

Questions >

Call (877) 635-3508 to talk with an agency support specialist.
We're here Monday to Friday, 6 A.M. to 6 P.M. Pacific Time.

1. Digital Marketing Budget Trends, 6S Marketing, 2012
2. Key Digital Trends for 2013, eMarketer, December 2012
3. Why Search Matters to Local Business, WebVisible with Nielsen NetRatings survey, September 2007
4. US Ad Spending Forecast: Fall 2012 Update, eMarketer, October 2012
5. comScore Explicit Core Search (custom), June 2013; the Yahoo Bing Network includes Microsoft and Yahoo Core Search sites in the U.S.
6. Based on a comparison of web search results pane only; excludes ads, Bing's Snapshot and Social Search panes, and Google's Knowledge Graph
7. Internal Microsoft study, 818 accounts, September 14, 2012, to September 25, 2012
8. Bing.com data for all ads displayed in mainline position in response to local queries, October 8, 2012, to October 28, 2012
9. Mobile Marketing Trends, Insights and Best Practices, eMarketer, October 2012
10. comScore MobiLens, October 2012 (three-month average). The Yahoo Bing Network includes Bing and Yahoo Search engine sites for mobile



Know with Audience Insights

Bing Ads for Agencies >

57% of Internet users search the web every single day.¹ Our searchers are your audience.

Consumer behavior and market opportunities

Digital media consumption continues to grow. The average time spent per day by U.S. adults online, including non-voice mobile activities, grew to 255 minutes per day in 2012.

Together, desktop and nonvoice mobile usage account for more than one-third of all media consumption.²

Search connects users with information

The proliferation of devices allows consumers to find almost anything they want by spending just a few minutes online—regardless of where they are or what they're doing.

46% of daily searches are for information on products or services.³

Digital marketing spend continues to grow

Businesses and marketers continue to make digital marketing their biggest priority. U.S. digital ad spending is expected to grow to more than \$60 billion by 2017, with search engine marketing leading the pack.

In 2012, search marketing accounted for 47.1% of the total U.S. digital ad spend.⁴

Global, local and mobile

Today's consumers expect to find what they need at any time and at any place—near or far—whether they're at home or on the go.

73% of consumers say they use Internet search engines to find local businesses.³



Yahoo Bing Network: Your audience

Help your clients get the results they want.

Advertising on the YahooBing Network could mean more sales, increased awareness and a desirable new audience for your clients.

Connect your clients to our high-quality audience



Millions of unique searchers

Reach 163 million unique searchers on the Yahoo Bing Network in the U.S.⁵



Nearly one-third of the market

The Yahoo Bing Network¹ accounts for 29% of the search market in the U.S.⁵



Billions of monthly searches

Yahoo Bing Network searchers represent 5.6 billion monthly searches.⁵



Higher spending than Google searchers

The unique searchers on the Yahoo Bing Network spend 5.6% more online than searchers in the U.S.⁵



Searchers who spend more

The unique searchers on the Yahoo Bing Network spend 23% more online than the average Internet searcher.⁵

The Yahoo Bing Network is the combined search advertising marketplace made up of Yahoo, Bing, and partner sites such as Facebook, Amazon, Monster, WebMD, CNBC, and Viacom, plus networks like The Wall Street Journal Digital Network.

In blind tests, people preferred Bing over Google for the web's top searches.⁶

Bing Ads: Your platform

Bing Ads is our ad-buying platform. Bing Ads for Agencies is customized access to this platform designed especially for our agency partners. It gives you quick and easy access to the account and campaign management tools that agencies need.

Bing Ads agency tools: Help your clients find new customers

Targeting: Put your clients' ads in front of the right searchers

Bing Ads targeting options let you focus your clients' advertising efforts on the people they're most interested in reaching. Select searchers by language, location (country, city, postal code), age, gender, and even the time of day when the audience you want to reach is online.

Intelligence and reporting: Optimize keywords, budgets, results, and more

Our agency partners have several powerful tools to gather intelligence, improve client campaigns, and show results.

The **Budget Suggestions** tool is a convenient way to create a proposed budget for your clients that can help prevent missed clicks and paused campaigns.

Bing Ads Intelligence puts performance data at your fingertips by **account**, **campaign**, **ad group**, or **keyword** to help you evaluate and evolve client campaigns.

Additional reports are also available to help you streamline and optimize specific aspects of the campaigns you manage:

- **Share of voice reporting** helps you see if your clients' campaigns are missing out on potential clicks.
- **Negative keywords conflict reporting** helps you resolve any conflicts between words you've excluded and words you've bid on.
- **Search query reporting** gives you details on the exact queries used by searchers and suggestions for expanding the reach of your clients' campaigns.

Bing Ads agency tools: Increase efficiency

Account and campaign management: Efficiency for your agency

Agency Enablement features put you in control from one user-friendly interface.

- See a snapshot of all the accounts you manage
- View client performance history
- Send requests to manage new or existing client accounts
- Link or unlink from your clients' accounts
- Set billing preferences to handle client invoices

Migration: Import Google campaigns

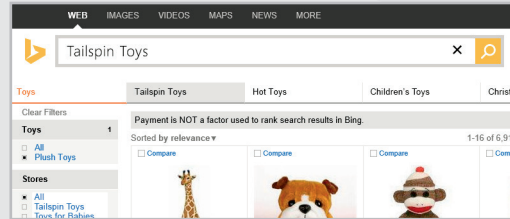
Use the **Import Campaigns** feature to add successful campaigns from other search advertising platforms, including Google AdWords to Bing Ads. No need to create them again from scratch.

Reach the best customers with Bing Ads on the Yahoo Bing Network.

Help your clients get more clicks

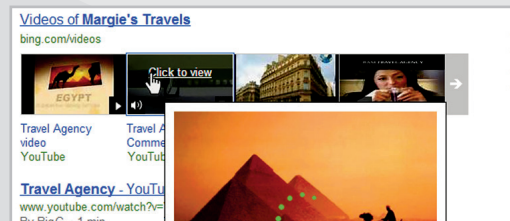
Bing makes continuous product improvements you can use to help improve clickthrough rates for your clients' ads.

Bing's unique features that increase conversions



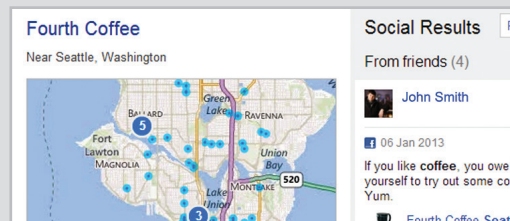
Bing Shopping

Product-focused pages that allow searchers to tab easily between similar items. Do your clients use e-commerce? Welcome them to all-new sales opportunities.



Better search experiences

Searchers can hover on videos to get previews in search results. The rich media you're producing for your clients just became more influential.



Search gets social

The Bing sidebar lets searchers tap into the wisdom of friends and experts across major social networks. Searchers see relevant posts, photos, tips, tweets, and more, all at a glance.

Go beyond traditional search advertising

Coho Vineyard & Winery
CohoVineyardWinery.com
Tours daily. Taste the magic!
[Tour Schedule](#) [Museum](#)
[Wine Tasting](#) [Selection](#)

Sitelinks

Include more links in your clients' ads with Sitelink Extensions. Ads using Sitelink Extensions have seen an average increase of nearly 20% in their clickthrough rates.⁷

Wide World Importers
www.WideWorldImporters.com
Let us handle your import needs.
1234 Warehouse Way, Seattle (206) 123-4567 [Directions](#)
310 Cottage Street, Redmond (425) 345-6789 [Directions](#)

Location Extensions

Include your clients' nearest business location relative to individual searchers in their text ads with Location Extensions. Use of Location Extensions increases clickthrough rates by 33% in the U.S.⁸

Help your clients reach the growing mobile audience

eMarketer predicts that by 2016 more than 198 million people—60% of the population—in the U.S. will be mobile Internet users.⁹

People do the following on mobile devices:

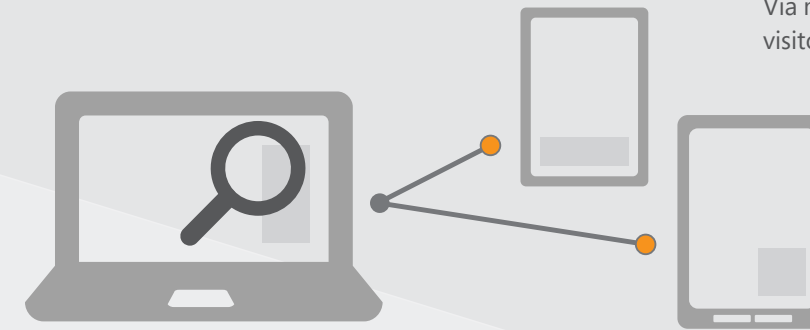
- Access local information (88%)
- Search for information (82%)
- Find a local service (74%)
- Research products and services (62%)
- Purchase products and services (47%)

Mobile use can drive sales

With Bing Ads, you can help your clients reach searchers looking for information—and making purchase decisions.

Create customized campaigns for specific smartphones and tablets with device operating system targeting for Windows Phone, iOS, Android, and BlackBerry.

Via mobile phones alone, you can reach 24 million unique visitors on the Yahoo Bing Network in the U.S.¹⁰



Find everything you need at the Bing Ads Agency Hub

Sell your clients on Bing Ads.

Access ready-made presentations to show your clients the value of the Yahoo Bing Network with a Bing Ads pitch deck, info sheets, and much more.

Become a Bing Ads expert.

Train to become a Bing Ads Accredited Professional, and you'll learn about features and search advertising strategies that can help you bring in big returns for clients—and make your agency more marketable.

Become an expert on Microsoft products.

Go beyond Bing Ads: Earn the Microsoft Partner Network Digital Marketing competency to gain expertise in Microsoft products and earn referrals when advertisers are looking for a qualified partner.

bingads.com/agency >