



# The Benefits of Bing Ads



You may know that Google boasts 3.5 million searches per day, but did you know that Bing (Microsoft Networks) rakes in 6 billion searches per month? At the end of 2020, the Microsoft Search Network claimed 34% market share on desktop and 27% on mobile in the U.S. If you are like most businesses, you have focused the bulk of your advertising investment on Google. And just like those folks you are missing a huge segment of your audience. Here are some surprising advantages of diversifying your advertising budget to include Microsoft Ads:

## LOWER COMPETITION

Most advertisers go straight to Google and never look back. This leaves a massive opportunity for visionaries to capture their audience without the massive competition. Google may have the highest search traffic, but they also have the highest competition for ad space, and in some cases, it is exceedingly difficult to overcome the cost related to competition.

## LOWER COST

Budgets can fluctuate by industry and market, but overall Bing Ads have an average CPC 20-35% lower than Google. Here's an example of how this can break down:

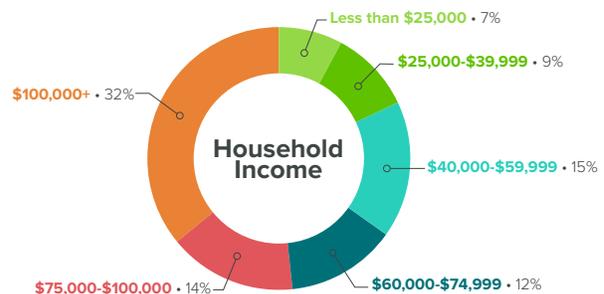
**\$2,000**  
AVERAGE  
Google Ads Budget

VS

**\$400 - \$700**  
AVERAGE  
Bing Ads Budget

## HIGHER ROI

– Users on the Microsoft Ads Network tend to be over the age of 35 with household income over \$100k. This more established demographic is perfect for targeting users ready to commit and purchase.



## RELEVANT AUDIENCE TARGETING

Microsoft owns LinkedIn so you can reach LinkedIn users with your Microsoft ads through audience targeting by industry, job function, age group, and location.

## USE CURRENT AD ASSETS

Bing Ads are similar to Google Ads. The Microsoft Ads Platform offers the same ad types, ad extensions, targeting, data reporting, and control that Google does, just at a lower cost.

## WE ARE MICROSOFT ADS CERTIFIED

When you work with us for Microsoft Ads you are leveraging over 12 years of Bing Ads Certification and expertise.

**Want to boost revenue through Bing Ads? Give us a call today!**  
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