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 Importing Campaigns
- ❑ Bidding and Traffic Estimation
- ❑ Writing an Effective Ad
- ❑ Choosing Keywords
- ❑ Bing Ads Policies
- ❑ Ad Extensions
- ❑ Introducing Dynamic Text
- ❑ Bing Ads Targeting
- ❑ Keyword Match Options
- ❑ Campaign Exclusions
- ❑ Unified Device Targeting
- ❑ Campaign Optimization

- ❑ Create a Quality Ad Experience and Find Your Ad
- ❑ Click Quality
- ❑ Bing Ads Reports
- ❑ Bing Ads Intelligence Tool
- ❑ 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 and Product Ads
- ❑ Bing Ads Automated Rules

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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. 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.
- Improve campaign performance with Bing Ads.

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, 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.
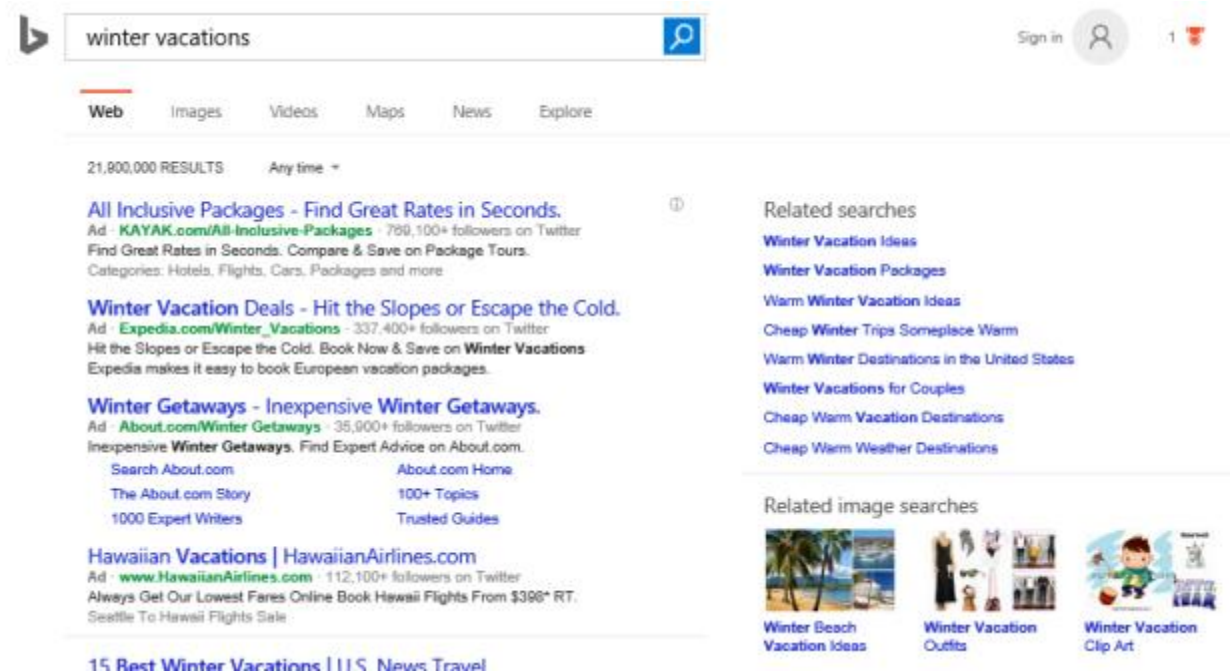

Image 1_1

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.

Targeting

Unlike traditional advertising, with online advertising you're only charged when your ad is clicked.

With one Bing Ads ad buy, you can reach 167 million unique U.S. users on the Bing Network. On average these users spend 26 percent more online than the average internet searcher. Reaching this high-quality, engaged audience can help you to connect with the right customers.

To get your ads in front of the right audience, you can apply advanced targeting options to your campaigns. Instead of blasting your ad across the Internet, target a specific segment of the population. Targeting strategies center around these attributes:

- Geographical location
- Day of week
- Time of day
- Age and gender
- Device
- Operating system

Keywords and keyword bids

Once you've created your ads and targeted your audience, you need them to appear on websites. Now, it's all about keywords and keyword bids. When creating your campaign, choose keywords relating to your business and matching your customers' needs.

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 keyword tools help:

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

Optimization

If your ultimate goal is to get a conversion, you want to drive relevant traffic to your website. Identifying the right keywords is step one. Optimization 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, and then using Bing Ads reporting tools to review, study and adjust your keywords and keyword bids. 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 importing campaigns

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 top of the tree are **Accounts**, which act as the container, or parents, of 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 ads and keywords. You can have multiple ads and keywords in each Ad Group.
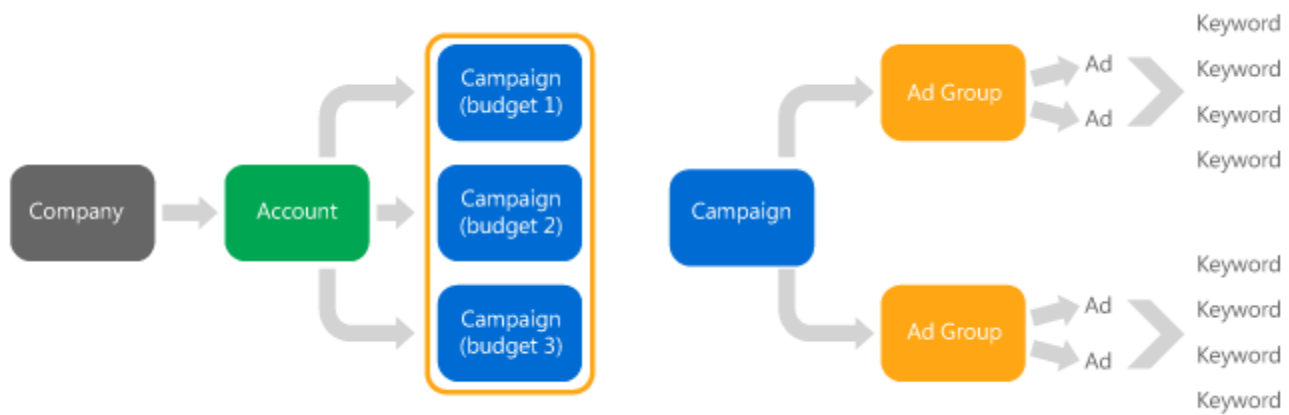
Within this structure, you can build your advertising campaigns any way you wish. For example, you can align them with how you manage your advertising budget. This will help you easily identify the relationship between the ad dollars you spend and the results found by using Bing Ads reporting tools.

Campaign organization

A campaign usually centers around one theme or objective. For example, if a travel company sells Caribbean cruises, spring break trips and scuba diving packages, it would not want to create one campaign to advertise all three products. Just as you wouldn't want to mix and match the accounting and logistics of each vacation package, you wouldn't want to mix and match the ads, keywords and budgeting of all three products. Instead, you would want to set up three campaigns so each would have its own budget allocation, ad groups, ads, keywords and targeting parameters. Aligning your campaigns to your business organization is a best practice for billing clarity and performance optimization.

Importing campaigns

If you have advertising campaigns with other search engines, or old campaigns that you've exported and saved as CSV/Excel files, Bing Ads makes it easy to import these external campaigns into your Bing Ads account. The import feature will save you a lot of time and effort as you extend or expand your search advertising initiatives with Bing Ads.

Basics of importing campaigns

The easy-to-use campaign import wizard, and Google Import, are two tools that allow you to bulk import your campaign, ad group, ad and keyword data into Bing Ads. Get ready for importing into Bing Ads in one of two ways:

1. Create your import file by exporting data from Google.
2. Download and fill out an import template.

Importing from Google AdWords

Advertisers that have an existing Google AdWords account will choose the **Import from Google AdWords** feature by clicking the **Import Campaigns** link in the top navigation bar. Then, click through the wizard steps, selecting the campaigns you would like to import. Once finished, you can easily review the campaigns you have imported. Keep in mind that some of your data might have been skipped or modified during import because of differences between Bing Ads and Google AdWords. Check out **What gets imported from AdWords?** to learn more.

Importing from a file

Access the Import from file wizard by way of the Import.

Campaigns link in the top navigation bar. You can import either a Microsoft Excel or comma-separated values (CSV) file. The wizard will walk you through all the steps necessary to import your file.

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.
- **Tracking changes:** When importing a Google Ad campaign, you can review changes or disparities and make additional updates, then import the files back using the Editor's File Import function (Import/From a custom spreadsheet).

Summary

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

- Use descriptive names to organize your ads and keywords.
- Align your campaigns with your business groups or products.
- Manage your campaigns and ad groups quickly from the Campaigns page tabs.
- Use the campaign import wizard to import AdWords campaigns, or campaigns on file.

❑ Bidding and traffic estimation

Studies show impressions have a much greater impact when they achieve a higher rank on the page. Making quality bids is one way to influence a higher rank on the page. To assist with bidding decisions, Bing Ads has tools that suggest bid amounts and estimate click traffic.

After reading this training, you will understand how to:

- Set an initial keyword bid when adding it into an ad group.
- Update keyword bids by receiving inline bid suggestions in keyword grid.
- Update keyword bids by leveraging Bid Landscape for better performance.
- Adjust keyword bid per targeting criteria.

Basics

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.
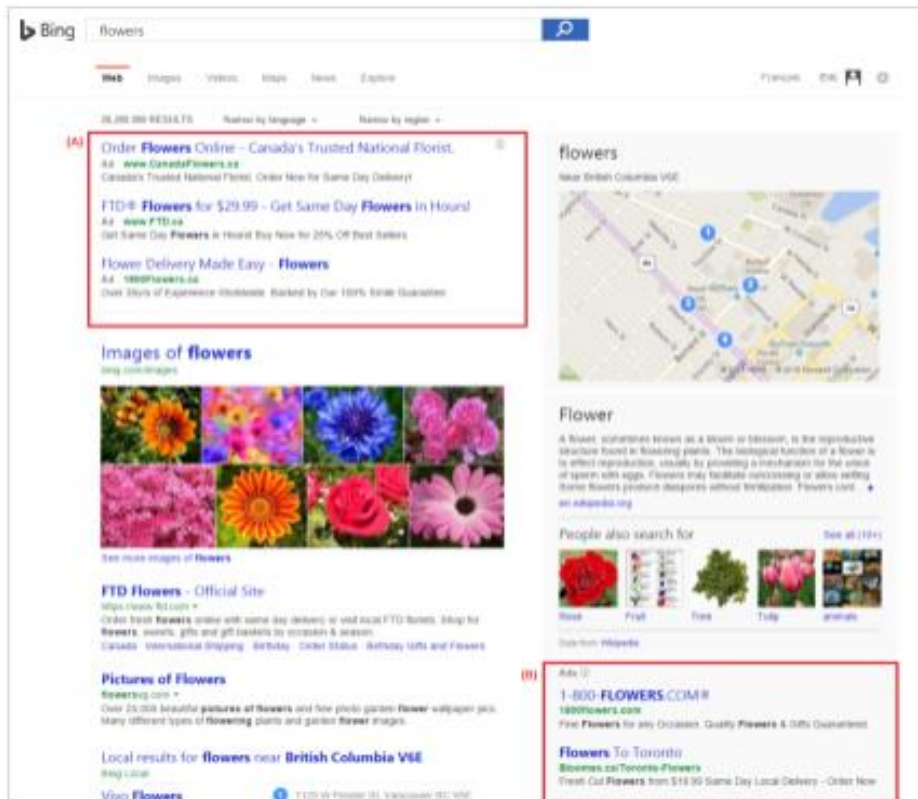

Image 3_1

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.

Flexible bidding tools

In order to get the best performance at the lowest cost, Bing Ads provides the following tools and techniques for customizing your bid strategy.

- **Control bidding** by separating default bids for the search network and content networks.
- Choose **individual keyword bids**, overriding the default bid set at the ad-group level.
- Use **match types** to bid on individual keywords based on how closely a search query matches your keyword.

- Use **suggested bid amounts** to help meet a specific placement on the page.
- Use **bid landscape** to help you adjust bid to optimize for performance.
- Set **incremental bids** if the user meets one or more of your targeting criteria.

Setting keyword bids

When you first create a new campaign or ad group and define your initial set of keywords, you'll also enter the ad group's default bids for the search and content networks. Keywords which have not had their bids overridden will be set to their respective ad group's default bid.

When creating a new keyword list, you can override the ad group default bid by selecting unique bids for chosen keywords. After clicking the add button from the Keywords tab and inputting your new keyword list, you can choose bids based on the various page positions: first page, mainline or best position. You can also set a custom value.

Best position: The first position in the mainline location. Mainline ads appear just above the organic search results in the center column of the page.

- **Mainline**: Any position in the mainline location.
- **First page**: Any position on the first page, including the mainline or sidebar locations.

Updating keyword bids

Search engine marketing is not a "set it and forget it" activity. You should monitor and adjust your campaigns as needed. Sooner or later, you'll want to change your bid amounts for keywords. When that time comes, there are two estimation methods to help you decide keyword bid amounts. You can adjust your bid amounts by:

- Choosing a results page location and set the bid amount by leveraging **inline bid suggestion**.
- Setting your own bid amount by leveraging the **bid landscape** tool.

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.
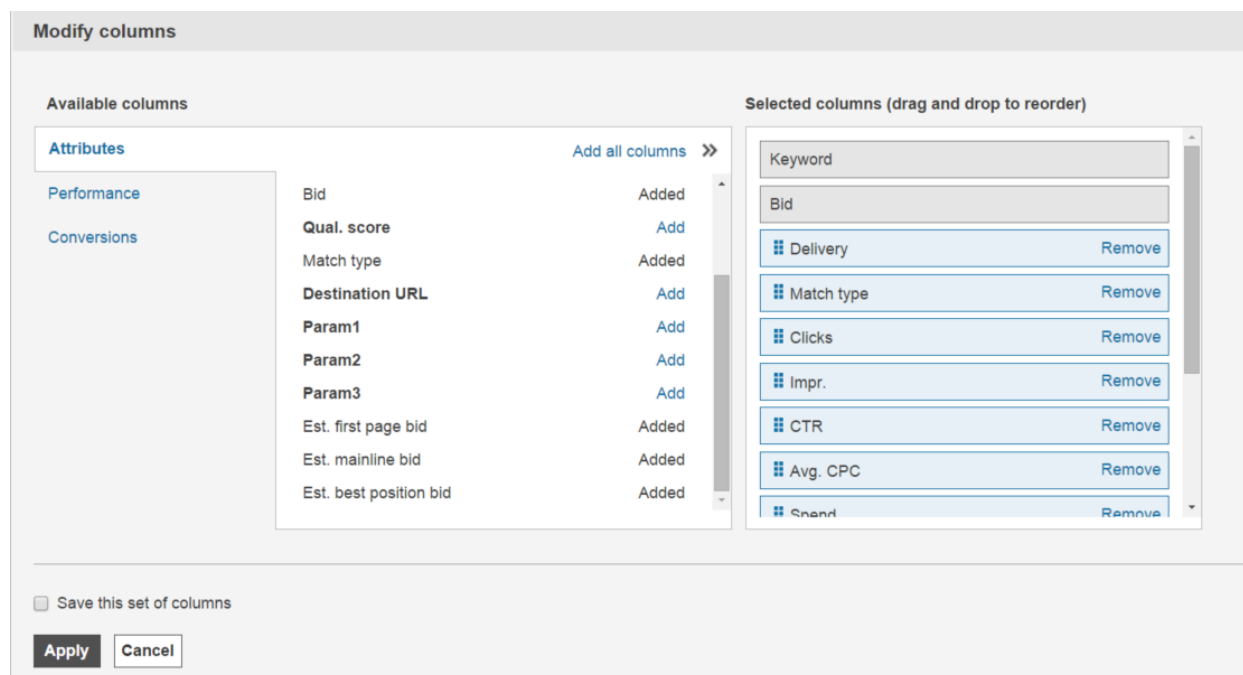
Image 3_2

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.*

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* 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 EVASHHK 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.

Using bid landscapes

The bid landscape feature is designed to give you more bidding power with less guesswork.

Bid landscape shows you how different estimated bids would have impacted your impressions and clicks over the previous seven days. If, based on this information, you want to raise or lower your bid, you can then select one of the estimated bids, or enter your own custom bid.
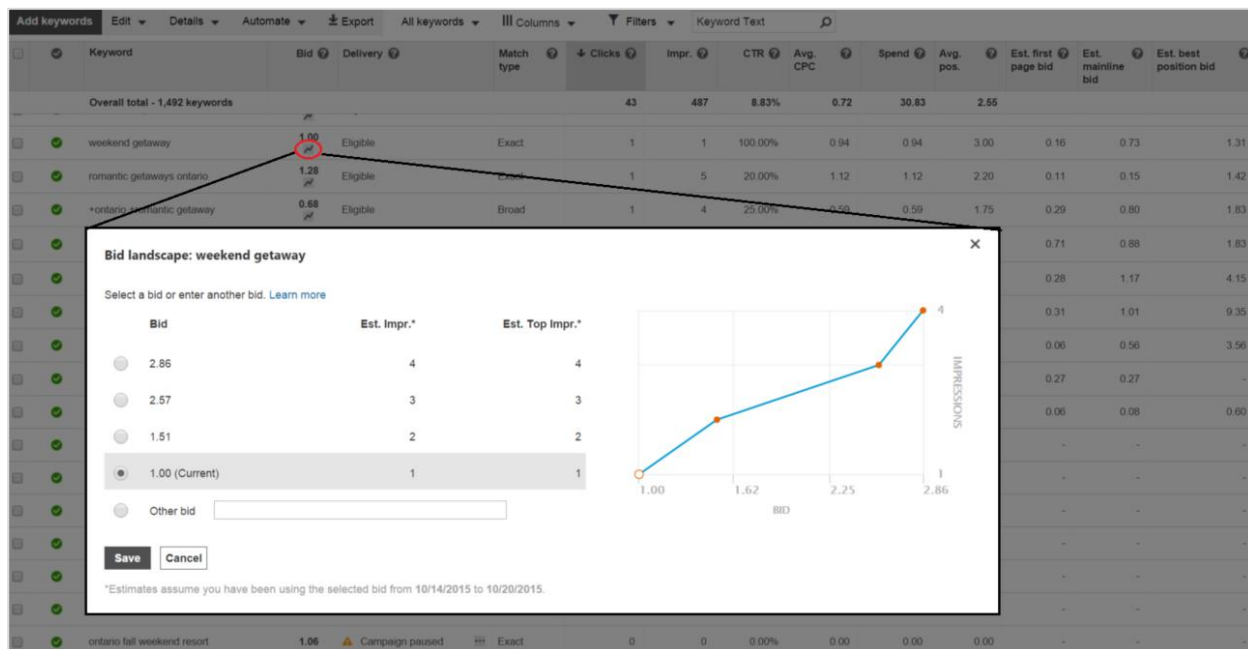
Image 3_3

The bid landscape is simple to use:

1. On the **Keywords** tab of the **Campaigns** page, if there is sufficient data for your keyword bids, a small graph icon will appear below your current bid.
2. Click on this icon and you'll see a graph with a **click-cost curve** or a **bid-impression curve**. This data shows an estimate of the impressions, clicks and top impressions you would have received in a historical seven-day window for a given bid.
3. You can leave a keyword bid as is, or make a change. To change your bid, select the appropriate value in the left column and click **Save**. If you want to enter your own bid, you can do so in the last row.

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.

Incremental bids

Whether you're using ad group default bids, or you've customized your bids based on estimations, you can also set incremental bids at the ad-group level to increase the chance that your ads are seen by your target customers. The incremental bid amount can be set to either increase or decrease (in one percent increments) your keyword bid when a targeted customer triggers the ad.

∧ **Advanced targeting options**   When, to whom, and on what devices do you want to show your ads?

Ad schedule Selected days and hours ❓ **NEW!**

Show my ads on certain days and at certain times

Targeted days	Start time	End time	Bid adjustment ❓		Remove all
All days ∨	09 ∨ : 00 ∨	to	17 ∨ : 00 ∨	Increase by ∨ 20 %	Remove

+Add another

Display time: ◯ 12-hour   ◯ 24-hour

ⓘ Ad schedule is based on the location of the person viewing your ad.

Demographic Both genders, All ages ❓
Device All devices ❓

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 compel people to click.

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

- Write effective ads that meet the Bing Ads policies.
- Submit your ads for approval.

Character limits

Each ad consists of four components: title, text, display URL and a destination URL. Each component has character limits so all ads across the network remain consistent. As you type your ads, a counter shows how many characters you have remaining for each component, making it easy to stay within the limits. If you happen to exceed the character limit, you'll need to make wording adjustments before you can save the ad.

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.

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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.

Tips and techniques

First, always make your ads are relevant. When you write ads, think about what interests your customers, and be sure to include words they are likely to use as search terms. A great strategy is to include a strong keyword in the first line of your ad or title.

Be specific. An effective ad will mention a specific discount or offer. Avoid generic phrases like "big savings" or "great deals." Use compelling action words that encourage customers to click your ad. For example, don't use, "Click here."

Highlight your company's products and benefits rather than using excessive promotional language and superlatives. Describe a unique feature, product or service that you offer. When you're finished writing, pretend you're a customer and review your ad and landing page. Ask yourself:

- Is the content on the page relevant to the ad?
- Will my customers understand the page right away, or will they need to read carefully?
- Does the landing page prominently display the offer mentioned in the ad?

Submitting your ad for approval

Once you've finished writing your ad, Bing Ads provides feedback to help you make adjustments so your ads comply with basic editorial requirements, such as word counts, and missing or incorrectly formatted URLs.

If your ad, keywords and landing pages meet all Bing Ads policies, your ad may display online soon after you submit it. If not, this process will take longer. Bing Ads does not notify customers when their ads have been approved. You can look at the **Delivery** column on the ad and keyword tabs on the **Campaign** page to verify the status of your ads and keywords.

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.

Summary

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

- Keep your customer in mind at all times.
- Keep your ad concise, relevant and specific.
- 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, when typed by a customer, trigger ads to display. Obviously, choosing the right keywords is an important part of any campaign's success.

After reading this training, you will understand how to:

- Choose keywords following best practices.
- Create and manage your keywords list.
- Use Bing Ads keyword research tools to optimize your keywords list.

The basics

Before you select your keywords, you should spend time solidifying your destination page and ad copy. Bing Ads will leverage both of them in order to help you build your list with highly relevant keywords. A keyword can be just a single word, several words or even a phrase. In the context of search advertising, all of these are simply referred to as a keyword.

Building a quality keyword list

Choose words and phrases that describe your business and any variations of those words or phrases. Search your web page and your competitors' web pages for relevant keywords.

Creating a new keyword list

With your destination page and ad copy completed, create a new campaign. To add keywords, click Campaigns at the top of the page then click Keywords, and Add Keywords.

You can type them manually with Enter keywords selected, or you can let Bing Ads suggest keywords by way of the Research keywords link.

With Research Keywords selected, you can start with your own keyword then let Bing Ads find others that are relevant to yours. You can also choose to let Bing Ads scan any domain or webpage, including your website or destination page, to extract keyword suggestions.

Either way, you'll have a list of keywords to choose from. Select the keywords you'd like to include by first clicking the checkbox and then clicking Add. The number of searches on that keyword recorded in the previous month also appears in the list of suggestions.

After you have selected your keywords, be sure to click Save at the bottom of the page, and continue following the prompts to finish setting up your campaign.

Image 5_1

Negative keywords

Negative keywords are a way 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.

Setting bid amounts

The exact location and position of your ad depends on how it ranks against competing bids. If your bid is not high enough, you might not get the space you want, such as on the first page of search results. When adding your keywords, Bing Ads will provide you estimated minimum bids that can help get your ads shown in the preferred locations on Yahoo Bing Network. These bid suggestions are labeled **First page**, **Mainline** and **Best position** bids. You can adjust this amount as you see fit.

Read What is "ad position"? to learn more.

Keyword tools

There are additional tools at your disposal for research and optimization of your keyword lists. Click the Tools link at the top of the page to find Research keywords.

The **Research keyword** tool begins with similar capabilities you experienced when adding keywords to a new campaign or ad group. However, it goes even further by adding refining filters, such as language, country/region, device or brand name.

After you've generated suggested keywords, your list contains performance data that helps you select the best keywords for meeting your marketing strategy. Columns such as search count, click-through-rate (CTR) percentage and average cost-per-click (CPC) in the selected market and language give you important insights about what will work for you.

After you select your keywords, you can identify your preferred match types and bids for each keyword.

Additional settings

Continuing further, you'll come to the Add to ad group screen, where you can choose the account, campaign and ad group in which to add these keywords.

You'll use the **Ad Preview and Diagnostics tool**, located in the Tools menu, to see what your ad looks like against other pay-per-click (PPC) advertisers and organic search results. This tool is a simulation. It is not an active webpage where you could affect data or accidentally charge yourself for clicking an ad.

Disapproved keywords

Keywords that do not meet Bing Ads policies are given a disapproved status. You will be alerted to any issues with your keywords in the Delivery column of your keywords list at which time you can either fix the issue or request an exception.

Bing Ads Intelligence

An even more powerful tool for working with keywords is Bing Ads Intelligence. To download and install, click the Tools tab and find it by the link "Bing Ads Intelligence." This tool seamlessly operates in Microsoft Office Excel 2013, 2010 and 2007 and provides many features and templates for researching keywords.

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:

- Search different websites, in addition to your own, to find more keywords.
- Set keyword match types and add negative keywords.
- Use Bing Ads keyword tools to help optimize and find new keywords for your campaigns.

❑ Bing Ads policies

The Bing Ads policies are rules for style, content and functionality for ads, keywords and landing pages. They are designed to ensure the quality and consistency of Bing Ads. Policies can differ from country to country, but no matter where you are, Bing Ads offers in-tool features and online help documentation to create compliant, successful ads. Market-specific policies relating to these guidelines can be found in the Bing Ads policies.
After reading this training, you will understand how to:

- Write ads that meet our editorial policies for capitalization, punctuation, spelling, character limits and promotions.
- Write ads, select keywords and link to landing pages adhering to Bing Ads content guidelines.
- Discover and appeal disapproved keywords.

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.
    - o **Allowed**: Purchase Cheddar cheese from England.
    - o **Not allowed**: Find GREAT deals on soFTwaRe.

- Special characters or symbols are acceptable, including currency, trademark, copyright, model numbers, acronyms, ISBNs and trademarks containing special characters. Non-standard character sets for the language, superscripts or subscripts, or enhanced fonts, like bold and italic, are not allowed.
    - o **Allowed**: Games & software at A*DATUM for $99.
    - o **Not allowed**: 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.
    - o **Allowed**: Great deals on software! 50% off all titles.
    - o **Not allowed**: Great deals on software!!!! 50% off all titles!!!

- There are character limits to each part of the ad. Factor in how dynamic text affects each part of your ad.

Ad placement	Text ad	Mobile ad
Ad title	25	18
Ad description	71	18
Display URL	35	20
Destination URL	1022	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.
  - o **Allowed**: Big sale on all 4X4, 4WD and Jeeps.
  - o **Not allowed**: Tell your friends to git their carz here.
  - o **Allowed**: Save 50% on wicker chairs & tables.
  - o **Not allowed**: $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.
  - o **Allowed**: Get cable for as low as $9.95 per month.
  - o **Not allowed**: All items 20% off. (*If only a portion of the landing page items are 20% off.)

Disapproved ads

While advertisers may do their best to adhere to our editorial policies, mistakes may still occur. Bing Ads includes a number of validation steps and features to assist with editorial compliance. For example, when building an ad, you may come across an inline alert or character limitation.

If you don't receive an inline alert and submit an ad, Bing Ads will confirm adherence to the other policies. If there is a concern, your ad or keywords will not be displayed, and are labelled as "Disapproved." By understanding the editorial guidelines, you can avoid, and more quickly address, ad disapprovals.

Common causes of disapprovals

There are some business types that require special attention, primarily due to their industries' unique set of governing laws. Be sure to review any special circumstances pertaining to your target market. Here are general guidelines to avoid common editorial disapprovals:

- Intellectual property policies
  Avoid writing ads that infringe on the rights of a trademark or copyright owner, like brand names. As an advertiser, you are responsible for ensuring you don't misuse another party's trademark or copyrights in your ads.

- Pharmacy and prescription-only medicine
  Advertisers who sell or facilitate the sale of prescription drugs online must have up-to-date certification in the markets they advertise.

- 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 contest policies
  Advertisers who promote or facilitate online gambling, including links to online gambling and contests, must ensure they comply with all applicable local laws and regulatory requirements.

- Disallowed content policies
  Disallowed content generally refers to content for products and services that are sensitive or illegal, like hate speech,

pyramid schemes, alcohol, drugs and related paraphernalia, tobacco and electronic cigarettes, weapons, counterfeit products, fireworks and explosives. These policies may vary by region.

- **Financial regulation**
  Advertisers who promote financial products and services must comply with all applicable local laws and regulatory requirements.

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. First, select the "view" drop-down menu and select Editorial disapprovals. From here, 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 at the bottom of the screen. The next time you post changes, your appeal will be sent to Bing Ads for review.

Image 6_1

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.
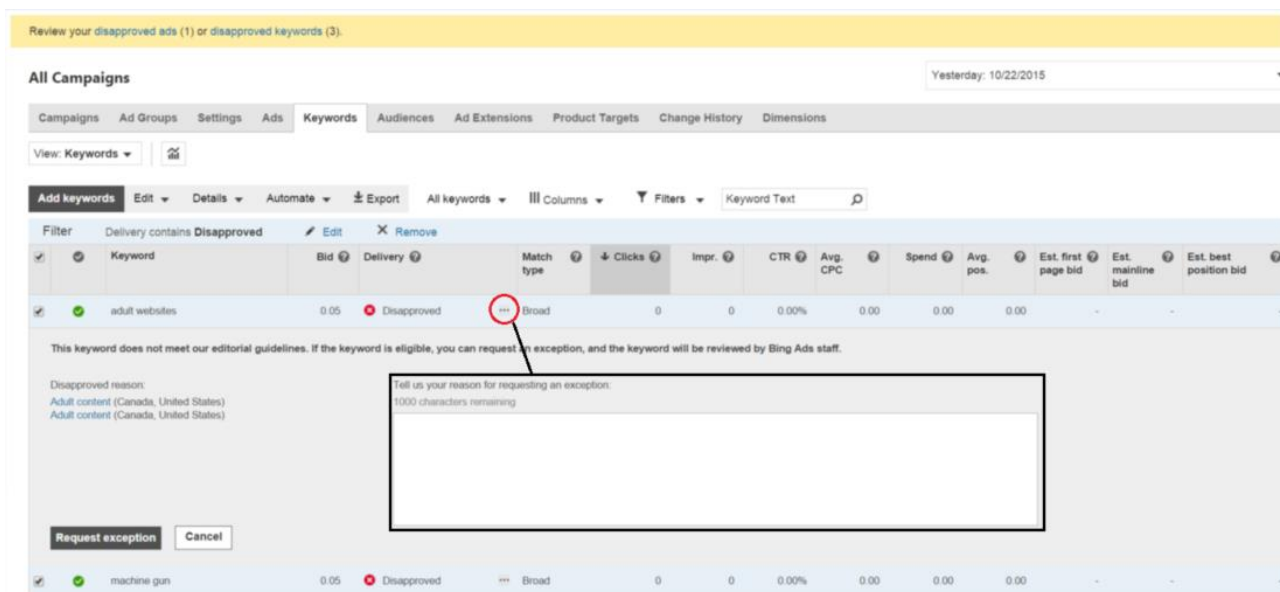
Image 6_2

Inline reconciliation with editorial policies

Bing Ads helps you comply with the editorial guidelines by providing alerts, messages and other feedback when you create and submit ads and keywords. Bing Ads also informs you why an ad was disapproved, and directs you to the solution. If appropriate, you can make a request for an editorial exception.

Inline indicators can be seen as you write your titles and ad copy. Bing Ads checks for character limits, word counts and missing or incorrectly formatted URLs. Reconcile these right away as a best practice so you can save your ad.

Inline editorial feedback also covers issues around trademark infringement, a common problem for search marketers. If you receive this alert, Bing Ads provides you with an inline method for requesting an exception.

Another common problem is exceeding the character limit for dynamic text. You'll get an error message if this occurs. Just correct the problem immediately and resave.
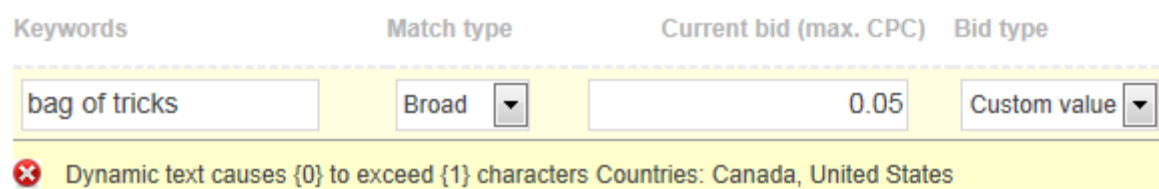
Exceptions

If you feel that your ad or keyword should not have been disapproved, you can request an exception. Please be ready to provide an explanation by reviewing the editorial guidelines prior to submission. The Bing Ads Customer Support team responds to all exception requests as quickly as possible; however, it can take up to two business days. Please note that if your exception request is denied, the decision is final. Most instances of disapprovals can be addressed with inline exception requests.

Although Bing Ads and Bing Ads Editor have automated tools that assist you with keyword and ad compliance, mistakes do occur. The best way to avoid mistakes, and save time fixing them, is to read and understand your region's editorial guidelines before you start building ad campaigns.

Summary

Our editorial policies are 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 four types of ad extensions available: Sitelink Extensions, Call Extensions, Location Extensions and App Extensions. 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.
- 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.
- Use App Extensions to promote your app.
- Prep your ad for Enhanced Sitelinks.

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 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.
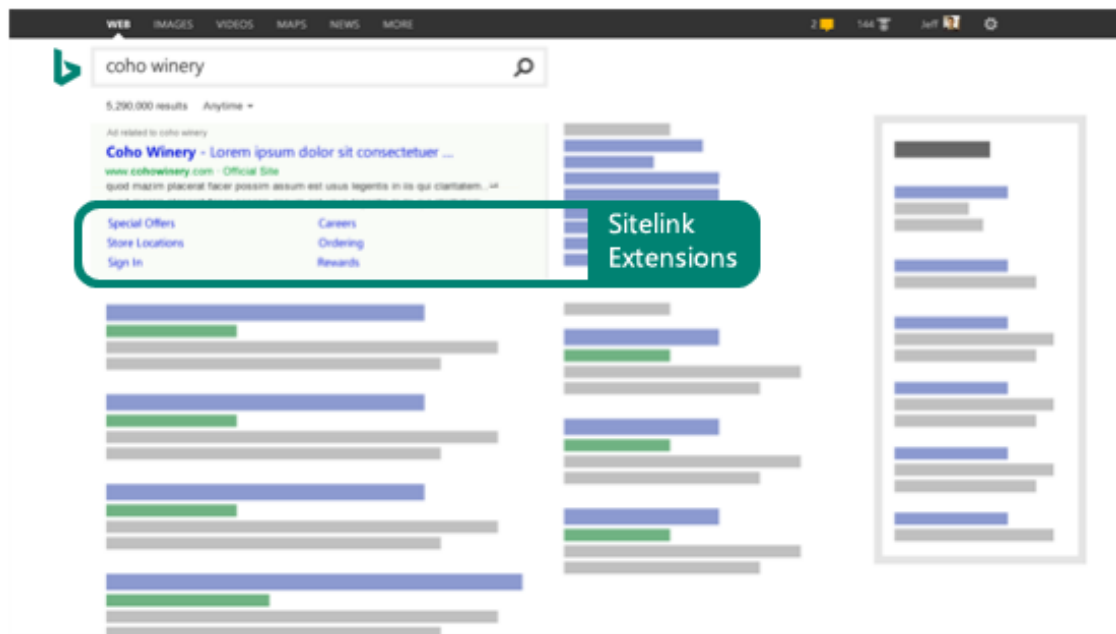
To create new ad Sitelink Extensions, on the Campaigns page choose the Ad Extensions tab. Click create ad extension. Select a campaign and enter the Link text, destination URL and optionally, Description that will appear under the link in your ad. Click save.

To associate existing Sitelink Extensions to a campaign, go to the Campaigns page and choose the Ad Extensions tab. Click create ad extension. From the list provided, choose the campaign you want to associate with an existing Sitelink Extension. From the list provided, select the Sitelink Extensions you want to associate with this campaign. Click save.

To edit an existing Sitelink Extension, select the Ad Extensions tab on the Campaigns page. Find the Sitelink Extension you want to edit and then select the checkbox to the left of that extension. Click edit, then edit extension. Make your changes, and click save.

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.

Location Extensions

Location Extensions display your address, phone number and a link to get directions to the business. Clicking on the directions link takes the user directly to the maps page from your text ad, making it simple for customers to find your business. Because address details and phone numbers remain the primary pieces of information consumers seek when they perform a local search, displaying local information makes it easy for people to find and visit your store. For businesses with multiple locations, the closest two locations to the searcher will be displayed. This is especially useful for mobile customers.
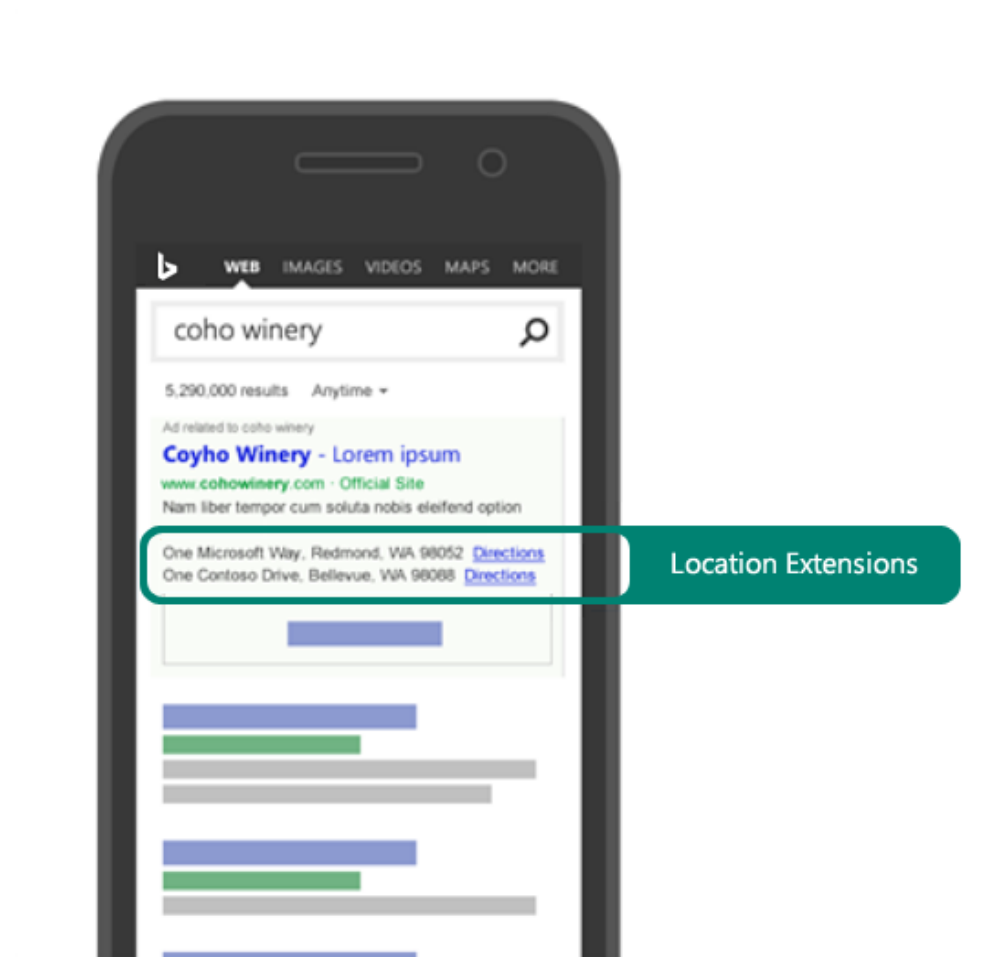
In Bing Ads, you can enter your business address and phone number and edit your campaign settings to display your location information, and we will automatically display a link for users to click and get directions to your business. From the Campaigns page, choose Ad Extensions. Select location extensions, then click create ad extension. Choose the appropriate campaign, then select an existing extension to associate with this campaign, or click create new for a new location. (If you create a new location, you will be prompted to enter your business location information.) Click save.

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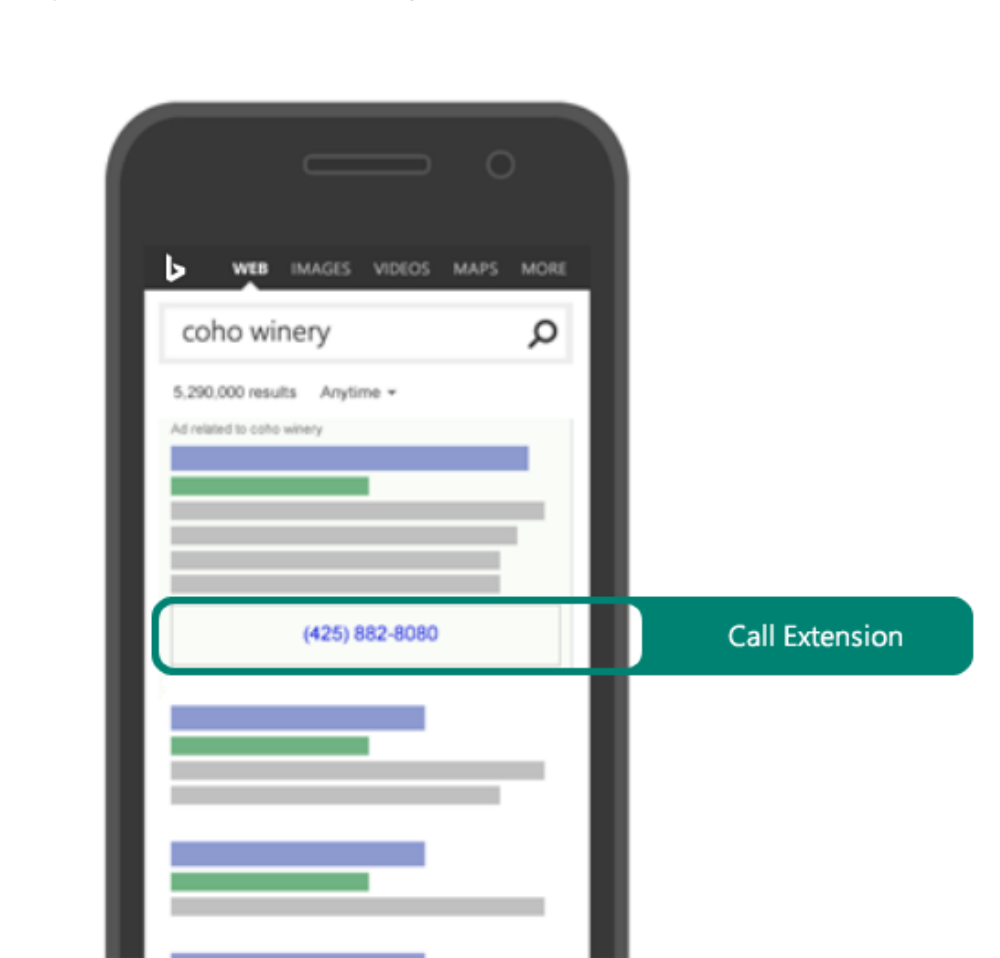
Advertisers can create a Call Extension with a forwarding number on the Campaigns page. Click ad extensions and then call extensions, then create and create new. Select the appropriate campaign and enter your phone number.

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.

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.

For more information, check out What are ad extensions?

App Extensions

App Extensions are additional elements of your ad that promote your apps across PC, tablet and smartphones from your ad. 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 can increase 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.

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.
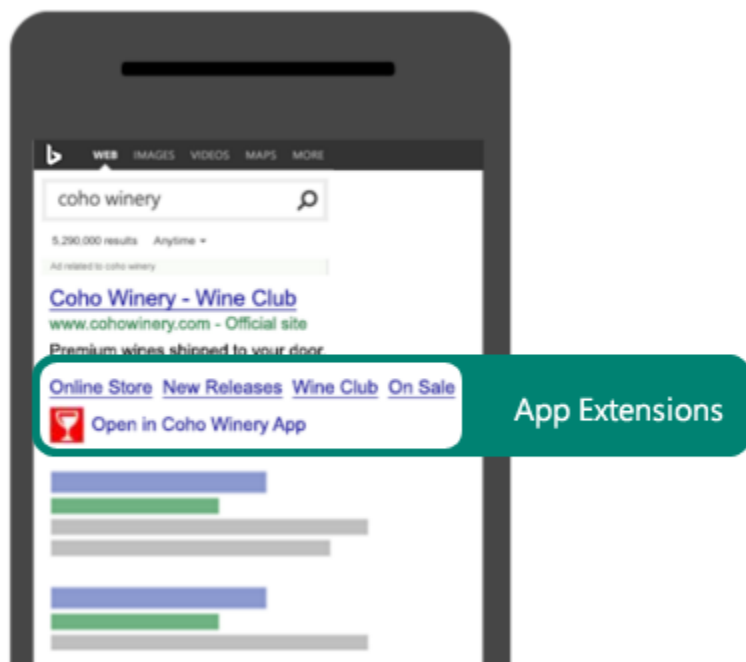
Image 7_1

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.

Enhanced Sitelinks

Enhanced Sitelinks provide larger headlines and the ability to add two lines of descriptive text — up to 70 characters — to a sitelink. An ad can display up to four sitelinks to help attract customers by giving them a richer, more relevant ad. To take advantage of Enhanced Sitelinks, an advertiser must enable all of their sitelinks with enhanced descriptions. The number of Enhanced Sitelinks served depends on the ad quality and relevance of the sitelinks, and is triggered by high-quality ads in the mainline 1 position. You'll find the best results are achieved with strong traffic keywords, such as brand terms.
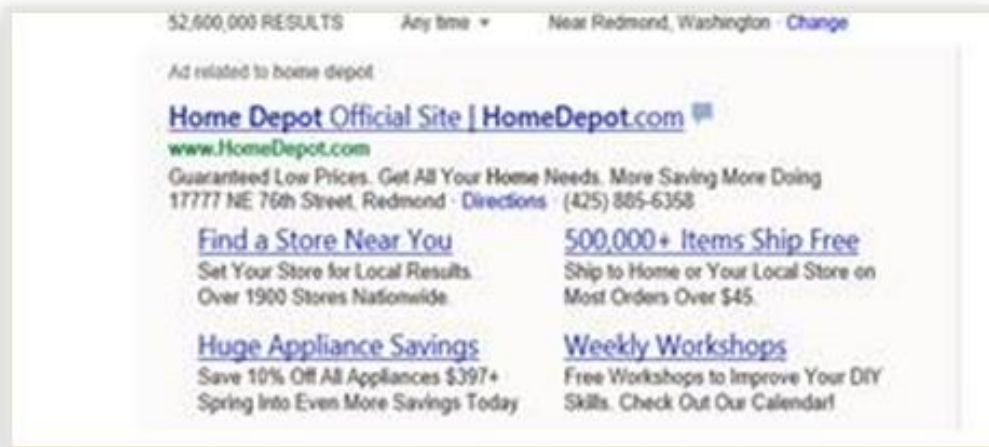
Summary

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

Key takeaways:

- Adding sitelinks to your ad helps attract more customers to your website.
- Using Enhanced Sitelinks provides greater visibility of your ad.
- Using Call Extensions and Location Extensions will help customers contact your business.
- App Extensions can help drive downloads of your app.

❑ Introducing dynamic text

Using dynamic text empowers your campaign with customizable ads. For example, when a customer searches for a term, Bing Ads inserts that term into your ad's title, text or destination URL, making your ad more relevant. Relevant, targeted ads can help increase the click-through rate (CTR) and the conversion rate of your ad campaign.

After reading this training, you will understand how to:

- Create an ad using dynamic text.
- Associate parameter text with keywords.

Create an ad using dynamic text

Let's use an example to see how dynamic text works. This ad for an online florist mentions a flower sale, but it isn't specific:

Fresh flowers online
www.contoso.com
All flowers on sale and ready to ship
anywhere!

In contrast, this ad, which uses dynamic text, provides specific information about roses and how much they are discounted:

Fresh **roses** online
www.contoso.com
All **roses** 15% off and shipped
anywhere!

This level of detail is accomplished by establishing "flowers" as a placeholder for multiple keywords, one of which is "roses." When a customer searches for "roses," the placeholder, "flowers," is replaced by what the customer has typed — in this case, "roses." Also notice how the keyword is displayed in bold in both the title and the ad text.

Now, let's look at the Bing Ads interface to see how to add dynamic text. (Note: you can only add dynamic text to your ad after you have saved the new campaign or ad group, not when you create a new campaign or ad group.)

From the Ads page, click an ad in the left column to open the ad build page. Click the dynamic text link, choose the Placeholder{Keyword} and position it within the text where you want your keyword to be inserted. Remember, the keyword "roses" will only appear if you have roses in your keyword list.

Default text and capitalization

Be sure to consider character limits when you use dynamic text. For example, the keyword "chrysanthemums" may cause your ad title to exceed 25 characters. If an ad exceeds the character limit, it won't be displayed.

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. In the case of {Keyword: flowers}, "flowers" becomes the default keyword and displays instead of "chrysanthemums" if the character limit is exceeded.

Furthermore, you can control how your dynamic text keywords are capitalized. For example, say you want all lowercase "fresh fruit" in the ad text, but would like to see uppercase "FRESH fruit" in the title. You can capitalize several ways by adjusting the capitalization of the {keyword} variable:

> ⚠️ The capitalization options apply only to the ad title, ad description, and display URL, and to campaigns and ad groups running in the following languages: English, French, Spanish, Italian, Portuguese, Danish, Finnish, Norwegian, and Swedish.

Search query	{KeyWord} placeholder	What it does	Ad text
fresh fruit	{KeyWord}	Capitalizes the first letter of each word in the keyword	Order Fresh Fruit today
local fresh fruit	{KEYWORD}	Capitalizes the first letter of each word in the keyword	Order Local Fresh Fruit today
Fresh Fruit	{keyword}	Changes the first letter of each word to lower-case	Order fresh fruit today
fresh fruit	{Keyword}	Capitalizes the first letter of the first word in the keyword	Order Fresh fruit today
Dayton, oh	{KeyWORD}	Capitalizes the first letter of the first word and all the letters of the last word in the keyword	Fun events in Dayton, OH
sony laptops	{KEYWord}	Capitalizes all the letters of the first word in the keyword and first letter in the second word	Get deals on SONY Laptops

Search Query	{KeyWord} placeholder	What it does	Ad text
fresh flowers	{KeyWord}	Capitalizes the first letter of each word in the keyword	Order Fresh Flowers today
local fresh flowers	{KEYWORD}	Capitalizes the first letter of each word in the keyword	Order Local Fresh Flowers today
Fresh Flowers	{keyword}	Changes the first letter of each word to lower-case	Order fresh flowers today
fresh flowers	{Keyword}	Capitalizes the first letter of the first word in the keyword	Order Fresh flowers today
Dayton, oh	{KeyWORD}	Capitalizes the first letter of the first word and all the letters of the last word in the keyword	Fun events in Dayton, OH
sony laptops	{KEYWord}	Capitalizes all the letters of the first word in the keyword and first letter in the second word	Get deals on SONY Laptops

Associate parameter text with keywords

The "roses" ad also displays custom information — the flower sale discount of "15% off" — by using a parameter placeholder. A parameter is variable information, such as the discount value or shipping information that you can associate with each of your keywords.

For example, the keyword "roses" in ad No. 1 below displays the parameter value "15% off and shipped anywhere!" while the keyword "tulips" in ad No. 2 displays the parameter value "50% off and free shipping!":

Fresh **roses** online
www.contoso.com
All **roses** 15% off and shipped anywhere!

Fresh **tulips** online
www.contoso.com
All **tulips** 50% off and free shipping!

When you set up your dynamic keywords, you also set up parameters for your dynamic ad text. Notice that we've added {param2:on sale} to the ad text. This establishes where the dynamic ad text will insert in the ad text: All {KeyWord:flowers}{param2:on sale} and {param3}.

Edit an ad

Ad type ❓	Text ad ▾
Ad title ❓	Fresh {KeyWord:flowers}
	dynamic text
Ad text	All {Keyword:flowers} {param2:on sale} and {paran
	dynamic text
Display URL	www.consotos.com
	19 characters remaining | dynamic text
Destination URL	http://www.contoso.com/{param1}
	dynamic text
Device preference	☐ Mobile ❓

Save   Save and create another   Cancel

Now, we need to add the dynamic text content: 50% off and free shipping! To add the columns necessary to enter parameter values, on the Keywords page, click the Columns item from the action menu bar.

		Keyword	Campaign	Ad group	Delivery ❓	Current bid ❓	↓ Clicks ❓
☐	✅	Overall total - 34 keywords					4

From the column chooser, select the Param1, Param2 and Param3 by clicking the double arrow >> to ensure that they appear on the selected columns list. Click Apply to close the column chooser.

Modify columns

Available columns

Attributes		Add all columns >>
Performance	Bid	Added
Conversions	Qual. score	Add
	Match type	Added
	Destination URL	Add
	Param1	Add
	Param2	Add
	Param3	Add
	Est. first page bid	Added
	Est. mainline bid	Added
	Est. best position bid	Added

Selected columns (drag and drop to reorder)

Keyword
Bid
⸬ Delivery — Remove
⸬ Match type — Remove
⸬ Clicks — Remove
⸬ Impr. — Remove
⸬ CTR — Remove
⸬ Avg. CPC — Remove
⸬ Spend — Remove

☐ Save this set of columns

Apply Cancel

Image 8_1

Simply hover over the cell that you want to edit and the pencil icon should appear to an editable field. In the example below, 15% off will be inserted where {param2} is located in the ad text and shipped anywhere! will be inserted where {param3} is located for the keyword "roses." For the keyword "tulips," wherever there is a {param2}, 50% off will be inserted and free shipping! will be inserted wherever there is a {param3}.

		Keyword	Current bid ❓	↓ Clicks ❓	Param1 ❓	Param2 ❓	Param3 ❓
☐	✅	Overall total - 37 keywords		4			
☐	✅	tulips	0.24	0		50% off	free shipping!
☐	✅	roses	0.33	0		15% off	shipped anywhere!

The Bing Ads dynamic text feature transforms 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.

❑ Bing Ads targeting

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, you might want to target a mobile customer within a one-mile radius of your restaurant at noon when they would be looking for a place to eat.

After reading this training, you will understand how to:

- Configure targeting in Bing Ads.
- Set incremental bids for targeted customers.

General targeting concepts

You can set 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, although effectiveness can vary:

- Geographic location
- Day of the week
- Time of day
- Gender and age
- Device
- Previous website visitors (remarketing)

Once you've set up your targets, you can further improve ad performance with incremental bids: small bid changes to your base keyword bid. If your ad displays poorly on a website, an incremental bid can significantly improve that ad's position. Think of incremental bids 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.

For all targeting options, except device, you have the flexibility to display your ads only to targeted customers. Another strategy is to display your ads to all customers, and to apply incremental bids to highly relevant target customers.

Targeting exceptions

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

- **Location:** Bing Ads serve only within the area of your targeted location.
  - o   Bing Ads offers different granularity of targeting based on country specifications such as states, cities, postal codes, etc.
  - o   Target customers by specifying a location via zip code or radius up to one mile or one kilometer increments. You can even include customers located elsewhere that may be inquiring about a location with the targeting specifications.
- **Time of day:** Bing Ads displays ads according to 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 both tablets and smartphones.

Setting up targets in your campaign

Campaign-level targeting features include **Locations**, **Advanced location options** and **Advanced targeting options**.

Image 9_1

Expanding Locations, by selecting Edit, reveals two options:

Image 9_2

- **All available countries/regions**: Select to display your ad everywhere.
- **Selected cities**, **metro areas**, **states/provinces** and **countries/regions**: Select to search or browse for locations. Browse opens a general list of cities. If you need to target a smaller city or area, use Search. When Search finds your city, select it and click the Target link. The location will populate the dialog above with the option to remove it.
- **Advanced search** will allow you to include or exclude specific zip codes or set a targeting radius.
- **Radius Targeting**: Select this when you want to target potential customers who live within a one- to 500-mile or one- to 800-kilometer radius of a business, shipping area or sales location.
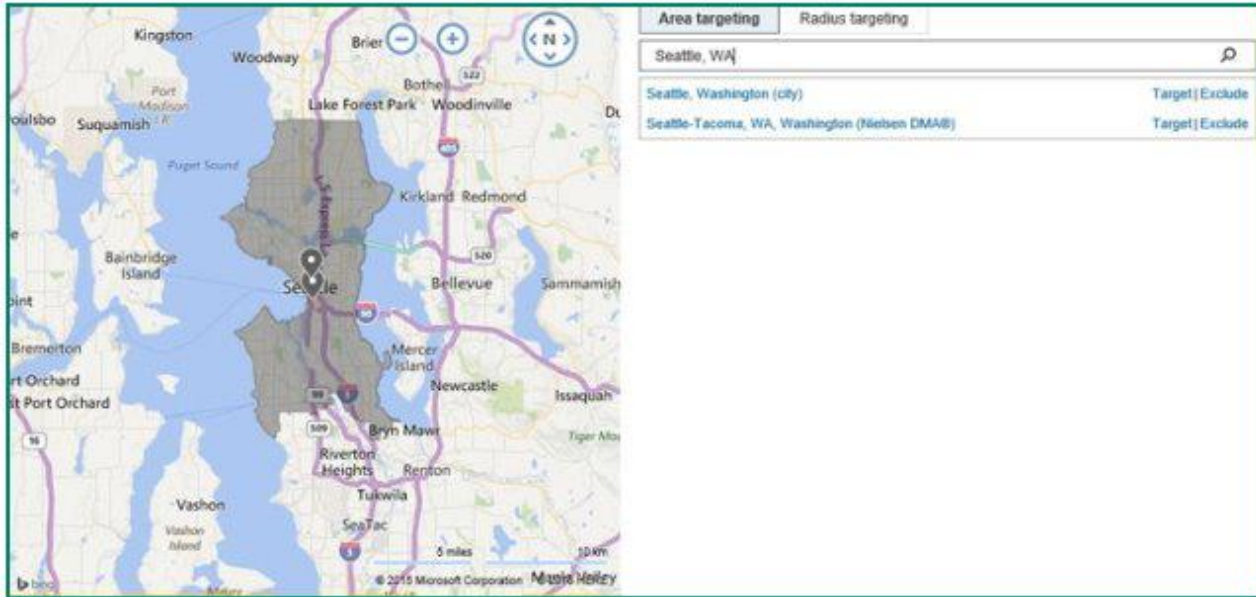
- **With Advanced Location Options**, you can set the ad to serve when a searcher is physically in the target location or when a person is searching that specific area but located elsewhere.

Selecting additional targeting options for your campaign is simple. The next screenshot shows an expanded view of the **Advanced targeting options**. Target **Days**, **Times**, **Gender** or **Devices** just by checking a box.

Image 9_3

Incremental bidding allows you to increase your bid amount for your targeted ads. This means your campaign keyword bids apply until a targeted ad is triggered.

For example, if a search query from within the targeted location matches your keyword, you would want your ad to be prominently displayed for that query. To get a higher rank, you would set an incremental bid because it functions like an auction bid. It allows your ad to "outbid" other ads and attain a higher rank. When setting an incremental bid amount, it's important to remember that the amount is added to your base keyword bid when triggered.

Ad group targeting

If you'd like to target an ad group differently than an ad campaign, you can drill down and set ad group targeting that overrides your campaign targeting.

On the Ad group settings page, select the Edit link and uncheck the checkbox titled Use my campaign setting. Once unchecked, you can set up unique targeting criteria for that ad group.

Summary

Targeting and incremental bids help you increase the effectiveness of your ads. By setting certain criteria, you can improve the odds that your target customers will see your ads and make a conversion.

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.
- Add optional incremental bids for your most important, targeted customers.

❏ Keyword match options

Bing Ads keyword match options and campaign exclusions can improve the performance of your advertising campaigns by exposing your ads to a wider audience, targeting your keywords to specific search queries, and excluding keywords or websites that do not further your advertising goals.

After reading this training, you will understand how to:

- Describe the keyword match options.
- Choose the appropriate match option or options for your keywords.
- Set match options for new and existing keywords.
- Set negative keywords and website exclusions at the campaign and ad group levels.

Keyword match option basics

With keyword match options, you specify how closely a user's intent must match your keyword before it triggers the display of your ad on the Bing Network. There are five keyword match options: broad, broad match modifier, phrase, exact and content.

Broad match triggers the display of your ad when any word in your keyword, in any order, or words related to your keyword appear in a query or other input. The user's input may include additional terms before, after and between your keywords.

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 gives you the ability to fine-tune or restrict how liberally Bing Ads matches closely related broad match terms. To add a modifier, simply add the "+" sign to your keyword. In the example below, the modifier tells Bing Ads that the word "vacation," or close variations of the word, must be in the query in order for your ad to be eligible to be served.

For English ads in the United States, United Kingdom, Australia and Canada, close variants and equivalent expressions (when, for example, the keyword +*lodge deal near* +*Yosemite* will match the query *cabin in Yosemite*) of words with the broad match modifier can also trigger your ad.

Broad match modifier	Trigger search term
winter ski +vacation	winter ski vacation
	winter snowboard vacation
	ski holiday
	winter holiday

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.

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.

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

Content match triggers your ad in the content network, including Windows phone and Windows apps that are part of the content network (U.S. market only). Note: Delivery only occurs in mobile apps and on Windows Media properties.

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 the different kinds of variances:

Variation	Keyword	Trigger terms
Plurals	luxury resort	luxury resorts
Stemming	swim team	swimming team
Misspellings	Hawaii vacation	Hawaii vacaton
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

Choosing the best match option

When you select a match option, consider your advertising goals, as well as the audience you've targeted.

Use **broad match** when you want to expose your ads to a wider audience. With broad match, you'll get more impressions with a shorter list of keywords. Broad match is also a good option when you've targeted a very specific customer segment. Use **broad match modifiers** to give your keywords more focus without going as far as using phrase or exact matches.

Use **phrase match** when the order of terms in your keyword is important to its meaning. Combined with appropriate negative keyword use, phrase match can increase the relevance of the matching queries as compared with broad match.

Use **exact match** to more precisely match your keyword and lower your costs. While you'll 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.

Use **content match** for better targeting on content networks.

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.

Summary

Creating, monitoring and refining keywords is imperative for efficient ad spend and optimal click-through rates. When working with keyword match options 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, such as for geographical areas where you don't do business, or for search terms that are similar, but unrelated to, your product or service.

After reading this training, you will understand how to:

- Recognize available types of campaign exclusions.
- Create campaign-level exclusions.
- Create ad group level exclusions.

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, negative keywords and website lists, you don't waste ad impressions 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.

All Campaigns

Campaigns	Ad Groups	Settings	Ads	Keywords	Ad Extensions	Product Targets	Change History	Dimensions

Create campaign ▼   Edit ▼   All campaigns ▼   Ⅲ Columns

	⊘	↑ Campaign	Budget ❔	Locations ❔	Devices ❔	Ad Schedule ❔	Demographic ❔
☐	●	Campaign #1242	1,000.00/day	Algeria, Canada	All devices	All days and hours	Both genders All Ages
☐	●	Campaign #24	5.00/day	United States	All devices	All days and hours	Both genders All Ages
☐	●	Campaign #34	5.00/day	United States	All devices	All days and hours	Both genders All Ages

On the Campaign settings page, find the Locations subheading and click edit.

Campaign settings

Campaign name	Campaign #34
	116 characters remaining
Time zone ❔	(GMT-10:00) Hawaii
Campaign budget ❔	5.00 Daily (USD) ▼
	Daily budget options
Locations ❔	What locations do you want to target or exclude?
	◉ All available countries/regions
	○ Selected cities, states/provinces, countries/regions, and postal codes

Two choices are then revealed:

- All available countries/regions
- Selected cities, states/provinces, countries/regions and postal codes

Select the radio button Selected cities, and you will see Search and Browse tabs. The Browse tab provides a list of countries, many of which you can expand to display states/provinces and cities/regions. To quickly find a smaller region, use the Search tab.

For example, suppose you don't want ads to display in Bellingham, Washington. Click the Search tab and type, "Bellingham, Washington." When you select the city name, you're given the choice to either Target (which would target the city) or Exclude. When you click the Exclude link, "Bellingham, Washington (city)" populates the "Excluded locations" list.

Locations ❓ What locations do you want to target or exclude?

○ All available countries/regions

◉ Selected cities, states/provinces, countries/regions, and postal codes

Excluded locations	
Bellingham, Washington (city)	Remove

Show rows: 20 ▼

Search | Browse

bellingham	🔍
Bellingham, Massachusetts (city)	Target | Exclude
Bellingham, Minnesota (city)	Target | Exclude
Bellingham, Washington (city)	Excluded

Advanced search ❓

If you want to add more exclusions, scroll down to Advanced settings. Click Exclusions to reveal Website exclusions and IP exclusions options where you can enter specific websites or IP addresses into the text fields.

In the example below, ads will not be displayed on www.contoso.com or at the IP address 100.3.5.50 or the IP address zone 266.45.7.*. (The wildcard signifies all 255 IP addresses in the 266.45.7 zone.)

Advanced settings

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

Website exclusions ❓

www.contoso.com

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

IP exclusions ❓

100.3.5.50
266.45.7.*

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

Another type of campaign exclusion is negative keywords. Negative keywords are specific words or phrases that help prevent your ad from showing to customers who are unlikely to click your ad.

To add negative keywords at the campaign or ad group level:

- Click Campaigns located at the top of the page.
- Click the Keywords tab.
- Select View: Negative keywords.
- Click Campaign or Ad group.
- Click Add negative keywords.
- Select the appropriate campaign or ad group, then add your negative keywords as appropriate.

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.

Click Settings at the ad group level to adjust the exclusion properties of the ads just for this ad group.

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

Additional exclusions

In addition to location exclusions, you can exclude websites and negative keywords. However, IP address exclusions are not available at the ad group level. Negative keywords set at the ad group level work in unison with those set at the campaign level. You would manage your negative keywords the same way you do your regular keywords by using the Keywords tab and selecting View: Negative keywords.

Be sure to click Save when finished to enable your targeting and exclusions.

Campaign exclusions are powerful tools because they allow you to easily black out areas where you don't do business. By eliminating potential ad clicks that probably wouldn't convert, you reach more people you can do business with, and lower your cost per conversion.

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, and specific search terms using negative keywords.

❑ Unified Device Targeting

Bing Ads has changed the way device targeting works. With Unified Device Targeting, instead of separate options for targeting PC, tablet and mobile searchers, you will now see that your ads will display on every device type by default. This allows you to more easily manage your campaigns across search platforms — with all of the controls you need to effectively manage those campaigns.

After reading this training you'll understand:
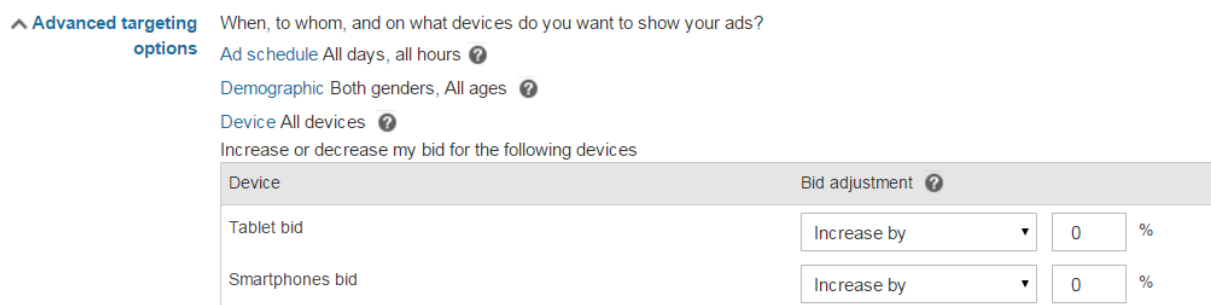
- How to apply bid modifiers for tablet and smartphone users.
- How multiple bid modifiers work together.

With Bing Ads new device targeting, it is no longer necessary to run separate campaigns to target tablet, PC and smartphone users. If you have only been targeting PC/laptop users, you will now automatically start seeing traffic from tablet and smartphone users. You can make bid adjustments for smartphones and tablets to improve the chance that your ad will display to people searching on a specific device type.

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 set a bid modifier for tablets and smartphones

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.

Image 12_1

Bid modifiers for tablets range from -20 to +300 percent, and -100 to +300 percent (inclusive) for smartphones. Historically, desktops and tablets perform similarly, with about a 15-20 percent variance between these devices. Providing bid modifiers of -20 to +300 percent will allow you to manage bids and maintain your desired campaign results.

Your bid for desktops and laptops is the baseline on which you can modify the bid for tablets and smartphones. Therefore, there is no option to modify the baseline bid for desktop/laptops as that would be redundant.

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.

NOTE: In order to maximize the benefits from tablet and smartphone traffic, make sure your website is ready to fully support tablets and smartphones and provide a good customer experience.

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 X 1.20 X 1.10 =$3.96
Search user #2		✔ Multiply by 110% 1.10		$3.00 X 1.10 = $3.30
Search user #3	✔ Multiply by 120% 1.20		✔ Multiply by 80% 0.80	$3.00 X 1.20 X 0.80 =$2.88
Search user #4	(No matches)	(No matches)	(No matches)	$3.00

Summary

Unified Device Targeting 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.

❑ Campaign 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. We call this refinement process campaign optimization. Bing Ads gives you many tools to continually optimize your campaign performance. This training gives you an overview of the tools necessary for optimizing your Bing Ads campaigns. After reading this training, you'll learn about the following topics:

- Performance measurements
- Quality advertising experiences
- Click quality
- Bing Ads reports
- Editorial review
- Bing Ads Intelligence tool

Performance measurements

Bing Ads helps you learn how your campaign engages with users by tracking three performance measurements:

- **Impressions**: The number of times your ad is displayed.
- **Click-through rate (CTR):** The ratio of ad clicks to the number of ad displays.
- **Conversions**: The number of times users complete the desired outcome.

Charts and reports can help you track performance measurements, as well as the factors influencing them. The charts on the Bing Ads home page can provide a quick, visual snapshot of your campaigns.

The Bing Ads Reports page provides detailed information about your impressions, CTR and conversions. You can run performance reports for an account, campaign, ad group, keyword, destination URL, ad, ad dynamic text, website placement, publisher and search query.

Quality advertising experiences

When it comes to ad content, Bing Ads focuses on quality, to deliver maximum benefits to both advertisers and search users. Bing Ads regularly evaluates ads, advertisers and search results to determine whether ads are providing the best value for users. This includes assessing whether:

- Ads align with keywords, landing page and offer.
- Advertisers offer unique and valuable goods, services or information.
- Bing and Yahoo search results set is unique, relevant and high quality.

Your ad's position on the Bing Network 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.

Click quality

Click quality is an important issue for pay-per-click advertisers. Accidental clicks and clicks on ads that are not legitimate can waste advertisers' budgets. Bing Ads uses real-time and post-click systems to limit your exposure to low-quality, budget-wasting clicks.

Bing Ads categorizes clicks as standard-quality, low-quality, or invalid:

- **Standard-quality** clicks are normal customer ad clicks. These are the clicks for which you are billed.
- **Low-quality** clicks exhibit characteristics of low or unclear commercial intent, and can exhibit patterns of unusual activity. You should not be billed for low-quality clicks.
- **Invalid clicks** fall into the low-quality category, and are identified as having characteristics typical of user error, search engine robots, or fraudulent activity.

Bing Ads provides tools that can help you identify, monitor, prevent and report suspicious click activity.

Bing Ads reports

Once you've done all the work creating your campaigns, writing your ads and honing your keywords lists, evaluate what is working and what is not.

Bing Ads reports allow you to track your online advertising budget and spend, evaluate ad and keyword performance, and develop insights for optimizing your campaigns.

Bing Ads reports are categorized by five report types:

- **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:

Low impressions due to budget and/or keywords

Consult the Bing Ads Opportunity Tab for suggestions on keyword and bid recommendations, and review the Accounts Summary page to see if the budget is depleted.

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.

Some other reasons for low impressions are:

- Disapproved keywords
- Negative keywords that are blocking your keywords
- Low keyword bids
- Inaccurate targeting settings

Low click-through rate

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. With Bing Ads you can also use dynamic text so that your ad displays the actual terms people use in their search queries.

Keep in mind that your ads performance history affects its current performance. Since Bing Ads serves better performing ads more frequently, you may want to delete the low performing ad and start over with a new one. To further increase the chance for your customers to see your ads, consider setting incremental bids and use negative keywords to avoid unwanted traffic.

Low conversion rate

If you're getting impressions and clicks, but low conversion rates, you're spending money and not getting expected results. Using **Universal Event Tracking** to tag your site allows you to track customer conversions and understand how visitors behave on your site. Running the **Campaign Analytics Goals report** will show you where user experience scores are low. To improve these scores, you can add dynamic text to a destination URL that sends people directly to a specific page on your site based on their keyword search. It's critical to have well-organized and relevant content that directly relates to the search keyword and your product.

Increasing customer conversions is the ultimate goal, but there are some other tools that can help you increase ROI:

- **Bid and traffic estimation** tools can help you optimize your keyword bids for the search position that meets your campaign goals.
- **Keyword performance** report can help you identify expensive, underperforming keywords that you may want to delete.
- **Keyword research** tools can help you find additional keywords that are relevant to your ads and landing pages.

Refer to Bing Ads policies for more guidance on writing ads.

Editorial review

Editorial review is an essential part of online advertising. With many rules and laws governing ads and keywords, it can be difficult to remember all of them. Bing Ads simplifies policy adherence by providing tools throughout the campaign building process. These aid in keeping your ads compliant. The tools include:

- Style-related alerts and messages that appear inline while you create ads and choose keywords.
- A comprehensive initial review that grants your ad as either "Active" or "Pending" upon saving.
- Additional editorial checks that may be done after initial checks.
- Means for requesting editorial disapproval when possible.

Bing Ads Intelligence tool

Bing Ads Intelligence is a robust keyword research and optimization tool that operates seamlessly in Microsoft Office Excel. With this tool, you build keyword lists and gauge how they will perform. Being able to view, select and bid on the best performing keywords makes this tool critical for maximizing your ad spend.

Summary

Campaign optimization is not only important for your advertising success, but Bing Ads also provides you with many different ways to approach campaign improvement. This has been an overview of those options and tools. In subsequent trainings, we will cover each topic in more detail.

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❑ Create a quality ad experience and find your ad

Setting up a good ad campaign starts with delivering a quality ad that draws customers. We'll also show you how to find your ad if it isn't where you expect to see it.

Factors that affect your ad position

How your ad ranks against competing ads determines its position on the Bing Network. Two factors determine your ad's rank: ad quality and keyword bid.

Your ad's quality score is measured by assessing its relevance, user experience and performance. Relevance is determined by your keywords and landing page content, and the value of your goods or services to the customer. User experience is measured by assessing how easily users can find the products, services or information they request. Finally, your ad's performance is measured by its click-through rate.

Bing Ads provides a quality score for each of your keywords. This score helps you understand each keyword and landing page's relevance to the user's intent. If the quality score merits, the ad will show up on either the top of page or sidebar, above and beside the organic results, respectively.

The value of improving your ad rank

Following best practices for improving your ad rank helps maximize the efficiency of your search campaigns. Making ads highly relevant can be an inexpensive way to improve your ad performance, allowing you to lower your bid while maintaining the same ad position on the top of page or sidebar.

You have the most control over your ad's relevance because you control keyword choice and attributes, ad copy and landing pages. The more relevant your keywords, ad and landing page, the greater the probability of achieving a high rank. Having a relevant, high-ranking ad helps to improve performance and increases the opportunity to convert users into customers.

You can improve your ad rank by checking your Bing Ads account regularly and adjusting your bid amounts, keywords, ad copy and landing pages. In addition, you can fine-tune other key attributes, such as keyword match type and targeting options.

Understanding your quality scores

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

Quality score appears on the Keywords tab. Click the ellipses next to the value in the Quality score column to view the components of your quality score. If the total quality score is between 7 and 10, the keyword is competitive in the Bing Network. If the total quality score falls below 6, the keyword is underperforming.

Each keyword's score is calculated using these three measures:

- **Keyword relevance** score reflects the competitiveness of your ads for the specific keyword. It's calculated by comparing the click-through rate of your keyword with the average click-through rate of the same keyword across the Bing Network.
- **Landing page 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.
- **Landing page user experience score** is an assessment of the quality of all of the landing pages in your site. This score measures the uniqueness and originality of your site content, and how well your landing pages adhere to Bing Ads policies.

Improving the relevance of your landing pages

A landing page with relevant content will also help improve the relevance portion of your ad rank. Landing pages should clearly provide the product or services being offered in the ad, and should not obstruct, delay or confuse users. An easy way to send customers to targeted and specific landing pages is to use dynamic text in your destination URL.

One way to ensure a quality experience for the user is to align your landing page with any special offers that you've included in your ad. Your landing page should offer unique and valuable goods, services or information. Work with your website designer to ensure that he/she is using best practices for web design. Applying general search engine optimization techniques will also help Bing Ads effectively rank your site.

Improving the performance of your ad copy

Writing compelling ad copy can greatly improve your ad rank. Be sure to follow the Bing Ads policies. In addition, research the demographics of your customers, and then use that knowledge to write ads that attract them. Address your customers directly by using the words "you" and "your" in your ads.

Describe what sets your product apart, clearly stating your product's benefit. The more specific and clearly written your offer, the better. Give customers a reason to click your ad right now, such as best rates or a limited-time discount. Or, offer a specific call to action, such as booking a room or requesting a brochure.

You can also test different versions of the same ad. Change only the text, the targeting, the keyword list, or another aspect of the ad. Put each ad in its own ad group (because performance is tracked by ad group). After a while, determine what works best and write an ad that combines the winning attributes.

Performance scenarios

It's best to continuously assess your campaign's performance. Use the Bing Ads reports and summary tables to assess the performance of your ads. You may find that some of your ads are exhibiting uneven behavior. Here are some common issues and how to resolve them.

	Low ad rank	High ad rank
Low CTR	Reassess keyword selection, improve ad copy & creative.	Reduce keyword bid price, emphasize better-performing keywords, ad copy & creative.
High CTR	Increase keyword bid prices.	A winning combination!

Can't find your ad? Here's how.

If you've created a high quality ad that meets Bing Ads policies, your ad should display soon after you submit it. If not, wait a few hours and check again, as sometimes there can be a delay. If you still don't see your ad, go to the following tabs to check the most common issues:

- **Campaigns** tab: Budget runs out too fast.
- **Ad groups** tab: Overly restrictive targeting settings.
- **Keywords** tab: Bid is too low or ad is blocked by your own negative keyword.

Troubleshooting

The following sections describe troubleshooting tips for your account.

Account is not receiving impressions

If none of the campaigns in your account is receiving impressions, click on the wrench icon in the top right corner and select the Accounts & Billing link. Here, you will be able to view the account's information table

Image 14_1

Make sure the Status column has a green checkmark. If it has a red dash or a yellow exclamation mark, no ad groups or campaigns under the account are running. Contact support if you want to reactivate the account.

Confirm that the Financial Status column reads no hold. If it reads hold or credit hold, it means that we tried to process a payment multiple times, but the charges were not authorized by your card or PayPal account. To resolve a hold or credit hold state, read How do I remove the hold or credit hold? for solutions or contact support.

Campaign level checkpoints

If the ads in a specific campaign are not receiving impressions, check the delivery status of your campaign in the Delivery column of the campaign data summary table. Confirm the following:

- The campaign was not deleted. If you don't see the campaign listed, all ad groups and ads are gone as well. Delivery status says eligible.
- The campaign is not paused. To resume a campaign, edit the row and alter the Status column from paused to enabled.
- The campaign has budget to spend. If not, delivery status will say limited by budget and Bing Ads will automatically pause the campaign until a new budget cycle starts.

Image 14_2

Ad group level checkpoints

If you're able to confirm all campaign level checkpoints, move to the Ad groups tab and confirm the following:

- The date range is set to the proper dates.
- There is at least one active ad in the ad group.
- There is at least one active keyword.

- The ad group is not paused.
- All ads have been submitted for review.
- The ad group has not expired.

See the complete list of Delivery Statuses.

Keyword level checkpoints

Confirm the Delivery column does not say negative keyword conflict. If so, your keyword is being blocked by your own negative keyword settings elsewhere.

- Confirm that status is not below first page bid. If so, you need to increase your bid.
- Confirm your keyword is not disapproved. If so, the keyword must be modified and resubmitted, or you can request an exception.

Investigative methods

Let's take a closer look at some of the tools you can use to dig deeper into why an ad may not be displaying.

Ad Preview and Diagnostics Tool

The Ad Preview and Diagnostics Tool is a powerful tool that allows you to see which ads will be displayed on the first page for a specific keyword. In addition, the tool offers diagnostic recommendations as to why your ads are not displaying, or, if they are displaying below the first page, how to improve them so they display on the first page. Keep in mind that running this tool does not affect the impressions, click-through rates, or budget of your live campaigns.

To access the tool, click Tools in the upper right navigation, then Ad Preview and Diagnostics Tool. Enter your keyword, select any targeting options, and then click preview. If you see a message about insecure content, there's no risk, so go ahead and choose the answer that will give you the most information. Look for your ad. If you don't see it, click the drop-down menu next to Showing ads right now? and click the link associated with the keyword in the Reason for not showing column to receive a suggested action.

If you don't see your ad in the preview window, and you don't see any suggested actions, your account may be inactive or paused. If you don't see a preview of your ad and you're sure your account is active, then the ad will most likely appear below position 9, or beyond the first page. In this case, look for any suggested actions, and review how to improve ad copy and relevance.

Impressions column

You can begin to resolve your ad delivery concern by examining the Impressions column in the Bing Ads data summary tables.

If your ad is not receiving impressions, the data summary tables can help pinpoint the level at which you should run a Delivery report. If your ad isn't receiving impressions now, but you think it did in the past, select a different date range.

Running delivery reports can help you further pinpoint whether your ad has received impressions during a specific time period, and, if so, when the ad delivery issue began.

Negative Keyword Conflicts Report

If you find an ad delivery issue, sometimes it coincides with recent changes that you've made to your keywords and negative keywords lists, creating a conflict. Negative keyword conflicts can occur due to importing Google AdWords broad match negatives, which convert to phrase match negatives in Bing Ads, or by simply losing track of how you've set up phrase and exact negative keywords to work with your campaign and ad group keywords.

To avoid any keyword conflicts, it is good practice to run the Negative Keyword Conflicts report after you've imported or made changes to your keywords and negative keywords. This report tells you:

- Which keywords and negative keywords are in conflict.
- Whether the conflict is at the campaign or ad group level.

To run a Negative Keyword Conflict report, click reports from the main navigation bar. From here, select the Report Type drop-down menu, then select negative keyword conflicts. Here, you can customize your report to include either your entire account, or specific campaigns and ad groups by clicking radio buttons.

If you do find a keyword conflict, removing it is simple. Just delete the negative keyword, or amend the match type it's associated with. Discovering and removing negative keyword conflicts is critical to making sure your ads are not blocked from relevant traffic and potential conversions.

Image 14_3

If your ad is receiving impressions

If your ad and keyword are receiving impressions but you still can't see your ad, the problem might be that the ad has a low quality-based ad rank, or that your search query, targeting options or browser settings don't correspond to those you've set for your keyword or ad group.

Don't forget, your ad rank determines the position of your ad on the Bing Network. Check for your ad in both the top of page and in the sidebar. Be sure to also check beyond the first page. Other ads may have a higher ad rank and display before your ad.

To improve your ad rank, increase the relevance and performance of your ads, keywords and landing pages.

Summary

Remember these key points for improving your ad performance on the Bing Network:

- The position of your ad is determined by how it ranks against the completion in ad quality and keyword bid.
- Ad quality is determined by keyword and landing page relevance along with click-through rate performance.
- Check the summary tables and reports in your Bing Ads account regularly for issues affecting your ad performance and ranking.
- If you can't find your ad, check your budget limits, targeting settings or keyword bids.

❑ Click quality

Click quality is an important issue for pay-per-click advertisers. Accidental or illegitimate clicks waste advertisers' budgets. Bing Ads uses real-time and post-click systems to protect from low-quality, budget-wasting clicks.

After reading this training, you will understand how to:

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

Basics of click quality

Clicks can be categorized as standard-quality, low-quality, or invalid, and here are tools you can use to identify, monitor, prevent and report suspicious click activity. The clicks are defined as:

- **Standard-quality**: clicks that are most likely from potential customers. **Low-quality**: clicks that exhibit characteristics of unclear commercial intent, and patterns of unusual activity.
- **Invalid:** clicks that fall into the low-quality category which exhibit characteristics of user error, search engine robots or fraudulent activity.

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

Bing Ads monitors low-quality clicks

Bing Ads uses real-time and post-click systems to guard against low-quality and invalid clicks. Learn more about how Bing Ads monitors low-quality clicks at our Traffic quality center.

Monitor metrics Bing Ads determines as low-quality

You can learn how many clicks Bing Ads has identified as low quality by adding low-quality click values to your account and campaign performance reports. You can also add other metrics, like clicks Bing Ads identifies as low-quality, but that still result in conversions.

To include click and impression quality metrics in your performance reports, first click on the reports tab. From here, you can add click and impression quality metrics to any performance report by selecting Choose your columns and then adding these columns to your report. These reports will help you better identify which campaigns, ad groups or keywords are accounting for high volumes of low-quality clicks.
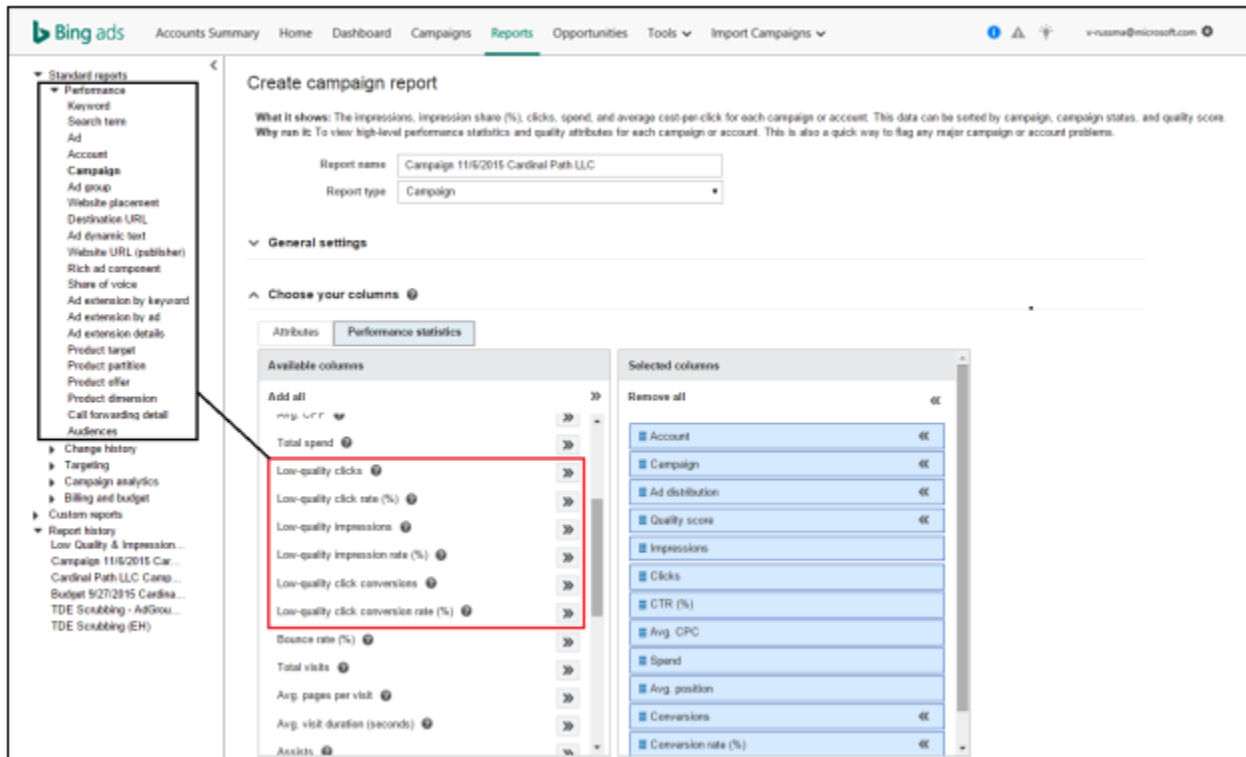
Image 15_1

You can monitor low-quality clicks

To minimize invalid clicks and make the most effective use of your advertising spend, it's important to monitor ad click traffic for uncharacteristic changes in click volume, click-through rate and conversion rate.

There are many ways you can monitor click activity on your website. First, keep a close eye on click-traffic patterns. In general, you should be aware of your average click volume per day, per week and per month. When you identify typical traffic patterns, you can spot questionable click activity.

Increased traffic alone doesn't necessarily indicate low-quality clicks. To account for natural fluctuations, set up a daily or monthly budget that allows for trends and fluctuations, as well as promotions and sales.

Conversion tracking is another useful strategy to monitor click activity. You can easily spot trends or spikes in traffic corresponding with low conversion rates. High click counts with low conversions can indicate low-quality click activity.

Finally, you can use commercial web-tracking software to monitor website traffic. This software helps you analyze traffic behavior on your site, as well as highlight potential low-quality clicks.

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:

- Look for unexplained changes in traffic volume.
- Monitor ad click-through and conversion rates.
- Identify average click volume.
- Use performance reports to identify sources of low-quality activities.
- Set up a monthly budget allowing for trends and fluctuations.
- Use conversion tracking.
- Use web-tracking software.
- Contact Bing Ads Support to report suspected low-quality click activity.

❑ Bing Ads reports

Once you've created your campaigns, written your ads and fine-tuned your keywords lists, Bing Ads has the reporting capability to measure campaign performance. Bing Ads reporting will help you:

- Track your online advertising budget and spend.
- Evaluate ad and keyword performance.
- Develop valuable insights for optimizing campaigns.

After reading this training, you will understand how to:

- Compare Bing Ads report types.
- Create customized reports.
- Schedule reports.
- Save custom and recently generated reports.

Report types

Bing Ads reports are categorized by type. Each report type relates to a specific aspect of your account. To view these, click the Reports tab. On the Reports screen, expand the left tree and choose the type of report. You can also use the Report Type drop-down menu. The five report categories are:

Performance reports that give you a closer look at how your campaigns are performing, including details like CTR and impressions.

- **Change history** reports that track the changes made to your campaigns.
- **Targeting** reports that track which audiences a campaign is reaching.
- **Campaign analytics** reports that track conversions and visitor behavior.
- **Billing and budget** reports that track how much is being spent against the campaign budget.

Creating a report is simple. Click the Reports tab and name your report. Choose a report to use as a template and get started.

Report customization

Each of the five report types has report sub-topics, like Keyword as a type of Performance report. However, when you choose to run the Performance Keyword report, it's not a static report. Bing Ads reports are highly customizable, allowing you to extrapolate specific data.

For example, under the Performance Statistic link, you might add columns to your report that focus on the conversion rate for your ad group. Adding columns to a base report is how you customize a report to analyze your data. In addition, by clicking the Attributes link, you can choose to look at the results of ads targeted at customers in specific countries and metro areas.

Automatic reports

Creating your custom report is as simple as selecting various data points. You can use report type, general settings, columns, filters and whether you want to save and schedule your report. Saving and scheduling your report is an important last step. Save by clicking the checkbox under My Report Settings. If you want to run a scheduled report, click the checkbox to generate a periodic report.

When you schedule an automatic report, you can request an email notification each time it runs. If you want to have the report added as an attachment, select Include the report as an email attachment.

Custom and recent reports

After creating a report, you can retrieve it from the left index tree. At the bottom of the index tree is the Custom reports link. This contains all the reports created and saved with unique filters, columns and settings.

The Report History link allows you to see the 20 most recently generated reports. Clicking the report name loads that report. Once loaded, you can use it as a template for creating a similar report, running a report manually or downloading a copy as an Excel file.

Summary

Because you can customize, view on demand and schedule reports, Bing Ads reports is a powerful tool for campaign optimization.

Bing Ads reports can help you:

- Evaluate your search advertising campaign performance.
- Identify optimization opportunities.
- Track your search advertising finances.

❑ Bing Ads Intelligence tool

Bing Ads Intelligence is a powerful keyword research and optimization tool that operates seamlessly in Microsoft Office Excel. Once installed, open Excel and you'll see a tab on the menu bar called Bing Ads Intelligence. Click the tab to start building your keyword lists and gauging keyword performance on the Bing Network. Being able to view, select and bid on the best performing keywords makes this tool critical for maximizing your ad spend.

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 use the keyword research templates.

Tool installation

Before you install the tool, be sure you have Microsoft Visual Studio and Microsoft Office Excel 2013, 2010 or 2007 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. The **Auction Insights** button allows review of competitive overlap of keyword bidding and impression share by additional Bing Ads advertisers.
- The **Opportunities** tab offers quick suggestions around broad match keywords that may serve well within an account.

Most of these buttons require the input of parameters to fine-tune results, e.g., match types, devices and date ranges.

Keyword research & account
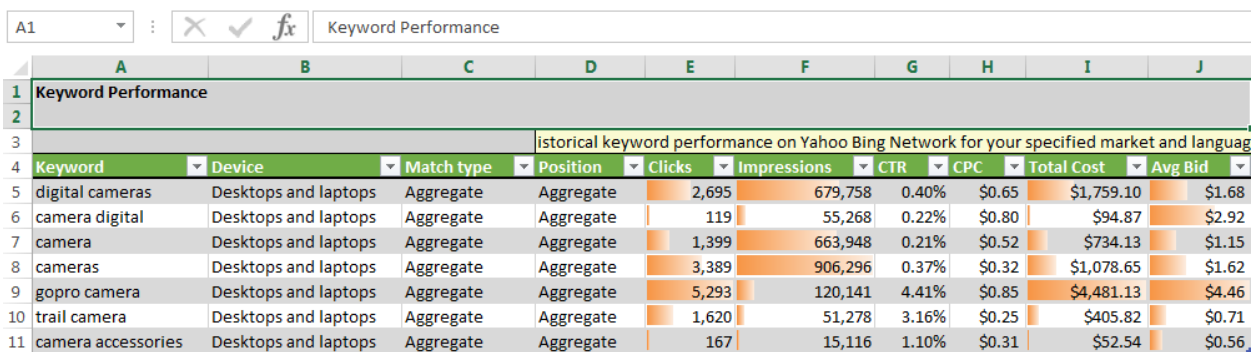
The **keyword suggestions** buttons help you quickly create large keyword lists from one initial seed keyword or URL:

- 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 a selected Bing Ads campaign and ad group.

More research options

You can apply the additional research options to your seed keywords, or to the generated keywords from the **Keyword suggestions** buttons. They include:

- 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.

A1		fx	Keyword Performance							
	A	B	C	D	E	F	G	H	I	J
1	**Keyword Performance**									
2										
3					istorical keyword performance on Yahoo Bing Network for your specified market and languag					
4	**Keyword**	**Device**	**Match type**	**Position**	**Clicks**	**Impressions**	**CTR**	**CPC**	**Total Cost**	**Avg Bid**
5	digital cameras	Desktops and laptops	Aggregate	Aggregate	2,695	679,758	0.40%	$0.65	$1,759.10	$1.68
6	camera digital	Desktops and laptops	Aggregate	Aggregate	119	55,268	0.22%	$0.80	$94.87	$2.92
7	camera	Desktops and laptops	Aggregate	Aggregate	1,399	663,948	0.21%	$0.52	$734.13	$1.15
8	cameras	Desktops and laptops	Aggregate	Aggregate	3,389	906,296	0.37%	$0.32	$1,078.65	$1.62
9	gopro camera	Desktops and laptops	Aggregate	Aggregate	5,293	120,141	4.41%	$0.85	$4,481.13	$4.46
10	trail camera	Desktops and laptops	Aggregate	Aggregate	1,620	51,278	3.16%	$0.25	$405.82	$0.71
11	camera accessories	Desktops and laptops	Aggregate	Aggregate	167	15,116	1.10%	$0.31	$52.54	$0.56

Image 17_1

- 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.
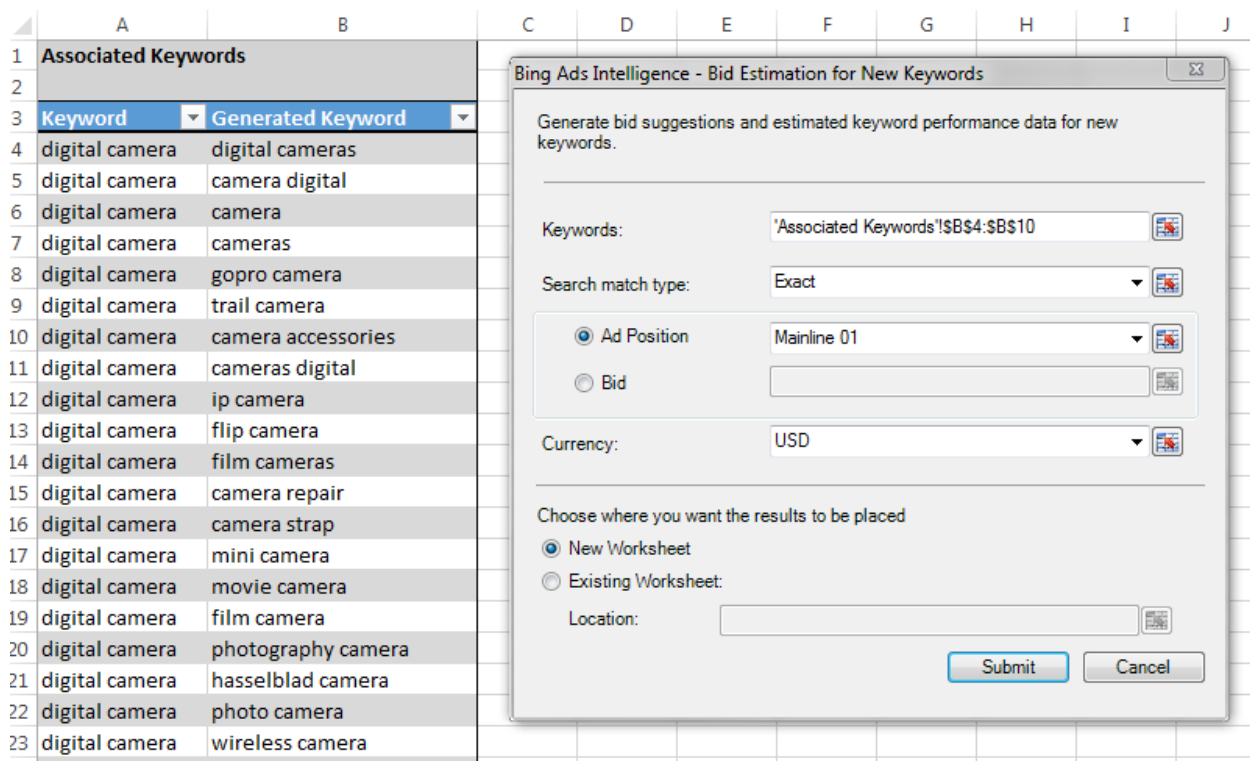
Image 17_2

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

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

Keyword Research Templates are pre-generated keyword research ideas in the form of dashboard spreadsheets. They allow you to quickly research keywords using a best practice:

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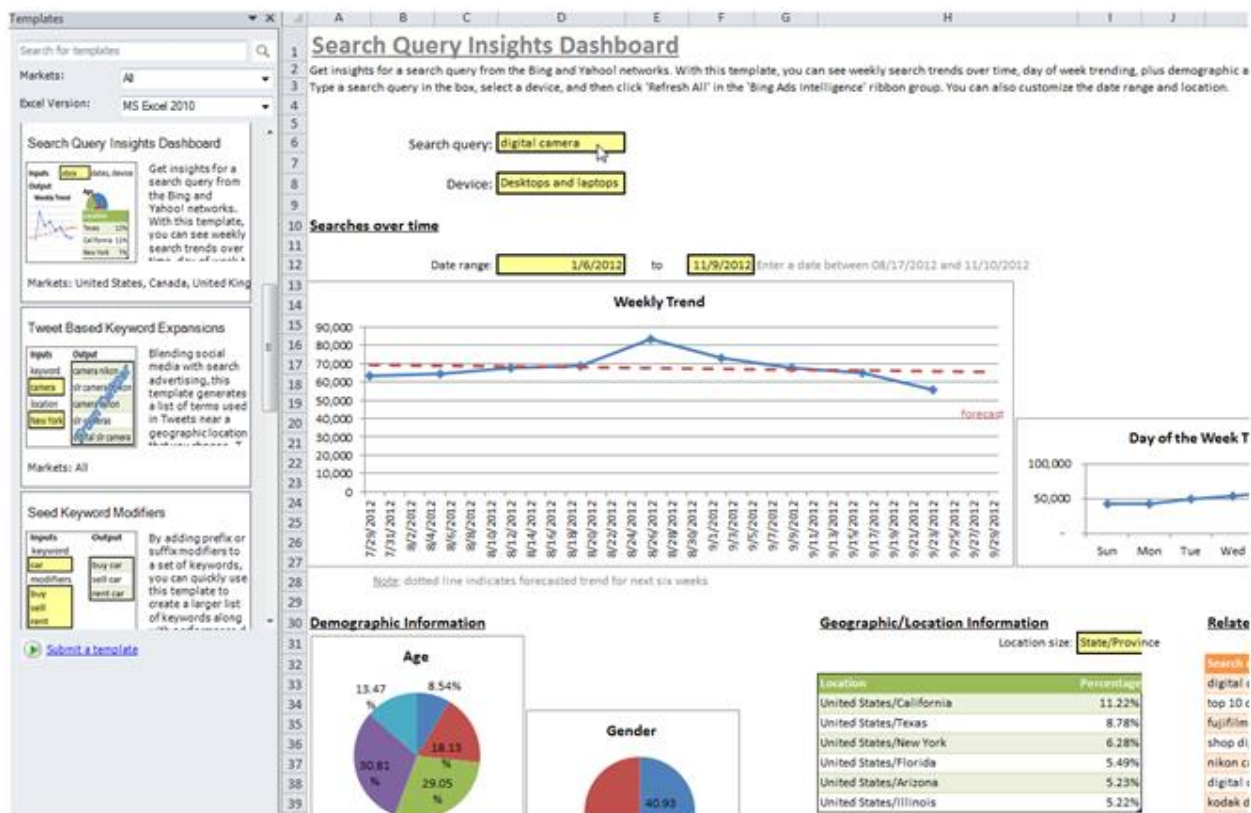
Templates are powerful and flexible. You can extend existing templates with additional Bing Ads Intelligence and Excel features, or create custom templates based on your own unique workflow. Templates can be saved and shared with colleagues, or even shared with the Bing Ads Intelligence user community.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

> 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.

Bing ads

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.

Auction Insights

Now you can see how you compare to other advertisers participating in the same auctions on the Bing Network. The Auction Insights report provides data on key statistics, including impression share and top of page rate. The report can help you make strategic optimization decisions by showing where you are succeeding and where you may be missing opportunities for improved performance.

Opportunities (Pilot)

- **Broad Match Opportunities** will recommend high-quality broad match opportunities that could help increase impression and click volume within your account. This will be mapped to whichever account you've selected within the ribbon.
- **Broad Match Search Query** provides insight on search queries that were matched to the recommended broad match keywords in the marketplace (currently in pilot).

Summary

Bing Ads Intelligence is a powerful keyword research tool that helps you build, expand and research keyword lists in Excel.

Bing Ads Intelligence helps you:

- Build lists of relevant keywords with query data from the Bing Network.
- Increase your ROI by identifying affordable keywords with high performance potential.
- Discover competitive bids that can help increase traffic.
- Create customizable keyword research templates that let you analyze data for your business.

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❑ Universal Event Tracking

Bing Ads Universal Event Tracking helps you understand how your campaign performed by tracking your customers' actions on your website after they clicked on your ad. (This tool replaces the original Campaign Analytics tool.) With Universal Event Tracking, you can now track multiple conversion goals with a single tag that works across your entire site. There's no need to set up a unique tag for each individual goal.

After reading this training, you will understand how to:

Track multiple types of conversion goals.

- Set up a conversion goal.
- Tag your site.

Once you've set up your conversion goals, you'll have better insights on how your campaign is performing outside of typical impressions and clicks. By setting up conversion goals, you'll be able to track how customers interact and convert across devices, campaigns and accounts, helping you optimize your campaign and improve your ROI.

You'll also save time and effort because you only have to tag your site once, even if you add a new account or conversion goal later.

Conversion goals
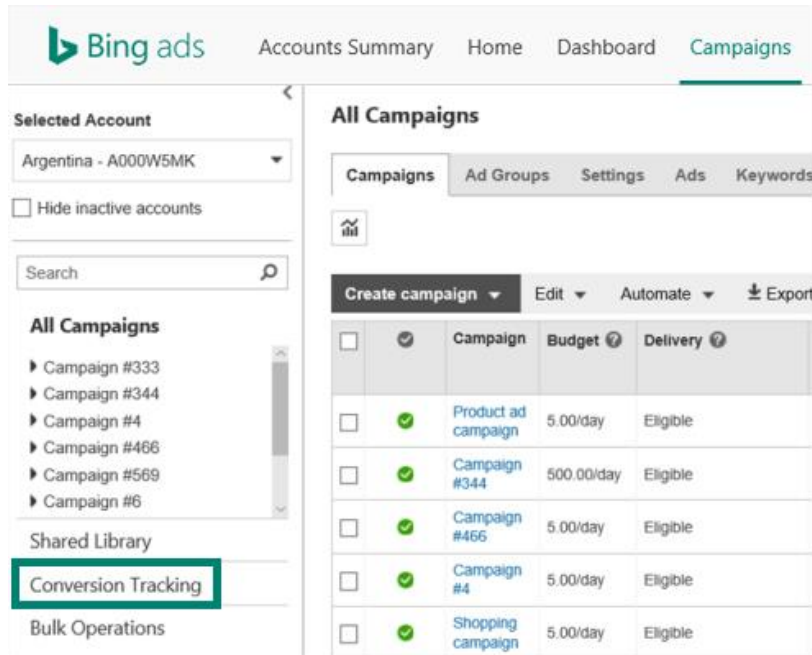
While revenue is commonly considered the most important campaign metric, there are other factors to consider in creating successful campaigns and building brand affinity. These include:

Destination URL: You can determine the number of people who visit a specific page or section on your site when you set up a conversion goal to track Destination URLs (which can be any page you want to track). For instance, you can specifically track the confirmation or thank you page after a customer completes a purchase or fills in a form.

- **Duration per visit:** Do you want to understand the length of time a customer engages with your site? Set a goal that specifies a length of time, then track the number of customers that stayed on your site longer than that stated time.
- **Pages per visit:** With UET, you can also monitor the number of pages a customer engages with and views during a visit. To track Pages per visit, set a goal for a number of pages, and then track how many customers exceed that number.
- **Custom event:** Define your own goal by creating a Custom event. This feature offers the most flexibility for tracking the actions customers take on your site. For example, you can set a goal to track how often a customer initiates a download, clicks on a specific link or watches a video on your site.
- **Mobile app installs:** Track every time someone installs your app as a conversion.

Setting up conversion goals

After logging into Bing Ads, click the Campaigns page, and then on the left pane, click Conversion Tracking.
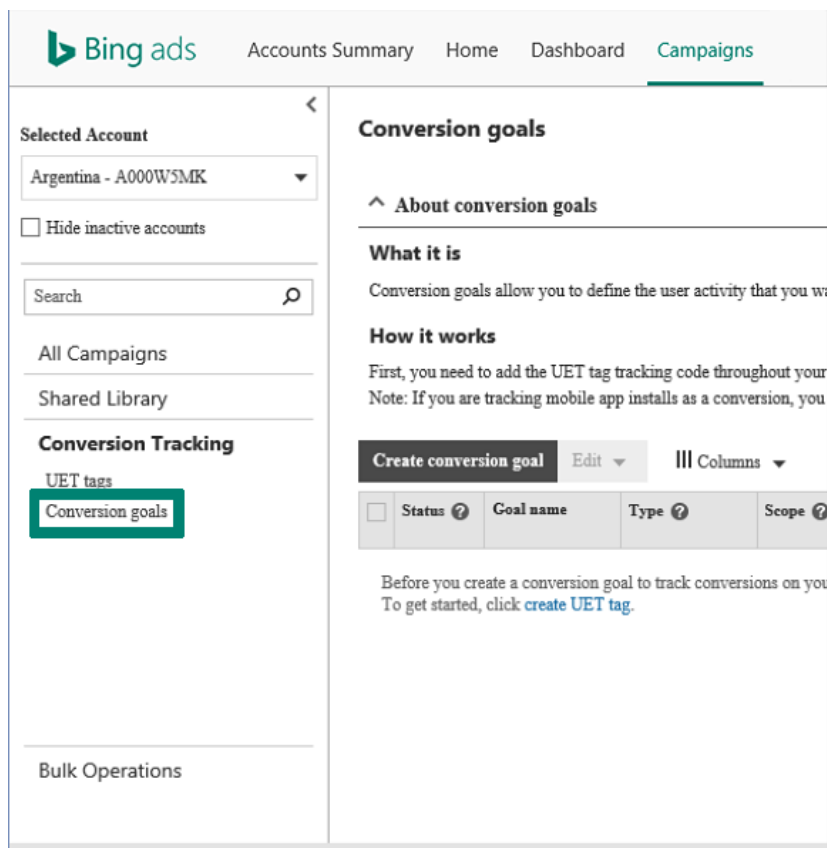
Image 18_1

Under Conversion Tracking, click Conversion Goals.

Image 18_2

On the conversion goals page, click Create conversion goal.
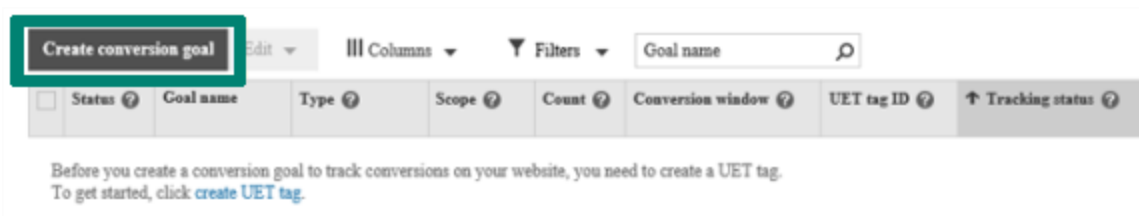
Image 18_3

To create your goal, enter a name for the goal and then select the type of conversion goal you want to track.

Image 18_4

Additional options to specify details may appear based on the type of goal you want to track, such as length of time or number of pages.

Finally, determine the number of days you want to track this goal. You can set any timeframe from seven to 90 days for all goal types, and this will be the number of days Bing Ads will use to keep track of a particular user after the first visit to your website.

When you set a Destination goal to track the number of customers that land on a specific page, you have the option to set filters that meet specific criteria: Equal to, Begins with or Regular expression.

Image 18_5

When you want to track the Duration of time customers spend on your site, you can set up conversion goals to track "greater than" a specific timeframe.

Goal details

Duration ⓘ   Greater than

0	0	0
Hour	Min	Sec

Image 18_6

When you set up a conversion goal to track the Pages viewed per visit, you can assign the minimum number of pages you want the user to have viewed per visit.

Goal details

Pages per visit ⓘ   Greater than

0

Image 18_7

When you set up a **Custom event**, there are four values you can use to further define a user's interaction:

- Category (ec): Typically the name you provide for the object you want to track (e.g., "button").
- Action (ea): The type of user interaction paired with the category object (e.g., "click").
- Label (el): An optional string, useful to note additional details about your event goal (e.g., "Plays on the welcome video").
- Value (ev): This field may be used to track monetary value, or other numerical data associated with this goal (e.g., "5," representing $5).

NOTE: Commas are accepted in value fields, but decimals are not. In terms of monetary values, there is no currency association, just numerical values/representation.

Goal details

Custom Event ⓘ   You must define at least one of the below values to create an event goal.
If all the values you set are met when an event is triggered, a conversion will be counted.

Category	Equals to ⬍	
Action	Equals to ⬍	
Label	Equals to ⬍	
Value	Equals to ⬍	

Image 18_8

Finally, when you set up a conversion goal to track mobile app installs, select Include app installs as conversions and enter the App or Measurement URL. This is an app-specific measurement URL that is provided by a Bing Ads-certified partner, along with an SDK, to track app extension installs as conversions.

Goal details

App platform
- ◉ Windows Phone
- ○ Android
- ○ iOS
- ○ Windows

App ID   12345678-9abc-1234-1

Image 18_9

Tagging your site

A **tag** is a snippet of JavaScript code that you add to your website in order to track and measure user activity. Because tags are defined at the customer level, you can use the same tag to track goals across all of your accounts and campaigns. It's recommended that you place the tag on your entire site. The generated tag is a site-level tag, and once it's placed on your entire site, you can manage existing goals or create new goals within Bing Ads without retagging your site. Even if you add more goals later, you can still use the original tag you set to track the new goals.

There is one caveat for when you want to track a Custom Event: You'll need to manually add an additional line of code to the original Bing Ads-generated tag.

Once your goals are created, you need to assign the goal to a tracking script (tag). To do that, select a goal from the Conversion goals page by checking the box next to the goal name, and then clicking on the View tag button. A screen will then appear with the tracking code. You will be able to choose from two different types of tags. The first, and recommended, tag is the JavaScript or <script> tag. The second option is the <noscript> tag, which may be used in cases where sites may not support JavaScript.

You can directly copy the script to embed into a website or email the tag to your website administrator to process for you. Alternatively, if you are using a tag management solution like Google Tag Manager, Adobe Tag Manager, QuBit, Signal Digital, Ensighten or Tealium, you can update it to incorporate the new tag.

Goals

Goals are events on your website that you want to track to measure the success of your campaign.

	Status	↓ Goal name	Goal ID	Goal type
☐	✔	test 9/26 updated	10001942	Event
☐	✔	Regex Destination E2E	10001922	Destination
☐	✔	Andrew	10001960	Destination
☑	✔	Sales/Thank You	10001984	Destination
☐	✔	Sample Goal	10001997	Destination

Create goal   Edit   View tag   All enabled goals ▾

View UET tag tracking code   ✕

Click **Copy** and then paste the UET tag tracking code into every page of your website. Learn how to do this?
If you want to do this later or keep a copy, you can send it in email or download it.

If your website doesn't support JavaScript, click the Non-JavaScript tab and repeat the steps above. If you use Non-JavaScript, you can't track custom events or variable revenue. Learn more

Name: Scrubs & Beyond   **ID:** 4077393

| JavaScript | Non-JavaScript |

```
<script>(function(w,d,t,r,u){var f,n,i;w[u]=w[u]||[],f=function(){var o=
{ti:"4077393"};o.q=w[u],w[u]=new
UET(o),w[u].push("pageLoad")},n=d.createElement(t),n.src=r,n.async=1,n.onload=n.onread
ystatechange=function(){var s=this.readyState;s&&s!=="loaded"&&s!=="complete"||
(f(),n.onload=n.onreadystatechange=null)},i=d.getElementsByTagName(t)
[0],i.parentNode.insertBefore(n,i)})(window,document,"script","//bat.bing.com/bat.js","uetq");
</script><noscript><img src="//bat.bing.com/action/0?ti=4077393&Ver=2" height="0"
width="0" style="display:none; visibility: hidden;" /></noscript>
```

Copy   Download   Email   Done

Image 18_10

The Status column will indicate if your goal is active or paused. You can click on the icon next to your goal to change the status between Pause and Active. If you need to edit the goal, select the Edit tab and make the necessary updates, then save your changes. (Note: you cannot delete a goal).

Goals

Goals are events on your website that you want to track to measure the success of your campaign.

	Status	↓ Goal name	Goal ID	Goal type
☐	✅ ▾	test 9/26 updated	10001942	Event
	✅ Active			
☐	⏸ Pause	gex Destination E2E	10001922	Destination
☐	✅	Andrew	10001960	Destination
☐	✅	Sales/Thank You	10001984	Destination

Create goal   Edit   View tag   All enabled goals ▾

Performance reports are available for Keywords, Accounts, Campaigns and Ad Groups. These reports include new performance metrics for bounce rate (%), average pages per visit, average duration (seconds) and total visits. These reports can be retrieved from the Reports tab.

Summary

Universal Event Tracking lets you create and track a variety of performance goals for conversion tracking in a few easy steps. You can define and quantify conversions that align to your business goals — including events such as sign-ups, downloads, etc. This data helps you measure your ROI and analyze site traffic to help inform future campaigns.

Key takeaways:

- Track multiple conversion goals with a single tag that works across your entire site.
- No need for additional tags, even if you add new accounts or conversion goals later.
- Choose from four predefined conversion goals, or create your own custom conversion goal to track.
- Compatible with leading tag-management solutions for easy implementation.

❑ Bing Ads Editor account basics

Bing Ads Editor is a tool you download and install on your computer. Once the tool is installed, you can manage and optimize your Bing Ads campaigns without being online. Offline flexibility and an intuitive interface give you more control over the performance of your ad campaigns.

After reading this training, you will understand how to:

- Download accounts and campaigns to Bing Ads Editor.
- Synchronize accounts with Bing Ads online.
- Determine updates from the Browser and Manager panes.
- Use Notification icons, bars and messages to identify and resolve conflicts, errors, warnings and opportunities.

Working with accounts and campaigns

The first time you launch Bing Ads Editor, enter your Bing Ads credentials and choose an account to download.

Next, you'll see the Add/Manage Accounts dialog, which lists all of the account campaigns. Select the option to Sync entire account, or save time and disk space by selecting only the campaigns you need. Click OK to download your selection and monitor the progress of synchronization operations from the Sync Progress window.

At any time, you can add and remove accounts and campaigns from the File menu.
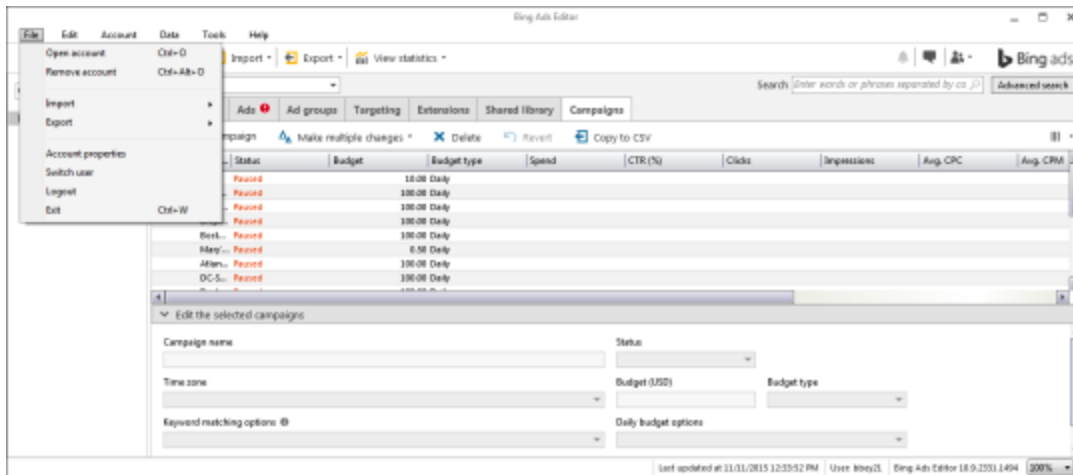
Image 19_1

By clicking Open account, you can open the account you downloaded or choose all available accounts. After downloading, accounts will appear in the Account drop-down list. Click the names in the list to move around the accounts.

When you remove an account, first synchronize your changes by using the Post Changes button. Post operations are applied only to the accounts and campaigns you've downloaded.
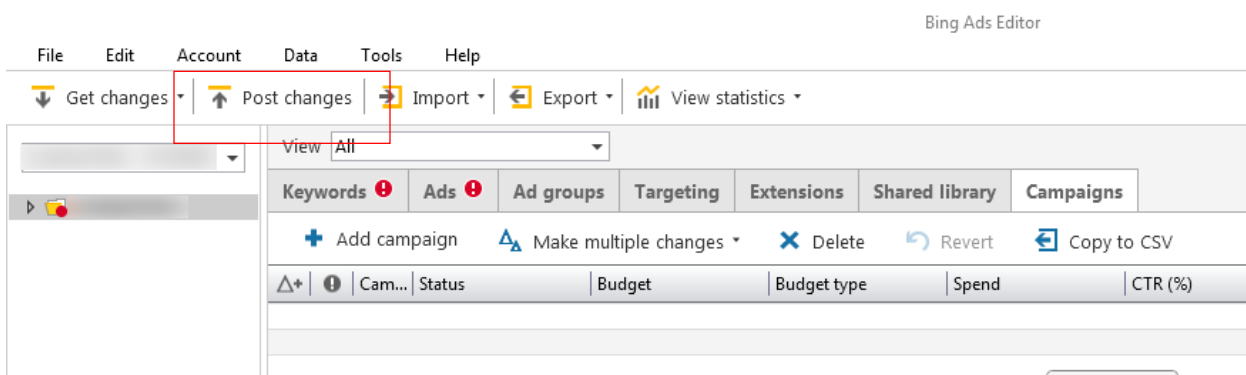
Image 19_2

Errors, warnings and opportunities

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.

Image 19_3

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.
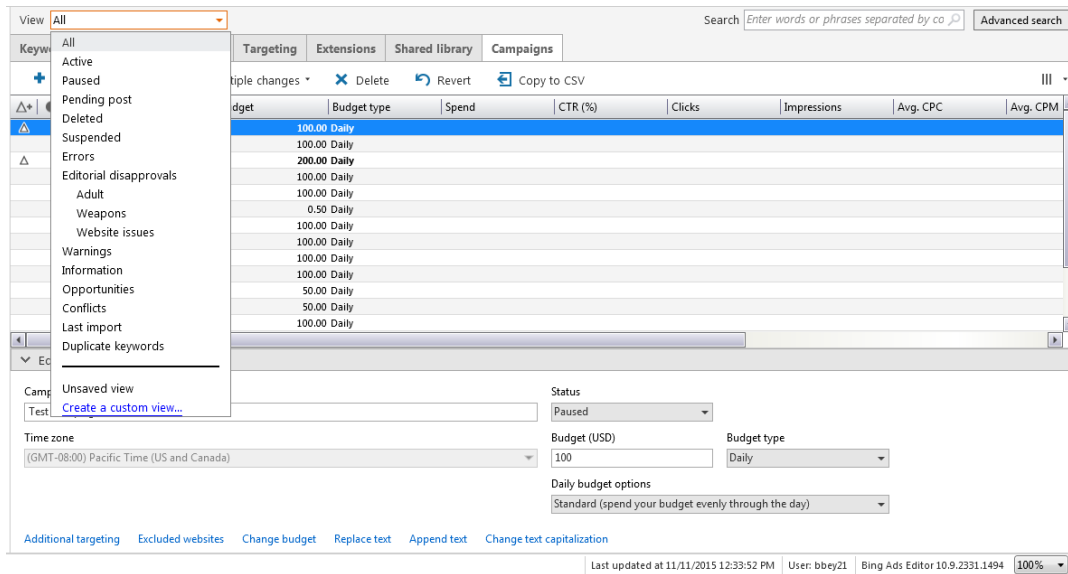
Image 19_4

Using multiple filtering criteria

Users can enter multiple criteria, versus a single criterion, to select campaigns. To do so, copy/paste the criteria from a file and the criterion will automatically be separated with *,* within the field. Users can enter up to 10,000 criteria.

Summary

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

Key takeaways:

- Efficiently manage accounts and make edits offline.
- Summary grid makes it easy to view and edit campaign entities.
- Icons and notification bars quickly alert you to errors or warnings that need attention.
- Multiple filtering criteria can be used to select campaigns.

Top Tip: Use Bing Ads Editor to try out different "what if" scenarios before finalizing your online account.

❑ 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:

- Create a new campaign by copying and pasting an existing campaign.
- Create campaigns, ad groups, ads, keywords and negative keywords with the Multiple Changes wizard.
- Find and replace ad copy.
- Opt into additional match types.
- Use Advanced search to filter the items displayed in the Summary Grid.

Copy a campaign

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. This is a great time saver when you're building several similar campaigns. 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.

Copy campaign functionality

You can also copy and paste ad groups, ads and keywords from one campaign to another. Suppose you want keywords in a new ad group to be the same as keywords in an existing ad group, but with a few changes. The Multiple Changes wizard makes this task simple.

In the Summary Grid, select the keywords you want to edit. (To select multiple keywords hold the Control key while you make selections). Then, in the Summary Grid ribbon, click Copy to CSV file. In the spreadsheet view, make your changes and additions. When finished, copy the spreadsheet data.

Image 20_1

Return to the Keywords tab and click Multiple changes to launch the wizard. Select the location by clicking the ad group checkbox where you want to paste the keyword data. Next, paste the keyword data into the main window. If your data includes Bing Ads headings, just click Import and you're done.

Note that if you copy data from a custom spreadsheet, you may need to map your columns to the appropriate Bing Ads column headings. In this case, click Edit headings. If you know you'll use this custom spreadsheet again, save it so you won't have to map the columns again. When you're finished, click Import. Your keywords may appear across several columns, based on whether they are new, updated or deleted. Skipped keywords will not be created.
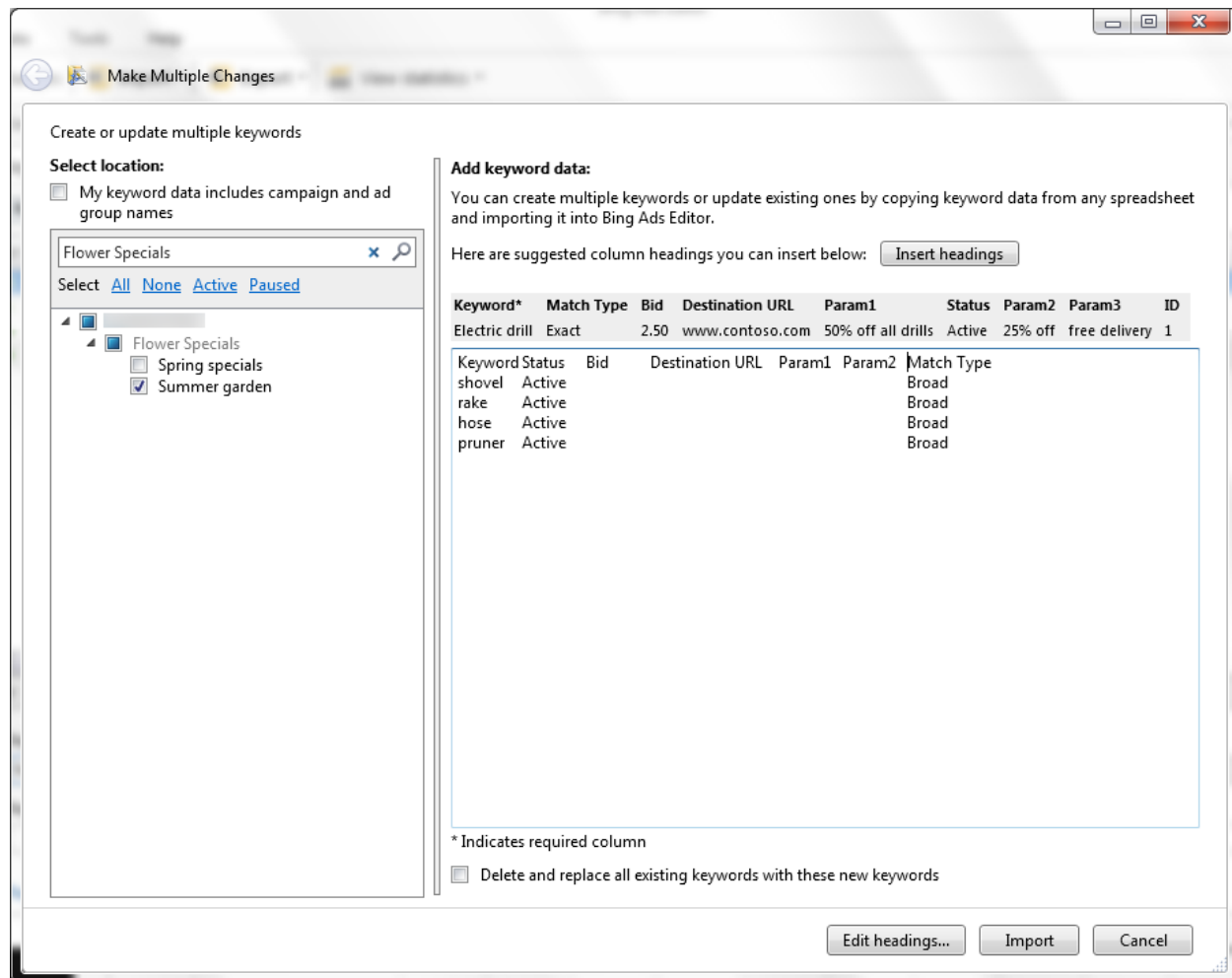
Image 20_2

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.
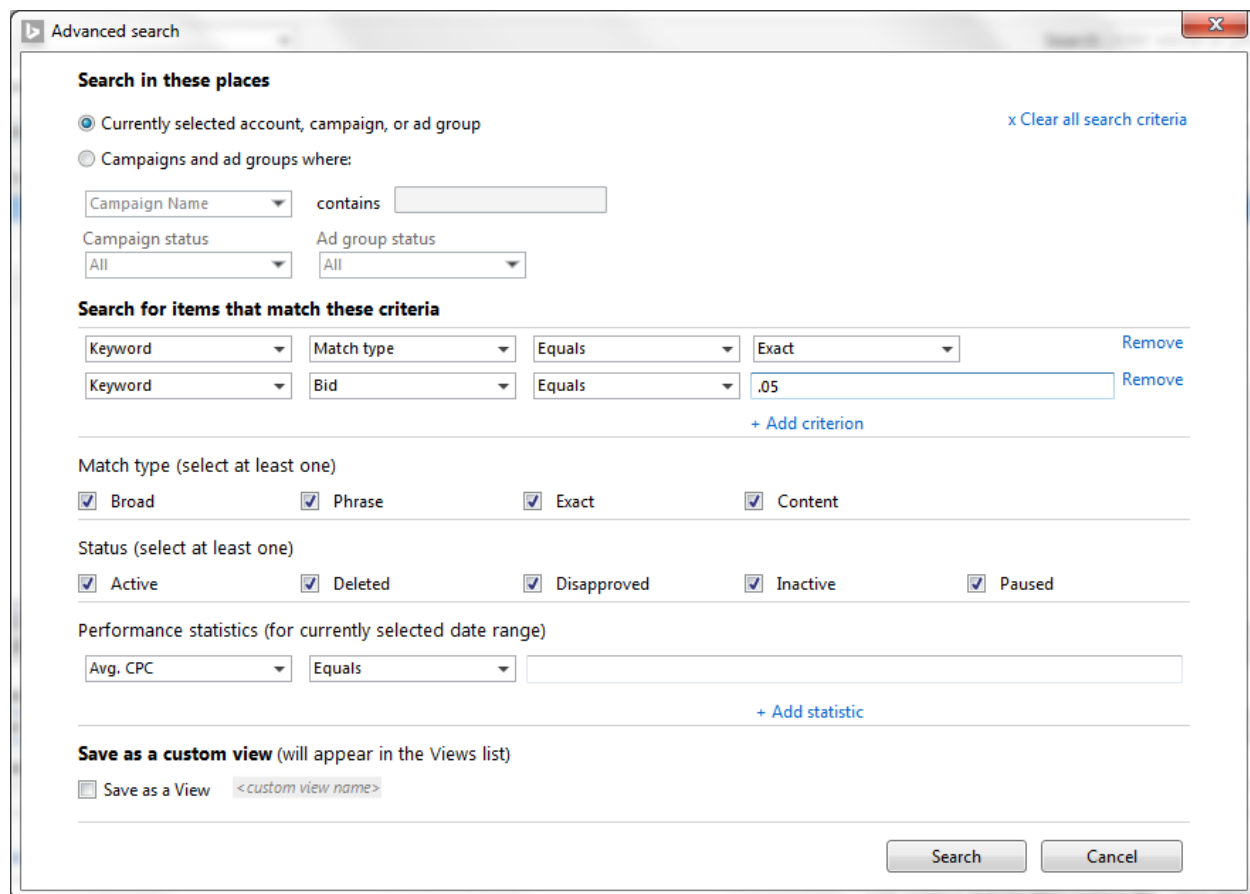
Advanced search

Advanced search allows you to set multiple parameters in order to find items with several attributes. For example, suppose you want to update only the bids for the exact match keywords that are also set to the default ad group bid. Here's how to do it.

Click the Advanced search button. From the Search for items that match these criteria section, select values from the column drop-downs. In the example below, we choose: Keyword, Match Type, Equals, Exact.

Because we are looking for the keywords that also have default ad group bid amounts, we click the Add Criterion link and enter values into the new, second line of drop-down menus.

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.

Image 20_3

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.

Summary

We've just covered five powerful features of Bing Ads Editor that allow you to create and edit campaigns, ad groups, ads and keywords quickly and efficiently.

Key takeaways:

- Copy and paste between campaigns.
- Use the **Multiple Changes** wizard.
- Find and replace ad copy and negative keywords.
- Filter using **Advanced search**.

❑ Bing Ads Editor exporting and importing

The export and import features of Bing Ads Editor can help you save time performing common tasks. By exporting and importing, you can bulk-edit campaign data, quickly create new campaigns from existing campaigns, and import campaigns from other online advertising programs.

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 campaigns using Google AdWords sign-in credentials.

Exporting data from Bing Ads Editor

When exporting data, Bing Ads Editor allows you to be selective. You can export data from entire accounts, individual campaigns or specific ad groups. Let's take a look at how to export and import data.

There are two ways to start an export. Either click the Export button in the top ribbon, or right-click the desired campaign or ad group, and select Export. This opens the Export dialog where you select your export preferences:
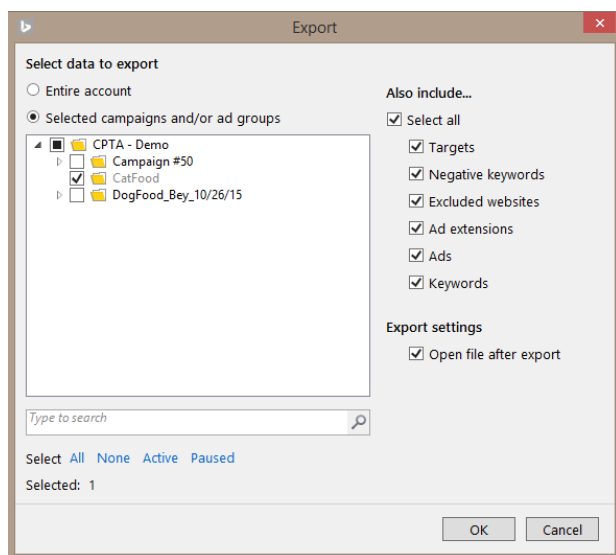
- Export an entire account or only the selected campaign or ad group.
- Include or exclude additional data: targeting, negative keywords and sitelink extensions.
- Choose to work on the data immediately by selecting Open file after export
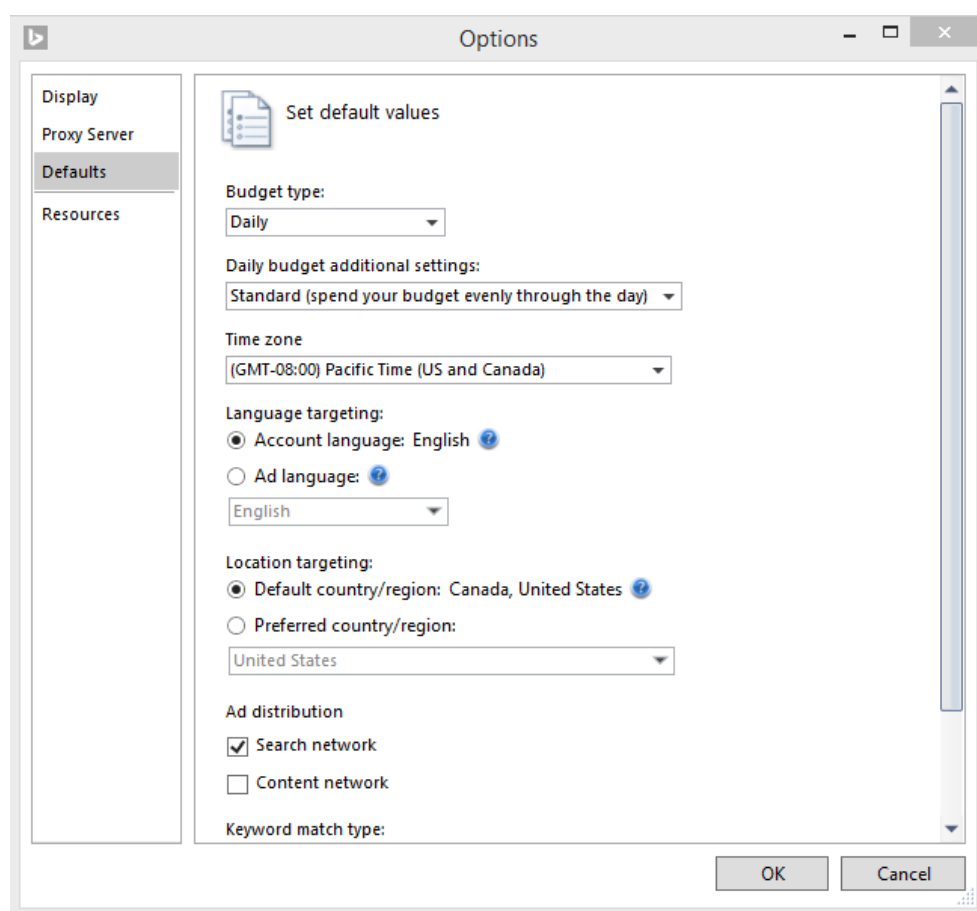
If you don't plan on working with the information in the Also include... section, don't export it as it will significantly increase the file size. If you want to work on your data immediately, select Open file after export. Upon saving, the data automatically opens in an Excel workbook. Click Export, 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. While working in Excel, keep in mind the same advanced Excel functions, such as charting and pivot tables, are available.

Default import settings

Before importing data, be sure you've set default values, like time zone, ad distribution and keyword match type. You can change your defaults at any time, but once saved, every import gets the same default settings until you change and save the settings again. 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.

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.

When you export and import Bing Ads Editor data from a file, use comma-separated values whenever possible. However, the Bing Ads Editor also supports Excel workbook files and files with tab-separated values.

Importing Yahoo or Google campaigns

If you already have Yahoo or Google campaigns you'd like to run on the Bing Ads network, you don't need to recreate your work. Using your Yahoo or Google AdWords credentials, it's easy to import those campaigns directly into Bing Ads Editor.

As with importing a custom spreadsheet, click the Import button and choose Import from Google. In the dialog, enter your Google AdWords username and password. If you select Remember my credentials, your Google credentials will be saved onto your local computer only.
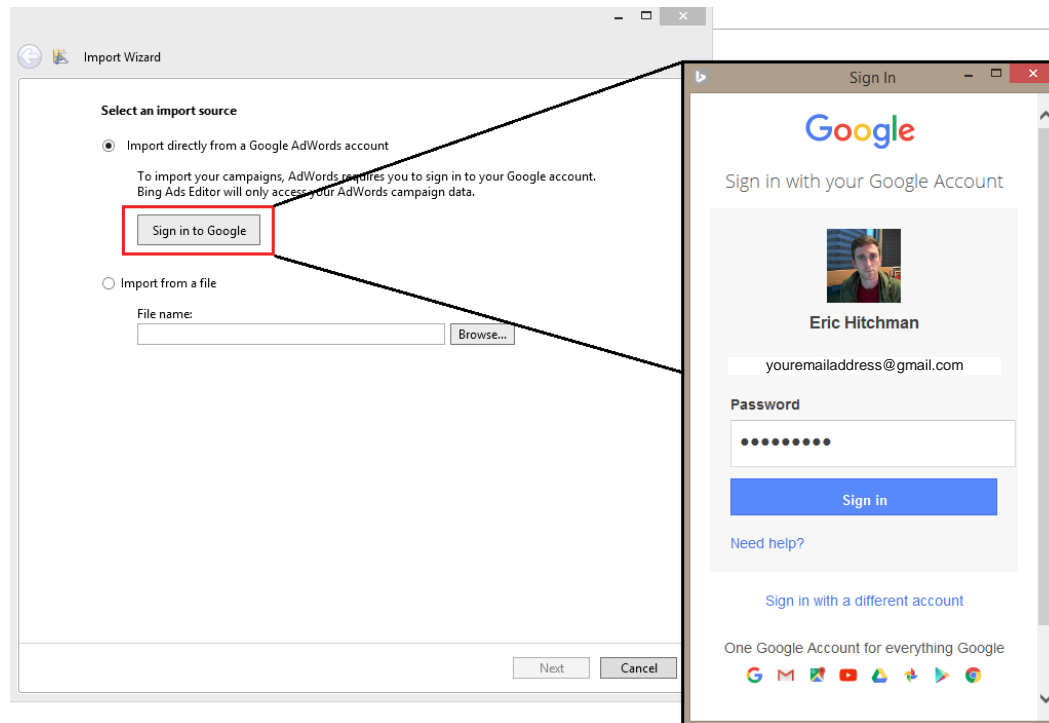
Click Next to see a list of your Google accounts. Select the desired account and click Next.
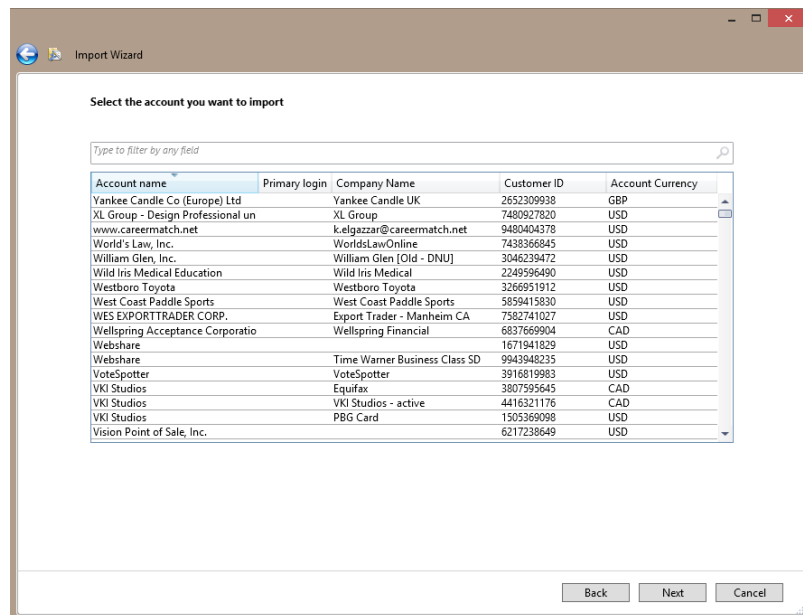
You can save time and space by importing only the campaigns you plan to use. Select one or more campaigns, and click Add. Click Next to select import options. If you import updates to existing items, you can choose not to import specific settings. For example, if you've changed some keyword bids in the Editor and you don't want to overwrite them, uncheck the Apply changes to Ad group and keyword bids check box.

You can bulk-edit your keyword destination URLs when you import them. For example, if your destination URLs include Google as a source, you may want to change this text to Bing Ads. When you finish setting your import options, click Import.

The Import Completed dialog informs you that your campaign data successfully imported. Just like importing from a file, the dialog lists the type and number of new, updated, deleted and skipped entities.

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. Read What gets imported from AdWords? for more information.

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 powerful application that you install on your computer. It's a local 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. This training shows several customizations that can help you manage campaigns more efficiently.

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.

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.

Image 22_1

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.

Image 22_2

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.
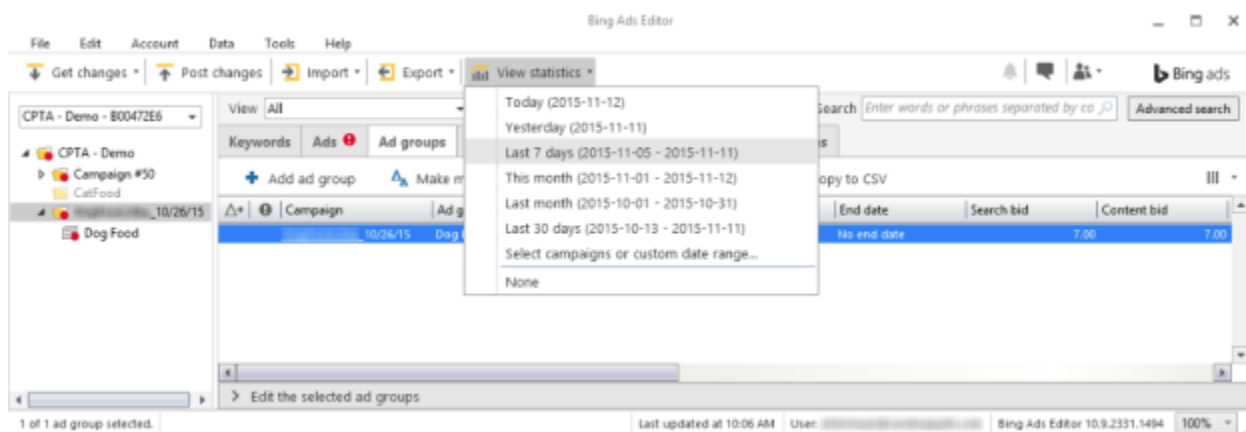
Image 22_3

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.

❑ Bing Ads Editor campaign optimization

Bing Ads Editor makes it easy to optimize and refine campaigns while offline. Anytime and anywhere, you can quickly adjust your campaign performance criteria using keyword estimation, keyword research and targeting.

After reading this training, you'll understand how to:
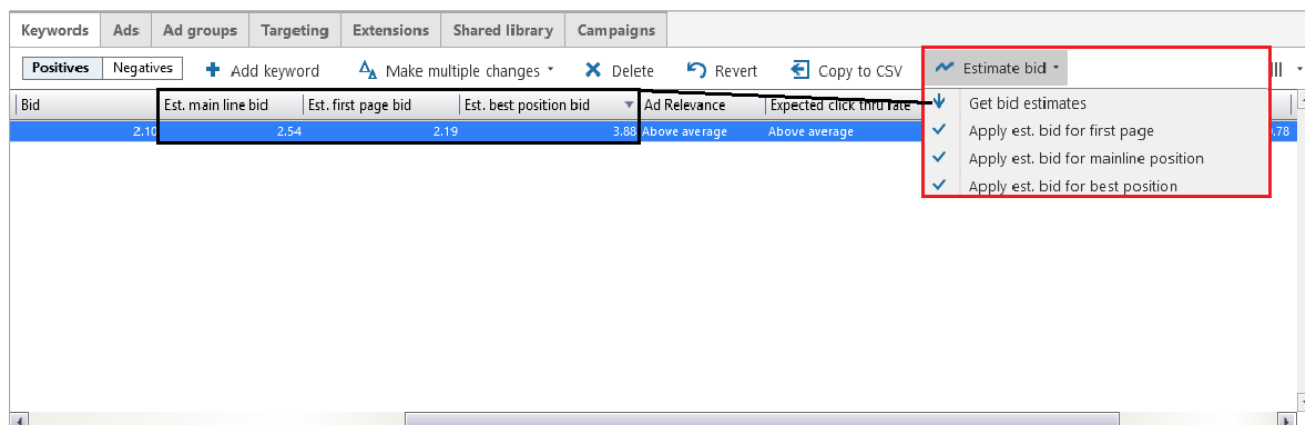
Use the **keyword bid estimation** feature to place optimal keyword bids.
- Use the keyword research menu features.
- Bulk-edit target and incremental bid settings.
- Copy targeting from one campaign or ad group to another.

Keyword bid estimation

Bing Ads Editor bid suggestions help you determine which keyword bids will place your ad higher on a search results page.

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
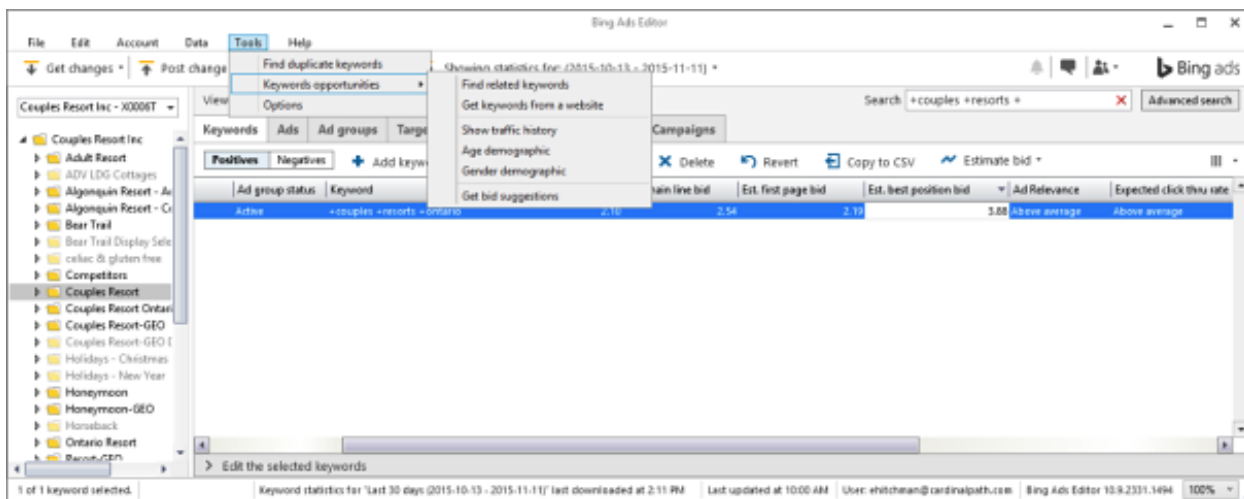
Let's take a closer look at how these feature groups work.

Keyword suggestions

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.
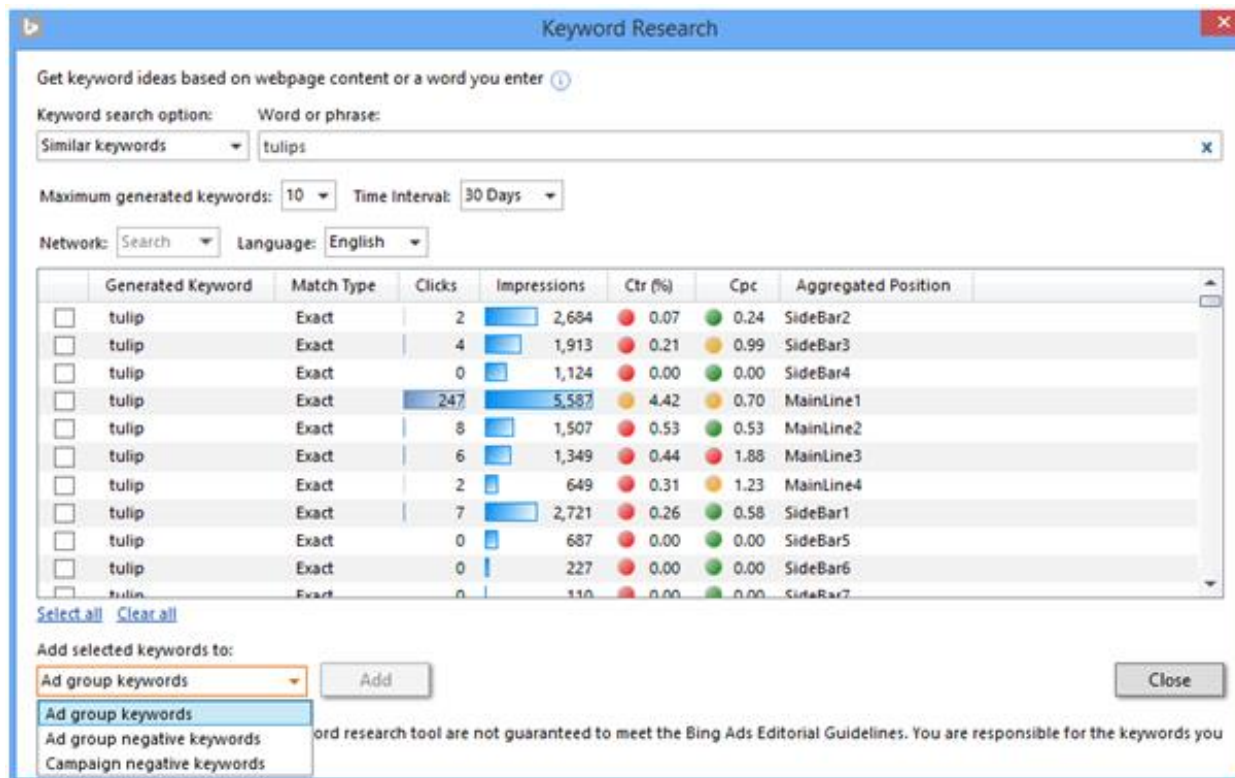
Traffic and demographic research

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.

Copy targeting

With Bing Ads Editor, you can quickly copy and paste target settings from one campaign to another. The same goes for ad groups. (Note, you can't copy settings between campaigns and ad groups.)

Select the ad group you would like to copy settings from, right-click on it and select Copy ad group shell.
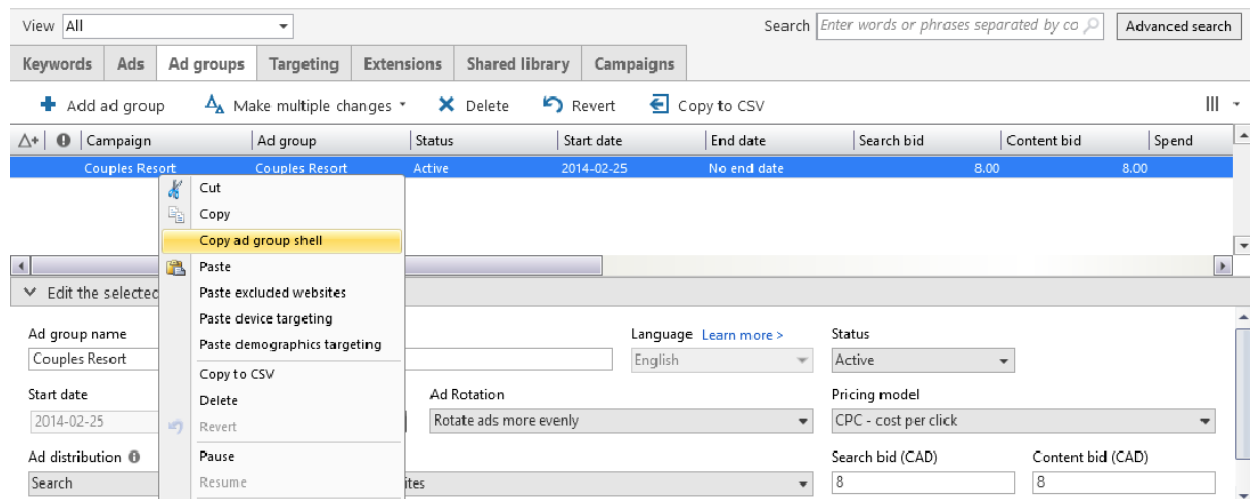
Then, right-click the receiving ad group, and choose one of the paste options to paste the respective ad group settings.
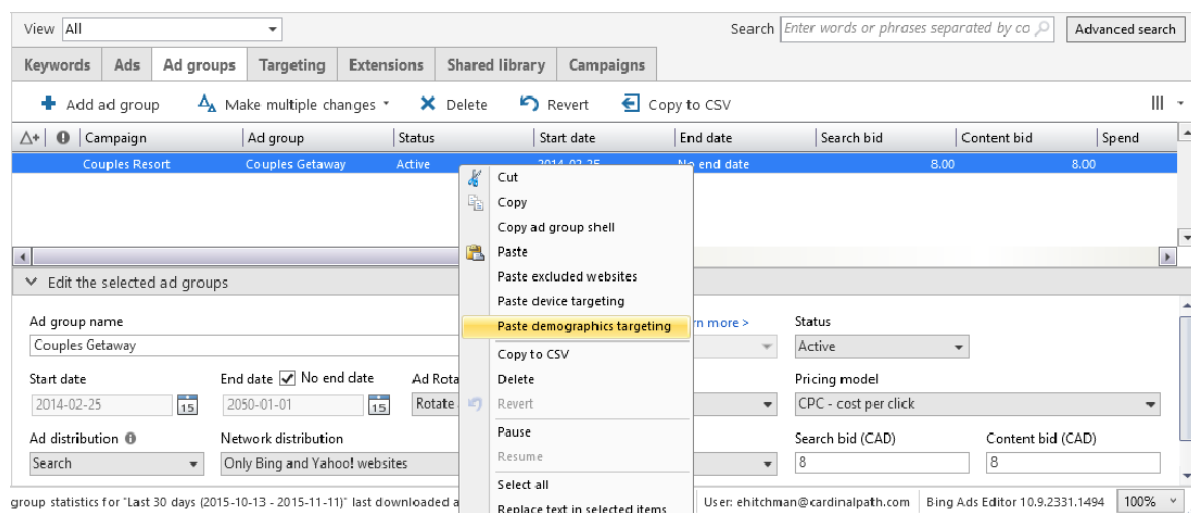
Summary

Bing Ads Editor has powerful features that save time and make it easy to optimize multiple campaigns quickly.

Key takeaways:

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 set up a daily or monthly campaign budget, and explain payment methods and access to statements.

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.

Daily standard budget

The daily standard budget is the default option when you set up the campaign. This budget option offers several benefits:

- The budget is spent smoothly throughout the day.
- If the click rate is higher than expected, the rate of spend may be slowed to ensure budget is available at the end of the day.
- Your budget limit is a general target, allowing the actual daily spend to be slightly higher or lower.

Daily accelerated budget

Sometimes you may not want to "smooth out" clicks across the entire day. With the daily accelerated budget option, Bing Ads spends the daily budget as quickly as clicks occur. With this option, the entire daily budget could be spent in the first few hours of the day. When the daily accelerated budget limit is reached, ads stop serving until the next calendar day.

Monthly budget

The monthly budget functions similarly to the daily accelerated budget only over the duration of a month. Your budget is depleted as clicks occur. When the limit is reached, ads pause until the first day of the next calendar month.

Choose an appropriate budget option

When you select a budget option, consider whether you will monitor and change your budget frequently. Evaluate your advertising goals and total available budget. Set a daily budget if you want to monitor and change your budget frequently. For example, you may want to adjust your daily budget for increased demand during a promotion or a holiday season. If you don't want to monitor your campaign budget each day, choose Daily Standard to reduce chances your budget is depleted before the end of the day.

If you monitor your campaign each day, choose Daily Accelerated to maximize your impressions. This option is recommended when you have a high budget and can accommodate ad traffic occurring throughout the day.

Set a monthly budget if you don't anticipate changing your budget very often. The monthly budget option works well when you have a high or unlimited budget, and can accommodate all potential ad traffic.

If you are running a new campaign, or are a new search marketer, use the default Daily Standard budgeting for a week or two. Collect enough data to evaluate your performance and campaign needs.

Setting a daily or monthly budget

At the time you set up a new campaign, you'll be asked to make your budgeting selections.

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.

Changing your budget

Your budget is directly affected by your keyword bid amounts. Since keyword bids can vary, be sure to monitor the bid amounts and frequency of clicks. If you notice unfavorable bid amounts and click frequencies, change your budget settings. To make edits:

- Go to the Campaigns page and hover over the Budget column of the Campaign row you want to update. Click the pen icon to proceed. You can only change the budget amount this way.
- Change the budget type and the amount by selecting the campaign and choosing the settings tab. Under campaign settings, alter the Campaign budget information.

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.

Billing basics

Bing Ads billing is flexible, giving you the choice between pre- and post-pay 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.

Pre-pay and post-pay options

You can pay ahead of time or in arrears, whichever is more convenient. It's important to remember once you choose an option during the account setup, you cannot change the preference for that account. You can, however, have different accounts if that fits your business model. If so, some can be pre-pay and some can be post-pay.

Billing date

For post-pay accounts, the day you set up your Bing Ads account becomes your billing cycle start date. If you create an account on May 5, your credit card is billed on the fifth day of every month. Once established, billing dates cannot be changed.

Billing threshold

A billing threshold is a credit limit Bing Ads assigns to your account. Initially, your billing threshold is $50 dollars USD. You can supplement your post-pay account by being billed when you reach a certain billing threshold.

Bing Ads automatically bills you on your billing date, or when your billing threshold is met, whichever comes first. As you make timely payments, your billing threshold can increase to $100, $500, even $2,500 dollars USD.

Selected account

Example Client - X1000000

Status: Active   Financial status: No hold

| Accounts | Users | Payment Methods | Billing | Requests |

How you pay	Current balance ?	When you pay ?	set a limit	Who pays
Postpay threshold	**$0.00 USD**	**If amount due = $50.00** or on your monthly billing date: 23		**Example Client** Email notifications: Off edit

Image 24_1

Payment options

Payment options depend on the account currency and market/country. For details on supported payment methods per market, please see How do I pay for Bing Ads?

Using an insertion order

You can create the insertion order in Bing Ads or call your Bing Ads account manager to create it for you. The insertion orders then goes through the following approval process:

Accredited
Professional | **b** Bing ads

First flow: You create, Bing Ads approves

If you are a Super Admin or API user for the account, create an insertion order with the following steps: Click the Accounts & Billing page. Click the Insertion Orders tab. Click on Create Order. Fill in the form and click Accept.

Second flow: Bing Ads creates, you approve

Insertion orders created by Bing Ads will have a status "Pending your review." You select the Insertion Order and then click "Review Pending Orders."

You review and then "Accept" the insertion order:

You can't edit an existing insertion order — you have to cancel it first. To cancel an insertion order, click the Accounts & Billing page, click the Insertion Orders tab, then select the insertion order you wish to cancel 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 pre-pay and post-pay options.)

Go to the Accounts & Billing page, choose the payment methods tab, and follow these steps:

1. To change to an existing payment method, click the Set button.
2. To establish a new payment method, click the ADD option of your choice.
3. To edit a payment option, click the Edit button.
4. To remove a payment option, click the Delete button.
5. For pre-pay accounts, you can click the Add funds link to draw money from the payment method.

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.

For more information on insertion orders, take a look at Online Insertion Orders Make Billing Easier Than Ever in Bing Ads.

❑ Remarketing in Paid Search

When people look for products and services online, they rarely convert on their first visit. Instead, people visit a site, then they check out competitors, they price compare and sometimes they just get distracted.

Remarketing in Paid Search lets you target your ads to people who have visited or interacted with your website before. It is a great way to bring previous visitors back to your website and drive sales. You can even show specific ads to previous visitors based on which section of your website they visited.

After reading this training, you will understand how to:

- Tag your site for remarketing.
- Create a remarketing list.
- Associate remarketing lists with ad groups.
- Optimize ad groups for remarketing.

Tagging your website

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. You just need to create one UET tag and then add it to your website once. This tag records what customers do on your website, then Bing Ads starts collecting that data and allows you to track conversions (like purchases or leads) or target audiences using remarketing lists.
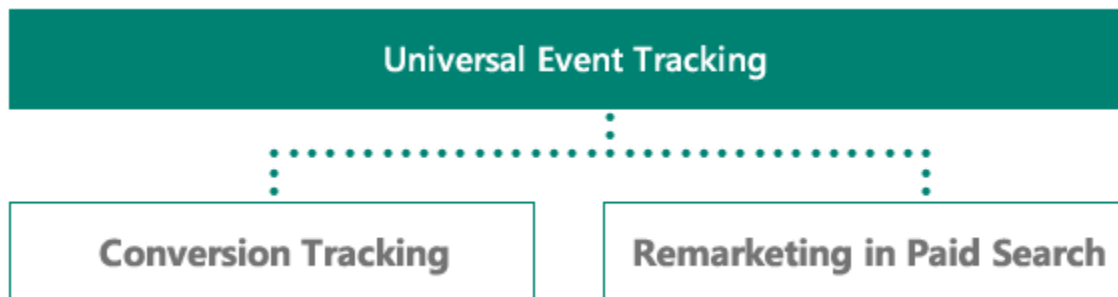

Image 25_1

Once you've tagged your website, you can begin defining and creating remarketing lists based on a user's activity.

Creating a remarketing list

You can think of your audiences as an additional way to target. In addition to targeting by time of day, geo, demo and device, with remarketing you can target by audience behavior. What that means is you can target someone if they visited your homepage, a category page or even people who abandoned a shopping cart.

Depending on your business and website, there are multiple ways in which you can segment and define your audiences. Think about the customer journey on your website — each stage in this process can be a way to define and create your remarketing lists or audience.

Image 25_2

To create a new audience, click the Campaigns page, and then on the left pane, click Shared Library. Under Shared Library, select Audiences and then click Create remarketing list.
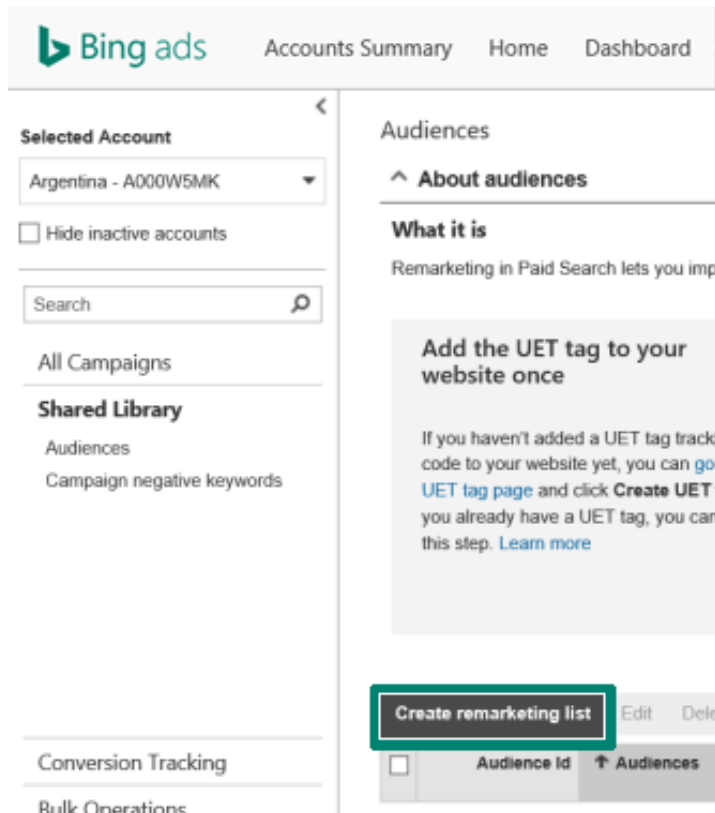

Image 25_3

Enter a name for your remarketing list. Under Who to add to your list, select the type of visitor and set rules that define who to include in your remarketing list.

You can create rules based on the different sections of the website that the user visited. For example, you may create a shopping cart abandoners remarketing list by selecting visitors of a page (e.g., cart.html) who didn't visit another page (e.g., confirmation.html).

These are the four options available for defining rules:

1. Visitors of a page
2. Visitors of a page who did not visit another page
3. Visitors of a page who also visited another page
4. Custom events

After defining who should be added to your list, set Membership duration to choose how long you want a visitor's cookie to stay on the remarketing list. When a person visits the webpage again, the membership duration starts over.

Under Tag name, select the existing UET tag. Under Scope level, select the accounts you want the remarketing list to apply to. You can either select one account or all accounts.

New remarketing list

Create a list of people who have recently visited or interacted with your website. Before you remarket using this list, you need to add the tag to your website. Learn more

Remarketing list name   [Enter a name for your list   ▣]
                                              128 characters remaining

Who to add to your list ❓   [Visitor of a page   ⇅]

People who visited a page with any of the following:

[+ Rule]
Enter a value (ex: page.html)

See examples

Membership duration ❓   [30]   days

Description   [Optional   ]
                                              1024 characters remaining

Tag name   [Select a tag   ⇅]   Manage tags

Scope level ❓   ○ On account: Client Account - X1000000
               ● Across all accounts

Image 25_4

Associate remarketing lists with ad groups

Once you create a remarketing list, you want to associate it with an ad group. On the Campaigns page, click the Audiences tab. Click the Create association button and select an ad group from the drop down list. Choose the remarketing list you want associated with the selected ad group.

Create association

Select an ad group to get started.

[Campaign 1 > Ad Group 1   ✎]

Select the remarketing lists that you want to associate with the ad group and then select the targeting setting. Learn more

[Search   🔍]

Remarketing lists: 3	Selected: 1
Select all ≫	≪ Remove all
All Visitors - 30 ≫	≪ Cart Visitors - 30
Thank You Visits - 30 ≫	
Cart Visitors - 30	

Image 25_5

Finally, you'll need to select the Targeting setting.

Targeting settings	Why it's important
Bid only	Ads in this ad group can show to everyone but the bid adjustment will apply to people included in the remarketing list.
Target and bid	Ads in this ad group will only show to people included in the remarketing list.

Image 25_6

Click Save.

Optimize ad groups for remarketing

Once you have a remarketing list and you have associated it with ad groups, you can set a different bid amount to target people associated with this list, or you can create new campaigns to show specific ads or define broad match keywords for this audience. Here are some options for optimizing ad groups:

- Increase/decrease the bid amount, or bid boost, for specific audiences. For example, you could increase your bids for shopping cart abandoners and reduce your bids for people that already have purchased your products.

- Create a new campaign and then create ad text and destination URLs that catch the attention of the people in your remarketing list. For example, you could show a special offer to users that visited specific product pages to encourage them to convert.

- Create a new campaign and then add broad match or brand name keywords that you usually do not bid on to target people in your remarketing list.

Summary

Remarketing in Paid Search lets you improve your return on investment by optimizing your campaigns for specific audiences, such as people who have visited your website before.

With remarketing, advertisers are able to:

- Appeal to all or a subset of visitors who did not convert and stay top of mind.
- Exclude, upsell or cross-sell to existing customers.
- Drive higher ROI (return on investment).

❑ Bing Shopping & Product Ads

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.

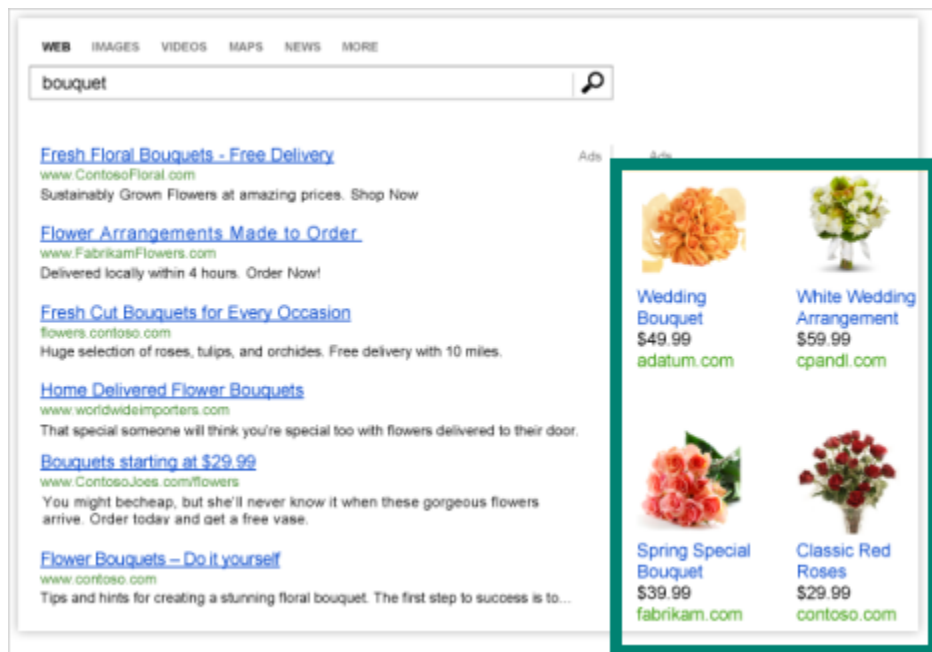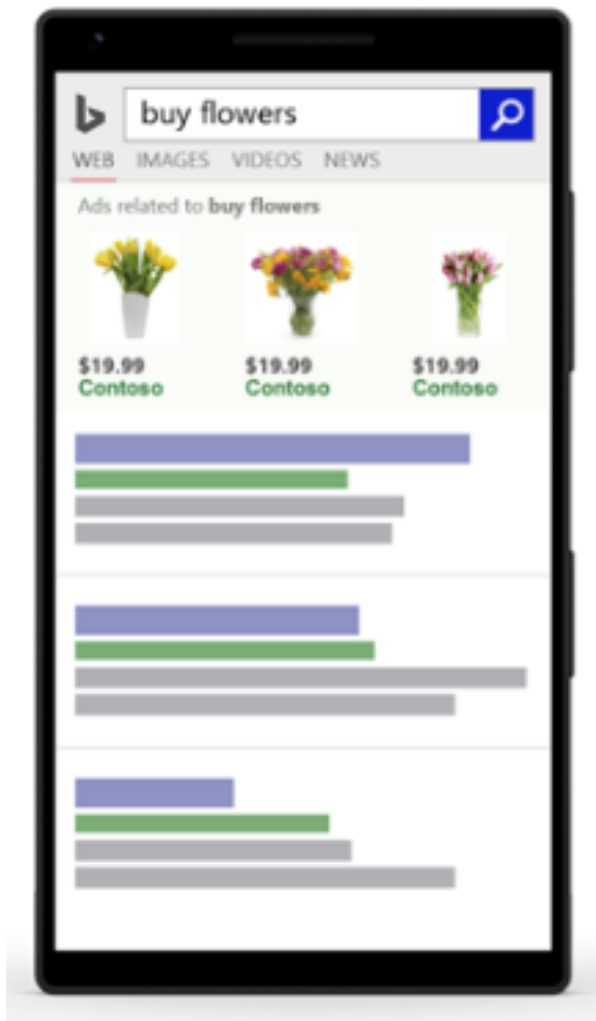Here are some examples of Product Ads:

Image 26_1

Image 26_2

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

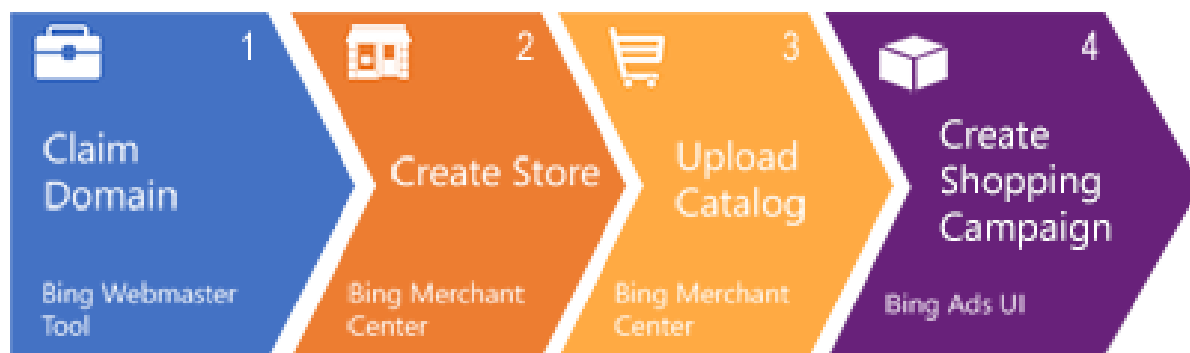To get started using Product Ads, complete the four steps below:

Image 26_3

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.

For detailed information about creating and uploading your catalog, read Submit your catalog feed 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.

Image 26_4

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. For more information on the import process, read How to import a campaign from AdWords or other programs.

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.
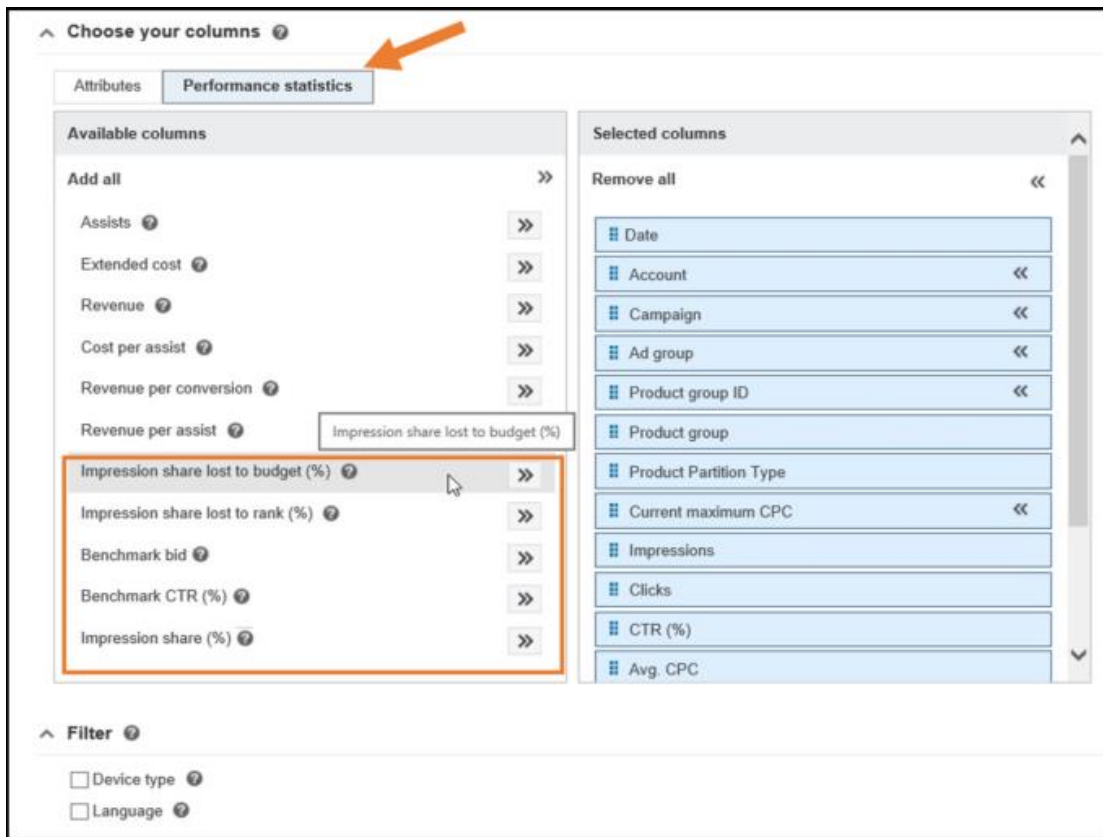

Image 26_5

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.

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❑ Bing Ads automated rules

Automated rules are one of several ways that Bing Ads helps to make managing your advertising campaigns as simple and efficient as possible.

By the end of this article, you will learn:

1. What automated rules are, and how they benefit advertisers of all sizes.
2. How to create your first automated rule.
3. Common examples of automated rules, and how they apply to your business.
4. Tips for using automated rules.

How automated rules work

Many of the most common bidding, budgeting and campaign planning tasks that advertisers big and small perform regularly align well with Bing Ads' Automated rules. The ability to schedule and automate these top campaign management operations on a weekly, or even daily, 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 schedule changes like this to your account ahead of time, based on either account performance, budgets or even your own custom promotion dates.

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 New Year's 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.

    Read more about Ways to use automated rules and how to create them.

How to create an automated rule

You can create automated rules in just a few steps:

1. Click Campaigns at the top of the page, then click the Campaigns tab.

2. Above the summary table, click the drop-down labeled Automate.

3. Select what you want to happen (for example, Pause campaigns when).

Image 27_1

4. Optional: Specify the circumstances that you want to trigger your action (for example, campaigns where spend is greater than $500 and no conversions have been recorded). You can also add additional triggers as needed.

5. Specify how often you want the rule to run.

6. Choose if you want an email sent to you when the rule is run.

Image 27_2

7. Optional: If you want to see a preview of what would happen if the rule were run immediately, click Preview.

   For example, if you create a rule to automatically increase your budget based on CTR, you can use this preview to see which budgets would change and by how much.

8. Click Save.

Note, you can also set up automated rules on the Ad groups, Ads and Keywords tabs.

Automated Rule	Campaigns	Ad groups	Ads	Keywords
Enable	✓	✓	✓	✓
Pause	✓	✓	✓	✓
Change budget	✓			
Change bids		✓		✓
Raise bids to top of page bid				✓
Raise bids to first page bid				✓

Image 27_3

Learn more and watch our video on how to Automate your Bing Ads campaigns.

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.
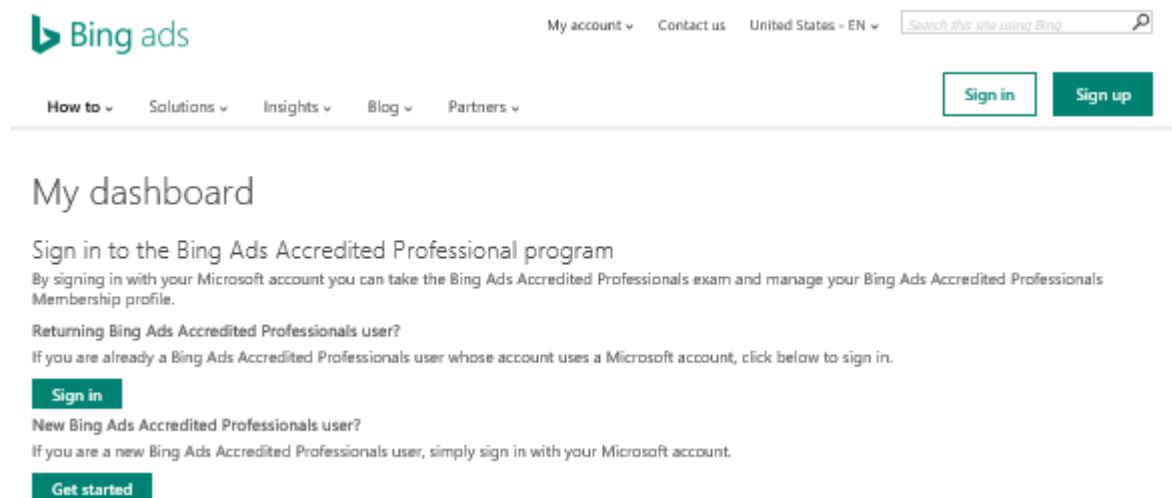
Summary

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, keywords and ads.
- Rules should be specific to your business.
- Create rules with subsets of your account, rather than the entire account.
- Monitor rules regularly and include minimum and maximum bids to ensure they have the desired impact.

Now, let's get accredited!

Sign in to the Bing Ads Accredited Professional program to take the test.