



EXPAND YOUR CUSTOMER AUDIENCE WITH

Microsoft Advertising





Thank you for considering Microsoft Advertising

Though you may already advertise through other platforms such as Google Ads, the Microsoft Search Network can boost traffic by offering an additional customer audience and increase diversity, growth and profits for your business.

Globally, the Microsoft Search Network is continually growing its market share¹

11 billion
monthly searches
in 37 markets

In the U.S., you can potentially reach:²

116 MILLION



unique searchers
who represent

5 BILLION



monthly
searches

36%



of the PC
search market

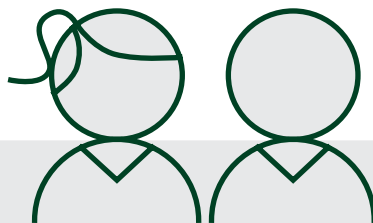
The Microsoft Search Network audience is sophisticated, educated and financially secure³

30%



have a household
income of \$85K

47%



are under the
age of 45

1/2



have a bachelor's
degree or higher

High-quality partnerships and integration add value to the Microsoft Search Network

- Bing powers AOL web, mobile and tablet search, providing paid search ads to AOL properties worldwide.
- Windows 10 drives more engagement and delivers more volume to the Microsoft Search Network.
- Our partnerships with third-party publishers, like The Wall Street Journal, Yahoo, Ecosia, CBS Interactive and others help bring high-quality volume and increased clicks to advertisers.

The Microsoft Search Network reaches people across multiple devices and platforms⁴

22% year-over-year increase in mobile search volume

12% year-over-year increase in mobile clicks

1/3 of our search volume is from mobile devices



Reach your ideal customers and attract locally with these Microsoft Advertising features



LOCATION EXTENSIONS — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link in your ads to target local customers.



LOCATION TARGETING — Make the most of your budget by targeting searchers in selected cities, provinces, metro areas and postal codes.



CALL EXTENSIONS — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you directly.



SITELINK EXTENSIONS — Increase the size of mainline ads and highlight your products, specials or services so searchers can go directly to pages they're interested in.



APP EXTENSIONS — Promote your apps to increase user engagement and drive more sales.



SHOPPING CAMPAIGNS — Run Product Ads to showcase your products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.



Support resources

Microsoft Advertising
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microsoftadvertising.com/insights

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1. comScore qSearch (custom), June 2019; includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites worldwide. Data represents desktop only. 2. comScore qSearch, Explicit Core Search (custom), June 2019; includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in the United States. Data represents desktop only. 3. Global Web Index, Chart Builder, U.S., Q2 2018 – Q1 2019; Microsoft Search Network represents unduplicated visitors to Microsoft Search Network web search, Yahoo web search and AOL.com web search. Data represents desktop, mobile web, and tablet traffic. 4. Microsoft internal data, U.S., Q1 July-September 2019 vs. Q1 July-September 2018.