

## PRODUCT INFO

# Microsoft Advertising (SEM)



## WHAT ARE MICROSOFT SEARCH ADS?

Ads that appear amongst search results when you search on Bing.com, in the search bar of a Windows PC, or one of Microsoft's many properties and partners.

- Yahoo
- CBS Interactive
- Wall Street Journal
- DuckDuckGo
- Forbes
- AOL
- WebMD
- Ecosia
- MSN
- Microsoft Edge
- Outlook.com
- Microsoft Start

**Please note:** all properties will be used as possible inventory in campaigns. Specific properties cannot be excluded.

## WHY USE MICROSOFT ADVERTISING? HOW IS IT DIFFERENT?

### Advertise to New Customers

Microsoft Advertising reaches a different audience than Google or Facebook, allowing your ads to reach new customers otherwise out of reach. Bing reaches:



**48.6 million searches**  
unreachable by Google Ads



**47 million users**  
unreachable by Facebook



**One in three PC searches in**  
the U.S.

### Higher Spending Users

People searching on Microsoft Advertising spend more money online than the average Internet searcher by 41%.

# Microsoft Advertising (SEM)

## MICROSOFT SEARCH ADS

### Massive Reach Through Massive Partners

- Microsoft Advertising has 37% of the U.S. PC market share, with over 7.4 billion monthly searches.
- Through Microsoft search partners, your advertisements could reach users of major sites beyond Bing.

### Capture Workday Professionals



**59% say work and personal tasks are equally important during the workday.**



**62% regularly do personal tasks such as research or make purchases during work time.**



**57% of marketers said they're not confident they're using the right combination of digital advertising tactics for customer personas.**

### Please note:

- A Microsoft campaign will be billed with separate management fees, even if a Google SEM campaign runs for the same advertiser.
- Currently, only SEM ads are available on Microsoft Advertising, and no Display or Shopping ads are available.
- Your first phone line is free for campaigns over +\$1000/mo. Additional lines are \$10 each.

