, make sure you don't end up with ads that exceed the character limits:

- Ad titles: 25 characters
- Ad text: 71 characters

To avoid this, simply add default text to your dynamic text keywords. To set a default keyword, insert a colon after **{Keyword}** and add the default text you want to appear in place of a dynamic keyword.

Note: If default text is used anywhere in the ad, it will be used for all parameters in the ad.

Capitalization options

You can use the *{KeyWord}* placeholder to make your ad title, ad text, display URL, and destination URL display keywords that match, or closely match, the text that a customer types. After you write your ad, insert the *{KeyWord}* placeholder where you want the keyword to appear.

Note: Bing Ads policies specify that you can't have more than one fully capitalized word in your ad title or ad text. For example, you can say "Order FRESH fruit today" but not "Order FRESH fruit TODAY."

Summary

Bing Ads dynamic search ad extensions transform generic ads into custom ads. Custom ads have a better chance of success because they are more specific and relevant to your target customers.

Keep these key points in mind as you use dynamic text in your ads:

- Dynamic text displays account keywords that were triggered by the customer's search phrase, so keywords should be chosen carefully.
- Dynamic ads will only display keywords that have either been included in your Bing Ads account, or included as default text like with *{KeyWord:roses}*
- Keywords can be paired with unique parameters so ads display different promotions, sales and shipping information.
- Default text ensures ads display if dynamic text exceeds character limits.

□ Ad targeting with Bing Ads

Targeting helps you focus a campaign or ad group on potential customers who meet specific criteria, so you can increase the chance that they see your ads.

The Bing Ads targeting feature can help maximize your ad's exposure to customers who are likely to be interested in your products or services. Ads that display for customers in specific areas at opportune times are more effective. For example, with mobile ad targeting, you can target customers within a one-mile radius of your restaurant at noon when they would be looking for a place to eat.

After reading this information on targeting ads, you will understand how to:

- Configure targeting options in Bing Ads.
- Arrange bid adjustments for targeted customers.
- Set ad language and country.

Targeting basics

You can set mobile and display ad targeting options at the campaign level or at the ad group level. The targeting options you set at the campaign level apply to all ads in the campaign. However, you can override campaign targeting with different target settings at the ad group level.

You can target ads according to the following:

- Geographic location
- Day of the week
- Time of day
- Gender and age
- Device

Setting up targets in your campaign

You can target your ads using a variety of variables. There are four ways to target your ads: **Location**, **Date**, **Device**, and/or **Age/Gender**. You can use these individually or in combination:

To get started, click **Campaigns** located at the top of the page. Click the name of the campaign you want to change. Click **Settings**.

To target by **geographic location**:

- Click **Edit location targets** next to **Location** under **Campaign settings**.
- Select locations you want to target or exclude. You can target and change your bid adjustment for:
 - United States and Canada
 - All available countries/regions
 - Selected cities, states/provinces, countries/regions, and postal codes by searching for your specific location and clicking **Target** or **Exclude** from the search results.
- Select who exactly should see your ads: People *in* your targeted locations, people *searching for or viewing pages about* your targeted locations, or both.

Note:

To target by specific day or time of day, click **Advanced campaign settings**, then click **Ad schedule**. You can increase bid adjustments up to 900% and decrease them by as much as 90%. Note: When targeting by time, you are targeting the searcher's local time zone.

To target by device type, click **Advanced campaign settings**. Then click **Device**. You can target desktop (including laptop) computers (bid adjustments 0% to +900%), tablets (-100% to +900%), or smartphones (-100% to +900%).

To target by age or gender, click **Advanced campaign settings**, then click **Demographic**. You can increase bid adjustments up to 900% and decrease them by as much as 90%. Keep in mind that when you apply bid adjustments to age group and gender, your ads will appear more frequently for the targeted demographic but will still also appear for non-targeted demographic.

Click **Save**.

Bid Adjustment

Remember, a bid on a keyword can increase your ad's exposure to potential customers who meet the specific targeting criteria mentioned above. So, a bid adjustment is a percentage of your keyword bid – an addition to your original keyword bid.

Think of bid adjustments as an opportunity to bid more competitively against target areas that are most relevant to your business, or more likely to generate a conversion. For example, a user searching on a tablet over the weekend within a 10-kilometer radius of your businesses location.

When you select any of the specific targets, you can place an optional extra bid. Placing a **bid adjustment** increases the likelihood that your ad is displayed in a better position for customers who meet your targeting criteria.

Ad language and country

When determining if your ads are eligible to be shown to a particular search user, Bing Ads first determines if your ad language allows for your ad to be shown in a particular country, then considers the location target (and other target) settings you have configured. If the target criteria is met and the ad language is available in the country, the ad is eligible to display.

Here are the steps you'd take to determine where your ads are shown:

Set ad language. The language you set for your ads also determines where those ads can be shown. You can create different ad groups with different languages.

Select location target settings. When selecting your location targets, you can choose from:

- All available countries and regions.
- Selected cities, metro areas, states/provinces, and countries/regions.
- Near a specific business, landmark, zip code, or coordinates.

Select advanced location targeting options. In addition to selecting your location target settings, you can:

- Show ads to people in your targeted location.
- Show ads to people in, searching for, or viewing pages about your targeted location.

Let's say you set your ad language to German. Because the language you set for your ads also determines where the ads are shown, setting the language to German will show your ads in not only Germany, but Austria and Switzerland as well. But because your ads are specific to a market, you decide to select your location target to Berlin, and even more specifically, show your ads only to people in your targeted location. Now, your ads will only show to searchers physically located in Berlin.

Your ad language setting determines what countries your ad can be displayed in. For example, ads in German will not display in Italy.

This is true even if you have set location targeting to show your ads in "all available countries and regions." German-language ads, for example, will still only show in countries where German is supported. English-language ads will still only show in countries where English is supported.

Targeting exceptions

There are some exceptions and important details you should be aware of when using Bing Ads targeting options.

- **Location:** Bing Ads will only serve ads within the area of your targeted location unless you specify otherwise with advanced targeting features (e.g. show ads to people in, search for, or viewing pages about your targeted location).
- **Language:** Bing Ads will only support one language target per campaign or ad group. If you require additional languages, you will need to create additional campaigns or ad groups to cover each additional language.
- **Time of day:** Bing Ads displays ads according to the end-users' local time zones. You can pinpoint the scheduling of your ads to 15-minute increments throughout the day and adjust your bids based on peak or low traffic volumes.
- **Gender and age:** You can target customers by age and gender so that your ads are displayed more competitively to people you think will be more interested in them.
- **Device:** By default, your search ads are displayed to all customers who use browsers on smartphones, tablets, laptops and desktop computers. Incremental bids can be applied to all device types.

Summary

If you use targeting, you should set your basic targets at the campaign level and then refine your targets at the ad group level. If there is no conflict between the targeting settings at both the campaign and ad group levels, Bing Ads uses both. If there's a conflict, ad group targets take precedence. Remember, campaign targets apply to all ad groups in that campaign. Ad group targets override campaign targets within that ad group.

Remember these key points when considering targeting options:

- Target your ads by geographical location, day of the week, time of day, gender and age and device.
- Make bid adjustments for your most important, targeted customers.
- Set both location (country) and language targeting criteria for an ad to display.

□ Keyword match type options

Match types help Bing Ads determine how closely your keywords match user search queries.. Generally, the more precise your match type, the higher your click-through and conversion rates and the lower your impression volume tends to be. Finding the right balance between clicks, conversions and impressions can help maximize the ROI of your campaign.

After reading this training, you will understand how to:

- Describe the different keyword match types.
- Choose the appropriate match type or match types for your keywords.
- Bid on the appropriate match type for your campaign.

Here's an introduction to the different available match types:

Broad match triggers the display of your ad when a user searches either the individual words in your keyword in *any* order, or words *related* to your keyword.

Use **broad match** when you want to sell a broad set of products to a large group of customers. With broad match, you can give your keywords more focus without using phrase or exact matches.

Broad match keyword	Trigger search term
winter vacations	winter vacation
	vacations winter
	tropical winter vacations
	winter ski vacation
	ski trips
	winter ski villa vacation
red flower	crimson poppies
	buy crimson flower
	red roses

Broad match modifier

Let's say you create the broad match keyword *Hawaii Hotels*. A query for *Hawaii Rentals* might also trigger your ads, since "rentals" is related to hotels. But you own a hotel and don't want traffic from searchers looking for rental properties. The solution? Simply add the "+" *broad match modifier* to your keyword to make it *Hawaii +Hotels*. This tells Bing Ads that the word *Hotels* (or one of its close variations) must be in the query in order for your ads to be eligible to be served.

Use **broad match modifiers** to affect search ads. On the content network, broad match modifiers serve as broad match keywords.

Here is an example of how your ad might show using a broad match modifier:

Search term	Is ad eligible?	
	Broad Match Keyword: <i>Hawaii Hotels</i>	Broad Match Modifier Keyword: <i>Hawaii +Hotels</i>
<i>Hawaii Hotels</i>		
<i>Hawaii Rentals</i>		
<i>Maui Hotels</i>		
<i>Maui Rentals</i>		
<i>Hotels Hawaii Maui</i>		
<i>Hotels Maui Rentals</i>		
<i>Rentals Hawaii Maui</i>		

For English ads in the United States, United Kingdom, Australia and Canada, **grammatical variations** are allowed when ads are selected for *all* match types. This means that a match will still occur when there are minor variances between your keyword and the search term. Here are some examples of close variations:

Variation	Keyword	Trigger terms
Plurals	luxury resort	luxury resorts
Stemming	swim team	swimming team
Misspellings	Hawaii vacation	Hawaii vacation
Abbreviations and acronyms	Redmond Washington	Redmond WA
Word blending and splitting	super market	supermarket
Common spelling variations	community theater	community theatre
Punctuation	real estate	real-estate
Accents	homes in Andre	homes in André.

Phrase match triggers your ad when all of the words in your keyword match the words in a user's search query, in *exactly* the same order, even if other words are present in the search term.

Use **phrase match** when you want to see a particular type of product to a targeted group of customers. Phrase match can increase the relevance of the matching queries as compared with broad match.

Phrase match keyword	Trigger search term
winter vacations	ski winter vacations
	winter vacations discount
	Lake Tahoe winter vacations deals

Exact match triggers your ad when the exact words in your keyword appear in a customer's search query, in exactly the same order — including singular and plural forms.

Use **exact match** when you want to see an exact product to a very targeted set of customers.

Exact match keyword	Trigger search term
winter vacations	winter vacations
	winter vacation

Content match triggers your ad when search queries that contain any word in your keyword, ad title, or ad text, in any order, match input from Windows apps that are part of the content network. For example, if your keyword is red flower and a page on a website requests ads containing the word flower, your ad will be triggered.

Note: Delivery only occurs in mobile apps and on Windows Media properties, and on Windows Phones and Window apps downloaded from the US Windows store.

Use **content match** for better targeting on content networks. While you may get fewer impressions, you may get a higher click-through rate (CTR), because your ad is shown to an audience looking for exactly what you're advertising.

Best practices include:

- When you select a match type, consider your advertising goals, as well as the audience you are targeting.
- Cross-reference your keywords with your bids and budgets.
- Always run a search query report to make sure you are covering the queries you want.
- Make sure exact ad groups have up-to-date ad copies.

Additionally, use **negative keywords** when you know a term doesn't apply to your business. Negative keywords can be specified at either the campaign or ad-group level.

Negative keywords and website exclusions

Negative keywords let you specify words that you want to ignore. Negative keywords can help prevent your ad from being displayed when a search query is similar, but unrelated to what you're advertising. For example, if you specialize in tropical winter vacations, you do not want the keyword "winter vacations" to match searches for "ski winter vacations." In

this case, specify, "ski" as a negative keyword. A useful way to discover and manage more nuanced negative keywords is to run the **Search Query** report. This report presents search queries in their entirety, including words such as "from," "where" and "how." For example, if you are a business based in New York City, you may want to set high bids for consumers searching "travel to New York City" and create a negative keyword for "travel from New York City."

On the **Campaigns** page, under **Shared Library**, you can also create lists of negative keywords and associate them with as many campaigns as you like. You can easily edit these lists to add or remove keywords in bulk, and link or unlink them from campaigns. You can have up to 20 lists per account with a maximum of 5,000 negative keywords per list.

Website exclusions can prevent your ads from appearing on websites that do not further your advertising goals. Website exclusions can be specified at either the campaign or ad group level. Your ad group level exclusions will override the campaign level exclusions.

Which match type is used?

If you bid on multiple keywords with similar text but different match types, the narrowest match type will take precedence when your ad is displayed. For example, if you bid on both the exact match keyword *[red flower]* and the broad match keyword *flower*, a search on *red flower* will trigger the exact match and not the broad match. The order of match types, from broadest to narrowest:

Clicks on the ad will be charged to the narrowest match bid. Also, to avoid duplicate reporting, all reports, such as keyword performance reports, will only report the match type that took precedence.



Using multiple match types

- This lets you track your keywords' success in Bing Ads more easily and lets you customize the bid for each match type independently. You can refine your bidding strategy as you gain data about what is successful for your searches.
- If you choose not to place separate bids on each match type, you can simply bid on the broad match type for your keyword, and the system will treat it as a bid on broad, phrase, and exact match types, all at the same amount. Or you could bid on phrase match only, and the system will treat it as a bid on phrase match and exact match, but searchers will not see your ads if they represent a broad match to their queries.

Landing page by match type

- Customize your landing pages by keyword match type to provide a more relevant experience for potential customers with the Landing Page by Match Type feature. You can measure and track performance by keyword match type to more effectively optimize campaigns. You can pause or resume ads by keyword match type.

Inheriting Bids

If you do not specify bids for all match types, bids are inherited from less restrictive match types. Thus, while bidding on broad match is convenient and easy to manage, bidding on each match type independently gives you greater control and allows performance data to be broken out by match type.

- In the absence of a bid, the next less restrictive bid is inherited by the match type without a bid. This means exact match inherits the phrase match bid, and the phrase match inherits the broad match bid.
- If neither exact match nor phrase match bids are specified, then both match types inherit the broad match bid.
- This is never reversed; exact match bids are never applied to a phrase match, and phrase match bids are never applied to a broad match.

Summary

Creating, monitoring and refining match types for your keywords is imperative for efficient ad spend and optimal click-through rates. When working with keyword match types and campaign exclusions, remember these key points:

- **Broad match** exposes your ads to a wider audience. **Broad match modifiers** fine-tune your broad match target.
- **Phrase match** helps prevent your ad from being displayed for irrelevant variations of your keyword.
- **Exact match** precisely matches your keyword and lowers your costs.
- **Content match** triggers your ad to show in the content network.
- Use **negative keywords** when you know a term doesn't apply to your business.
- **Website exclusions** prevent your ads from appearing on websites that do not further your advertising goals.

□ Campaign exclusions

Campaign exclusions allow you to control when and where you *don't* want to display ads at the campaign or ad group level. You can set **exclusions** on each ad or across multiple ads at the same time.

If you want to prevent your ad from appearing in specific locations, on specific web sites within the search network, or prevent your ads from displaying to certain IP addresses, you can configure exclusions.

After reading this training, you will understand how to:

- Prevent your ad from showing in specific locations.
- Prevent specific websites from showing your ad.
- Block specific IP addresses from seeing your ads.

Basics

So, what is the benefit of **not** displaying an ad? You want to be sure people who see your ad and visit your website are your target consumers. By utilizing a combination of excluded regions, website lists, and IP addresses, you don't waste ad impressions and spend on customers who will never convert. In some cases, minimizing your audience is a more efficient solution than maximizing your audience.

Targeting and campaign exclusions are, in a sense, similar functions of Bing Ads. Both allow you to display your ads to a select group. The distinction is a matter of whether you're adding to, or subtracting from, your target audience.

The **Campaign exclusions** feature allows you to begin with a large target audience and selectively reduce it to just the customers who can benefit from your offering, thereby increasing the effectiveness of your ad spend.

For example, let's say your ecommerce site reaches everyone in the U.S., but doesn't ship to Alaska. Instead of using targeting to choose every state except Alaska, you can choose to display your ad across the U.S. and simply make one exclusion: Alaska.

Exclusions at the campaign level

Exclusions set at the campaign level will apply to all of the ads in your campaign. To set up campaign exclusions, start on the **Campaigns** page and click the **Settings** tab. You will see a list of campaigns created in your account. To edit the settings of a campaign, click a campaign name from the list below to bring you to the **Campaign settings** page.

Location exclusions

To prevent your ads from showing in *specific locations*, click **Locations** from the **Settings** tab. Choose **Selected cities, metro areas, states/provinces, and countries/regions**.

Add the locations to exclude by clicking **Search** or **Browse**, then searching (or browsing) for the right location and finally clicking **Exclude** next to the appropriate items on the list. Click **Save**.

Location  Where do you want your ads to appear?

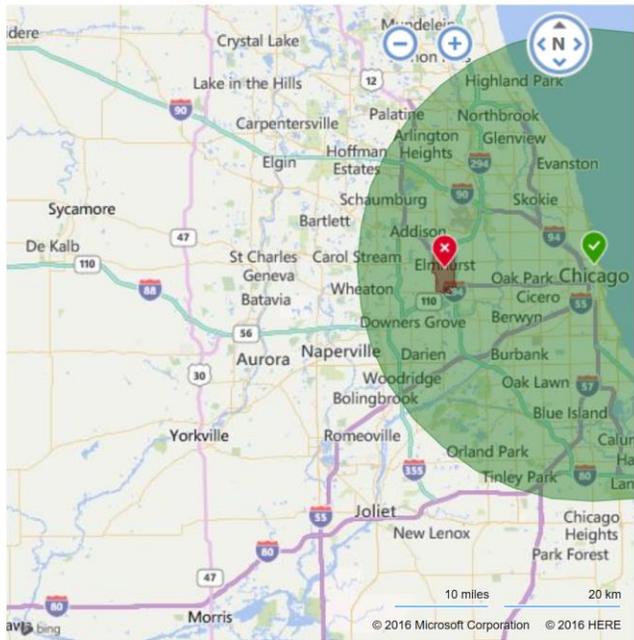
- United States, Canada
- All available countries/regions
- Let me choose specific locations



Remove all

Locations	
 25 miles around Chicago, Illinois, United States	
 Elmhurst, Illinois, United States (city)	

1 - 2 of 2  



© 2016 Microsoft Corporation © 2016 HERE

Website exclusions

To prevent *specific websites* from showing your ads, click the name of the campaign (in the **Campaign** column) that you want to edit. Click the **Settings** tab.

Select the checkbox next the campaigns or ad groups where you want to add the exclusion. Click **Edit**, and then click **Other changes**. In the **Campaign settings** list, select **Website exclusions**.

In the **Website exclusions** box, enter websites that you do not want to show your ads, one website per line (for example, *www.contoso.com*). To exclude your ads from an entire domain, leave off the "www" prefix (for example, *contoso.com*). Click **Apply**.

Advanced settings

Advanced campaign settings

Targeting Adjust bids for customers in specific locations, at certain times, and on certain devices.

[Ad schedule](#)

[Device](#) ?

[Demographic](#) ?

Exclusions ? Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

[Website](#) ?

amazon.com
pch.com

Enter websites that will not show your ads, one website per line.

IP address exclusions

To block *specific IP addresses* from seeing your ads in **Campaigns**, select the checkbox next the campaigns where you want to add the exclusion.

Click **Edit**, and then click **Other changes**. In the **Campaign settings** list, select **IP address exclusions**.

In the **IP address exclusions** box, enter the IP addresses that you want to be blocked from seeing your ads. Enter one IP address per line. You can also add a range of addresses using a wildcard character (*). Click **Apply**.

Note: IP exclusions must be added at the campaign level, not the ad group level.

Advanced settings

Advanced campaign settings

Targeting Adjust bids for customers in specific locations, at certain times, and on certain devices.

[Ad schedule](#)

[Device](#) ?

[Demographic](#) ?

Exclusions ? Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

[Website](#) ? 2 websites or web pages excluded

[IP Address](#) ?

555.555.55.555

Enter IP addresses or a range of IP addresses that will be blocked from seeing your ads, one IP address per line.

Exclusions at the ad group level

If you have certain ads in your campaign that you'd like to treat differently, you can override campaign exclusions with ad group exclusions.

Setting ad group exclusions works the same way as for campaign-level exclusions.

Location exclusions

To prevent your ads from showing in *specific locations*, click the **Ad groups** tab. Click on the ad group title (in the **Ad group** column) that you want to edit. Click **Settings**.

Click **Locations**, then choose **Selected cities, metro areas, states/provinces, and countries/regions**.

Add the locations to exclude by clicking **Search** or **Browse**, then searching (or browsing) for the right location and finally clicking **Exclude** next to the appropriate items on the list. Click **Save**.

Website exclusions

To prevent *specific websites* from showing your ads, Click the **Ad groups** tab. Click on the ad group title (in the **Ad group** column) that you want to edit. Click **Settings**.

Select the checkbox next the campaigns or ad groups where you want to add the exclusion. Click **Edit**, and then click **Other changes**. In the **Campaign settings** list, select **Website exclusions**.

In the **Website exclusions** box, enter websites that you do not want to show your ads, one website per line (for example, *www.contoso.com*). To exclude your ads from an entire domain, leave off the "www" prefix (for example, *contoso.com*). Click **Apply**.

Note: Ad-group-level website exclusions override campaign-level website exclusions.

Remember these key points:

- Exclusions can be set at both the campaign and ad group levels.
- You can exclude geographical locations, websites and IP addresses.
- Creating a negative keyword list can help prevent your ad from appearing in searches.

Unified Device Targeting

Use Ad Campaigns to Grow Customer Conversions

Bing Ads has changed the way device targeting works. With Unified Device Targeting, instead of separate options for targeting desktops, laptops, tablet and mobile searchers, you will now automatically reach people across the Bing Network wherever they are searching – all with one easy campaign setup. This single device migration promotes a simplified campaign and ad group settings management system.

After reading this training, you will understand:

- How to manage the performance differences between tablets, desktops, and laptops.

- How to apply bid modifiers for tablet and smartphone users.
- How multiple bid modifiers work together.
- How to segment data by Device Type in reports.

With Bing Ads new device targeting, it is no longer necessary to run separate campaigns to target tablet, desktops, laptops, and smartphone users. If you have only been targeting desktop/laptop users, your existing campaigns will be automatically opted-in to receive traffic from tablet and smartphone users as well. You can make special bid adjustments for smartphones and tablets to improve the chance that your ad will display to people searching on a specific device type. With this major change, compatibility between how ad campaigns are managed in Google AdWords and in Bing Ads are complete.

Note: If you are targeting tablet or smartphone users for the first time, it's important to make sure your site is fully compatible with these devices to ensure a great customer experience.

How to segment data by Device Type in reports

It is essential you review your clicks, impressions, average position, and other performance metrics broken down by device type in order to optimize your bid adjustment going forward. There are a couple of ways to do this. The first is by running a report that includes the Device Type column. The second is to use the Segment feature in-line with your campaigns, ad groups, ads and keywords.

To run a report, go to the **Reports** tab and select the report you want to run. Expand the **Choose your columns** menu and select **Device type** from the available **Attributes**. To retrieve data for only specific device types, expand your **Filter** menu, check **Device type** and then the specific device type(s) you are interested in, e.g. Smartphone and Tablet. Click **Run**. Once the report is complete it will contain data broken down by device type.

Choose your columns

The screenshot shows the 'Choose your columns' interface with two tabs: 'Attributes' and 'Performance statistics'. The 'Attributes' tab is active, displaying a list of available columns on the left and a list of selected columns on the right.

Available columns (Attributes):

- Custom parameters
- Customer
- Customer name
- Delivered match type
- Device OS
- Device type** (highlighted with a red box)
- Expected click-through rate
- Landing page experience
- Network
- Top vs. other
- Tracking template
- Historic quality score

Selected columns:

- Date
- Account
- Campaign
- Ad distribution
- Quality score
- Impressions
- Clicks
- CTR (%)
- Avg. CPC
- Spend
- Avg. position
- Conversions
- Conversion rate (%)
- CPA

To analyze device data in-line with your campaign structure, click the **Segment** dropdown and choose **Device Type**. From here you can review device performance at the campaign, ad group, ad and keyword levels.

Create ad group									
		Edit	Details	Automate	Bid strategy type	Download	Labels	Columns	Segment
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad group	Delivery	Bid strategy type	Search bid	Content bid	Labels		Segment
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remarketing Halloween	Campaign paused	Enhanced CPC	0.84	0.05	-		None
		Computer							2%
		Smartphone							3%
		Tablet							3%
									0.18
									3
									1,001
									0.30%
									0.16

How to set a bid modifier for tablets and smartphones

You can adjust your bidding so budgets will go toward the best performing devices and ads; specifically, you can increase or decrease your bid for traffic coming from tablets and smartphones. (There are no bid adjustments for laptops or desktops, since your bid for those devices is the baseline on which you can modify the bid for tablets and smartphones.)

The update for smartphones is particularly important, because mobile searchers currently drive over 30% of the searches on the Yahoo Bing Network. If mobile is not currently part of your campaign targeting, you may be missing the opportunity to connect with valuable new customers.

Once you log into your account and select a campaign, you'll see desktops, laptops and tablets are all targeted by default under **Advanced targeting options**. Click on **Devices** to modify the bid for tablets or smartphones according to your campaign goals.

Target customers by device

Increase my bid to improve the chance of my ads showing to specific devices

Computers	increase by	0	%
Tablet devices	decrease by	100	%
Smartphones and other mobile devices with full browsers	increase by	900	%

The bid adjustment must be between -100% and 900%.

Bid modifiers for smartphones and tablets can be adjusted from -100% to +900%. This range allows you to effectively exclude either tablet or smartphone traffic as needed. Desktops, including laptop computers, can have their bid adjusted from 0% to +900%. In short, you cannot exclude desktop traffic from your campaigns.

API users

Unified Device Targeting also works in the API. When specifying the array of devices to target in the **DeviceOSTarget** object, three separate bids for computers, tablets, and smartphones should always be specified together. If you do not specify all device types, the missing bids will be added with the default bid adjustment of zero. This allows you to specify the bid adjustments you'd like to make for tablets and smartphones which will now range from -20 to +300 percent, and -100 to +300 percent, respectively.

Any attempts to create a device target of tablet for a campaign or ad group via the API will automatically have desktops & laptops added by the Bing Ads platform and vice versa.

Multiple bid modifiers

If you set up multiple bid modifiers, and more than one of your target criterion is met and your ad is clicked, you pay for each of the bid adjustments that match (but not for those that don't match). For example, let's say you have set up the following bids and targeting:

- Keyword bid = \$3.00
- Target location = Chicago, Bid adjustment = Bid + 20 percent
- Target days = Saturday, Bid adjustment = Bid + 10 percent
- Target device = Tablet, Bid adjustment = Bid - 20 percent

Given the above data, the potential maximum amount for your bid using the new method is as follows:

	LIVES IN CHICAGO	SEARCHING ON SATURDAY	USING A TABLET DEVICE	MAX BID
Search user #1	✓ Multiply by 120% 1.20	✓ Multiply by 110% 1.10		$\$3.00 \times 1.20 \times 1.10$ =\$3.96
Search user #2		✓ Multiply by 110% 1.10		$\$3.00 \times 1.10 = \3.30
Search user #3	✓ Multiply by 120% 1.20		✓ Multiply by 80% 0.80	$\$3.00 \times 1.20 \times 0.80$ =\$2.88
Search user #4	(No matches)	(No matches)	(No matches)	\$3.00

Review your campaigns to determine if your campaigns are targeting either mobile devices *only* or PC/tablet devices *only*. If you have campaigns that are only targeting one or the other, review to see if you have more than one campaign targeting the same keyword (for example: a mobile-*only* campaign targeting the keyword "roses" and a separate desktop/tablet campaign also targeting the keyword "roses"). Combine the campaigns into a single campaign so you don't compete against yourself for ad placement.

If you have campaigns that are targeted to desktops and laptops, it's essential that your sites are ready to handle tablet and smartphone traffic. You can take advantage of **device query parameters** to serve different landing pages based on the searcher's device type.

Similarly, it's always best practice to create a mobile-friendly landing page or website, so no matter which device people are using, your site will look great.

Summary

With Unified Device Targeting, you get to treat tablets, desktops/laptops, and smartphones as a single device target in your Bing Ads applications. This gives you all the flexibility you need without adding the complexity of managing multiple campaigns to reach tablet or smartphone users.

Key takeaways:

- After setting a baseline bid for desktops/laptops, tablets and smartphones, you can apply a bid modifier to increase or decrease your bids for tablet or smartphone traffic.
- If you set up multiple bid modifiers for your campaign, you only pay for the bid adjustments that match.
- Review and merge separate device campaigns into a single campaign that uses bid adjustments.

□ Enhance ad campaign performance with optimization

With Bing Ads, it's important to continually learn about and improve your campaigns. You do this by evaluating how your ads, keywords and targeting choices are performing. This fine-tuning process is called **campaign optimization**.

After reading this training, you will understand how to:

- Optimize your campaign with negative keywords, dynamic text, and targeting.
- Use Bing Ads reports to review your campaign performance.
- Take advantage of special Bing Ads features.
- Use the Opportunities page for keyword and bid suggestions.

Optimization

Your campaign is well-structured and up and running. Now you're ready to use key tools like negative keywords, dynamic text, and ad targeting to optimize your campaign.

Negative Keywords

Negative keywords let you specify words that you want to ignore. They help prevent your ad from being displayed when a search query is similar, but unrelated to what you're advertising.

For example, if you specialize in tropical winter vacations, you do not want the keyword "winter vacations" to match searches for "ski winter vacations." In this case, specify, "ski" as a negative keyword.

You can add negative keywords to individual ad groups or the entire campaign. To add them at the campaign level, click the **Campaign** name, then click **Keywords**. Under the view menu, choose negative keywords, then add negative keywords. Click **Save**.

Targeting

You can zero in on a particular audience for a specific ad group or campaign.

You can [target your ads](#) using a variety of variables. There are four ways to target your ads beyond the keywords you've chosen: **Location**, **Date**, **Device**, and/or **Demographics**. You can use these individually or in combination.

To get started, click **Campaigns** located at the top of the page. Click the name of the campaign you want to change. Click **Settings**.

To target by **geographic location**, click **Edit location targets** next to **Location** under **Campaign settings**.

You can **target** and change your bid adjustment for who exactly should see your ads: people *in* your targeted locations, people *searching for or viewing pages about* your targeted locations, or both.

Dynamic Text

Dynamic text allows you to insert specific keywords into your ads, send customers to specific landing pages, and insert customized text. There are specific steps to take to start utilizing dynamic text in your search ads.

To insert specific keywords into your ads, click **Campaigns** along the top of the page, then click the **Ads** tab. Click **Create an Ad**.

Below the **Ad title**, **Ad text**, **Display URL**, and **Destination URL**, click **dynamic text**, and then select **Placeholder {Keyword}**. You can add **{Keyword}** to multiple places in your ad.

1. Reports

Taking full advantage of all the available performance reports is the fourth component in optimizing your campaigns. You can run performance reports for an account, campaign, ad group, keyword, destination URL, ad, ad dynamic text, website placement, publisher and search query, then optimize your ad campaigns based on findings from the report.

You can also customize a standard report and save it to make it easy to run it again in the future. In some cases, you might want to schedule a report, or use period comparison reporting to understand your ad's performance.

Bing Ads reports are categorized by five report types inside of which sub-categories exist, such as Revenue and Revenue Ad Spend, which work to improve optimization:

- **Performance** reports track how an advertising campaign is performing at the account, campaign, ad group, ad or specific keyword levels.
- **Change history** reports track the changes made to your campaigns.
- **Targeting** reports track which audiences a campaign is reaching.
- **Campaign analytics** reports track conversions, revenue from conversions, advertising costs and visitor behavior on your website.
- **Billing and budget** reports track how much is being spent against the campaign budget.

Once you run these reports you'll be better informed about how your campaign is performing and can make adjustments as needed. Here are a few common scenarios and solutions:

If you're *losing impressions* because of how your ad is ranked, you can run a **Keyword Performance report** to identify which keywords have generated impressions during specific time periods and then evaluate their performance. You might also run a **Search query performance report** to see the search queries that resulted in impressions and clicks for your ads. This information can then be used to create new lists derived from the successful keywords.

The campaign performance report will show the number of impressions, overall customer traffic and *click-through rate* (CTR). Low CTR can be the result of vague ad copy and a generic value proposition. Therefore, your ad could be improved by rewriting it to include more popular search keywords in the title and text.

Your ad's position is determined by how your ad ranks amongst competing ads. Two factors determine your ad's rank: keyword bid and ad quality (which includes ad performance). Higher ratings on these factors mean a higher ad ranking.

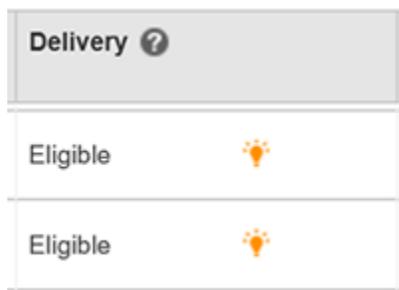
You can use the **Campaign Analytics Goals report** to look at low quality scores, which will give insight on where to add dynamic text to a destination URL so it sends people directly to a specific page on your site based on their keyword search.

Opportunities

You can now get to the **Opportunities** page from anywhere on the Bing Ads page. In it, you can use specific and personalized steps to help optimize performance, listed in order of estimated impact.

Use inline opportunities on the **Campaigns** tab to see and apply keyword and bid suggestions, which can help boost impressions and clicks as well as improve ROI.

Click **Campaigns** at the top of the page. Click the **Campaigns** tab. In the **Delivery** column, if the status is "Eligible" and there is an inline opportunity, you will see a light bulb icon.



Click the light bulb icon, and review the inline opportunities.

Once you know if an opportunity is eligible, you can use the text box in the top right corner to review your top suggestions across all campaigns, or filter by campaign. For example, you may want to choose between categories like gift cards, locations, merchandise, or promotions.

Once you're inside your category, Opportunities will give you suggestions such as **add new keywords**, which will help increase potential customers to your site. Data about added clicks and impressions will be included.

Similarly, it might suggest you add broad match versions of your exact and phrase match keywords, again with data around more impressions and clicks.

These prompts help you consider questions like:

- How much would a reasonable increase in bid amount improve your ad's position?
- How many more times would your ads appear if you increased your campaign budget?

For each opportunity, you'll see the estimated impact the change would have on spend, impressions, and clicks. You can make the adjustments by clicking the **Keywords** checkbox, and clicking **Apply**.

Special features

An important part of optimizing your campaigns is constantly using the Bing Ads resources designed to help you boost performance. Take advantage of the following Bing Ads features to review and improve your campaigns:

- **Accounts Summary** is a place to review if your budget is depleted.
- **Universal Event Tracking** allows you to tag your site, track customer conversions, and understand how visitors behave on your site.
- **Bing Ads Intelligence** lets you use Excel to build keyword lists and gauge how they will perform.
- **Bing Ads Editorial Review** provides style-related alerts and messages that appear while you create ads and choose keywords. It also shows your ad as either “Active” or “Pending”, and gives you options for what to do when your ad is disapproved.

Summary

Campaign optimization is an important piece of your overall advertising strategy. Bing Ads provides you with different ways to boost performance, including tools to determine negative keywords, targeting the right audience, and using dynamic text. Reporting tools help you review your performance, and other tools help you improve upon what you’ve learned from reports.

□ Create a quality ad experience and find your ad

The Bing Ads quality score shows you how competitive your ads are in the marketplace by measuring how relevant your keywords, ads, and landing pages are to customers' search queries and other input.

You can find scores in your Keyword Performance Reports and in your Keywords list.

After reading this training, you will understand how to:

- Understand quality score values.
- View your keyword quality score.
- Find out your impression share.
- Troubleshoot why your ad isn’t displaying.

Quality scores and their impact

You can use your quality score to determine the best ways to optimize your keywords, ads and landing pages to help improve your ROI.

There are three elements to a quality score:

- The **expected click-through rate** score reflects how likely your ads will be clicked and how well your keyword competes against other keywords targeting the same traffic. This score predicts whether your keyword is likely to lead to a click on your ads, taking into account how well your keyword has performed in the past relative to your ad's position.

- The **ad relevance** score indicates the relevance of your ad and landing page to users. This score helps determine whether your landing page has sufficient information to engage with user intentions.
- The **landing page experience** score describes whether your landing page is likely to provide a good experience to customers who click your ad and land on your website. Pages containing content commonly found on other websites, or that redirect users to advertising links will likely receive a score of *Below Average*, with limited eligibility to run.

To calculate an overall quality score, each category is judged to be *Below Average*, *Average*, or *Above Average*.

If one or more of the three components of quality score are *Below Average*, most likely your score will be 5 or below. This means your keyword is underperforming.

If all three components are *Average*, or a combination of *Average* and *Above Average*, most likely your score will be 6 or higher. This means your keyword is considered to be competitive.

If all three components are *Above Average*, most likely your score will be 7 or above. This means the keyword is *very competitive* in the marketplace.

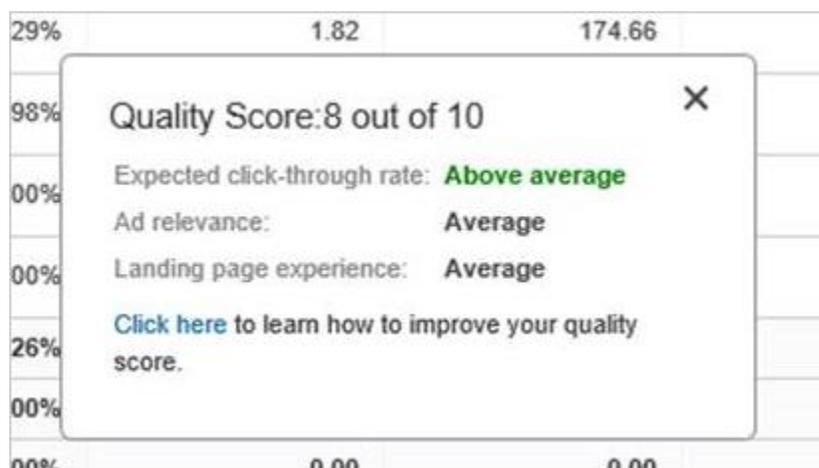
Note: Quality score is updated every day, so changes to any of the components can impact your quality score.

Factors that affect quality score

Keywords with scores of *Above Average* or *Average*, are eligible to serve ads on Bing and Yahoo search results pages. Keywords with scores *Below Average* with have limited eligibility to serve ads in search queries.

The expected click-through rate ad relevance, and landing page experience scores are combined to create an aggregated quality score between 1 and 10.

To view your quality score, click **Campaigns** at the top of the page. Click the **Keywords** tab. Click **Columns** and select the **Qual. score** column if it isn't already in the table. The **Qual. score** column displays the score for each keyword. Click the arrow to the right of the quality score to see the ratings for each performance.



You can use the historic quality score options in Reports to review historic averages as far as 18 months from the current date.

To view your historic quality score, click **Reports** at the top of the page. Click the **Keywords** performance report.

To view historic quality scores at the campaign or ad group level, select the **Campaign** or **Ad group** performance report. You can select specific campaigns or ad groups in the **What to report on** list.

Select **Day** as the unit of time. In the **Choose your columns** section, select **Historic quality score** and any other historic attributes you want. Click **Run**.

Ad relevance

Quality and relevance are an essential part of your ad campaign. Let's say a customer types in her keyword, and a list of highly relevant search results and ads appear. Because the ad at the top seems most relevant, she clicks it. The advertising landing page appears, containing the offers shown in the ad, along with clear instructions with how to proceed. With a few more clicks, she executes a transaction.

What made the customer proceed? In this ideal example, the advertiser succeeded in creating a tight connection between keywords, ad copy, and landing page experience, as well as other established key advertising principles. The advertiser likely understood how the web and search are dynamic, and decided to make reviewing their historic quality score a best practice.

Can't find your ad?

If you've created an ad with a high quality score, your ad should display soon. Nonetheless, there are several other reasons why your ad may not be displaying. Here are some to check:

- **Valid payment method:** Bing Ads requires a payment method on file before your ads can display. For info on payment methods, see [What are my billing options?](#)
- **Enabled status:** Ads won't run if the related campaign, ad group, or keywords are not enabled. For information on changing their status, see [How to change your status, bid, and other settings](#).
- **Issue with a keyword:** Check the [Delivery status](#) of your keywords on the **Keywords** tab. If a keyword's status is anything but *Eligible*, click the ellipsis icon  next to the status for an explanation of the problem and how to fix it.
- **Editorial review:** Offers from your catalog are typically processed within 48 hours after we receive the feed. However, if you wait to create your product ad campaign until the feed is approved, that can take another 24 hours for the ads to be eligible to be served.

If you've reviewed all of the above and still don't see your ad, it might be due to the following:

- **Different ad position:** Changes by your competitors to their bids could be affecting your ad position, for example, causing your ad to drop to another search results page. See [What is "ad position?"](#) to learn more.
- **Budget issues:** Ads stop running when your campaign budget is depleted. For example, if you're using the daily budget option and you deplete your budget in the middle of the day, that's when your ad will stop running. For more info, see [What are my budget options?](#)
- **Targeting:** If you have scheduled your ad to run only on certain hours of the day or days of the week, you may be looking for your ad at the wrong time. For more info, see [How can I get my ads in front of my customers?](#)

Lastly, if your ad group is targeted to specific geographical locations, times of day, or other target settings, you need to search using those same settings.

Ad Preview and Diagnostics Tool

After you make the necessary changes, use the Ad Preview and Diagnostics Tool on the **Tools** page. If your ad's anywhere on the first page of search results, you'll see a preview without any impact on your impressions or clicks. If your ad isn't on the first page of search results, the tool will explain why and offer suggestions on getting it there

Note: If your ad is lower than ad position 9, the tool will not preview it for you.

Impression share

Impression share is the percentage of impressions that your ads receive compared to the total number of impressions that your ads could get. Impression share is a good way to understand whether your ads might reach more people if you increase your bid or budget.

You can use the Bing Ads **share of voice** report for statistics about the percentage of ad impressions and clicks you may be *losing*. The report shows impression and click share information for account, campaign, ad group, and keyword performance.

To create a **share of voice** report, click **Reports**. If not already expanded, click **Standard reports**. Click **Performance**, and then click **Share of voice**.

Select the unit of time (**Show (unit of time)**), **Date range**, and the download **Format** you want. Click **Run** to run the report, or **Download** to download the report as a CSV or TSV file.

Summary

Remember these key points for improving your quality score, and making sure your ad appears on the Bing Network:

- Ad quality is determined by keyword and landing page relevance along with click-through rate performance.
- Track your historic quality score in performance reports to monitor changes in your quality score over time.
- Use share of voice reports to analyze impression share and make bid adjustments.
- Use Bing web resources to troubleshoot why your ads aren't displaying.

□ Monitoring click quality

Click quality is an important concern for pay-per-click advertisers. Invalid, or low-quality, clicks can negatively impact overall campaign performance. Consider that click-through rate (CTR) is the ratio of the number of times an ad is clicked to the number of times the ad is displayed. If there is a significant amount of irrelevant clicks, CTR will be inflated, thus throwing off performance reporting.

Bing Ads uses real-time and post-click systems and performance reports to guard against low-quality or invalid clicks.

After reading this training, you will understand how to:

- Recognize how Bing Ads categorizes clicks.
- Monitor low-quality clicks.
- Report low-quality or invalid clicks.

Basics of click quality

Each time your ad is clicked, Bing Ads categorizes the click as either a standard-quality click, a low-quality click, or an invalid click.

- **Standard-quality:** Clicks that have the highest potential to drive customer awareness of your business and boost your conversion rate.
- **Low-quality:** Clicks that exhibit a low likelihood of commercial intent and rarely result in conversions or value to your business.
- **Invalid:** Clicks that fall into the low-quality category which exhibit characteristics of user error, search engine robots, spiders, test servers, questionable sources, or fraudulent activity.

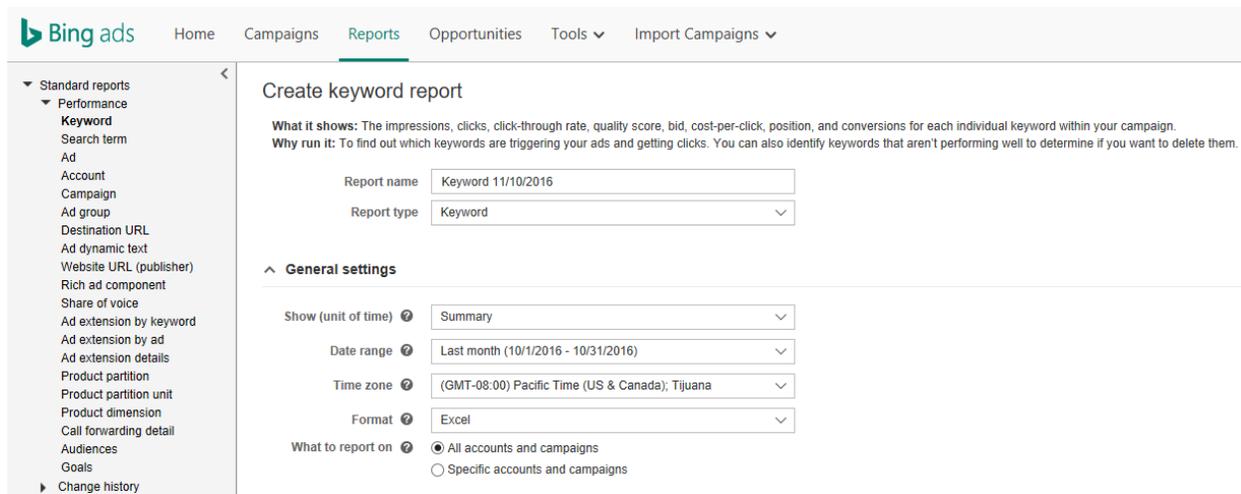
You are billed for standard-quality clicks, and should not be billed for low-quality or invalid clicks.

Using Reports

You can use several different kinds of performance reports to help you identify low-quality or invalid clicks:

- The **Keyword, Campaign, Ad** and **Ad group** reports tell you which campaigns are performing well and how your keywords are contributing to campaign performance.
- The **Search term** report shows you which keywords cause your ads to display.
- The **Share of voice** report gives you an estimate on where you are losing to competitors in the marketplace.

Note: Bing Ads doesn't include campaigns, ad groups, keywords, etc. with zero impressions in any reports.



The screenshot shows the Bing Ads interface for creating a keyword report. The top navigation bar includes 'Home', 'Campaigns', 'Reports' (highlighted), 'Opportunities', 'Tools', and 'Import Campaigns'. A left sidebar lists various report types under 'Standard reports' and 'Performance', with 'Keyword' selected. The main content area is titled 'Create keyword report' and includes the following information:

- 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 11/10/2016
- Report type:** Keyword
- General settings:**
 - Show (unit of time):** Summary
 - Date range:** Last month (10/1/2016 - 10/31/2016)
 - Time zone:** (GMT-08:00) Pacific Time (US & Canada); Tijuana
 - Format:** Excel
 - What to report on:** All accounts and campaigns, Specific accounts and campaigns

Definitions

The data available in the different performance reports offer a snapshot of how your campaigns are performing with regards to click quality. Each Bing Ads report contains a subset of attributes and statistics, displayed in a column.

Choose your columns ?

The screenshot shows the 'Choose your columns' interface. At the top, there are two tabs: 'Attributes' and 'Performance statistics'. Below the tabs, there are two main panels. The left panel, titled 'Available columns', has an 'Add all' button with a right arrow and a list of metrics: 'Low-quality clicks', 'Low-quality click rate (%)', 'Low-quality impressions', 'Low-quality impression rate (%)', 'Low-quality click conversions', and 'Low-quality click conversion rate (%)'. Each metric has a right arrow button. The right panel, titled 'Selected columns', has a 'Remove all' button with a left arrow and a list of selected metrics: 'Account', 'Campaign', 'Ad distribution', 'Quality score', 'Impressions', 'Clicks', and 'CTR (%)'. Each selected metric has a left arrow button.

Here are the definitions of the most common report fields you need to know for understanding click quality:

- **Clicks:** the number of clicks or other user input on any clickable element of your ad, including the ad title, display URL or phone number.
- **Click Call:** the number of clicks on a clickable Call Extension phone number. This includes clicks on metered (call forwarding) and non-metered phone numbers.
- **Click share:** the percentage of clicks that went to your ads. It is the share of the prospective customer's mindshare and buying intent you captured.
- **Conversion rate column (%):** the number of conversions, divided by the total number of clicks.
- **Low-quality click conversion rate (%):** the conversion rate of clicks that originate from low-quality clicks.
- **Low-quality click conversions:** Conversions that originate from low-quality clicks.
- **Low-quality click rate (%):** The number of low-quality clicks, divided by the total number of clicks.
- **Low-quality clicks:** Clicks that exhibit a low likelihood of commercial intent and for which customers are not billed.

Note: After you run a report, you can customize its layout by rearranging the attributes and performance statistics or by filtering out unwanted data.

Monitoring clicks

To understand where your business's high performing traffic comes from, you may also need to exclude certain websites from the Bing Ads Syndicated Partner Network. You can find out what those are by accessing the **Website URL (publisher) report** on the **Reports** page.

Create website url (publisher) report

What it shows: The impressions, clicks, spend, and conversions for websites on the Yahoo Bing Network and syndicated search partner networks. This data can be sorted by website URL, account, campaign, and ad group.

Why run it: To see if any website URLs aren't performing well enough for your campaign or ad group target settings. For example, if ad impressions at those URLs yield a low click-through-rate, then you might decide to exclude those websites from your campaign.

Report name: Website URL (publisher) 11/10/2016

Report type: Website URL (publisher)

General settings

Show (unit of time): Summary

Date range: Last month (10/1/2016 - 10/31/2016)

Time zone: (GMT-08:00) Pacific Time (US & Canada); Tijuana

Format: Excel

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

Much like click-through rate is a percentage of impressions resulting in a click, conversion rate is the percentage of ad clicks that result in a conversion, for example, a purchase or a registration. A sudden change in your conversion rate could mean an increase in low-quality and invalid clicks. Using conversion tracking and Bing Ads Universal Event Tracking makes it possible to analyze the number of clicks your ads are getting and the number of conversions being generated.

Quality Score

Bing Ads quality score shows you the quality of your keywords, ads, and landing pages, which helps you understand how competitive your ads are in the marketplace. Your quality score can range from 1 to 10, with 10 being the best. Monitoring your quality score regularly can help you identify keywords, ad groups or campaigns where click quality may be an issue.

Components of quality score include CTR and Expected click-through rate, which has sub-scores of Above Average, Average, and Below Average. If there is an influx of low-quality or invalid clicks and CTR drops, quality score may drop as well. Beyond click quality, monitoring quality score can help you to determine the overall relevancy and health of your campaigns.

Let's say your keyword had a quality score of 4. You could research the Expected click-through rate component to investigate if it's Below Average. If it is, then you can make changes to improve it by optimizing negative keywords, ad copy or landing pages.

Increased Traffic

Sudden increases in click volume can be the result of many factors, and can often be good for you and your business. Increased click volume could be entirely made up of good clicks. Check if the following may be causing increased click volume:

- Seasonal changes, such as an increase in online shopping during the holidays.
- Sales, discounts, or promotions that increase visibility and bring extra traffic to your site.
- Recent news events that stimulate online consumer interest and web traffic.
- Changes to your ad headlines or text, or changes to your landing pages.

To account for natural fluctuations, set up a daily or monthly budget that allows for trends and fluctuations.

Reporting low-quality clicks

If you've identified low-quality click activity Bing Ads has not detected, contact Bing Ads Support. A Bing Ads representative will contact you once they receive your inquiry. Depending on the outcome of the investigation, your bill may be adjusted.

Summary

Click quality is important to all pay-per-click advertisers — it directly correlates with campaign performance. While working with your campaigns, remember these key points about click quality:

- Monitor ad click-through and conversion rates.
- Use performance reports to identify sources of low-quality activities.
- Set up a monthly budget allowing for trends and fluctuations.
- Review your quality scores to identify potential Below Average click-through rates.
- Contact Bing Ads Support to report suspected low-quality click activity.

□ Detailed ad reporting in Bing Ads reports

Once you've created your campaigns, written your ads and fine-tuned your keywords lists, the next step is using the reporting capability in Bing Ads to measure campaign performance.

With Bing Ads reports, you can track statistics about your campaigns using selected metrics that matter to you. Running performance reports gained from tracking statistics will help you make informed choices about advertising budget and spend, ad and keyword performance.

After completing this training, you will understand how to:

- Compare Bing Ads report types.
- Choose from a wide range of customized reports.
- Create a report schedule.
- Customize reports to optimize ad performance.
- Use the Accounts Summary features.

Inline reporting features

Period comparison reporting

Period comparison reporting helps you understand your ad's performance. Columns and sub-columns display side-by-side comparisons of how ads performed between two time periods, as well as changes in impressions and clicks.

You no longer have to switch between the **Reports** tab and the **Campaigns** grid to piece together reports to find important seasonal patterns. Now, *absolute change* and *percentage change* in performance metrics are calculated automatically to reduce user error.

With period reporting, you can:

- Compare reporting displays performance for the previous period, the same period last year, or a custom date range.
- Review performance from the previous period, the same period last year or a custom date range.
- Filter, sort and download reports.

How does it work?

To use the feature, start by opening the date range selector in either the Campaigns, Ad Groups, Ads, Keywords, or Ad Extensions grids. Turn “Compare” from **Off** to **On** by clicking on the toggle.

Select a time period for comparison out of the three options, and select **Apply**.

- **Previous period:** If the current time range selected is this month (e.g. 3/1-3/31), then the previous period would be last month (e.g. 2/1-2/29).
- **Same period last year:** If the current time range selected is this month (e.g. 3/1/16 – 3/31/16), then same period last year would be this month last year (e.g. 3/1/15 – 3/31/15).
- **Custom:** Any length of time within 3 years before today can be selected as a comparison period.

After you click Apply, every performance metric column can be expanded by clicking the **‘+’ icon**. You will see four sub-columns under every performance metric to use for deeper analysis:

Performance from your current period
Performance from your comparison period
Change (*Current Performance - Comparison Performance*)
Change % ($((\text{Current} - \text{Comparison})/\text{Comparison} * 100\%)$)

You can also see this sub-column data for any segments you’ve applied to your grid. You can see these new columns in your downloaded file as well.

You can also filter on the sub-columns – for example, you might choose to filter out campaigns that saw a 10% decrease in impressions and adjust your keywords accordingly in those campaigns.

Note: Performance comparison reporting is only available in US markets

Segment your performance data

Segmentation allows you to split your Campaign page performance data into rows based on Time, Network, Device and Top vs. Other. For example, you can segment your impression, click, and CTR data by device to see what devices your audience is seeing your ad on. This gives you greater insights into how your campaigns are doing and you no longer have to go to the Reports page to get this level of detail.

To add segments to the table, select either the **Campaigns, Ad groups, Ads, Keywords, or Ad extensions** tab on the **Campaigns** page. Click **Segment** and then select the one you want to apply.

Once you have your data the way you want it, you can [download it into a .csv or Excel report](#) to conveniently share the information with your clients, or use for further analysis.

Some segmentation types only have data for a specific period of time. [Read a summary](#) of what is available and what date ranges you should avoid if using that segment.

Removing segments is easy. On the **Campaigns** page, select either the **Campaigns, Ad groups, Ads, Keywords, or Ad extensions** tab. Click **Segment** and then **None**.

Download your Campaign page performance data

On the different tabs on the Campaigns page, you can use [columns and filters](#), [segments](#), and the date range to organize your performance data in the table. Once you have your data the way you want it, you can download it into a .csv (regular or zip) or Excel report to conveniently share the information with your clients, or use for further analysis.

On the **Campaigns** page, click the tab for the table that you want to download as a report. For example, Ads or Keywords. Click **Download** and then select the **Format of the report**. Click Download.

Accounts Summary

With Bing Ads Account Summary, you can track and compare performance and budget data all in one place. It allows multi-account users to set up or modify accounts, and provides visuals for data in the grid and line charts.

You can view account details like currency, clicks, impressions, CTR, conversions, CPC, and spend in the **Performance** tab. From the **Budget** tab, you can view the status of insertion orders or campaign budgets.

Another feature is **Flexible segmentation filters**, where you can slice and dice your rows by various dimensions – time (day, week, month, quarter, year, day of week), network, and device type to better see how to optimize your performance. Once a segment has been applied, they will be split up into sub-rows and add up to the total performance in the **Overall total row**.

Period comparison and segmentation is also available in the Accounts Summary grid.

The Reports tab

How to run a report

Now that your campaigns are up and running, you'll want to take some time to track how they're performing. Think about the goals you have for your campaigns and take advantage of the data Bing Ads provides to better manage your campaigns.

To get started, click **Reports**. If it's not already expanded in the left pane, click **Standard reports**, and then click the type of report to expand the list of reports available. Select the report you want to run. Complete each of the fields in the different sections. Click **Run** to run the report, or **Download** to download the report as CSV, TSV, or XLSX (Microsoft Excel) file.

Report types

The following are some important reports that you should consider looking at to improve the relevance and freshness of your campaigns and the visibility, click-through rate, and conversion rates for your ads.

A **Keyword report** shows the impressions, clicks, click-through rate, quality score, bid, cost-per-click, position, and conversions for each individual keyword within your campaign.

- Run it to find out which keywords are triggering your ads and which ads are getting clicks. You can also identify keywords that aren't performing well to determine if you want to delete them.

A **Campaign report** shows 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.

- Run it to view high-level performance statistics and quality attributes for each campaign or account. This is also a quick way to identify any major campaign or account problems.

An **Ad report** 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.

- Run in to 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.

An **Ad group report** shows the impressions, impression share (%), clicks, spend, and average cost-per-click of your ad groups. This data can be sorted by ad group, ad group status, language, and network.

- Run it to compare delivery performance statistics by ad group, campaign, or account attributes rather than at the keyword level.

A **Search term report** shows the impressions, clicks, click-through rate, and average position for search terms that have triggered your ads.

- Run in to see what your audience is searching for when your ads are shown. You can use this information to make informed additions, removals, or edits to both your keyword and negative keyword lists.

A **Share of voice report** shows the impressions, impression share (%), impression share lost to budget (%), and impression share lost to bid. This data can be sorted by keyword, keyword ID, landing page experience, and quality score.

- Run it to view impression share (%) of successful bids for each keyword, and identify opportunities to increase impression share.

Create a customized report

You can customize a standard report and save it to make it easy to run it again in the future.

On the **Reports** page, in the left pane, click **Standard reports**, and then click either **Performance**, **Change history**, **Targeting**, **Campaign analytics**, or **Billing and budget**.

Select the report you want. **Select the Show (unit of time)**, **Date range**, **download Format** and **What to report on** either all accounts or specific ones.

Under **Choose your columns**, add or remove the columns to set up your report to show what you want. (Optionally, you can select a **Filter** to apply to your report.) Click **My report settings** and then select the **Save as custom report** check box.

Click **Run**. In the left pane, click **Custom reports** and you will see the report you just created. You can click this report anytime to run the report again.

Set up a scheduled report

Follow the same instructions for creating a customized report. When you click **My report settings**, select the **Schedule this report** check box. Select the frequency, day of the week, time of day, start date, and end date for the scheduled report.

Enter the email address where you want the report sent to, and indicate if you want the report sent as an email attachment. Click **Run**.

To cancel a scheduled report, click **Custom reports** in the left pane. Select the report you want to delete and then click **Delete**.

Summary

Because you can choose between specific reports, customize your own, and schedule them on-demand, Bing Ads reports is a powerful tool for campaign optimization. With the **Accounts Summary** page, you can access data from multiple reports all in one place.

Bing Ads reports can help you:

- Evaluate your search advertising campaign performance.
- Identify optimization opportunities.
- Track and compare performance and budget data all in one place.

□ Bing Ads Intelligence

Bing Ads Intelligence is a powerful keyword research tool that allows customers to build and expand on their keyword lists using the Excel interface. Customers can easily gauge the performance of relevant keywords and apply those insights to improve their keyword selection and campaign performance.

After reading this training, you will understand how to:

- Download Bing Ads Intelligence.
- Apply the keyword suggestion and keyword analysis features.
- Create customizable keyword research workflows.
- Download and leverage the integrated keyword research templates.

Tool installation

Before you install the tool, be sure you have Microsoft Visual Studio Tools for Office and Microsoft Office Excel 2007 or newer installed and closed on your computer. Also, you must uninstall any previous versions of Bing Ads Add-in for Excel, or Bing Ads Intelligence. Next, sign in to your Bing Ads account and navigate to the **Tools** tab. Click the **Bing Ads Intelligence** menu item to link to the Bing Ads Intelligence download page. From here you may select “Download now” and follow the **Install Wizard** prompts.

Bing Ads Intelligence interface

Once installed, launch Excel and click the **Bing Ads Intelligence** tab.

Step 1: Sign in and select an account. Click the **Sign in** button, enter your Bing Ads credentials and click OK. In the **Select Account** dialog box, enter the name of the account you want to use and click the search icon. From the resulting list, select the account you want and click OK.

Step 2: Select a campaign and ad group. Once you have selected an account you then select the campaign and add up to 50 Ad Groups. From there, you’ll be able to download the keywords in the ad groups you’ve selected, along with their performance data.

Step 3: Download keywords to a worksheet. In the **Select Data Range** dialog box, select a data range from the list. If you select Custom data range, you'll need to choose start and end dates. Then click Download. You can enter Keywords, Keyword Phrases, or URLs in a worksheet and select the keywords you want to use.

- **Keyword Research & Account** buttons build or expand keyword lists with additional relevant keywords.

More Research Options buttons create a keyword strategy based on attributes like historical performance, geography and demographics, as well as review data to optimize keyword bidding strategies. Most of these buttons require the input of parameters to fine-tune results, e.g., ~~match types~~, bids, devices and date ranges.

Note: The **Auction Insights** button can now be found in the Bing Ads Web UI in the "Details" drop-down menu in Campaigns, Ad Groups and Keywords tabs. Additionally, you can export them as a report in the UI.

Likewise, the **Find Broad Match Opportunities** in the "Opportunities" tab can now be found in Bing Ads Web UI. You can also export them as you would in Bing Ads Intelligence. Sorting and Filtering are done through the table in the Bing Ads UI. You can also dismiss the opportunities you don't want or apply selected opportunities only.

Both Auction Insights and Find Broad Match Opportunities can be viewed at an account or campaign level.

Keyword research & bid strategy

The **Keyword suggestions** buttons help you perform integrated research on keyword and bid estimates. You can tailor your bidding strategy based on pricing data for keyword-specific metrics such as clicks, impressions, position, click-through rate and cost per click.

To generate a suggested keyword list, select the keywords you want to use from your Account Keywords Worksheet (or any worksheet with a column of keywords). Select keywords from only one column. On the **Bing Ads Intelligence** tab, click **Keyword Suggestions**. If you want to customize the list, click **Customize** and select the options you want in the **Keyword Suggestions** dialog box and click Submit. After you've created your list of suggested keywords, use **Create Bulksheet** and import them into your Bing Ads account(s).

With the Bing Ads Intelligence tool, you can work with keyword lists of up to 200,000 generated words, easily filtering out adult/brand terms from your keyword expansion.

Bing Intelligence also takes you straight to the data story you want to see. To develop informed keyword strategies and optimize your keyword research and bid estimates, you should:

- Click **Traffic** for daily, weekly and monthly search query counts. **Traffic** is useful for spotting trends in search queries.
- Click **Keyword Performance** to view historical performance data for the specified keywords, including clicks, impressions and costs.

Historical keyword performance on Yahoo Bing Network for your specified market and language									
Keyword	Device	Match type	Position	Clicks	Impressions	CTR	CPC	Total Cost	Avg Bid
digital cameras	Desktops and laptops	Aggregate	Aggregate	2,695	679,758	0.40%	\$0.65	\$1,759.10	\$1.68
camera digital	Desktops and laptops	Aggregate	Aggregate	119	55,268	0.22%	\$0.80	\$94.87	\$2.92
camera	Desktops and laptops	Aggregate	Aggregate	1,399	663,948	0.21%	\$0.52	\$734.13	\$1.15
cameras	Desktops and laptops	Aggregate	Aggregate	3,389	906,296	0.37%	\$0.32	\$1,078.65	\$1.62
gopro camera	Desktops and laptops	Aggregate	Aggregate	5,293	120,141	4.41%	\$0.85	\$4,481.13	\$4.46
trail camera	Desktops and laptops	Aggregate	Aggregate	1,620	51,278	3.16%	\$0.25	\$405.82	\$0.71
camera accessories	Desktops and laptops	Aggregate	Aggregate	167	15,116	1.10%	\$0.31	\$52.54	\$0.56

Under **More Research**, you may explore the following:

- Click **Webpage Keywords** to generate keywords from a specific website.
- Click **Keyword Expansions** to get more ideas from the keywords you select in the sheet.
- Click **Searches with Your Keyword** to generate a list of search queries containing your keywords.
- Click **Associated Keywords** to generate new keywords based on other advertisers' bidding behavior.
- Click **Related Searches** to create a list of search queries based on the Bing Related Search results. The related search terms are derived from the related searches list that appears on the left side of the Bing Search results screen.
- Click **Keyword Categories** to view a list of business categories for specified keywords.
- Click **Search User Location** to generate a list of locations within a country, state/province or city with the most searches on specified keywords.
- Click **Age Group & Gender** to generate age group and gender percentages for the specified keywords over the last 30 days. Click **Bid Estimation for New Keywords** to research bid suggestions and estimated performance data for existing keywords.

	A	B	C	D	E	F	G	H	I	J
1	Associated Keywords									
2										
3	Keyword	Generated Keyword								
4	digital camera	digital cameras								
5	digital camera	camera digital								
6	digital camera	camera								
7	digital camera	cameras								
8	digital camera	gopro camera								
9	digital camera	trail camera								
10	digital camera	camera accessories								
11	digital camera	cameras digital								
12	digital camera	ip camera								
13	digital camera	flip camera								
14	digital camera	film cameras								
15	digital camera	camera repair								
16	digital camera	camera strap								
17	digital camera	mini camera								
18	digital camera	movie camera								
19	digital camera	film camera								
20	digital camera	photography camera								
21	digital camera	hasselblad camera								
22	digital camera	photo camera								
23	digital camera	wireless camera								

Bing Ads Intelligence - Bid Estimation for New Keywords

Generate bid suggestions and estimated keyword performance data for new keywords.

Keywords:

Search match type:

Ad Position:
 Bid:

Currency:

Choose where you want the results to be placed

New Worksheet
 Existing Worksheet:

Location:

Clicking **Submit** returns bid estimation data in a spreadsheet with the following columns:

- Keyword
- Position
- Estimated Min Bid
- Average Cost Per Click (CPC)
- CTR
- Estimated Min Impressions

Keyword Research Templates

These are pre-generated keyword research ideas in the form of dashboard spreadsheets.

Accessing these templates is easy. Click on the **Keyword Research Templates** button to open the **Template** panel. Scroll to the desired template and click to open.

Most templates contain instructions, but, in general, they are easy to use. You enter information into highlighted cells and click on the **Refresh All** button.

Search Query Insights Dashboard

Get insights for a search query from the Bing and Yahoo! networks. With this template, you can see weekly search trends over time, day of week trending, plus demographic and geographic information.

Type a search query in the box, select a device, and then click 'Refresh All' in the 'Bing Ads Intelligence' ribbon group. You can also customize the date range and location.

Search query: **digital camera**

Device: **Desktops and laptops**

Date range: **1/6/2012** to **11/9/2012** Enter a date between 01/17/2012 and 11/10/2012

Searches over time

Weekly Trend

Day of the Week T

Demographic Information

Age

13.47%	8.54%
30.81%	18.13%
29.05%	

Gender

40.93%

Geographic/Location Information

Location size: **State/Province**

Location	Percentage
United States/California	11.22%
United States/Texas	8.78%
United States/New York	6.28%
United States/Florida	5.49%
United States/Arizona	5.23%
United States/Illinois	5.22%

Related Searches

digital i
top 10 c
fujifilm
shop d
nikon c
digital i
kodak d

Templates are powerful and flexible. You can extend existing templates with additional Bing Ads Intelligence and Excel features, or create custom templates based on your own unique workflow. Templates can be saved and shared with colleagues, or even shared with the Bing Ads Intelligence user community. To submit custom templates, email bai-templates@microsoft.com.

Create a template

Bing Ads Intelligence lets you choose where to display results in your workbooks. In addition, you can manipulate data with favorite Excel features, like pivot tables, filters, sorts and graphs.

Let's say you want to create a list of **Generated Keywords** from the seed keyword, "digital camera." From the **Generated Keyword** column, select the keywords to return data. Click **Traffic** to open the dialog box. Choose **Existing Worksheet**, and select the cell where the returned traffic data should be placed. In this example, we chose D6.

Click **Submit**, and the **Traffic** data is inserted at the cell location selected, D6.

	A	B	C	D	E	F	G
1	Associated Keywords						
2							
3	Keyword	Generated Keyword					
4	digital camera	digital cameras					
5	digital camera	camera					
6	digital camera	canon cameras					
7	digital camera	kodak digital camera					
8	digital camera	cameras					
9	digital camera	canon camera					
10	digital camera	nikon digital camera					
11	digital camera	sony digital camera					
12	digital camera	canon digital camera					
13	digital camera	best digital camera					
14	digital camera	digital cam					
15	digital camera	digital point shoot					
16	digital camera	canon digital cameras					
17	digital camera	best digital cameras					
18	digital camera	nikon camera					

Traffic			
Keyword	Device	Time Period	Searches
camera	Desktops and laptops	Oct-12	625,145
canon cameras	Desktops and laptops	Oct-12	179,137
kodak digital camera	Desktops and laptops	Oct-12	2,512
cameras	Desktops and laptops	Oct-12	586,297
canon camera	Desktops and laptops	Oct-12	25,759
nikon digital camera	Desktops and laptops	Oct-12	7,433
sony digital camera	Desktops and laptops	Oct-12	10,072
canon digital camera	Desktops and laptops	Oct-12	32,051

You can save this workflow and use it again later. If you need traffic data for a different keyword, simply select a new range of keywords and click **Refresh All** in the ribbon.

Summary

Bing Ads Intelligence is a powerful keyword research tool that helps you build, expand and optimize suggested keyword lists and bid estimates using familiar Excel.

Bing Ads Intelligence helps you:

- Build lists of up to 200,000 generated keyword lists.
- Create original keyword research templates that let you analyze data for your business.
- Discover bid estimation data in a simple spreadsheet.

□ Universal Event Tracking

Universal Event Tracking (UET) helps customers track their campaign performance with the ability to count unique conversions, associate conversion goals with a single account and track the status of tags and goals. Remarketing works in conjunction with UET and Conversion Tracking to help you reach your business goals.

After reading this training, you will understand how to:

- Set up a conversion goal, including unique options.
- Track and count the conversions you've received.
- Tag your site and use a Tag Helper tool.
- Take advantage of inline overviews and alerts.

What is a Tracking Tag?

Universal Event Tracking (UET), uses a single tag by which advertisers can retarget their search audience and track conversions, even across multiple accounts and campaigns. With UET tags, customers can yield a significant percent click-through rate and ad spend increase in [Remarketing in Paid Search](#).

To get started, you just need to create one UET tag and add it to your website once. This tag records what your customers do on your website.

How do I create a UET tag?

It is easy to create a UET tag in Bing Ads. All you need is a name.

Click the **Campaigns** page, and then on the left pane, click **Conversion Tracking**. Under **Conversion Tracking**, click **UET tags**. Click **Create UET tag** and then enter a name.

Optional: Enter a description that helps you identify the UET tag in the future, like your website page name or URL.

Click **Save**. In the **View UET tag tracking code** box, click either **Copy**, **Download** or **Email**, and then click **Done**.

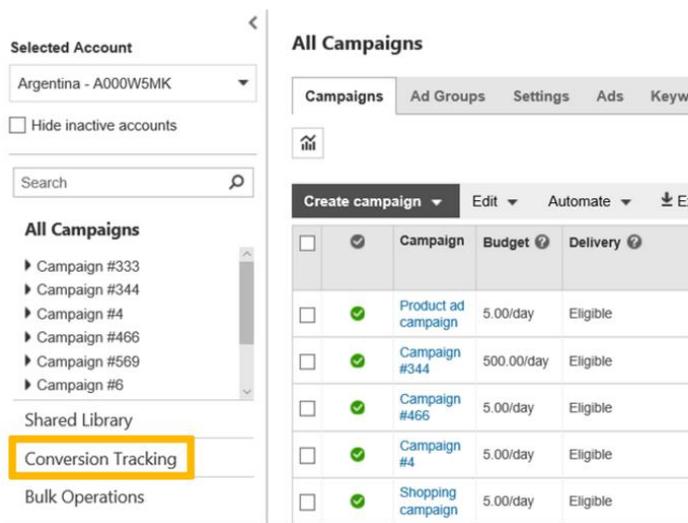
Conversion tracking

Once you set up your UET tag, you are ready to begin the process of Conversion Tracking.

To get started, you need to create a conversion goal to track actions people take on your website after they click on your ad. When the action matches your conversion goal, it is counted as a conversion. You can tell Bing Ads which actions users take to count as conversions by setting your conversion goals.

How Do I Create a Conversion Goal?

Click the **Campaigns** tab, and then on the left pane, click **Conversion Tracking**.



The screenshot shows the Bing Ads interface. On the left, under 'Selected Account', it says 'Argentina - A000W5MK'. Below that is a search bar and a list of 'All Campaigns' including Campaign #333, #344, #4, #466, #569, and #6. The 'Conversion Tracking' option is highlighted in a yellow box. The main area is titled 'All Campaigns' and has tabs for 'Campaigns', 'Ad Groups', 'Settings', 'Ads', and 'Keyw'. Below the tabs are buttons for 'Create campaign', 'Edit', 'Automate', and 'Download'. A table lists several campaigns:

	Campaign	Budget	Delivery
<input type="checkbox"/>	Product ad campaign	5.00/day	Eligible
<input type="checkbox"/>	Campaign #344	500.00/day	Eligible
<input type="checkbox"/>	Campaign #466	5.00/day	Eligible
<input type="checkbox"/>	Campaign #4	5.00/day	Eligible
<input type="checkbox"/>	Shopping campaign	5.00/day	Eligible

Under **Conversion Tracking**, click **Conversion Goals**.

Selected Account
Argentina - A000W5MK

Hide inactive accounts

Search

All Campaigns

Shared Library

Conversion Tracking

UET tags

Conversion goals

Conversion goals

^ About conversion goals

What it is

Conversion goals allow you to define the user activity that y

How it works

First, you need to add the UET tag tracking code throughout
Note: If you are tracking mobile app installs as a conversion

Create conversion goal Edit Columns

<input type="checkbox"/>	Status ?	Goal name	Type ?	Score

Before you create a conversion goal to track conversions o
To get started, click [create UET tag](#).

On the conversion goals page, click Create conversion goal.

Create conversion goal Edit Columns Filters Goal name

<input type="checkbox"/>	Status ?	Goal name	Type ?	Scope ?	Count ?	Conversion window ?	UET tag ID ?	Tracking status

Before you create a conversion goal to track conversions on your website, you need to create a UET tag.
To get started, click [create UET tag](#).

Enter a name for your goal in the **Goal name** box. When naming your goal, use a descriptive name that makes sense to you. (For example, "Checkout page".)

Goal description

Enter a name for the conversion goal and select the type of action that you want to track as a conversion

Name

- Type ?
- Destination URL**
Track every time someone visits a web page as a conversion.
 - Duration**
Track every time someone stays on a website for longer than a certain an
 - Pages viewed per visit**
Track every time someone visits more than a specified number of pages
 - Event**
Track every time someone completes a specific action such as, subscribi
 - Mobile app install**
Track every time someone installs your app as a conversion.

Next Cancel

Choose the type of conversion you want to track: Destination URL, Duration, Pages viewed per visit, Event, or Mobile app install. Fill in the appropriate values for the goal type you choose.

Once you've decided on a goal type, under **Scope**, select if you want this goal to apply to all accounts or a specific account.

If you select all accounts, you won't be able to set the currency of the revenue value. The currency of the revenue value will be determined based on the account currency to which the conversion was attributed.

If you want to add a monetary value for each conversion, under **Revenue** value, select one of the following:

- **Each time it happens, the conversion action has the same value** checkbox. Enter the amount and select the currency (if available). This is a static revenue value that doesn't change.
- **The value of this conversion action may vary (for instance, by purchase price)** checkbox. Enter the default amount and select the default currency (if available) to be used when no value is received for a conversion. The revenue value will change based on the customization you make to the UET tag tracking code that you add to your website.

You can also assign a **Count** to the conversion and enter a **Conversion window** to track up to 90 days in the past. Select the UET tag that you want to associate with this conversion goal. Click **Save**.

Bing Ads matches UET logs with strings defined in destination URL and custom event goals in a case insensitive way. For example, you can create a Destination URL goal type to track visits to your Thankyou.html page as conversions using the condition URL contains Thankyou.html.

New UET Settings

The following updates can strengthen your campaign's performance:

Support for Unique conversions allows you to count conversions according to your business needs. When you are creating a conversion goal, there will be 2 options available to you for the *Count* property:

- *All Conversions* will count all conversions that happen after a click. If you are tracking purchases as conversions, this is a good option to use.
- *Unique Conversions* will count only one conversion that happens after a click. Pick this option if you want to track the number of unique leads generated on your website as a conversion.

All your existing conversion goals will be defaulted to *All* conversions. You will be able to edit those goals to update them to *Unique* conversions.

Account level conversion goals specifies if a conversion goal is at the account scope or across all accounts via the new *Scope* property.

In the new **Conversions goals** page, you can now see the number of Conversions, Revenue and Repeat Rate (defined as *All Conversions/Unique conversions*) for each conversion goal that you have created right in the Conversion Goals page. Use the date range selector to view data for different time periods.

UET Tag Helper

When set up correctly, UET tags are a powerful tool for helping you to reach your ROI goals. However, it can be tricky to set them up, which is where the UET Tag Helper comes in handy.

UET Tag Helper is a Chrome browser extension that automatically validates Bing Ads UET tags on any webpage. The Tag Helper:

- Validates UET tags in real-time.
- Let's you know whether you implemented the UET tag correctly.
- Helps troubleshoot any common errors with the UET tag.

You can install the UET Tag Helper from the Chrome web store. Simply clicking **Add to Chrome** and then **Add extension**.

Summary

Universal Event Tracking lets you create and track conversion tracking and remarketing goals in a few easy steps.

Key takeaways:

- Associate conversion goals at the account level.
- Support for unique conversions that happen after only one click.
- Find inline alerts, tag and goal tracking status in the UI.
- Analyze conversion metrics on the new conversions goals page.

□ Bing Ads Editor account basics

Bing Ads Editor is a powerful tool that lets you make updates to your campaigns from a local desktop application, and then publish the changes to your Bing Ads account, or to multiple accounts in bulk.

After reading this training, you will understand how to:

- Sync Bings Ads with Bings ads Editor.
- Make changes in bulk and copy/past across accounts.
- Update keywords and bids.
- Use filtering criteria to select campaigns.

Syncing Bing Ads with Bing Ads Editor

To sync Bing Ads Editor with Bing Ads, from the Bing Ads Editor page, click on your **Account**, (or accounts), then get your Bing Ads data into the Bing Ads Editor tool. Click **OK**.

You can also use the **import** tab to import campaigns from Google, Yahoo, or an external file. Click **Get changes** each time you sign into Bing Ads Editor to make sure what you're looking at is the most up-to-date information.

Now that the data is synced, you can make changes on a single account, or multiple accounts at the same time. You can navigate your entire structure from the left hand **Campaign** navigation panel. Use tools such as **Search and Filtering** to find specific campaign details.

Bing Ads Editor lets you make updates as granular as changing the bid price for a single keyword, and as big as bulk changes, where you can click **Make multiple changes** to create a whole new set of campaigns.

You can **find and replace** specific pieces of information, or **copy and paste** entire campaigns and ad groups within the same accounts or across multiple accounts. Remember, changes you make will not be reflected until you **Post** the changes.

Support for Updates

With Bing Ads Editor, you can work faster syncing campaigns. You can make changes offline, and then upload your revisions with one click. And, do it in bulk. A visually pleasing user interface makes navigation simple.

Bing Ads Editor supports management processes for new updated features in Shared budgets, Expanded Device Targeting, Callout Extensions, Editorial messaging, Bing Ads Shopping, and more. Bing Ads editor also supports Mac beta.

Bing Ads Editor for Mac beta

If you're using a Mac, you will now benefit from the overall speed increase of account downloads and bulk edits. As with Windows users, you can now manage multiple accounts, saving you hours each day.

Two important features with Mac alignment include:

- Support for managing multiple accounts: You can simultaneously sync your campaigns, quickly start a Google Import and easily perform local bulk edits.
- Copy + paste across multiple accounts: You can copy optimized campaigns and ads from one account to multiple with copy and paste. (Editor for Mac natively supports OS X keyword shortcuts such as Command ⌘ + C and Command ⌘ + V.)

Note: Bing Ads Editor for Mac is in beta testing with limited access and only localized in US-English right now, but support for all the Bing Ads languages and markets is on the way.

Apply negative keyword lists using shared libraries

The best way to eliminate unwanted search traffic is by using negative keywords. With the negative keyword library feature in Bing Ads Editor, you can efficiently apply whole lists of negative keywords to multiple campaigns.

To create a list, click the **Shared library** tab, making sure you are in the **Negative Keywords Lists** view. Click **Create List**, and name your new list. To add negative keywords, click **Negative Keywords In List** and then click **Add Negative Keywords To List**.

From there, you will be able to enter the negative keyword and select a match type (Exact or Phrase) inside the main grid. If you already have your list of negative keywords in a spreadsheet, you can add them all at once by clicking **Make Multiple Changes**, and then **copying/pasting** the list from your spreadsheet.

Summary

With Bing Ads Editor, it's simple to manage your Bing Ads campaigns in bulk. Whether you're online or offline, Bing Ads Editor gives you the flexibility and control to optimize multiple campaigns anytime and anywhere, from multiple devices.

Key takeaways:

- Efficiently manage multiple accounts and make edits offline.
- Monitoring and reporting on campaign performance.

- Available for both PC and Mac.
- Import campaigns from external sources like Google AdWords.

□ Bing Ads Editor account management tips

Bing Ads Editor is a powerful offline tool with features that make creating and updating your campaigns simple. These features allow you to make bulk changes to campaigns, ad groups, ads and keywords quickly and efficiently.

After reading this training, you will understand how to:

- Use features like copy/paste and find/replace to optimize keywords.
- Identify specific errors and warnings.
- Create and manage a shared budget and make keyword edits.
- Use **Advanced search** options to filter items.

Copy/paste

Similar to copying a Word file to modify and save as a new file, you can create a new campaign by copying an existing campaign from one account to another. Here's how to do it:

In the **left hand navigation**, select the account containing the campaign you want to copy. In the **Summary Grid**, click the **Campaigns** tab, then find the campaign, right-click, and select **Copy**. This campaign is now on your clipboard. In the **left hand navigation**, select a different account, right-click and select **Paste**. The entire campaign, including its properties, ad groups, ads and keywords is now duplicated in a different account and ready for your changes.

You can copy just the shell of a campaign or ad group — including settings like language, device target, demographics, and site exclusions — in order to fill it with new ads and keywords.

You can also copy *just* the keyword text of selected keywords, making it easier to paste them into an editor such as Microsoft Excel. Another option is to **selectively paste** different settings of a selected campaign or ad group.

If you only need to make changes to one or two campaigns, you no longer have to download all recent changes or your full account. You can now pick which campaigns to get and to post. Just click **Get changes** and then select **Campaigns I select** — or click **Post changes** and then select the campaigns you want to upload.

Note: You can now drag and drop items within your account or across accounts.

Find and replace

The **Find and replace** feature lets you update ad copy, like a holiday name, in seconds.

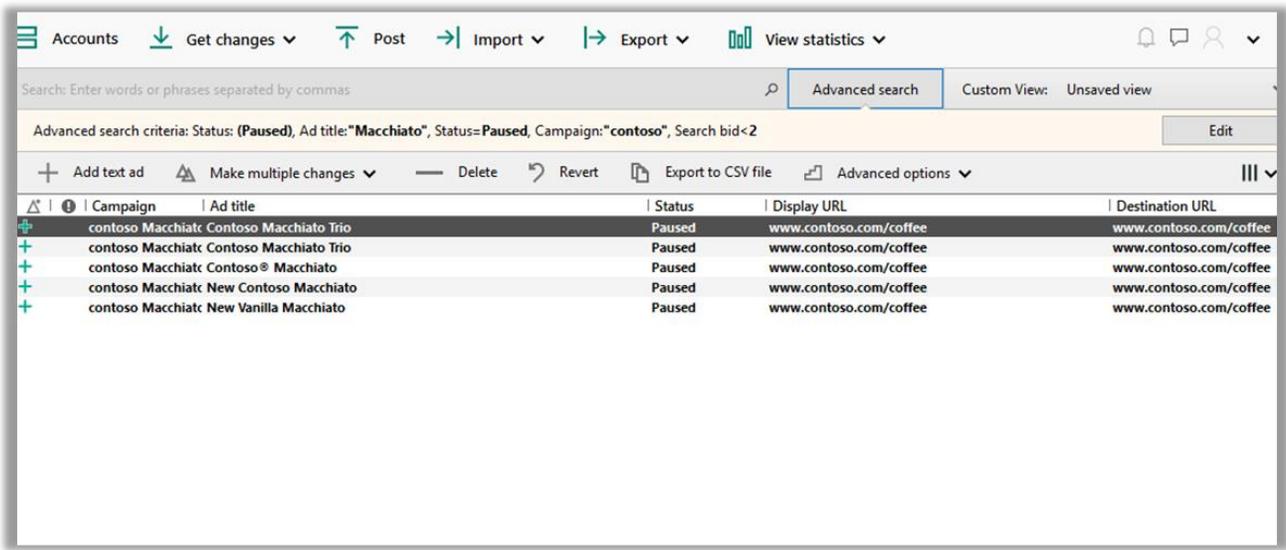
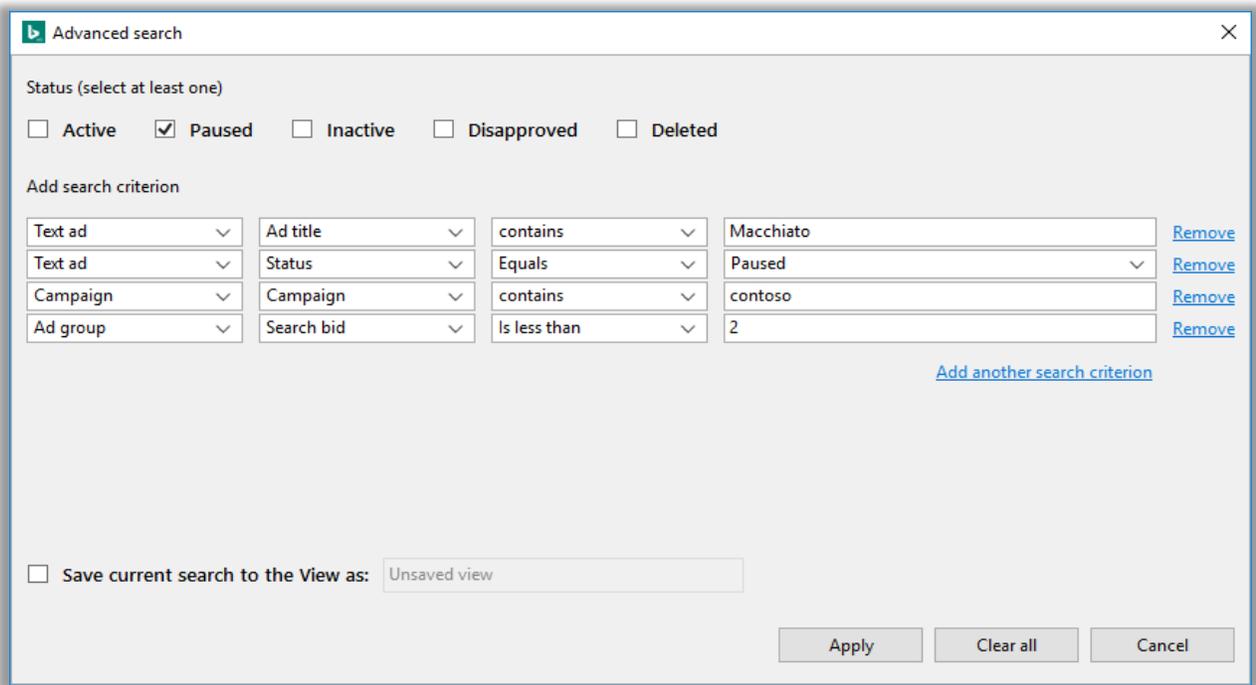
Begin by selecting the ads you want to update from the **Ads** tab. In the **Editor** pane, click the **Replace text** button. In the **Find what** box, type the words you want to change. In the **Replace with** box, type the replacement text. From the **Search In** drop-down menu, select which parts of the ad copy you would like to update. Now, click **Replace All**. The specified ad copy is updated in all selected ads.

Advanced search

The Advanced search window in Bing Ads Editor gives you easy access to search criteria.

You can set multiple parameters in order to find items with several attributes. Choose from Active, Paused, Inactive, Disapproved and Deleted.

For example, say you want to update only the bids in your Paused campaigns. Click **Paused**, and add your search criterion.



If you think you'll use this filter again, click the **Save as a view**. Once saved, you can use it anytime from the **View** drop-down above the **Summary Grid**.

Click **Search**. The filtered keywords will be displayed in the **Summary Grid**. Now, select the keywords and change the bid amount in the **Editor** pane. Notice how the bid changes for all keywords, and the **Sync state** column signals the changes with updated icons.

Note: Any duplicate items except one, will be skipped, eliminating the need for you to manually delete them.

Keyword Edits

With Bing Ads Editor, you can edit the text of your keywords and post the changes to Bing Ads. Just click the **Keywords** tab and then edit your keywords in either the Manager pane or the Editor pane.

You can cut, copy and paste negative keywords from one shared list to another. Simply go to **Shared library > Negative Keywords > Neg. keywords in list**. Select the keywords you want to copy, right-click and cut or copy. You can then paste those negative keywords into another list or into a specific campaign or ad group. Similarly, you can right-click, then cut or copy negative keywords already in a campaign or ad group and add them to a shared list or different campaign or ad group.

You can also drag and drop a shared list from the **Neg. keywords lists** tab to a campaign in the Browser pane to associate that list with the campaign.

Shared Budgets

Bing Ads supports shared budgets, where the ads are automatically distributed in a single daily budget across multiple campaigns within your Bing Ads account. You create and manage them in Bing Ads, and see them in Bing Ads Editor.

After you've set up your shared budgets, you can easily go back to your Shared Library and click **View Budgets** again. The shared budgets you created will appear in the table. You can keep track of each shared budget's performance, and if a shared budget has run out of funds for the day, its status will appear as *Budget paused*. You can also click the budget in the table to see how the budget is spent across the different campaigns that use it. (You can always go back to using individual budgets for complete control over how much you spend on each campaign.)

Errors & warnings

Bing Ads Editor makes it easy to see errors, warnings and opportunities with the following:

- **Notification** icons appear in the notification type column in the **Summary Grid**.
- **Notification** bars appear at the top of the **Summary Grid**. The notification message column is not displayed in the **Summary Grid** by default, but you can select the row to view the message in the Edit pane.
- Account-level notifications appear in a red bar at the top of the **Summary Grid**, and indicate when and why an account is inactive.

In the **Summary Grid**, items with errors are indicated by a red circle with an exclamation point ("!"). The error icon also appears on the tabs that contain errors. Error types include:

- **Warning** notifications indicate the potential for undesired behavior, like negative keyword conflicts.
- **Information** notifications provide additional details that are unrelated to delivery issues, like pending editorial review.
- **Opportunity** notifications indicate opportunities for improvement, like low bids.

Bing Ads Editor makes it easy to focus on critical items first. Just sort or filter by the notification type, or click the **View errors** button in the **Errors notification** bar. The error view reveals only items with errors. It enables the error message column, which explains how to correct them. Once you've corrected all errors, click **Back to All** view.

If your campaigns contain data generating warnings, the **Warning notification** bar replaces the **Error notification** bar. This occurs when you are in **All** view. Click **View warnings** to filter by the warning notification type.

If you modify the data generating warnings and return to the **All** view, the **Information notification** bar replaces the **Warning notification** bar. This occurs when your campaigns contain data generating information notifications. Close **Notification** bars to increase your work area. You can always return to a view by selecting it from the **View** menu.

Summary

We've just covered many powerful features of an updated Bing Ads Editor that give you greater control over getting and posting ad copy. You can use Bing Ads Editor to edit campaigns, ad groups, ads and keywords quickly and efficiently.

□ Bing Ads Editor exporting and importing

With Bing Ads Editor, you can edit campaigns offline and then publish changes at your convenience when you are back online. You can manage your accounts in bulk, from the campaign level down to the individual ad level. Another key feature is the ability to import Google AdWords directly into Bing Ads.

After reading this training, you will understand how to:

- Export campaigns and ad groups from Bing Ads Editor.
- Import campaigns and ad groups to Bing Ads Editor from a file.
- Import Google AdWords into Bing Ads.

Exporting Data

When exporting data, Bing Ads Editor allows you to be selective. You can export data from entire accounts, individual campaigns or specific ad groups.

You can export the campaign or ad group you have selected using the **Export current campaign/ad group** option under the **File** menu in the top ribbon. Export all the rows in the Manager pane using the **Export current view** option.

Here you can choose do the following:

- Export an entire account or only the selected campaign or ad group.
- Include or exclude additional data: targeting, negative keywords and sitelink extensions.
- Choose to work on the data immediately by selecting **Open file after export**.

If you don't plan on working with the information in the **Also include...** section, don't export it as it will significantly increase the file size. If you want to work on your data immediately, select **Open file after export**. Upon saving, the data automatically opens in an Excel workbook. Click **Export**, and in the **Save as** dialog, specify the folder, filename and file type.

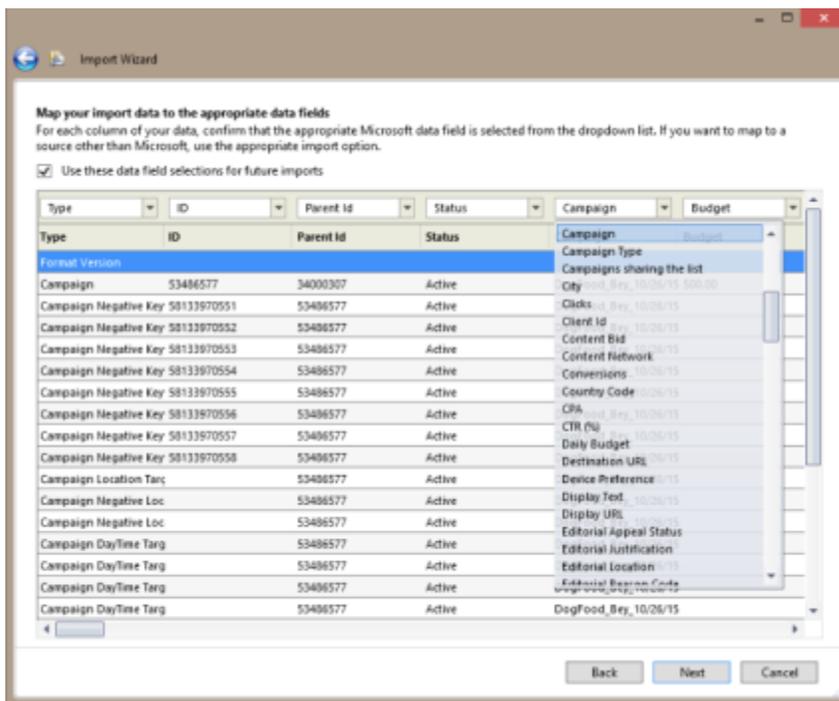
There are times, however, when you'll want to edit just a few items and not run a full export. To do this, copy rows directly from the **Editor** grid and paste them into your Excel workbook. To select multiple rows from the grid, hold the **Control** key while selecting rows. Press **Control-C** to copy, open your Excel workbook, choose the cell where you want to insert the rows, and press **Control-V** to paste them.

Your data and row headers will be inserted, and will be in the correct format for importing back into Bing Ads Editor.

Importing campaigns

To import campaigns into Bing Ads Editor, in the top ribbon, click the **Import** button. From the four choices, choose **Import from a file**. Select a file, and click **Next** to open the **Import Wizard** dialog.

In the drop-down lists above the table, select the appropriate Bing Ads column header to apply to each column of your imported data. Click **Import**. When the import finishes, an import summary page opens. Campaign information may appear across several columns.



The **New**, **Updated** and **Deleted** columns, located in the **View** drop-down within Bing Ads Editor, display how the imported data has been changed. Skipped items will not be created or updated, as they duplicate existing values or contain invalid data.

You can also create a Microsoft Excel or CSV (comma-separated values) import file. (Download the [import file template](#) here.) Click **Import Campaigns**, and then click **Import from file**. If you have imported from a file in the past 90 days, you will see a table that tells you the **Data/Time** and **Uploaded file**.

Default import settings

The default mode of Bing Ads Editor is that all active campaigns are imported, with options to import paused campaigns and to search for specific campaigns. You can select an option to adjust your bids and budgets to meet Bing Ads Editor's minimum requirements, and if you are importing a file from Google AdWords, you will now have all of the same import options available with other types of import.

To set defaults, click the **Tools** button in the main menu and select **Options**. From the options dialog, select **Defaults** on the left hand side and then edit values like **Customer language**, **Location targeting** and **Ad distribution** to your desired defaults.

Google AdWords

If you're already using Google AdWords, you can save a lot of time by importing your AdWords campaigns directly into Bing Ads. Simply import your Google Campaigns using your Google AdWords sign-in credentials.

Bing Ads allows customers to use the **Google Import tool** to schedule and sync imports from Google AdWords campaigns automatically.

The Google Import tool allows advertisers to copy a combination of 1.5 million keywords and ads from Google AdWords over to Bing Ads, as well as up to 200,000 negative keywords, campaigns, ad groups and extensions.

Customers can do this with just three easy clicks:

4. Sign in to Bing Ads.
5. Click **Import from Google AdWords**.
6. Follow the steps to import your campaigns.

Another option is to import Google AdWords using Bing Ads Editor. Simply Click **Import from Google**, and finish by following the steps to import your campaigns.

Because there are some differences between the Google and Bing Ads platforms, you'll want to review your data after you import it. Once you've reviewed and fixed any import errors, sync your Editor to Bing Ads to make the new campaigns active. Editorial checks are performed when you sync your campaigns with the Bing Ads platform.

Summary

Bing Ads Editor **Export** and **Import** features help you manage your campaigns more efficiently.

Key takeaways:

- Set default values for campaigns, ad groups and keywords before importing.
- Use your Google credentials to quickly import those campaigns directly into Bing Ads.
- Bulk-edit exported campaigns in Excel, and then re-import the data to update or create new campaigns.

□ Bing Ads Editor customization

Bing Ads Editor is a tool that allows you to download your campaign, make changes offline, and synchronize with your active campaigns with just one click. Although the interface is simple and intuitive, the tool is robust enough to allow customization.

After reading this training, you will understand how to:

- Set default values for new and imported campaigns, ad groups and keywords.

- Set default keyword bids at the ad-group level.
- Select columns to view in the **Summary Grid**.
- Set custom date ranges for downloading performance statistics.
- Set a custom view of the **Manager** pane.

Default values

Default settings save you time when importing or using bulk-creation features, such as the **Multiple Changes** wizard. You can set default values for new campaigns, ad groups and keywords.

Begin by clicking **Tools > Options** from the main menu (in the upper right). Once there, select **Defaults** from the left-hand navigation bar. From this menu, you can select the **default budget type**, additional **budget settings** and a **default time zone**, which are campaign-level defaults. Further down the page you are able to select the default ad distribution and language, which are ad group defaults. Finally, scroll down to **Keyword match type** where you can select a default match type.

The default values you set in this dialog will be applied each time you import or create new campaigns, ad groups and keywords.

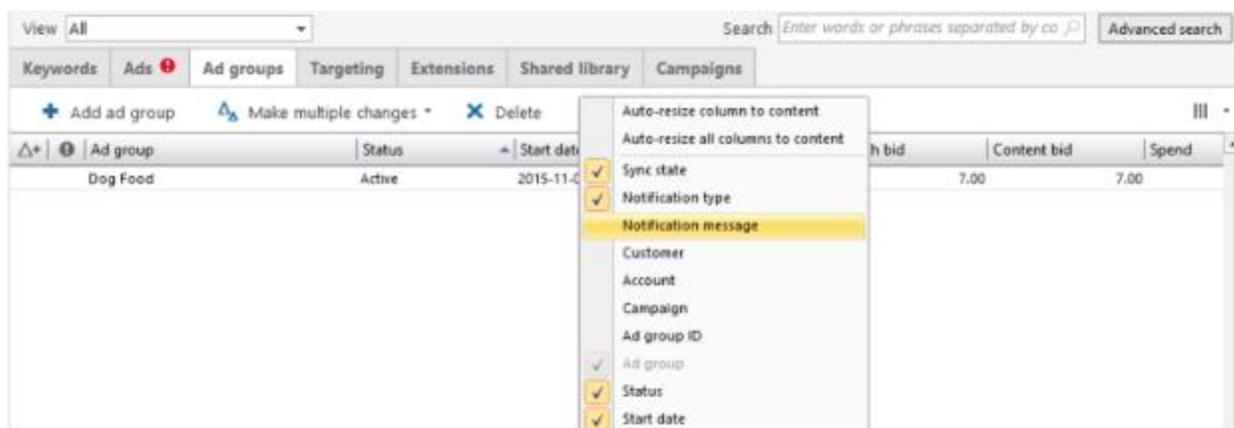
Default keyword bid

If you'd like to set a **default keyword bid**, specify the bid at the ad group level. Simply select the ad group and enter the default search and/or content keyword bids that will be applied each time you import or create new keywords.

The screenshot shows the Bing Ads interface with the 'Edit the selected ad groups' dialog open for the 'Dog Food' ad group. The 'Search bid (USD)' and 'Content bid (USD)' fields are highlighted with red boxes, both containing the value '7'. Other visible fields include 'Ad group name' (Dog Food), 'Language' (English), 'Status' (Active), 'Start date' (2015-11-03), 'End date' (2050-01-01), 'Ad Rotation' (Optimize for clicks), and 'Pricing model' (CPC - cost per click).

Setting Summary Grid columns

Displaying **Summary Grid** columns is another useful customization. For example, you may want to see which ad groups were recently modified. To view those changes in a custom columns view, right-click any column in the **Summary Grid**, select the check boxes next to the columns you want to view, and clear the ones you don't. If you no longer need your custom columns, click **Reset to default columns**.



The **Choose columns** drop-down menu also offers two options to automatically resize the columns in the grid: **Fit to content** and **Fit to window**. Double-clicking on the right border of a header column will also resize the column to fit its contents. The **Summary Grid** retains the column settings, including column selection, order and size.

Custom date ranges

Sometimes you want to see how your campaigns, ads or keywords performed during a holiday season, special promotion or significant time period. Each date range on the **Show statistics** drop-down menu displays the exact dates that will be included in your query.

Also appearing in the menu is the last custom date range you selected. Simply click any of the date ranges to view that data.

If you need to see a different date range, click on **Select campaigns or custom date range** at the bottom of the drop-down menu. **Calendar** buttons allow you to set the range. Click **OK** and it appears in the list. When selected, statistics for this new date range download into the Editor.

Create a custom view

You can use the advanced search feature in Bing Ads Editor to perform a customized search for information about your campaigns, ad groups, ads, or keywords, and then save the results in the **View** list as a custom view with a name that you specify.

In the **Manager** pane, click **Advanced search**. Select the criteria. To select additional criteria, click **Add criteria**, and then repeat step 2.

To save these search parameters as a filter, enter a name in the **Save as a custom filter** box, and then click **Save**. When you are finished selecting criteria, click **Search**.

To use your custom view, on the **View** list, click the name of the custom view.

Customize the Manager pane

In the **Manager** pane, you can switch between views of campaigns, ad groups, ads, and keywords. You can configure the **Manager** pane to provide either tabs or a drop-down list for selecting the type of item that you want to view.

To Select a Manager pane view, click **Desktop Options** in the upper right. Click **Display**. Under **Information display**, click either **Tabbed** or **Drop-down list**. Click **OK**.

Switch between types of data in the Manager pane as needed.

- In the tabbed style, click the appropriate tab.
- In the drop-down list style, in the list in the **Manager** bar, click the appropriate item.

To add or remove columns in the Manager pane, select a data view (**Campaigns**, **Ad groups**, **Text ads**, **WAP mobile ads**, or **Keywords**) in the **Manager** pane. In the **Manager** toolbar, click **Choose columns**. In the **Select Columns** dialog box, do one of the following:

- Select the check boxes for the columns that you want to view, and clear the check boxes for the other columns.
- To use the default columns, click **Reset to defaults**.

Click **OK**.

Summary

Bing Ads Editor provides customization options that help you create and monitor campaigns according to your needs and work flow.

Key takeaways:

Bing Ads Editor lets you customize:

- Default values for new and imported campaigns, ad groups and keywords.
- Default keyword bids at the ad-group level.
- Columns displayed in the **Summary Grid**.
- Dates ranges for downloading performance statistics.
- Configure the **Manager pane** to provide either tabs or a drop-down list.
-

□ Bing Ads Editor campaign optimization

Bing Ads Editor makes it easy to optimize and refine campaigns while offline. When you download Bing Ads Editor for Mac or Windows, you'll get an intuitive and simple desktop application that streamlines your search campaign management — online or offline.

After reading this training, you will understand how to:

- Use the **keyword bid estimation** feature to place optimal keyword bids.
- Use the **keyword research** menu features.
- Bulk-edit target and incremental bid settings.

Negative Keyword Library

The best way to eliminate unwanted search traffic and boost performance is by using to negative keywords. A negative keyword is a specific word or phrase that helps to prevent your ad from being displayed to customers who are unlikely to click your ad.

You can use the Negative Keyword Library feature in Bing Ads Editor to apply entire lists of negative keyword lists to multiple campaigns in a few simple clicks.

To create a negative keyword list, start by clicking the **Shared library** tab, making sure you are in the **Negatives keywords** view. Click **Create list**, and name your new list. To add negative keywords to the list, click **Add negative keywords in list**, and then **Add negative keyword to list**.

You will be able to add a negative keyword and select the match type – phrase or broad – inside the grid. If you already have your list of negative keywords in a spreadsheet, you can add them all at once by clicking **Make multiple changes**, and then copying and pasting the list from your spreadsheet.

Keyword bid estimation

Bing Ads Editor's recommended bid estimates can help you set your keyword bids, or use the recommendations as a benchmark that will keep your bids from going too low.

To get bid estimations, choose a keyword. Then, in the drop-down next to the **Choose columns** tab, select **Estimate bid** from the top of the summary grid and click **Get bid estimates**. The Editor displays recommended bids for three different targeted positions: **Est. first page bid**, **Est. main line bid**, and **Est. best position bid**. If keywords don't get suggested bids, it's because they are already competitive or data may be unavailable.

Now, select the keywords with bid amounts that you want to change. From the **Estimate bid** dropdown list, choose **Apply est. bid for first page**, **Mainline** or **Best position**.

Keyword opportunities

The **Keywords opportunities** menu under Tools provides the following three areas of functionality:

- Keyword suggestions to help expand keyword or negative keyword lists
- Traffic history and demographic data to help target the most relevant audience
- Bid suggestions, for improved ad impressions and click-through rates

Let's take a closer look at how these feature groups work.

Keyword research

With Bing Ads Editor, you can discover new keywords and bids using the keyword research tools, then easily add them to your campaigns.

From the account, campaign or ad-group level, select a keyword and choose **Find related keywords**. A list of similar keywords appears with additional performance data such as impressions, CTR and CPC. If you want keywords that match the language on a particular website, click **Get keywords from a website** and enter a URL.

Either way, make your selections by clicking the check boxes next to the terms. In the **Add selected keywords** drop-down menu, choose whether to add them as ad group keywords, a campaign or ad group negative keywords. As always when using Bing Ads Editor, remember to sync your changes to make them active.

Traffic and demographic research

When you select a keyword and choose **Show traffic history**, you are given that keyword's search data from the previous three months, and an estimate of its usage for the current month. This information can help you improve your bidding strategy. For example, you might want to increase your bid during the months a keyword performs better.

Click **Age demographic** to display the percentage of keyword searches across six age ranges. Clicking **Gender demographic** displays the percentage of keyword searches made by males, females and unspecified gender. You can use age and gender data to increase ad delivery to your target audience. For example, you might use incremental bids to target a gender that searches more often for the keywords in an ad group.

Targeting

Bing Ads Editor makes it easy to simultaneously set targets and incremental bids for multiple campaigns or ad groups.

Select a campaign or ad group and, in the **Editor** pane, click **Targeting**. In the following example, we click **Ad schedules**, and set the target at the campaign level. To set specific times, simply click the check boxes.

Next, click the **Bid adjustment** cell in the summary table. For each targeted time, select the percentage by which you want to increase the bid. Once Bing Ads Editor has been synced, the time of day targeting will be applied to all ads in this campaign.

Remember, with **Expanded Device Targeting**, desktops, laptops and tablets are now combined into a single device target. You can now adjust your bids for desktop anywhere from 0% to +900%. Bid adjustment ranges for tablet and mobile has also increased to be -100% to +900%.

Expanded Text Ads

Another important way to optimize ad copy is taking advantage of the transition from using standard text ads and destination URLs to using **Expanded Text Ads**. Bing Ads Editor supports a newer, mobile-optimized ad format that gives you additional ad copy to better engage with web searchers before they click on your ads. You can bulk manage your Expanded Text Ads, and sync your campaigns and accounts with one click.

Expanded Text Ads work seamlessly on mobile, tablet, and desktop devices, giving you a way to create more compelling calls to action for consumers and drive higher conversions to your business. For example, Bing Ads Editor allows you to save time by using Google Import to directly import your campaigns with Expanded Text Ads from your Google AdWords account into Bing Ads.

Shopping Campaigns

Bing Shopping Campaigns allows you a fresh way to organize, track, and optimize your Product Ads. Bing Ads Editor supports bulk management of all your Shopping Campaigns, Product Groups, and Product Ads.

Bulk edit changes are made from the Edit menu on the Campaigns, Ad groups, Ads, Keywords, Audiences or Auto Targets tabs.

Download Statistics

Downloading statistics in Bing Ads Editor is available for particular campaigns or ad groups, and is compatible with Google AdWords.

You can download statistics using the date ranges in the **View Statistics** drop-down menu. Bing Ads Editor will show the corresponding date range to remind you of the date range represented by your statistics. You can save up to five custom date ranges for easy access later.

Summary

Bing Ads Editor has powerful features that save time and make it easy to optimize multiple campaigns quickly.

Key takeaways:

- Optimize your audience ad groups by fine-tuning bids, tailoring ads, or adjusting your keywords.
- Set Bing Shopping Campaigns product filters to manage campaigns in bulk.
- The Keyword Bid Estimation tool gives bid estimates for three results page positions: first page, mainline and best position.
- Keyword Research tools can help you find additional keywords, view keyword statistics and set optimal keyword bids.
- The Keyword Opportunities tool allows you to find detailed statistics about the audiences searching for your keywords. Target settings can be bulk edited and then copied and pasted across campaigns, or across ad groups.

□ Bing Ads budgeting and billing

Bing Ads is equipped with budgeting functionality to help control your advertising spend, as well as features that make payments flexible and easy. This training will explain available budgeting and billing, show you how to maximize budgets, and set up a daily or monthly campaign budget. It will also review payment methods, issues with customer credit, and new account management systems.

After reading this training, you will understand how to:

- Set up a Shared Budget and choose budget options.
- Identify and fix errors that prevent accounts from serving ads.
- Link prepay billing methods and become the bill-to party.
- Optimize allocated budgets and identify credit holds and limits.
- Update client address and provide proper invoicing.
- Find your billing threshold and create limits on spending.

Budgeting basics

Your campaign budget is the total amount covering expenses across your campaign's ad groups. Bing Ads allows you to budget on a daily or monthly basis. The daily option lets you control how quickly your budget is spent. If you choose the monthly option, you set a monthly maximum that depletes as customers click your ads. There are, however, variations of the two options, and ways to quickly and easily modify them.

Shared Budgets

The Shared Budgets feature lets you spend between campaigns using the same account. Either set a single Shared Budget to be applied across all your campaigns, or select specific campaigns for distribution. With a Shared Budget, Bing Ads automatically adjusts how your budget is spent across its campaigns to help you improve your ROI.

Let's say you want to spend \$40 per day on Campaign A and \$40 per day on Campaign B. One day, Campaign A gets fewer clicks than usual, and only spends \$30. Meanwhile, demand for ads from Campaign B is higher than usual. With individual budgets, Campaign B could run out of funds, leaving potential clicks on the table. But with a Shared Budget, Bing Ads reallocates the \$10 Campaign A didn't need to Campaign B, letting it capitalize on the additional demand.

You can always go back to using individual budgets for complete control over how much you spend on each campaign.

To set up a Shared Budget, click **Shared Library** in the left navigation pane. Click **View Budgets**. Click **Create budget**.

Give your Shared Budget a unique name and set a budget amount. Keep in mind that this amount needs to be large enough to cover all of the campaigns to which the Shared Budget is applied. Select the campaigns you want to use this Shared Budget. Click **Save**.

Note: Once you have set up at least one Shared Budget, when you create a new campaign, you will have the option to choose a Shared Budget for it to use.

Choose an appropriate budget option

Before you can submit your ad campaign, you need to set up your campaign's budget and keyword bids. You also need to select a budget type. Don't worry, you can change your budget amount and budget types at any time. Changes to your budget generally take effect within an hour or so.

CAMPAIGN BUDGET		
<input type="text" value="15.00"/>	<input type="text" value="Daily"/>	
KEYWORD	TYPE	BID
london flights	<input type="text" value="Broad"/>	<input type="text" value="1.12"/>

There are five budget types to choose from:

Set a **Daily – Standard** if displaying your ads throughout the entire day is important and you are willing to monitor your budget daily so you can make adjustments if necessary.

Set a **Daily – Accelerated** if you want to maximize impressions but are also are willing to monitor your budget daily so you can make adjustments if necessary.

Set a **Shared – Standard** if displaying your ads across multiple campaigns throughout the entire day is important and you are willing to monitor your budget daily so you can make adjustments if necessary.

Set a **Shared – Accelerated** if you want to maximize impressions across multiple campaigns but are also are willing to monitor your budget daily so you can make adjustments if necessary.

Monthly budgets show your ads as quickly as appropriate (based on your keywords and bids) without spreading those impressions over the entire month. Choose this method if you aren't worried about a daily cap.

Setting a daily or monthly budget

When initially creating a campaign, start with either the **Daily – Standard** or the **Shared – Standard budget** type.

To choose the Daily budget option, select **Daily** from the drop-down menu next to the **Campaign budget** box. In the **Campaign budget** box, enter your daily amount. When you set a daily budget, the Bing Ads system multiplies the daily amount by the number of days in the current month and automatically calculates the maximum monthly budget. Expand **Daily budget options** to select how you want the budget spent, Standard or Accelerated.

To change your budget type later on, simply click **Campaigns** located at the top of the page. Click the name of the campaign you want to update. Click the **Settings** tab. Select the appropriate budget type, enter an appropriate amount, and click **Save**.

Budgeting suggestions

To conveniently manage budget issues, access the **Budget Suggestions** tool from the **opportunities** tab. For each campaign with a depleted, or nearly depleted budget, Bing Ads provides a recommended budget, along with an estimated increase in clicks.

Using this tool, it's easy to make adjustments to budget recommendations, and apply the new budgets to your campaigns.

Account Alerts

When an account has an error, the ads in that account do not run. With Bing Ads Account Alerts, status alerts are consolidated in one place, with links to help you resolve any issues. Simply visit the **Accounts Summary** and **Account Details** pages. You can filter for specific errors and export errors from Bing Ads online. A dropdown displays the different types of errors, which can be filtered. Account errors will be dismissed automatically when resolved.

Billing basics

Bing Ads billing is flexible, giving you the choice between pre- and postpay options, as well as multiple payment methods. You can also spend time getting familiar with your Bing Ads account and the Bing Ads interface prior to setting up payment information. When ready, enable your account for live activity by establishing a billing method. Remember, with Bing Ads search engine advertising, you are not charged until someone clicks your ad.

To set up billing for the first time, click **Accounts & Billing**. Click the Payment Methods tab. Click **Add card** or another payment method of your choice.

Select the **country** of your billing address, and then select your **billing options**, including **how you pay (payment setting)** and **what you pay with (payment method)**.

Enter the required information based on the payment method you select.

Prepay and postpay options

There are two ways to pay for your pay-per-click advertising charges: prepay and postpay. With prepay, you add funds to your account and have charges deducted from those funds. With postpay, you pay on a regular basis after charges accrue.

There are two postpay billing options: **Threshold** or **Monthly Invoice**.

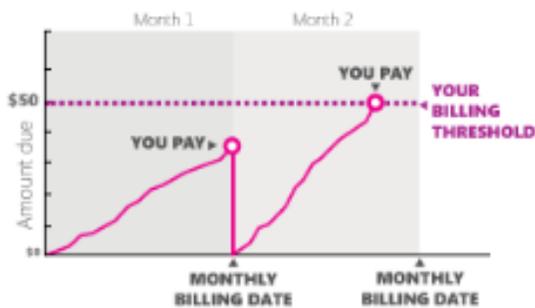
With **Threshold**, you pay with a card when you reach your billing threshold amount or on your monthly billing date, whichever comes first. With **Monthly Invoice**, you get credit approval to charge up to a specified monthly amount and pay using a monthly invoicing process.

If clients use pre-pay, their account managers can become the bill-to party. Clients can opt into recurring charges and managers can specify the amount to prepay on their behalf, and decide between using a credit card for pre-pay and PayPal or a credit card for post-pay.

With Bing Ads **Standard User Role**, you can now manage billing-related actions at the account level, such as managing insertion orders and switching payment settings. Select access and alerts for accounts relevant to you.

Billing threshold

Billing threshold is the charge against your primary payment method when you reach your billing threshold or your monthly billing date, whichever comes first.



Say in your first 30-day period, your charges are well below your billing threshold of \$50. Your primary payment method is thus charged on your monthly billing date. In the *next* 30-day period, you hit your billing threshold a few days before your monthly billing date. In this instance, your primary payment method is charged at that time.

You can set a limit on the amount Bing Ads can charge your payment method. For example, if your billing threshold is \$2,500, but you don't want charges to your credit card that are greater than \$2,000, you can set a limit.

You can find your billing threshold by clicking **Accounts & Billing**. Click the **Billing** tab.

If you have more than one account, click the account number for the account you want to set the limit on. At the top of the page, in the box titled **When you pay**, the amount shown is the current billing threshold applied to your account.

To set a billing threshold limit, click **set a limit** in the **When you pay** summary at the top of the page. Select **Limit each charge** to and enter the payment amount you do not want to exceed.

Managing insertion orders

You can create and manage your IO's online, or call your Bing Ads account manager to have them do it for you.

You can create an insertion order following these easy steps:

From the **Accounts & Billing** tab, click the **insertion orders** tab. Click on **Create Order**. The required fields are the **Start date**, **End date**, and **Budget**. When finished, click **Accept**.

You'll notice **Pending Bing Ads review** in the **Status column**. Once the Bing Ads team has reviewed the IO, the status will be updated to active, and your ads will run on the ordered start date.

If your account manager creates the IO, you will get an email asking you to review to order. On the **insertion orders** page, click **Review pending orders**. You can then choose to accept or decline the order. If you need to cancel an order for any reason, such as budget or scheduling changes, just select it and click **Cancel order**.

Managing your payment method

You can add, remove or change the payment method on your account at any time. (Note: You cannot change between prepay and postpay options.)

Go to the **Accounts & Billing** page and choose the **payment methods** tab. To change to an existing payment method, click the **Set** button. Click the **ADD** option of your choice. Click the **Edit** button. To edit a selection. Click the **Delete** button to remove a payment option. Click the **Add funds** link to draw money from the payment method (if you are using pre-pay accounts).

Invoice mailing address

The Bing Ads mailing address field ensures that invoices are not sent to the wrong address. You get to choose where to receive your billing information for your multiple accounts.

You can receive monthly invoices at a separate specific mailing address, and even receive your billing information internationally, including a country that is different from your business address.

If you have a single account, you can add or edit your business location and, if required, tax information*, on the **Accounts** tab.

To add the mailing address, select the **Billing** tab under the **Accounts & billing** section. Click on the **Settings** button from the billing view. In the **Billing Settings** section, select the **Bill-to customer** for which you want to add/edit the mailing address. Make the changes to the **Invoice mailing address** field. Click **Save**.

Customers in Europe, the Middle East and Africa are now billed by Microsoft Ireland Operations Ltd. Because the billing entity is located in the European Union, the purchase of Bing Ads advertising services is subject to value-added tax (VAT) in some business locations.

To edit the business location and, if required, tax information for multiple accounts, select the accounts you want to edit, and click **Edit Taxes**.

Your new billing documents will reflect Microsoft Ireland Operations Ltd. as the new billing entity.

Note: Invoices will be sent to legal addresses as usual, if you do not provide new, separate mailing addresses.

Credit holds & limits

The Bing Ads single guided workflow helps resolve credit holds and provides visibility into the status of any issues with credit limits.

From the dashboard, click **Remove the Hold** button to see when you're nearing your credit line. There, you will see information about when you will reach your credit limit, as well as payment due. Going over the limit places your accounts on hold.

You can view all credit holds in your account from your dashboard as well. First click the **Resolve Credit Hold** button, then choose your payment method and enter the information. Click **Pay Due Balance**. You can check the status of your transaction in the **Summary** section.

Review your billing statements

You can review your billing statements at any time in several ways:

- Click **Accounts & Billing** and select the account. Look for the "Statements" in the right column to immediately find recent statements.
- Click the **Billing tab** to see more detail and statements.

□ Remarketing in Paid Search

Searchers who know your brand and products are more likely to convert and engage with your ads. On average, 96% of first time visitors leave websites without converting, and 70% of shoppers put products in the shopping carts but abandon them.*

Remarketing in Paid Search gives you second chance to convert and engage with these high-value audiences.

After reading this training, you will understand how to:

- Use Universal Event Tracking (UET) to tag your site for remarketing.
- Create a customized remarketing list.
- Associate remarketing lists with ad groups.
- Optimize bids and ad groups for remarketing.
- Manage your remarketing lists with a new set of APIs.

* Forrester, Understanding Shopping Cart Abandonment, May 2010

How does Remarketing in Paid Search work?

Before you can target audiences using remarketing lists, you need to set up [Universal Event Tracking \(UET\)](#) so that Bing Ads can collect the data from your website. UET a powerful tool that records what customers do on your website. It tracks conversion goals and builds audiences for you, so you have everything you need for [Remarketing in Paid Search](#).

Simply create one UET tag and then add it to your website pages to get started. This tag records what customers do on your website, then places them in a Remarketing list based on your definitions (e.g. visited home page, purchase confirmation page, etc.). Now when they search on the Bing Network, you can use a custom bid for them and serve a tailored ad to them.

Once you've tagged your website, you can begin defining and creating remarketing lists based on a user's activity.

Note: Tagging your entire site (web and mobile) gives you more ways to define and create audiences.

Creating a remarketing list

We offer a wide set of targeting options that help you connect with just the right audience at just the right moment with just the right message. In addition to targeting by time of day, geography, demographics and device, with remarketing

you can target user activity. What that means is you can target someone if they visited your homepage, a category page, or even people who partially filled out a lead or abandoned a shopping cart.

General visitors are visitors who visited any page on your site. This is typically the largest list you will be able to create because it includes any person who has expressed interest in your business by visiting your site.

- Create a remarketing list for anyone that has visited any page, even one page, by defining that the URL contains your domain. For example: People who have visited a page with any of the following: URL contains: "mysite.com".

Product visitors are potential customers who visited specific pages on your site or browsed specific products.

- Create a remarketing list for anyone that has visited a specific category page by defining that the URL contains the product. For example: People who have visited a page with any of the following: URL contains: "mysite.com/shoes".

Shopping cart abandoners or lead form abandoners are visitors who placed products in their shopping cart or filled out a lead form but did not complete the purchase or did not submit the lead form. These visitors are one of the most valuable prospects for your business.

- Create a remarketing list for anyone that has placed items in your shopping cart or started your lead form, and *exclude* anyone who has completed a purchase or submitted a lead form. For example: People who have visited a page with any of the following: URL contains: "mysite.com/shoppingcart" but didn't visit another page with the following: URL contains: "mysite.com/thankyou".

Recent converters are visitors who have either completed a purchase or submitted a lead form. These visitors provide an opportunity to cross-sell or upsell additional products.

- Create a remarketing list for anyone that has completed a purchase or submitted a lead form. For example: People who have visited a page with any of the following: URL contains: "mysite.com/thankyou".

Loyalty members are visitors who are your current and potentially best customers.

- Create a remarketing list for anyone that has visited your loyalty website, if you have one. For example: People who have visited a page with any of the following: URL contains: "mysite.com/rewardsprogram".

Associate remarketing lists with ad groups

Remarketing in Paid Search campaigns can help you achieve a number of goals, such as:

- Driving desired actions that are valuable to your business (e.g., conversions, sign ups).
- Improving your ROI.
- Upselling or cross-selling to customers.

Once you have created your remarketing lists and they begin to be populated with qualified users, it's important to associate these lists to ad groups so that they can be actioned.

You can achieve each of the above goals by engaging with your audiences with one or a combination of strategies as outlined below.

Increasing bids

You can increase your bids up to +900% to someone who has abandoned a shopping cart or started but did not complete a lead form – since these are high-value customers.

You can increase your bids by 200% in your Thank you page. Or, by 100% on a Category page, or 50% on your Homepage.

You can also tailor your ads and landing pages. For example, serving an ad with an offer or discount can help drive conversions to those who may have visited a category page on your site.

Customizing ads

When you create your remarketing lists, you may serve customized ads to each audience that you've defined. Serving different ad copy, extensions, and/or landing pages can be good for cross-selling or up-selling additional products to a specific audience. For example, a retailer created a remarketing list for users who have recently purchased running shoes. The retailer can then serve an ad that cross-sells running apparel or offers customers a discount for their next purchase.

Start by:

- Creating a new campaign and/or ad group that targets only your remarketing list.
- Creating ads and/or landing pages that are unique to that remarketing list.
- Increasing your bid setting to ensure your customized ads will serve to the audience.
- Monitoring your campaign performance and making any changes necessary.

APIs (application programming interface) can help you make associations and other big changes to your remarketing lists in bulk across all your accounts. Customers can now manage their remarketing lists with a new set of APIs.

APIs are a great way for tool providers to make campaign changes across your accounts. Remarketing in Paid Search APIs can now:

- Retrieve existing remarketing lists.
- Set, get and delete associations for remarketing lists.
- Set bid adjustment for associated remarketing lists.
- Set targeting setting to either "bid only," or "target and bid".

Recommend settings for each strategy

We recommend utilizing the below settings for each strategy:

Strategy	Recommended Setting
Adjusting bids	Bid Only
Customizing ads	Target and Bid (create a new campaign and/or ad group)
Broadening keywords	Target and Bid (create a new campaign and/or ad group)

For a risk-free way to get started, associate your remarketing lists to existing campaigns on the Bid Only setting without adjusting bids. Not only will you be able to evaluate the impression share generated by users in your remarketing lists, but you will be able to see the performance of those users (CTR, conversion rate, etc.). Based on the performance of your remarketing lists, you can either choose to adjust bids, customize ads or broaden keywords.

Summary

Remarketing in Paid Search lets you improve your return on investment by optimizing your campaigns for specific audiences, like high-value audiences who have visited your website before.

Key takeaways:

- Implement Universal Event Tracking across your entire web and mobile site.
- Create and segment your remarketing lists that makes the most sense for your business.
- Test your remarketing lists by making associations to ad groups without any bid changes.
- Engage your audiences with a variety of strategies, such as broadening your keywords, and customizing your ad copy and bids.
- Monitor your remarketing lists and ad groups, and make any adjustments to achieve your business goals.

□ Bing Shopping Campaigns

Product Ads, which are created using shopping campaigns, are a great way to showcase your products in an impactful ad format via image, price and store-name. Using Product Ads, you can enhance your ads with real-time, specific product information from your Bing Merchant Center store catalog.

After reading this training you will know how to:

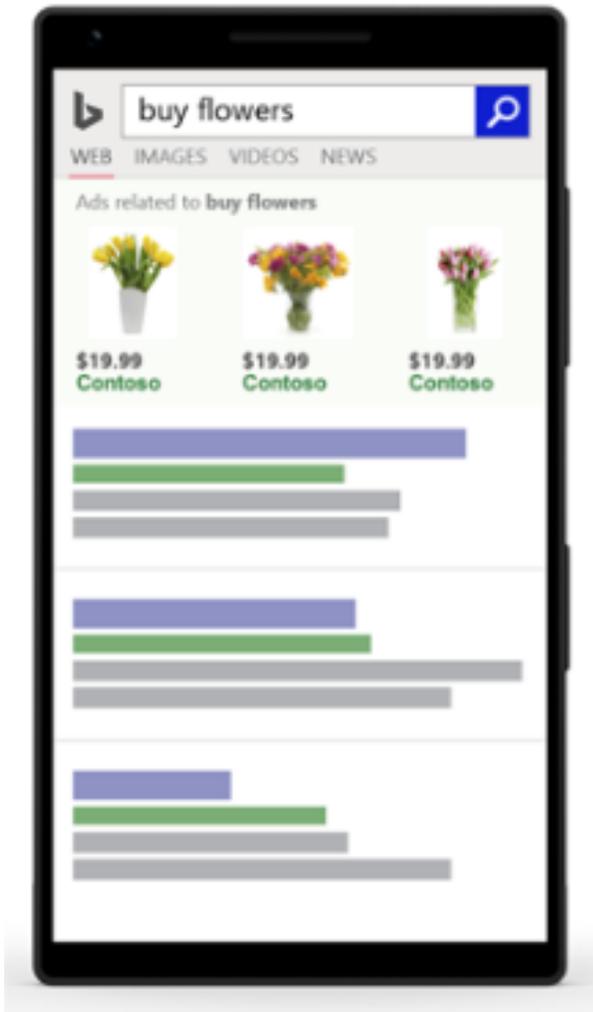
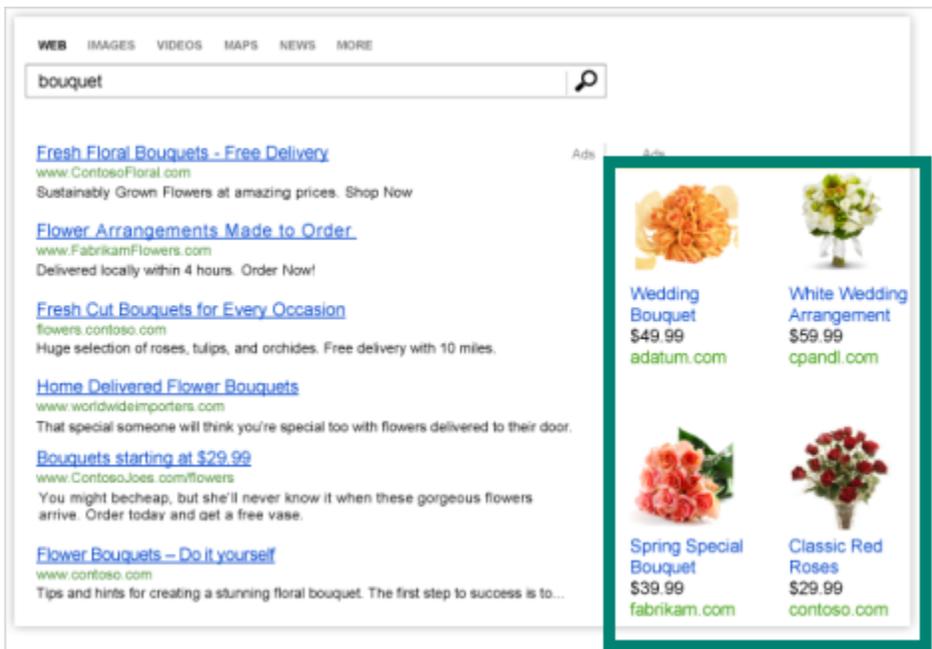
- Create Product Ads and understand what they are.
- Get started building shopping campaigns in your account.
- Use product groups to organize your campaigns.
- View reports to monitor performance and optimize campaigns.

What are Product Ads?

Products Ads include custom images from your own product catalogs (created in the Bing Merchant Center), plus specific promotional text, pricing and seller details.

Product Ads use your specific product information to determine who sees your ads. If someone's search query is relevant to your products, your Product Ad can show up on the search results as shown below.

Here are some examples of Product Ads:



This rich visual presentation helps catch a search user's interest, and helps them make purchase decisions even before they click your ad. This can translate into greater engagement, higher click-through rates and higher conversion rates.

Creating Product Ads

To get started using Product Ads, complete the four steps below:



1. Verify that you own your URL on the Bing Webmaster Tools website.

- Go to the Bing Webmaster Tools URL: <http://www.bing.com/toolbox/webmaster>.
- Sign in using the same Microsoft account that you use to sign in to Bing Ads.
- Click Profile and then fill out the About Me, Contact Preference and Alert Preference sections.
- Under My Sites, enter your URL and click Add.
- Enter your URL info.
- Complete one of the three options listed and then click Verify.

You will see the Dashboard page if your URL is verified.

2. Create a Bing Merchant Center Store.

- In Bing Ads, click Tools in the upper right corner.
- Click Bing Merchant Center.
- Click Create a store.
- Enter your store information.

3. Upload your catalog

- In Bing Ads, click Tools in the upper right corner.
- Click Bing Merchant Center.
- Click the store that you want to update.
- Click the Catalog Management tab.
- If you are creating your first catalog, enter your Catalog name. If you are creating additional catalogs, click Create New Catalog and then enter your Catalog name.
- Submit your file.

4. Create your shopping campaign.

- In Bing Ads, go to the Campaigns tab.
- Click Create campaign.
- Click Shopping campaign. Bing Ads will walk you through the remaining steps.

Get started with shopping campaigns

When creating a new shopping campaign in your account, you have two options. You can create a shopping campaign from scratch, or, if you are using Google shopping campaigns, you can import directly from AdWords.

To create a shopping campaign from scratch, click Create campaign and select Shopping campaign from the dropdown menu. Make sure to name your campaign, set a daily budget and choose the location you want to target.

There are also campaign settings unique to shopping campaigns: Campaign priority and product filters. Campaign priority can be set at high, medium or low and will prioritize which campaign to run when multiple campaigns are advertising the same product. Product filters narrow the campaign to specific products in your feed.

Shopping settings

Campaign priority  Low
 Medium
 High

Store  ID: 12345, Name: Apparel House 

Products All products
 Filtered products 

Country/region of sale United States 

If you want to import AdWords shopping campaigns, you use the same process as you would a standard search campaign. In Bing Ads, click Import Campaigns, and then click Import from Google AdWords. Sign in to Google and select the shopping campaigns you want to import.

Understanding and using product groups

Product groups are used to specify which products from your Bing Merchant Center catalog should be included in a particular ad group.

After you create a shopping campaign, Bing Ads creates a default ad group. That ad group includes a product group containing all of the products in your Bing Merchant Center catalog feed. However, you don't typically want an ad group to contain all products. With product groups you can narrow down that default group to a customized list of specific products.

You can use the following attributes from your catalog feed to choose the specific products you want to include in any particular product group.

- Category (up to five for each offer)
- Brand
- Condition

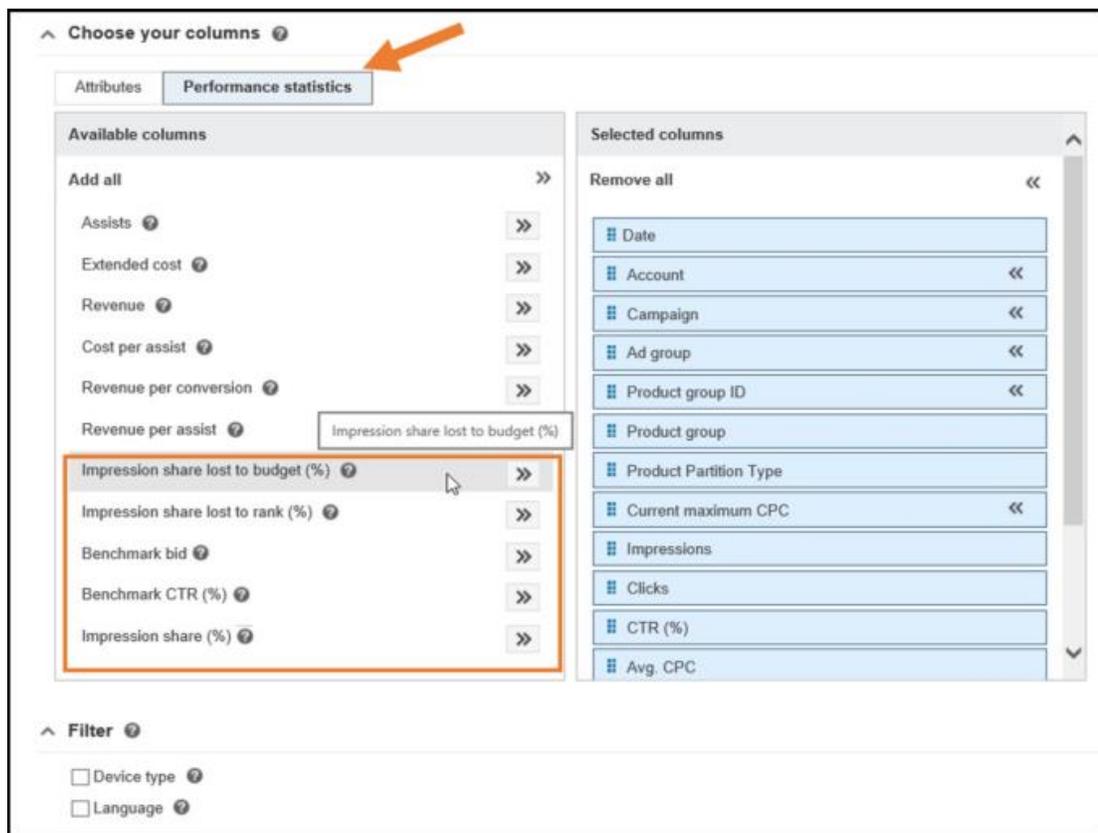
- Item ID (also known as Merchant Product Identifier)
- Product type
- Custom label (up to five for each offer)

You can use multiple attributes to narrow your group even further. For example, you can create a product group based on brand and condition.

Bing Ads shopping reports

One of the most important things to remember when using shopping campaigns and Product Ads is to use the same strategies you're already familiar with for your other ads. Techniques such as setting appropriate targeting, using negative keywords and regular monitoring are still important.

You can track performance using performance reports, including Product Ad and shopping campaign-specific reports. Useful reports include the shopping reports, found on the Dimensions tab, and the Share of voice report. With shopping reports it's easy to view your performance by attributes like product type, brand, category or even item ID. You can set appropriate bids for product groups based on performance.



Use Impression share lost to budget (%), Impression share lost to rank (%), benchmark bid, benchmark CTR(%), and Impression share (%) to gain sights in your Share of Voice metrics. These can be found in the Reports tab, under the Report Type and then by clicking performance statistics. These insights can be useful for bidding and positioning.

Summary

Product Ads allow advertisers to showcase their products in an engaging and impactful ad format. Product Ads can help you drive:

- Greater engagement.
- Higher click-through rates.
- Higher conversions.

□ Bing Ads automated rules

Bing Ads automated rules save you time and effort by allowing you to make campaign changes based on selected criteria. With automated rules, you can set up recurring rules for optimization in campaigns, ad groups, ads, and keywords.

By the end of this article, you will understand how to:

- Create rules to automatically optimize your campaign, ad groups, ads, or keywords.
- Increase bids or budgets based on performance goals you set for click-through rate, campaign conversions and more.
- Set up rules that will start or stop your campaigns based on date, time, budget or other criteria you define.

How automated rules work

Most common bidding, budgeting and campaign planning tasks that advertisers big and small perform align well with Bing Ads' **Automated rules**. The ability to schedule keyword bid adjustments and campaign operations on daily, weekly, and monthly basis can amount to invaluable time savings and efficiency gains.

Imagine you were running a campaign which has a strict budget that fluctuates month to month. Chances are you don't want to be staring at your watch at 11:58 PM waiting to change budgets at the end of every month. **Automated rules** provide a perfect opportunity to launch a campaign when you're on vacation and unplugged. You can automatically increase your ad group and keyword bids during holiday rushes, and receive emails when rules run and make changes at your convenience.

Examples of common automated rules

Although your campaign will always require some monitoring, there are many tasks you can have Bing Ads do for you automatically. Here are a few examples of how advertisers are using automated rules to help them manage their campaigns.

- Start and stop your campaigns for special events, such as a Black Friday or special Game Day sales.
- Avoid letting a maxed-out budget stop your best-performing campaigns.
- Keep your ads on the first page.
- Avoid costs on poor performing keywords or ads.

How to create an automated rule

From the Campaigns, Ad Groups, Ads or Keywords tabs, click **Automate** to see all the rules you can set. Choose *what* you want to have happen, and *when* you want it to happen. click **Save**.

How to create a specific automated rule

Let's say you want to display ads for a limited-time-only sale on New Year's Day. You want to do this without working at your desk at midnight. Before creating the rules, you need to create your special-event campaign, complete with keywords and ads. Set that campaign to Paused. Once you've got your campaign ready, create the first rule to start the campaign and the second rule to pause it again at the end of the day:

Click **Campaigns** at the top of the page, then click the **Campaigns** tab. Click **Automate** and select **Enable campaign when**. Then set the following:

Apply to: Selected campaigns
Do this: Enable campaign
How often: Once, January 1, 12 AM

You can also create a second rule to stop the campaign at the end of the day. Click **Campaigns** at the top of the page, then click the **Campaigns** tab. Click **Automate** and select **Pause campaigns when**. Then set the following:

Apply to: Selected campaigns
Do this: Pause campaign
How often: Once, January 2, 12 AM

Notify me when

You can also set an automated rule to notify you by email -- but not to make any changes -- when certain criteria are met. From the Campaigns, Ad Groups, Ads, or Keywords tab, click **Automate**, then click **Notify me when**. Create a rule as outlined above. Click **Save**.

When the criteria are met, you will receive a notification email*. You can edit, pause, or delete this rule the same as any other rule.

*These emails will only be sent to the author of the rule. If more than one person with access to the same campaign wishes to receive the same notification, each person will need to create his/her own rule.

Tips when using automated rules

Use maximum and minimum CPC limits

When creating automated rules, ensure that you have a good idea of what changes will be made to your selected keywords, campaigns or ad groups. Imagine you had an automated rule which increased bids on keywords with a click-through rate higher than 2.5 percent. Every time a keyword's bid is increased, the keyword will have a higher likelihood of appearing higher on the Bing Ads search results page, which in turn could also increase your click-through rates, causing an endless spiral which could possibly have a negative impact on your campaigns' performance.

Unless you're monitoring your automated rules regularly and are confident in the criteria you've set, be sure to set minimum and maximum CPC thresholds to help manage costs and avoid unexpected increases to ad spend.

Be careful of overlapping rules

Imagine you had two automated rules, one which decreases keyword bids by 5 percent if your click-through rate is less than 2.5 percent, and another which increases your keyword bid if your cost per conversion is less than \$10. Now imagine that one of your keywords has a click-through rate of 2.4 percent and a cost per conversion of \$4. This would match both rules, and both sets of changes would be made, which might not be a desired action in this case.

Make decisions based on a useful amount of data

When using automated rules, you want to ensure that you're gathering enough information before making decisions that impact performance. If five people walked into your store on Saturday and bought a table and chair set, would you close your housewares business, or stop selling couches and loveseats? Probably not, and the same applies here. Make sure the rules you are creating provide you with enough information to make an informed decision. Use daily data for daily rules, weekly data for weekly rules, and monthly data for monthly rules.

Apply automated rules to subsets of your account

Businesses with multiple products and services should evaluate the application of automated rules based on the performance of each product or service within their Bing Ads account. Rather than applying one automated rule to your entire account, try applying similar rules with different criteria to subsets of your account instead. This way you are customizing rules to different subsets to optimize the performance of each.

Previews

Automated rule previews provide a way for you to evaluate the impact of your automated rules before applying these changes to your Bing Ads account. This can help you determine whether the criteria in your automated rule is capturing the right keywords, and whether the rules you create will have the desired impact.

Note: The Automated Rules feature is available in all Bing Ads markets.

Save time with fewer clicks

Combining automated rules with the **Opportunities** tab, **Save Column** and **Filter Sets** option can help you optimize your campaigns in less time. The updated **Simple View** in the **Opportunities** tab is designed to allow you to quickly review impacts and apply new opportunities.

The new **Save Column** and **Filter Sets** option lets you save your favorite views in the Campaign grids. Now you can move between the views you want with minimal effort.

Opportunities > Simple View

Adopt all opportunities listed on the current page.

Review the opportunity and estimated impacts.

Take action.

Save Column and Filter Sets

Select the columns of your choice

Save and name the selected column or filter set.

Apply

Summary

Automated rules offer advertisers the opportunity to maximize their efficiency by using specific criteria to make changes to their Bing Ads account. These changes can be in a wide variety of ways, but should be used carefully.

When creating automated rules, it's important to remember:

- Rules can be applied to campaigns, ad groups, ads and keywords.
- Adjust your automated rules settings as appropriate for your own campaign and advertising goals.
- When you create rules, add each automated rule one by one.
- Monitor rules regularly and include minimum and maximum bids to ensure they have the desired impact.
- Preview any changes for your rule before you schedule it.
- Editing a rule made by others will change the ownership of a rule.

Now, let's get accredited!

[Sign in](#) to the Bing Ads Accredited Professional program to take the test.

My dashboard

Sign in to the Bing Ads Accredited Professional program

By signing in with your Microsoft account you can take the Bing Ads Accredited Professionals exam and manage your Bing Ads Accredited Professionals Membership profile.

Returning Bing Ads Accredited Professionals user?

If you are already a Bing Ads Accredited Professionals user whose account uses a Microsoft account, click below to sign in.

[Sign in](#)

New Bing Ads Accredited Professionals user?

If you are a new Bing Ads Accredited Professionals user, simply sign in with your Microsoft account.

[Get started](#)