

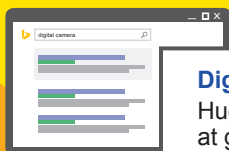
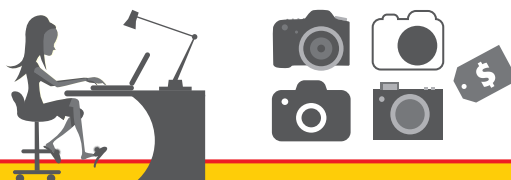
# Bring your products to life

Create eye-catching ads that engage your customers with an image and product details.

Miranda owns a small business that sells cameras online, and she wants to get ahead of the competition by using **Product Ads**.



With Product Ads, customers searching online for cameras will see an image, price and description of her products — right in her ads.



## Digital Camera Sale

Huge selection of top cameras at great prices. Browse now.  
[contoso.com](http://contoso.com)

This is one of Miranda's current text ads. She wants to be specific about the cameras and prices she offers, but that information changes — and she doesn't have enough time to keep all her campaigns up to date.



Contoso KB1000  
**Digital SLR Camera**  
[contoso.com](http://contoso.com)  
\$449.00

This is what Miranda wants searchers to see. She knows her great prices on popular cameras will attract clicks she'd otherwise miss out on. Plus, she can automate which ads show based on her available stock — and update her prices when they change or if she's having a sale.

Miranda sets aside time over the next few weeks to set up her Product Ads. She has 3 stages to complete:

## ☐ 1 Create a Bing Merchant Center store

Claim your business listing on Bing Webmaster Tools and set up a Bing Merchant Center store in Bing Ads.

## ☐ 2 Set up your catalog

Create a product catalog in Bing Merchant Center by setting up or importing a product feed.

## ☐ 3 Create Product Ad campaigns

Create a Product Ad campaign — or import your campaigns from Google — and create your Product Targets.

# Stage 1: Create a Bing Merchant Center store.

Miranda sells cameras online, and she wants use Product Ads so her customers see an image, price and description of her products — right in her ad.

To do the same for your products, follow along using the steps below.

Miranda is on Stage 1 of 3:



**Pro tip:** Watch [this video tutorial](#) to get a head start on the steps below.



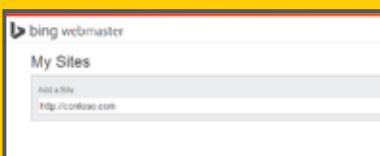
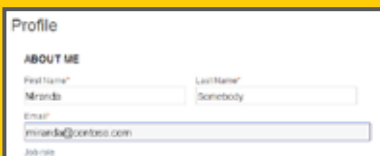
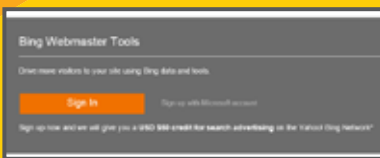
**1 Create a Bing Merchant Center store**



**2 Set up your catalog**



**3 Create Product Ad campaigns**

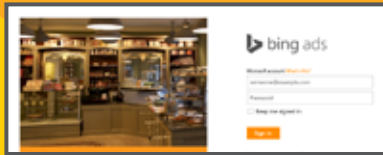


1. Miranda signs in with her Microsoft account that's linked to her Bing Ads account to claim her business listing on **Bing Webmaster Tools**. (If she didn't have a Microsoft account linked to her Bing Ads account, she'd use [this guide](#) to create one.)
2. She clicks Profile in the upper right corner, completes her information and clicks Save. This is the only time she'll need to do this.
3. She enters her URL, [www.contoso.com](http://www.contoso.com), in the top field under My Sites – Add a Site and clicks Add.
4. She fills out information about her company — like its name, industry and location — and clicks Save.
5. She's presented with **three options for verifying her store**:
  - Placing an XML file on her web server.
  - Copying and pasting a <meta> tag into the code of her default webpage.
  - Adding a CNAME record to her Domain Name System (DNS)

She opts to add a <meta> tag into the code of her default webpage, and then clicks Verify. Her site is instantly verified, so her site Dashboard loads automatically.



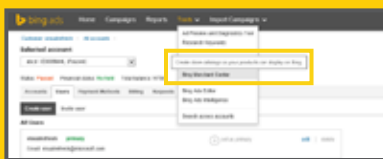
**Pro tip:** Although you can have more than one Bing Merchant Center store, you can't sell the same products through multiple stores.



6. In another window, she **signs in to Bing Ads**, using the same Microsoft account she used to claim her domain name.



7. She clicks on the gear in the upper right corner of her screen, and then selects Accounts & Billing from the drop-down. She selects the Users tab and makes sure that her Microsoft account is shown as a user on her Bing Ads account.



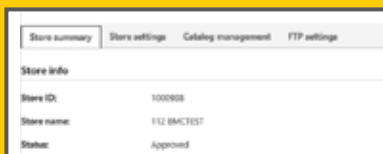
8. She clicks Tools at the top of the screen, and then selects Bing Merchant Center from the drop-down.



9. She doesn't have a store, so she's prompted to create one. (If she had an existing store, she would have selected that store.)



10. She enters her store details, including the domain name that she verified in Step 5 (starting with http:// or https://). She double-checks the spelling of her Store name and URLs because she won't be able to change this information later, selects the Product ads check box and clicks Save.



11. She's taken to her Store summary page. Her store will show as Approved, Approval Pending or Rejected. If it's Pending, she'll receive an email when it's Approved. If it's Rejected, she'd contact a Bing Ads representative to find out why. Once she has an Approved store, she can **set up her catalog**.



**Estimated time to complete:** 1 hour

## Resources

- [What is Bing Merchant Center?](#) (Help topic)
- [Create a Bing Merchant Center store](#) (Help topic)
- [Contact Support](#) (live, one-on-one help)

# Stage 2: Set up your catalog.

Miranda sells cameras online, and she wants use Product Ads so her customers see an image, price and description of her products — right in her ad.

To do the same for your products, follow along using the steps below.

Miranda is on Stage 2 of 3:



1 Create a Bing Merchant Center store



2 Set up your catalog



3 Create Product Ad campaigns

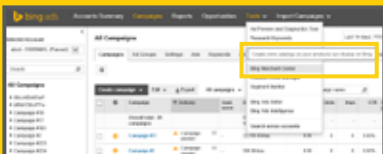


**Pro tip:** Watch [this video tutorial](#) to get a head start on the steps below.

1. She prepares her product feed for upload by making sure it's accurate and contains data in all the required and recommended fields. Her feed file can be in any of the following formats:

- .txt
- .txt within a compressed file such as .zip, .gz, .gzip, .tar.gz or .tgz
- .xml (if Google-formatted)  
(She could also partner with a feed provider rather than prepping the feed herself.)

2. She [signs in to Bing Ads](#) with her Microsoft account, clicks Tools at the top of the screen, and then selects Bing Merchant Center from the drop-down.



**Pro tip:** You can have multiple catalogs for each store, but each catalog requires a separate product feed with unique products. If you're an aggregator, create a single store and divide each of the sellers' feeds into different catalogs.



**The minimum feed requirements are:**

- Merchant Product ID (MPID)\*
- Product Title
- Product URL
- Price
- Description
- Image URL (use high-quality images 220x220 pixels or larger)
- Brand\*
- SellerName (aggregator only)

**Highly recommended feed attributes are:**

- MPN
- UPC
- ISBN
- SKU\*
- GTIN
- Availability (Stock Status)
- Condition\*
- Product Type/Merchant Category\*
- Bing Category
- Bingads\_label\*
- Bingads\_grouping\*
- Bingads\_redirect

*\*You can use this attribute to filter products when creating Product Extensions and Product Targets.*



**Pro tip:** Up to 3 days - How long it takes a new feed to go live.  
36 hours - How long it takes new products or updated product details to go live.  
2 hours - How long it takes price and availability to update for existing products.



**Pro tip:** Keep your product information fresh by taking a few minutes each day to upload your feed and review errors. Your feed expires after 30 days. If your feed is expired, your Product Ads will not display.

3. She selects her Approved store. Because she wants to upload her feed file via FTP, she clicks the FTP Settings tab, enters a User name and Password, and clicks Save. (If she wanted to use any other method, she wouldn't need to create FTP credentials.)

4. On the Catalog management tab, she clicks Create catalog, enters a catalog name and checks the Enable publishing box. (If she already had a catalog, she would simply select the catalog by name on the Catalog management tab.)

She can choose one of three ways to upload her feed file:

- Automatically download file from URL
- Upload file using FTP
- Manually upload file later

She selects Upload file using FTP, enters a File name and clicks Save.

5. She's taken to the Catalog summary screen, where she can see her file status: OK, Error or Pending. Once her feed status is OK, she'll be able to see how many of her offers were published; she'll also be able to download details on her published offers and a report that shows which of her offers were rejected. Once her offers are being published, she'll be able to [create Product Ad campaigns in Bing Ads](#).



**Estimated time to complete:** 2–4 hours (depending on feed file size)

## Resources

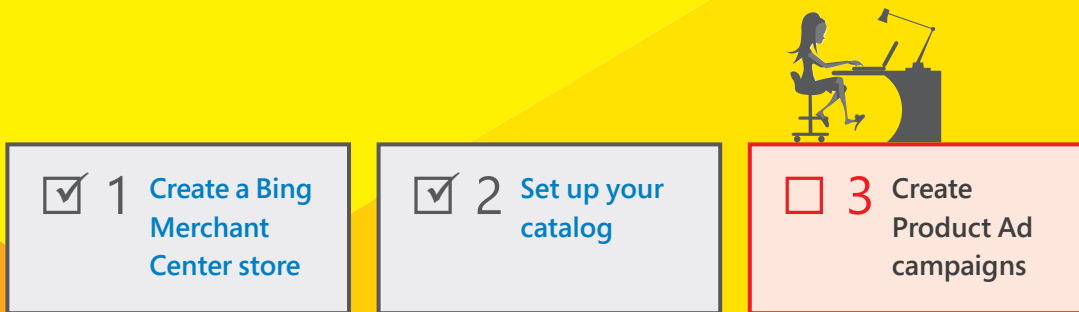
- [Create a new catalog](#) (Help topic)
- [How is the catalog organized?](#) (Help topic)
- [Feed template example](#) (tab delimited .txt file)
- [Contact Support](#) (live, one-on-one help)

# Stage 3: Create Product Ad campaigns.

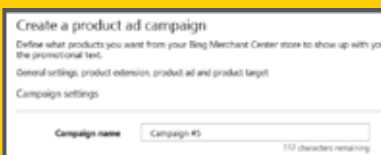
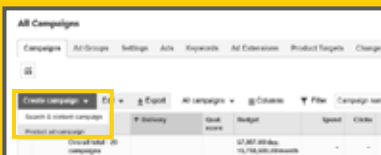
Miranda sells cameras online, and she wants use Product Ads so her customers see an image, price and description of her products — right in her ad.

To do the same for your products, follow along using the steps below.

Miranda is on Stage 3 of 3:



**Pro tip:** Watch [this video tutorial](#) to get a head start on the steps below.



1. She **signs in to Bing Ads** with the same Microsoft account she used to claim her domain and set up her store, clicks Campaigns at the top of the screen and then the Campaigns tab. She clicks Create a Campaign, and selects Product Ad Campaign from the drop-down. (If she were importing Product Listing Ads from Google AdWords, she would simply sign in to Bing Ads, click Import Campaigns and select From Google in the drop-down menu. Importing Product Ads is just like importing regular text ads. She'll still need to create Product Extensions in Step 3.)
2. She fills out her campaign settings, including language setting, advanced location options and budget. She allocates a similar budget to her Product Ads as she would to keywords for the same products. As a starting point, she'll spend 30% of her total budget on Product Ads.
3. She creates a Product Extension, which tells Bing Ads which products in her catalog should be linked to this campaign. She names the extension and selects her Bing Merchant Center store. She can either:
  - Include all the products in the store in her campaign
  - Filter to include only specific products in her campaign

The Product Extension she creates can be used for multiple campaigns. (Even if she had imported Google Product Listing Ads, she would still create a Product Extension because that information does not import.)



**Pro tip:** Product Targets are to Product Ads what keywords are to text ads. But instead of choosing any word you want, you choose Product Targets from your Bing Merchant Center catalog. You can select all products in your catalog, or narrow them by brand, SKU and more. You should create:

- At least one Product Target that includes all products in your feed with a slightly lower bid than your more specialized Product Targets.
- Additional Product Targets that include specific brands, product types or individual products that align with your business goals.

4. She enters promotional text, which will show when someone hovers over her ad. She'll use different promotional text to highlight unique offers and key selling points for all the products she's targeting in this ad group.
5. She creates a Product Target, which lets her define what products the people who see her ads will be searching for. For this campaign, she targets searchers looking for a specific brand of digital camera and sets the budget slightly above what she would bid on a similar text-ad campaign. She clicks Save.

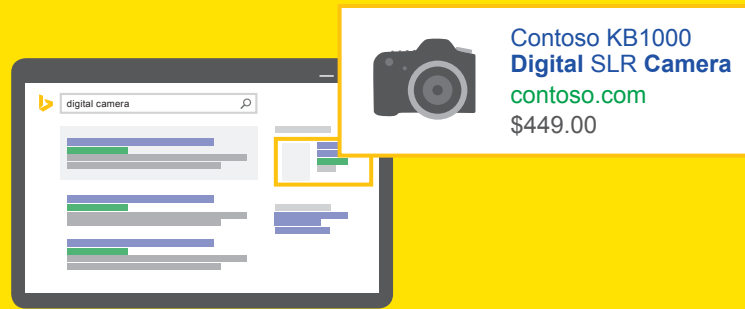


**Estimated time to complete:** 30 minutes per campaign



## Miranda's Product Ads are live!

This is what Miranda's customers see now when they search for cameras online and Miranda's ads appear:



She'll continue to test and optimize her campaigns to make sure she's getting the results she wants.



**Pro tip:** Use negative keywords to prevent your Product Ads from showing for less relevant queries or to prevent overlap among Product Targets.

## Resources

- [Create a Product Extension, Product Target and Product Ad](#) (Help topic)
- [Edit or delete Product Ads, Product Extensions and Product Targets](#) (Help topic)
- [Contact Support](#) (live, one-on-one help)