



Advertising on Bing Search Engine

GREAT TARGETING & AFFORDABLE PRICE



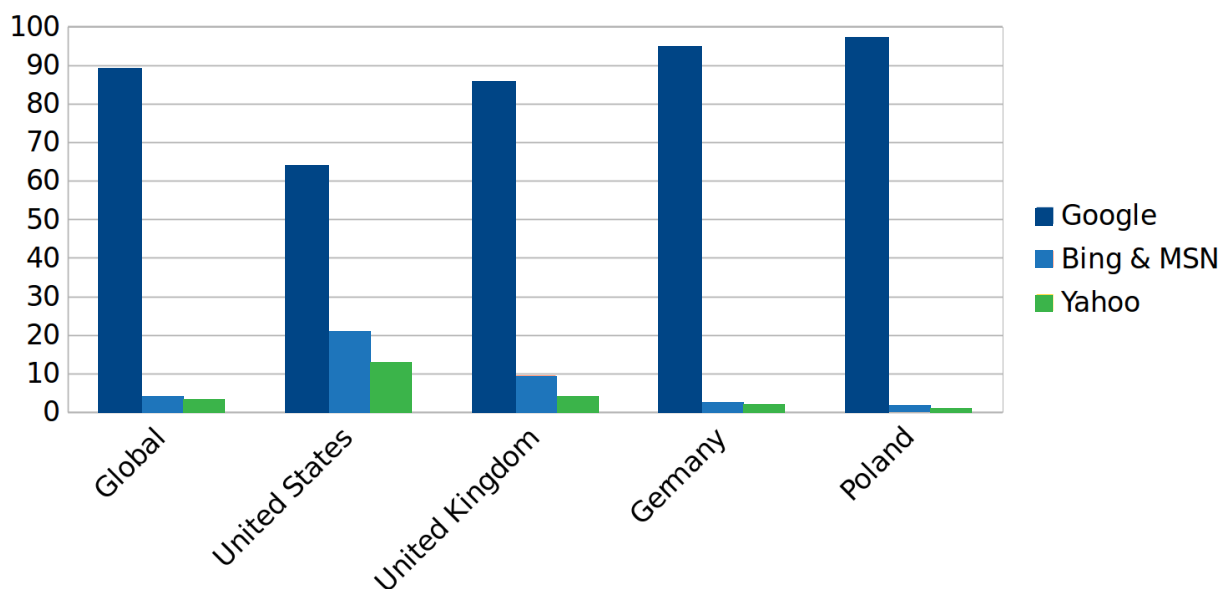
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Not many have heard about Bing ads, and even fewer have used them. No surprises there - according to official data, much fewer users use Bing than Google, which is why interest in the paid BingAds system is also much lower .

But is this the correct way of thinking?

MOST POPULAR SEARCH ENGINES MARKET SHARE



BingAds is a mirror-system to Google AdWords. The ads are also paid for using the CPC (cost per click) system). They appear after entering specific key words. You can promote your products on the US market using the Bing equivalent of Merchant.

Many specialists value the BingAids system thanks to the non-standard capabilities of the campaign configuration, that are not accessible at all in Google. Thanks to this, the campaigns are more precise and yield better results.

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Why choose paid ads in Bing?

1

In the UK, Bing possesses nearly 10% of shares in the search engine market - this is not a small percentage, so the chance of reaching potential clients is high.

2

The competition is much smaller in Bing, so you can optimise promotion costs.

3

Due to the smaller number of advertisers, the chances of someone clicking your ad increase.

4

More precise ad routing options - do you want to display ads for iOS users only ? No problem !
Google ads do not give you that option.

5

More interesting social extensions. Bing ads can be connected to your twitter account, for example.