



## Bing Ads Accreditation Study Guide

So you want to become a Bing Ads Accredited Professional – we've got you covered. Use this study guide to prepare yourself to ace the Bing Ads Accreditation test.

How to use this searchable study guide:

1. All Topics on the next page are tested, so be sure you cover off on all sections.
2. Remember your best friend is "Ctrl+F" so search for the keywords (pun intended) you need more info about.
3. Jump right to the section (use the links on the next page) you need to spend a little more time brushing up on.
4. Raise your hand, tweet or Bing your question if you get stuck!

# Study Checklist of Accreditation Topics

- ❑ What is Bing Ads and how does PPC work?
- ❑ Introduction to campaigns, ad groups and how to use Google Import
- ❑ PPC bidding, traffic estimation, and CPC strategy
- ❑ Effective PPC copywriting and ad copy tips
- ❑ Choosing keywords and how to do keyword research
- ❑ Bing Ads policies
- ❑ Ad extensions
- ❑ Expanded Text Ads, Upgraded URLs, and dynamic text insertion
- ❑ Keyword match types
- ❑ Campaign exclusions
- ❑ Audience Targeting: Device, location and ad schedule
- ❑ Audience Targeting: Remarketing and LinkedIn
- ❑ Audience Targeting: In-market Audiences and Custom Audiences
- ❑ Campaign optimization for PPC ads
- ❑ Creating a great ad experience with Quality Score
- ❑ Detailed reporting in Bing Ads
- ❑ Dynamic search ads
- ❑ Multi-linking and Multi-user Access
- ❑ Syndicated Partner Network
- ❑ Bing Ads Intelligence
- ❑ Universal Event Tracking
- ❑ Bing Ads Editor
- ❑ Bing Ads Editor campaign optimization
- ❑ Bing Ads budgeting and billing
- ❑ Bing Shopping Campaigns
- ❑ Bing Ads automated rules and bids
- ❑ Bing Ads Scripts
- ❑ Microsoft Audience Network
- ❑ Microsoft Audience Network: Search campaign workflow
- ❑ Microsoft Audience Network: Audience campaign flow
- ❑ LinkedIn Profile Targeting
- ❑ Hotel Ads

# Ok let's get started...

## □ What is Bing Ads and how does PPC work?

Across the Internet, businesses are realizing the benefits of pay-per-click (PPC) advertising. Bing Ads can help you reach a new group of high-quality customers and increase your return on advertising spend (ROAS). In addition, clients with Bing Ads campaigns often have lower costs-per-click (CPC) and costs-per-acquisition (CPA) than with comparable Google Ads campaigns.

This overview explains how Bing Ads works to help you execute marketing strategies that get better results.

After reading this Study guide, you will understand what Bing Ads is, and how to:

- Reach new, high-quality customers in specific audience segments.
- Import established campaigns to Bing Ads.
- Take advantage of specific targeting methods.
- Improve campaign performance using relevant keywords.
- Optimize keywords with keyword bids.

### What is an ad?

An ad is an advertisement displayed to a potential customer. You'll often see ads referred to in the context of an ad group or a campaign. An ad group contains one or more ads and keywords, while a campaign contains one or more ad groups.

### What is Bing Ads?

Every day, millions of people type keywords into search engines, looking for products and services. With search advertising, you create ads and bid on keywords. One of the locations your ad may appear is the "Ads" section of search results pages. Whether customers want to purchase a product, request a service or sign up for information, your goal is to get customers to see your ad and go to your website, call your store, or download your app. You can accomplish this by having your ad appear at the top of the search results page, in the "Ads" sections.

Here's an example of a basic Bing Ads ad:

**Flowers for any occasion - Delivered right to your door!**  
[www.contoso.com/Seattle/Flowers](http://www.contoso.com/Seattle/Flowers)  
Sustainably grown flowers on sale and ready to ship within 4 hours.

Here's an example of an "Ads" section of the search results page:



winter vacations



All Images Videos Maps News Shop | My saves

292,000,000 Results Any time ▾

### Orleans Hotel & Casino - orleanscasino.com

ad - [www.orleanscasino.com](http://www.orleanscasino.com) ▾

Book Now & Get Rates From \$45, Plus Food Credit! Valid For Stays 11/7 - 2/28

Las Vegas Room Special

Gourmet Restaurants · Spa Services · Affordable Luxury Rooms · Special Offers & Deals

Upcoming Events

Book A Room

Special Offers

Promotions

### Expedia Trip - Find Awesome Deals on Trips

ad - [www.Expedia.com/Vacations](http://www.Expedia.com/Vacations) ▾

Ratings: Ease of Use 4/5 - Features 3.5/5

Find Awesome Deals on Trips. Get Expedia's Great Travel Prices.

Promoter: Expedia, Inc., 333 - 108th Avenue NE., Bellevue, WA 98004, USA. † Papaya ...

Packages: Save up to 20% · New Expedia+ Rewards · 24 Hour Support

Categories: Hotels, Flights, Cars, Cruises, Vacation Packages and more

Last Minute Deals

Exclusive Hotel Deals

Cheap Vacations

Family Vacations

### Steamboat Springs Lodging - mtn-resorts.com

ad - [mtn-resorts.com/Steamboat/Lodging](http://mtn-resorts.com/Steamboat/Lodging) ▾

Great lodging packages, local knowledge, book online today!

Mountain Resorts: Book A Steamboat Springs Vacation Rental

Property Management · Hot Tub · Winter Activities · Ground Transportation

### Vacations - Booking.com - Book Vacations Online

ad - [www.booking.com/Vacations](http://www.booking.com/Vacations) ▾ Booking.com

Book Vacations Online. No reservation costs. Great rates.

Browse hotel reviews and find the guaranteed best price on hotels for all budgets.

### Related searches

winter vacation packages all inclusive

winter vacation deals

winter vacation rentals in florida

warm winter destinations in the united states

warm winter vacation destinations

warm winter vacations

winter trip ideas

winter vacations ideas

### Last Minute Travel Deals

ad - [KAYAK.com/Last-Minute-Travel](http://KAYAK.com/Last-Minute-Travel) ▾

804,700+ followers on Twitter

We Search 100s of Sites at Once. Compare Flight

Truly makes sure you find the best deal - PC Ma

### Winter Vacation - 10 Best Vacat

ad - [www.escapehere.com/Ideas/Vacation](http://www.escapehere.com/Ideas/Vacation) ▾

Escape on your next trip with these 10 great win

### Winter in Central Oregon - Plan Vacation

ad - [visitcentraloregon.com/Ski](http://visitcentraloregon.com/Ski) ▾

Official Central Oregon Visitor's Bureau. Unforge

Vacations.

When customers view and click your ad, they are sent to your website. Either they make a purchase, request your service, sign up for more information or download your app. These customer actions are called "conversions." Think of "conversions" as turning a potential customer into an actual customer. Think of making a "conversion" as a better ROI.



The screenshot shows the Blue Yonder Airlines website. At the top, there is a navigation bar with links for 'Book travel', 'Manage flights', 'Travel deals', 'Where we jet', 'Experience Us', and 'Our program'. Below this is a 'Book flights' section with a form for round trip, one way, or multi-city flights. The form includes fields for 'Where from?', 'Where to?', 'Date to leave?', and 'Date to return?'. It also has dropdown menus for '1 Adult', '0 Kids', and '0 Lap infants'. A 'Find flights' button is at the bottom of the form. To the right of the form is a large advertisement for 'All inclusive, 10-day, guided vacation packages.' featuring a hammock on a beach. Below the advertisement are three promotional cards: 'Maui vacation package' for \$995, 'Florida vacation package' for \$995, and 'Flights + hotels from Seattle/Oahu' for \$225. Each card has a 'Book it' button. At the bottom of the page, there is a 'Fees and policies' link and a small image of a tropical beach.

## Targeting Options

With Bing Ads and the Bing Network, you can reach 167 million unique users. These users spend 26% more online than the average internet searcher. Leveraging the powerful targeting features of Bing Ads, you can reach this engaged audience and connect with high-quality customers.

To get your ads in front of your ideal audience, you need to build campaigns that take advantage of these precise and flexible targeting features:

**Keywords:** You can bid on keywords and make them adjustable based on peak or low traffic volumes.

**Location:** You can show a store address in your search ad. You can also specify a radius within a city or U.S. ZIP code. This means you can show your ads only, or more often, to search users who live within a short distance to your local stores.

**Language:** You can set one or all applicable languages for your campaigns. The language you set in your campaign correlates to the language of the end-user's web browser settings.

**Scheduling:** You can pinpoint the scheduling of your ads to 15-minute increments throughout the day. You can also adjust your campaign settings to serve your ads during days of the week or hours of the day that your local stores are open for business.

**Device type:** You can connect with customers on a mobile device, tablet device or PC device.

**Time of Day and Day of the week:** You can targeting by time, and use the searcher's local time zone.

**Audience targeting:** You can target for demographics (age and gender) to connect with customers who are part of a unique segment.

**Shopping:** You can target purchase intent with Shopping Campaigns for e-commerce. This unique ad experience displays a product image and price in the search results instead of a traditional text ad.

**Google Import:** Google Import makes copying campaigns from Google Ads easy, helping you reach more customers instantly. The import process is easy: simply sign in to Bing Ads, click Import from Google Ads, and follow the steps to import your campaigns.

## Exploring keywords and keyword bids

Keywords are the words or phrases searched on when looking for a product or service. When creating your PPC ad campaign, choose keywords relating to your business that match your customers' needs. For example, Paul is the owner of Contoso Bistro. Since he wants to increase his lunch take-out business, he uses "lunch take-out" as a keyword for his ad. When someone searches for "lunch take-out" his ad will show on the Bing Ads search results page.

You can create your own keyword lists, or use the Bing Ads keyword research tools to identify effective keywords and keyword bids. Creating an effective keyword list is important. You may have a great targeting strategy, but without a great keyword list, customers may never see your ads. [Bing Ads tools](#) help to get suggestions for more keywords you might not have thought of.

- Identify the right keywords.
- Choose optimal keyword bids.
- Analyze performance & optimize.
- Improve campaign performance.

**Plan your budget and get insights for keywords**

Get search volume data and trends

**Option 1: Enter keywords**

Enter keywords, one per line or separated by commas (for example, Seattle, Seattle bakery, bakery).

**Option 2: Upload file with keywords**

Choose file...

We accept .csv or text files with one keyword per line and no punctuation.

**Targeting**

United States

English

All search networks (Bing, AOL, and Yahoo search and syndicated search partners)

Negative keywords

**Date range**

Show average monthly searches for: Last 12 months

Get search volume

## Optimization

If your ultimate goal is to get a conversion and better overall ROI, you want to drive relevant traffic to your website. Identifying the right keywords is step one. Optimizing your keywords to make it attractive to search engines is step two. The steps to optimization include choosing the best amount to pay (keyword bid) for each keyword, then keeping track of how well each keyword performs by using Bing Ads reporting tools to review, study and adjust your keywords and keyword bid accordingly. Running

reports and refining your keywords and ads is how you will continually improve your paid search ad performance, increase your conversions and grow your business.

As you build that perfect list of keywords, keep in mind [Bing Ads policies](#) and the ad and keyword review process. Following these policies will help your keywords and ads go live as soon as possible. Later, you will learn how to fix keywords with a Disapproved or Approved Limited status.

## □ Introduction to campaigns, ad groups and how to use Google Import

Campaigns and ad groups — along with importing campaigns from other search engines — make it easy to organize, manage and monitor your search advertising with Bing Ads, as well as run campaigns from other search advertising tools. **Google Import** makes copying campaigns from Google Ads easy, helping you reach more customers instantly.

This overview explains how campaigns and ad groups work to help you execute marketing strategies that get better results.

After reading this Study guide, you will understand how to:

- Structure your Bing Ads campaigns and ad groups
- Organize your accounts
- Use the Google Import tool to import Google Ads
- Create limits for accounts, campaigns, and ad groups

### Structuring Bing Ads campaigns and ad groups

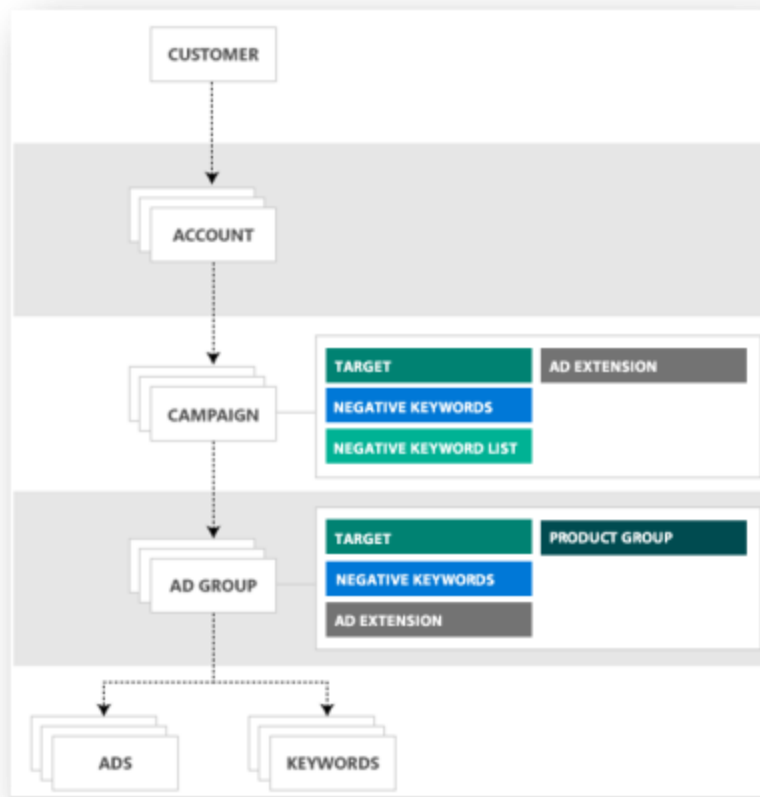
Bing Ads has four levels of organization: customer, accounts, campaigns, and ad groups.

A **customer** contains one or more accounts. A customer has a customer ID, which is associated with your business name and your address. At the customer level, at least one person is designated as the Super Admin. Super Admins have administrative access to all accounts.

**Accounts** contain one or more [campaigns](#) and include information about currency, time zone, whether you want to pay in advance (prepay) or pay later (postpay), your form of payment (primary payment method), and the people who have access to each account (users).

**Campaigns** contain one or more [ad groups](#), which share a campaign budget. Campaign types include Search, Shopping and Dynamic Search Ads. See [targeting searches automatically with Dynamic Search Ads](#) and [Create product ads in a shopping campaign](#) for more information.

**Ad groups** contain one or more closely related ads and the [keywords](#) associated with those ads.

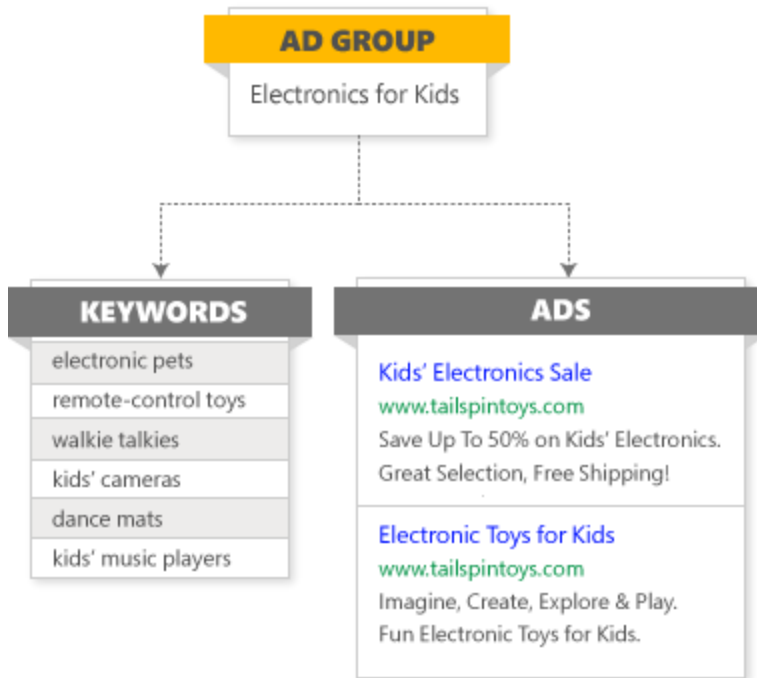


## Create a new ad group

Learn about ad groups and how to create ad groups to organize your campaigns by specific products or services that you offer. Ad groups are the best way to organize your campaigns by specific products or services that you offer. An ad group contains a set of keywords and ads that are related to a common theme. Not only do they make it easier to manage related ads and keywords, well-organized ad groups make your ads more relevant to users' searches.

For example, Sarah owns a toy store and wants to create ads to highlight specials she will be offering. She could create different ad groups for "electronics for kids" and "riding toys," which will each contain different sets of keywords and ads. When she wants to make adjustments to these ads, she can easily make changes to all the ads in a given ad group simultaneously.





[Learn more](#) about how to create and edit a new ad group.

## Organizing your accounts and campaigns

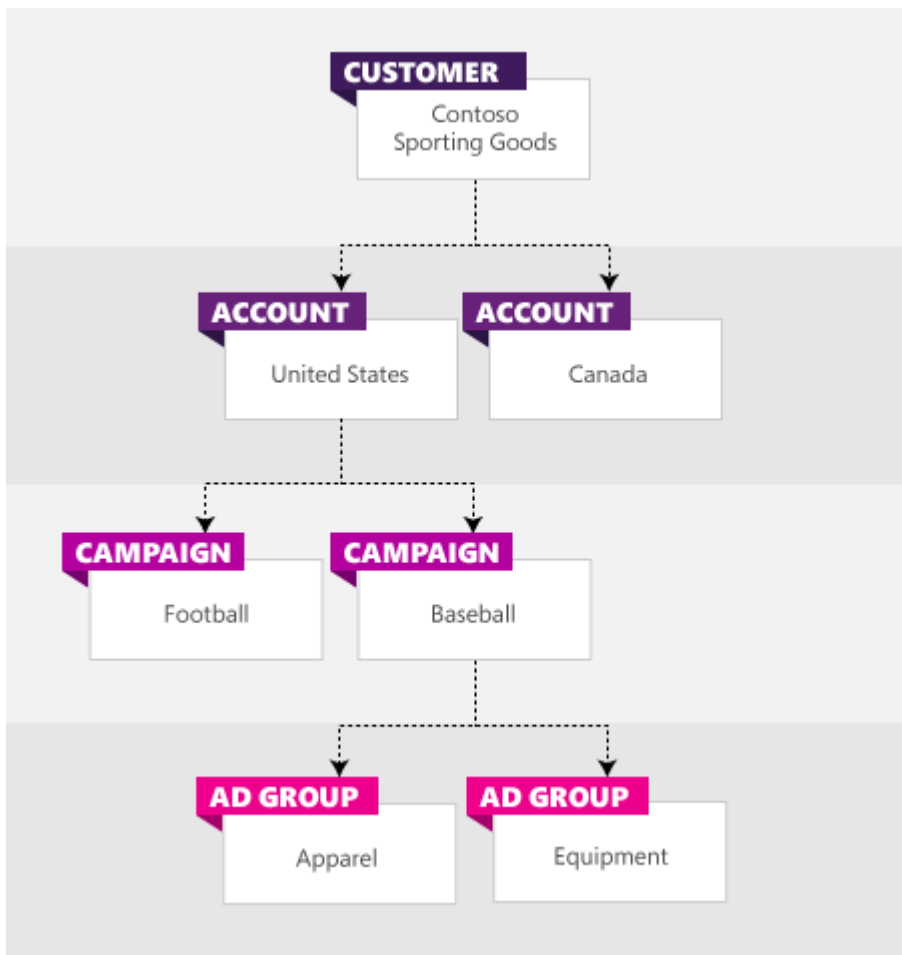
When you sign up for Bing Ads, you will be given a customer ID and your first account will be created. You can create additional accounts at any time. Generally, one account is all you will need. However, you might want to set up separate accounts if you:

- Have more than one business
- Want to market your products in multiple countries and languages
- Are an agency managing accounts for other businesses

Here are some suggestions on organizing your account:

- A good place to look when you are organizing your ad groups is at the structure of your website, since it already reflects how you organize and sell your products.
- Are you a Google Ads customer? If so, the organization of your advertising campaign is essentially the same, except in Bing Ads you can have multiple accounts under one customer.

The following is an example to illustrate a customer with multiple accounts.



## Basics of importing campaigns

Compatibility between search advertising platforms is important. If you already have campaigns in other online advertising programs, you can import them to Bing Ads, saving you the trouble of having to set them up from scratch. For example, you can import directly from your Google Ads account, or you can create an import file and upload it to Bing Ads.

There are two easy ways to get your campaigns quickly over to Bing Ads: one, import using Bing Ads Editor with a spreadsheet, or two, import using only your Google Ads login and password credentials – no spreadsheets needed.

## Google Import for Google Ads

The Google Import tool allows advertisers to import 5 million keywords plus 4 million ads. You can also import 3 million ad group product partitions and 2 million negative keywords (ad group level and campaign level combined).

You can do this by following three steps. First, sign in to Bing Ads. Then click **Import from Google Ads**. Follow the steps to import your campaigns.



Selected Account: visualrefresh - D000QHVK

All Campaigns

Overall total - 265 campaigns: 26,791.15/day, 5,010.00/month

| Campaign  | Budget     | Delivery        | Campaign Type    | Clicks | Impr. | CTR   | Avg. CPC | Spend | Avg. pos. | Qual. score | Avg. CPM | Total spend | CPA  | Conv. rate | Revenue | Return on ad spend | Phone spend |      |
|-----------|------------|-----------------|------------------|--------|-------|-------|----------|-------|-----------|-------------|----------|-------------|------|------------|---------|--------------------|-------------|------|
| 12321     | 900.55/day | Campaign paused | Search & content | 0      | 0     | 0.00% | 0.00     | 0.00  | 0.00      | -           | 0.00     | 0.00        | 0.00 | 0          | 0.00%   | 0.00               | 0.00%       | 0.00 |
| 123321    | 111.00/day | Campaign paused | Search & content | 0      | 0     | 0.00% | 0.00     | 0.00  | 0.00      | -           | 0.00     | 0.00        | 0.00 | 0          | 0.00%   | 0.00               | 0.00%       | 0.00 |
| 1234      | 11.00/day  | Campaign paused | Search & content | 0      | 0     | 0.00% | 0.00     | 0.00  | 0.00      | -           | 0.00     | 0.00        | 0.00 | 0          | 0.00%   | 0.00               | 0.00%       | 0.00 |
| 123454321 | 111.00/day | Campaign paused | Search & content | 0      | 0     | 0.00% | 0.00     | 0.00  | 0.00      | -           | 0.00     | 0.00        | 0.00 | 0          | 0.00%   | 0.00               | 0.00%       | 0.00 |
| 22        | 22.00/day  | Campaign paused | Search & content | 0      | 0     | 0.00% | 0.00     | 0.00  | 0.00      | -           | 0.00     | 0.00        | 0.00 | 0          | 0.00%   | 0.00               | 0.00%       | 0.00 |
| 321       | 321.00/day | Campaign paused | Search & content | 0      | 0     | 0.00% | 0.00     | 0.00  | 0.00      | -           | 0.00     | 0.00        | 0.00 | 0          | 0.00%   | 0.00               | 0.00%       | 0.00 |
| 33        | 33.00/day  | Campaign paused | Search & content | 0      | 0     | 0.00% | 0.00     | 0.00  | 0.00      | -           | 0.00     | 0.00        | 0.00 | 0          | 0.00%   | 0.00               | 0.00%       | 0.00 |

(Another option is to import Google Ads using Bing Ads Editor. Simply Click **Import from Google**, and finish by following the steps to import your campaigns.)

Bing Ads Editor

IMPORT

- From Google
- From Yahoo!
- From Bing Ads
- From a custom spreadsheet

| Campaign           | Status | Budget | Budget type | Spend | CTR (%) | Clicks | Impressions | Avg. CPC |
|--------------------|--------|--------|-------------|-------|---------|--------|-------------|----------|
| Digital cameras 1  | Active | 50.00  | Daily       | 0.00  | 0.00    | 0      | 0           | 0        |
| New campaign       | Active | 100.00 | Daily       | 0.00  | 0.00    | 0      | 0           | 0        |
| Best campaign ever | Active | 25.00  | Daily       | 0.00  | 0.00    | 0      | 0           | 0        |

You can decide if you'd like to import all existing and new campaigns from Google Ads or just specific campaigns.

Import new items at a more granular level when you click **Show advanced options**. Select particular items to import, including new entities like negative keyword lists.

Determine which targeting settings and ad extensions you'd like to import, including importing In-market Audiences through "Audience targets."

Watch this step-by-step [video demonstration](#) to learn how to import campaigns from Google Ads to Bing Ads.

Note: Before you begin importing campaigns from Google Ads to Bing Ads, be sure to review [Importing your campaigns: Requirements](#). When you're finished importing, you can view your data and have the opportunity to fix any issues.

You can import from Google Ads:

- 10 thousand Campaigns
- million Ad Groups
- 5 million keywords
- 4 million ads
- million ad group-level and campaign-level negative keywords combined
- million ad group product partitions
- 200,000 all other entities combined

## Things to know about Google Import

### Sign-in information

Bing Ads does not save your Google Ads sign-in information or use that information for any purpose other than the import process.

### Language

When importing an Ads campaign that has multiple targeting languages, Bing Ads will select the highest ranked language based on data collected from the Bing Ads marketplace. If none of your Google Ads target languages are supported in Bing Ads, the campaign will not be imported and Bing Ads will flag the campaign as an error. Stay tuned; multiple language targeting parity with Google Ads is coming soon!

### Location

When importing location targets from Google Ads to Bing Ads, the location targets must match to a corresponding location. However, if a location target from Google Ads does not exist in Bing Ads, campaigns targeting those locations will be mapped to the parent location if matched. Unmatched locations are not imported, but the corresponding campaigns may be active.

### Device targeting

Expanded Device Targeting will now be imported and have the same values as Google Ads, allowing you to get more bid adjustment flexibility and improve your return on ad spend. Bid modifiers range from -100% to +900% on desktop, mobile and tablet.

The following is a chart comparing the Import feature between Bing Ads and Google Ads:

| FEATURES AND FUNCTIONALITY   | Google Ads   | Bing Ads   |
|--|--|--|
| Negative keyword match type  | Broad match  | Set as phrase match                                |
| Location target  | Lamberth borough of London                           | Parent location (for example (UK, London))         |
| Ad group language  | Multiple languages                                   | One language*                                      |
| Ad distribution (network)  | Search and display network / Google Search Network   | Set as search (display network not imported)       |
| Cost per acquisition (CPA) bidding   | CPA bid  | Set as cost per click (CPC) bid                    |
| URL tracking – <i>utm_source</i> parameter                                   | “Google,” “GoogleAds” or a close variant             | “bing”   |
| Age and gender targeting   | 35-44 / 55-64  | 35-49 / 50-64**                                    |
| Sitelink Extensions, App Extensions, Call Extensions and Location Extensions | Campaign-level and ad group-level versions supported | Ad group-level versions not imported               |
| Shared Budgets   | Supported in Google Ads                              | Can only be imported via Bing Ads online           |
| Remarketing lists and associations   | Supported in Google Ads                              | Supported in Shared Library but cannot be imported |
| Automated Rules and IP exclusions  | Supported in Google Ads                              | Supported in Bing Ads but cannot be imported       |

## Importing from a file

Some Bing Ads users are currently unable to import campaigns directly from Google Ads. If you have Google 2-step verification, you need to create an application-specific password for Bing Ads. If you're still unable to import directly after several attempts, follow these steps to import campaigns using an import file:


Create a Microsoft Excel or CSV (comma-separated values) import file. You can download the [import file template Opens in new window](#) here. In Bing Ads, click **Import Campaigns**, and then click **Import from file**. If you have imported from a file in the past 90 days, you will see a table that tells you the **Date/Time** and **Uploaded file**.

|   | A                          | B      | C           | D              | E          | F          | G   |
|---|----------------------------|--------|-------------|----------------|------------|------------|-----|
| 1 | Type                       | Status | Campaign    | Ad Group       | Keyword    | Match Type | Bid |
| 2 | Campaign                   | Active | OneEachCamp |                |            |            |     |
| 3 | Ad Group                   | Active | OneEachCamp | OneEachAdgroup |            |            |     |
| 4 | Text Ad                    | Active | OneEachCamp | OneEachAdgroup |            |            |     |
| 5 | Keyword                    | Active | OneEachCamp | OneEachAdgroup | OneKeyword | Broad      | 1   |
| 6 | Campaign Location Target   | Active | OneEachCamp |                |            |            |     |
| 7 | Campaign Negative Location | Active | OneEachCamp |                |            |            |     |

Another useful feature is the option to select when you want to import your Google Ads data into your Bing Ads account. Select whether you want to import now, once at a later date and time, or on a recurring basis (Daily, Weekly or Monthly). Give your import a name, and decide how you want to be notified of the import and any possible changes/errors.

## Schedule Imports

Select whether you want to import now, once at a later date and time, or on a recurring basis.

**When**   **At**

**Display time**  12-hour  24-hour

**Time zone**

**Import name**   
240 characters remaining

**Email results**

**Schedule**

Cancel

Review your import, when it was created, and when you have it scheduled to run. Select **Edit** to make changes to the import, or click **Run now** to have the import process run immediately. Go over previous imports that have run in the last 90 days.

The **Import Summary** confirms that your import has been scheduled, when it will run and how often it will sync.

Some specific situations require special attention during import. There are also some items that you will need to re-create using Bing Ads, such as Automated rules, Ad-group-level Sitelink Extensions, Ad-group-level App Extensions, Ad-group-level Location Extensions, Ad-group-level Call Ad Extensions, Remarketing lists and associations, and IP exclusions.

[Read more](#) about items you should check after import.

## Limits for accounts, campaigns, and ad groups

There are the limits on the number of items you can have at each level. This information can be useful in organizing your advertising campaigns, particularly if you plan on importing from Google Ads.

| This level... | Can contain up to...   |
|---------------|--|
| Customer      | <ul style="list-style-type: none"><li>• 15 users</li><li>• 6 accounts</li><li>• 50,000,000 keywords</li><li>• 10,000 campaigns</li></ul>   |
| Accounts      | <ul style="list-style-type: none"><li>• 5,000,000 keywords (and product targets combined)</li><li>• 5 million negative keywords</li><li>• 20 negative keyword lists (max. 5,000 keywords per list)</li><li>• 200,000 Sitelink Extensions</li></ul> |

|           |   |
|-----------|---|
|           | <ul style="list-style-type: none"> <li>• 150,000 Ad Extensions (excluding Sitelink Extensions)</li> <li>• 20,000 ad groups</li> <li>• 20,000 negative keywords</li> <li>• 10,000 location targets</li> <li>• 5,000 shared negative keywords</li> </ul>  |
| Campaigns | <ul style="list-style-type: none"> <li>• 2,500 website exclusions</li> <li>• 100 IP exclusions</li> <li>• 1 Call Extension</li> <li>• 20 Sitelink Extensions</li> <li>• 6 Image Extensions</li> <li>• 100 ads, including text or product</li> <li>• 20,000 keywords (and product targets combined)</li> </ul> |
| Ad groups | <ul style="list-style-type: none"> <li>• 20,000 negative keywords</li> <li>• 10,000 location targets</li> <li>• 6 Image Extensions</li> </ul>   |

## Managing campaigns and ad groups

Once you've finished creating or importing your campaign, you can make changes to many of the campaign and ad group settings.

**Edit campaigns:** To quickly change the campaign name, status or budget, go to the **Campaigns** page, click the checkbox in the row of the campaign you want to change, then click the **Edit** dropdown followed by the **Edit selected rows** link.

Alternatively, from the **Campaigns** page, you can hover over the field in the row you wish to change and click the **Pen** icon. To change more advanced settings, like campaign targeting, budget options and exclusions, go to the **Campaigns** page, click the name of the campaign, and click the **Settings** link.

**Edit ad groups:** To quickly change an ad group name, status, search bid or ad schedule, go to the **Campaigns** page, select the **Ad groups** tab, tick the checkbox in the row next to the ad group name, then click the **Edit** link followed by the **Edit selected rows** link.

Alternatively, hover over the field you wish to change in the ad group's row, and click the **Pen** icon. To change more advanced ad group settings, like the ad group targeting, ad distribution, pricing, schedule and ad rotation, click on the name of the ad group, then click the **Settings** link.

When importing Google Ads campaign that contains multiple target languages, Bing Ads will select the campaign language with the largest market as your ad group target language. If none of your Google Ads target languages are supported in Bing Ads, Bing Ads will flag the campaign as an error.

If you are taking advantage of the new Expanded text ads option, you will need to review whether you need to set an account-level tracking template. To do this, select the account into which you want to

import your Expanded Text Ads. The account should include the campaign and ad group specified in the import file.

## Summary

As you set up your campaigns and ad groups, or import campaigns, keep these key points in mind:

- Align your campaigns with your business groups or products.
- Manage your campaigns and ad groups from the Campaigns page.
- Take advantage of the Google Import tool to import Google Ads campaigns.
- Create an upload file and import it to Bing Ads.

## ❑ PPC bidding, traffic estimation, and CPC strategy

Launching a new search advertising campaign requires a lot of research and planning. How do you know what to bid? How much traffic should you expect from a specific keyword? Bing Ads has tools to help you strategize appropriate bids, estimate the change a bid estimate would make on your campaign's traffic, and understand your actual cost.

After reading this Study guide, you will understand how to:

- Take advantage of the Bing Ads Intelligence keyword planner tool.
- Analyze your traffic estimates.
- Optimize your campaign using specific bid strategies.
- Learn how to improve your cost per click (CPC).
- Eliminate low conversion rates (CVR).

## Creating bids

The heart of online advertising is matching relevant ads with potential customers. Bids are just one of several factors that affect your ad's position. Along with bids, keyword relevance and quality score are critical variables that determine ad rank. However, fully understanding PPC bidding is important because it's possible to overpay for performance when trying to display your ad in the mainline (A) and sidebar (B) locations.

When creating your bids, keep in mind:

- Your keyword bid is the maximum price you are willing to pay each time your ad is clicked. Your actual cost may be much lower.
- Your budget affects the number of times your ad can be clicked in a given day or month.
- Keyword bids are not static. It's good practice to constantly review and adjust your keyword bids based on actual results as well as estimated results.



# Bing Ads Intelligence: Keyword planner tool

## Keyword Planner

Plan and improve your campaigns

### Find new keywords

▼ Search for new keywords using a phrase, website, or category

▼ Multiply keyword lists to get new keywords

### Plan your budget and get insights for keywords

▼ Get search volume data and trends

▲ Get performance and cost estimates

#### Option 1: Enter keywords

Enter keywords, one per line or separated by commas (for example, Seattle, Seattle bakery, bakery).

To specify a match type, use the following formatting:

- For broad match: Red roses
- For phrase match: "Red roses"
- For exact match: [Red roses]

#### Option 2: Upload file with keywords


Choose file...


We accept .csv or text files with one keyword per line and no punctuation.

#### Targeting

United States 

English 

All search networks (Bing, AOL, and Yahoo search and syndicated search partners) 

Negative keywords 

#### Date range

Showing weekly estimates

Get estimates

## Bid landscape

Bid landscape helps estimate the affect a bid change will have on your campaign. Bid landscape provides a range of bids for a keyword, along with the estimated impressions and clicks those bids might bring for that keyword. If you see a bid that gives the performance you're looking for, you can then change your bid within Bid landscape.

Bid landscape is only available if there is sufficient impression and click data for your keywords. If there is data available, a small graph will appear next to each of your bids on the **Keywords** or **Ad groups** tabs. To view the Bid landscape estimates:

On the **Keywords** or **Ad groups** tab, click on the graph icon next to the current bid you want to review. To change your bid, select an option from the **Bid** column or enter an amount in **Other bid** and click **Save**.

At the ad group level, you can choose to change all of your keyword bids or you can update only your ad group bid and leave your individual keyword bids unchanged.











\*It's important to remember that [Bing Ads Intelligence](#) keyword planning tool is a [free download](#) that you can use to build, expand and optimize suggested keyword lists and bid estimates using familiar Excel. With it, you can:

- Build lists of up to 200,000 generated keyword lists.
- Create original keyword research templates that let you analyze data for your business.
- Discover bid estimation data in a simple spreadsheet.

## CPC bid strategies

Enhanced CPC (cost per click) is the default bid strategy setting when you create a new campaign. With Enhanced CPC, you set your ad group and keyword bids, and Bing Ads automatically adjusts your bids in real time to increase your chances for a conversion. Your bid may be increased for searches that are more like to convert and up to 100% lower on searches less likely to convert (up or down, this change will be made after we apply any bid adjustments you have set).

Comparing bid strategies:

|                      | Manual or Automated Bidding?  | Do you need UET Conversion Tracking?  |
|----------------------|---|---|
| Manual               |  |  |
| Enhanced CPC         |  |  |
| Maximize Clicks      |  |  |
| Maximize Conversions |  |  |
| Target CPA           |  |  |

**Manual CPC** (cost per click): You set your ad group and keyword bids, and Bing Ads uses these bids every time. This is every campaign's default bid strategy. To switch the default Manual CPC strategy to Enhanced CPC, click Settings tab from the Campaign page. Under **Bid strategy**, choose **Enhanced CPC: Adjust my bid to get more conversions**.

**Enhanced CPC** (cost per click): You set your ad group and keyword bids, and Bing Ads automatically adjusts your bids in real time to increase your chances for a conversion. Your bid will go up to 30% higher on searches that are more likely to convert and up to 100% lower on searches less likely to convert. (This change will be applied after you set your bid adjustments.)

**Maximize Clicks:** Bing Ads automatically sets your bids in real time to get as many clicks as possible within your budget. If you want greater control over your bids while using Maximize Clicks, you can also set a maximum CPC (cost per click). This is an optional limit you can set to make sure that Bing Ads never pays more than a certain amount for each individual click.

Remember, you can improve your cost per click (CPC) to get a lower cost per action (CPA) by considering bids, ad copy, and much more. For example, you can lower your bids to your break-even CPC, especially for your top 10 percent of keywords or placements. (Your break-even CPC is your gross profit multiplied by your conversions per click.)

You can improve your click-through rate with better ad copy for all ad groups with break-even CPCs. Last, you can use all ad extensions possible. Pause poor-performing ads, test new ones using tools like Boost Media or AdAlysis, and don't forget to look at your [Quality Score](#).

## Eliminate low conversion rates (CVR)

Cost per action is driven by CPCs and conversion rate. The number of leads you get is your budget divided by your cost per action (CPA), which is made up of your cost per click and conversion rate. Here are some ways to eliminate low conversion rates:

### 1. Exclude poor performing keywords, placements and audiences

- Run a search term report and add negatives keywords
- For RLSAs exclude audiences with -100 percent incremental bid
- Check mobile performance, if poor consider negative incremental bid

### 2. Get serious about test landing pages. Consider these 10 elements:

- Logo (who are you?)
- Headline
- Call to Action
- Confidence signals
- Offer
- Contact information
- Persuasive copy
- Product evaluation information
- Product presentation
- Basic template elements

### 3. Improve targeting

- Pull multiple dimensions reports by geography, device, search network, audience, time of day, day of week, and find segments that are not working

## Automated rules and bids

Most common bidding, budgeting and campaign planning tasks that advertisers big and small perform align well with [Bing Ads Automated rules](#). The ability to schedule keyword bid adjustments and campaign operations on daily, weekly, and monthly basis can amount to invaluable time savings and efficiency gains.

### Examples of common automated rules and bids

1. Start and stop your campaigns for special events

Want to display ads for a limited-time-only sale without getting up at midnight to enable that special-event campaign? You can enable the campaign through an automated rule. You can also create a second rule to stop the campaign at the end of the day.

Before creating the rules, you need to create your special-event campaign, complete with keywords and ads. Set that campaign to Paused. Once you've got your campaign ready, create the first rule to start the campaign and the second rule to pause it again at the end of the day.

2. Avoid costs on poor performing keywords or ads.

Sometimes certain ads or keywords just don't work out. Maybe your ad is getting lots of impressions, but no clicks, or you're getting clicks but no conversions. That's costing you money you don't need to spend. Here's an example of how you can pause ads based on performance criteria.

3. Keep your ads on the first page

If you've got some keywords and ads that are performing well and want to make sure they are consistently seen by as many searchers as possible, try this:

Click **Campaigns** at the top of the page, then click the **Keywords** tab. Click **Automate** and select **Increase to estimated top of page bid when....**

Set the following:

1. Apply to: All enabled ads in all campaigns
2. Do this: Increase to estimated top of page bid
3. Optional: Check max bid and enter a maximum bid you are comfortable with.
4. When: Avg. pos. > 4
5. How often: Daily, 7 AM, using data from Previous day
  - **Email results: Only if there are changes or errors**
6. Avoid letting your budget stop your best performing campaigns

It's your best-performing campaign: Clicks are high and so are conversions. Then suddenly all the clicks stop. What happened? It might be as simple as running out of budget. Now you're losing customers because your ads have stopped displaying. You can automatically increase your budget for that star campaign.

## Actual cost

The bid amount is deducted from your campaign budget each time your ad is clicked. The actual cost for each keyword or placement varies depending on the following:



**Your bid on a keyword or placement.** Your keyword or placement bid is the maximum amount you can be charged when your ad is clicked. Learn more about PPC bidding in [Set your campaign budget and bid amounts](#).

**Incremental bids to target customers by time of day, gender, or other targeting criteria.** When one or more of your target criteria is met and your ad is clicked, you also pay the amount of your corresponding incremental bids. Thus, incremental bids can increase the cost of your default and custom bids. Learn about targeting and incremental bids in [How to target my customers by adjusting my bids](#).

## Inline opportunities

Use inline opportunities on the Campaigns tab to see and apply keyword and bid suggestions, which can help boost impressions and clicks as well as improve ROI. Inline opportunities come from the Opportunities tab. Learn how to Use Bing Ads Opportunities for ideas to improve your campaign.

Click **Campaigns** at the top of the page. Click the **Campaigns** tab. In the **Delivery** column, if the status is "Eligible" and there is an inline opportunity, you will see a light bulb icon.

| Delivery ? |   |
|------------|---|
| Eligible   |  |
| Eligible   |  |

Click the light bulb icon and review the inline opportunities.

On the Opportunities page, you will see several suggestions for improving the performance of your campaign. Here's an example of what your Opportunities page might look like:

| What you can do:  | What change you could see each week:   |
|---|--|
| Lower your bids to increase your clicks for the same budget amount<br><a href="#">View Opportunities</a>            | <b>500</b> more clicks and 600.00 savings when you lower bids for 20 campaigns<br><small>Campaigns include 10 campaign one, 10 campaign 2, 10 campaign 3, and 17 more</small>  |
| Increase keyword bids to show your ads more often than other advertisers' ads<br><a href="#">View Opportunities</a> | Your ads could show more often than www.test.competitive.bid.1.com if you increase the bid for <b>22</b> Keywords<br>   |
| Increase keyword bids to move your ads to the mainline<br><a href="#">View Opportunities</a>                        | when you increase 300 keyword bids of 5 ad groups<br>   |
| Increase keyword bids to move your ads to the best position<br><a href="#">View Opportunities</a>                   | when you increase 300 keyword bids of 5 ad groups<br>   |
| Increase keyword bids to move your ads to the first page<br><a href="#">View Opportunities</a>                      | when you increase 200 keyword bids of 6 ad groups<br>   |

You can click any of the **View Opportunities** buttons to see suggestions in either a **Simple View**, which is the default view, or an **Advanced View**, which gives you a more detailed, tabular way to review, apply, and dismiss opportunities.

| These opportunities are related to | Keywords with broad match opportunities | Est. impressions per week | Est. clicks per week | Est. spend per week |
|------------------------------------|---|---------------------------|----------------------|---------------------|
| <b>236</b> ad groups               | <b>306</b>                              | <b>1,268,003</b>          | <b>113,715</b>       | <b>145,167.20</b>   |

[← Back](#)
[Apply all](#)
[Export](#)
 Sort by ▼
 Filter ▼

Simple View
  Advanced View

If you do this: \_\_\_\_\_ You could see this change each week: \_\_\_\_\_

The suggestions you receive can include some from this list and [more](#):

- Add new keywords
- Add broad match to your existing keywords
- Add broad match modifier keywords
- Increase your bids to move your ads to mainline
- Increase your bids to move your ads to best position
- Increase your bids to move your ads to first page
- Increase your bids to show your ads more often than other advertisers' ads
- Lower your bids to increase clicks
- Increase your budget

## Traffic status by location

You can use the [Geographic report](#) to find out how your ads are doing in different locations, which can help you decide where to focus more of your advertising efforts. With the "Location type" and "Most specific location" columns, you can view which location type – "Physical location" or "Location of interest" – that was used to serve your ads.

Read more about [how to read the report](#) and understand the data.

To create a Geographic report, click **Reports**. If not already expanded, click **Standard reports**. Click **Targeting**, and then click **Geographic**. Select the unit of time (**Show (unit of time)**), **Date range**, and the download **Format** you want.

Optionally, you can do one or more of the following:

- Set your report to include all accounts (the default) or select **Specific accounts, campaigns, and ad groups** and then choose the items you want.
- Click **Choose your columns** to select or remove attributes and performance statistics for the report.
- Click **Filter** to display specific types of data in your report.
- Click **My report settings** to save the report as a custom report or schedule the report to run at a certain time.

Click **Run** to run the report or **Download** to download the report as a CSV or TSV file.

Note: You can also create a Geographical location report from the Dimensions tab. On the **Campaigns** pages, click the **Dimensions** tab, and then next to **Show**, click **Geographical location**.

## Understanding your traffic estimates

After using the PPC estimator, and seeing the estimates related to keyword performances and cost, you might wonder why you are seeing certain figures. Here are some reasons that can impact how your traffic estimates display.

- **Limited by budget:** You may sometimes see a shaded area in the graph. This means that our system estimates that our PPC traffic estimator evaluated your budget and indicated that it is too low to accommodate all the clicks and impressions available for your keywords for the shaded bids. You may also see the line in the graph curving down. This means that the estimated number of clicks your keywords might get are decreasing as your bid increases.

To get more clicks and impressions, try adjusting your PPC bidding strategy and increasing your daily budget. By increasing your budget, your ads may get more clicks and impressions. You can also try to lower bid, as it might reduce the average amount you pay when your ad gets clicked and help your budget go further to get more clicks.

- **Estimates are not available in the tables:** If you haven't entered a bid and daily budget (optional), you will see dashes "-" in the table. Enter **Bid amount** and **Daily budget** (optional) above the graph and click **Get estimates** to view the weekly estimates.

If you see a dash "-" instead of a number in the **Avg. Position** column, our PPC traffic estimator determined that your ad will likely not get any impressions. Historical ad performance for your ad and other ads using similar keywords are used to calculate the average position. Usually, you'll see a dash when different factors like your bid or click-through rates aren't sufficient to earn an ad position. Try to adjust your PPC bidding strategy and increase your bid amount to get an average position estimate.

## Summary

As an advertiser, you want your ad to display at or near the top of the search results page. Optimal keyword bids are critical for achieving a high rank while not overpaying. Bing Ads provides tools that allow you to analyze estimated results, develop a CPC strategy and apply informed keyword bids. As you work with your bidding strategy, remember these key points:

- Use the bid and traffic estimation tools to help you place optimal bids.
- Compare bid strategies to improve your CPC.
- Use Automated bid rules to schedule keyword bid adjustments on a daily, weekly, and monthly basis.
- Use inline opportunities to update keywords and bids.
- Use the Bing Ads Intelligence keyword planning tool to build, expand and optimize suggested keyword lists.

## □ Effective PPC copywriting and ad copy tips

Writing effective ads is one of the fundamental tasks of creating your online ad presence. It's critical to learn about the general ad structure and Bing Ads policies so you can write advertising copy that will compel people to click.

In this PPC copywriting Study guide, you will understand important policies, ad copy tips and techniques to help you write ads that are effective and relevant. This training will help you understand how to:

- Write effective advertisement copy that meet the Bing Ads policies.
- Submit your ads for approval.
- Use Expanded Text Ads to craft longer ad copy.

### The basics

First, always make your ads are relevant. One way to improve relevance is to use your customers' most popular search query keywords in your ad titles and text. A great strategy for effective advertising is to include a strong keyword in the first line of your ad or title.

Use compelling action words that encourage customers to click your ad right now. Offer a specific call to action in your description, such as encouraging customers to request a brochure or consultation, download a free e-book, subscribe to a newsletter, or take advantage of a limited-time discount. You can test different ones out to see which work best.

Highlight your company's products and benefits rather than using excessive promotional language and superlatives. Describe a unique feature, product or service that you offer. Why do customers buy your product? Does it solve a problem? Does it help save time or money? When you're finished writing, pretend you're a customer and review your ad and landing page. Ask yourself:

- Is the content on the page relevant to the ad? Have I set up [Expanded Text Ads](#)?



- Will my customers understand the page right away? Have I used a message that targets them directly?
- Does the landing page prominently display the offer mentioned in the ad? Is your brand clearly represented on the page?

## General policies

Microsoft can refuse to accept any advertising content that does not meet [Bing Ads policies](#). When tackling your PPC copywriting projects, it's necessary that you adhere to these guidelines to decrease the likelihood that your ad is disapproved. Disapproval can inhibit the execution of your campaign, so, it's best to read the editorial guidelines article in Bing Ads online help to become familiar with the list of acceptable ad content.

Four of the most important ad copy tips and **general** policies that you must adhere to when writing ad copy are:

- Do not use offensive language or profanity.
- Do not advertise illegal products.
- Do not mislead your customers or create the wrong impression.
- Use correct style and grammar in your ads and avoid common mistakes such as more than one exclamation point per sentence, repeated or unnecessary punctuation, or repeated words.

## Policies for intellectual property

You are responsible for ensuring that your ads and keywords do not infringe on another party's intellectual property. However, you can use trademarked words or phrases in certain instances.

## Landing pages

The landing page for your ad should provide clear content that is relevant to your ad text and keywords. The ad should lead to different landing pages, depending on the focus of the ad. If the landing page is inaccessible, is under construction, generates pop-up ads, or does not have content that is relevant to your advertising copy, your ad could be disapproved. Consider these four questions for a positive landing page experience:

- Is it relevant?
- Is it transparent?
- Is there ease of navigation?
- Can users find what they are searching for?

## Expanded Text Ads

Expanded Text Ads are a mobile-optimized ad format that enables you to craft longer ad copy and optimize your ad text to better engage with potential customers before they click on your ads. Expanded Text Ads work seamlessly on mobile, tablet, and desktop devices, giving you a way to create more compelling calls to action for consumers and drive higher conversions to your business.

An Expanded Text Ads contains three fundamental visual elements: the ad titles, the final URL, and the ad text.



You can further enhance your Expanded Text Ad with [ad extensions](#).

Tips for optimizing your Expanded Text Ads:

- Review your ad extensions to ensure that they have fresh, differentiated content from your expanded headlines.
- Add your brand in the headline for trust.
- The clearer and more specific your offering, the better. For example, rather than "big discounts," specify an exact percentage, such as "50% off."

\*Note: You can convert standard text ad (STA) to expanded text ad (EXTA) via [Bing Ads Web UI](#) and [Bing Ads Editor](#).

## Ad customizers

Ad customizers provide flexibility to easily customize your text ads to what someone is searching for at the time they're searching for it. A single text ad can be customized with hundreds of variations and show the most relevant ad to each potential customer.

Ads can be modified based on user location, device, search queries, time of day and many other ad customizers.

To get started, click the **Campaigns page**. Navigate to the **Shared Library**. Expand **Business data** and choose **Ad customizers**. You'll see an option to **Upload** new ad customizer feed and a list of previous uploads (if available).

---

### What are ad customizers?

Ad customizers help reduce setup time and improve ad quality by allowing you to create hundreds of different ad copies based on many different parameters using machine learning — all with just one ad copy.

---

### How do ad customizers work?

You can create custom attributes in feeds and provide targeting settings for each feed item. You can target each feed item by Keyword, Location, Audience, Ad group and Campaign in addition to the standard targeting attributes like Device, Start date, End date and Scheduling. You can make references to these feeds and attributes within the ad copy in the form of ad customizer parameters. At serve time, these parameters will be replaced with the appropriate feed item based on the feed item's targeting settings and what our algorithm finds relevant.

---

### How do I set up ad customizers?

See slides 7-14 for more details.

---

### Is Google Import available for ad customizers?

Google Import as well as API support will be available at the time of general availability.

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## Character limits

Each ad consists of four components: ad titles, ad text, display URL and a final URL. Each component has character limits so all ads across the network remain consistent. As you type your ads, a counter shows how many characters you have remaining for each component, making it easy to stay within the limits. If you happen to exceed the character limit, you'll need to make wording adjustments before you can save the ad.

Here's how Expanded Text Ads compare to standard text ads:

| Ad part     | Standard text ads                               | Expanded Text Ads  |
|-------------|---|--|
| Ad title    | 25 characters                                   | 90 characters: Supports three headlines, up to 30 characters each, separated by a space, vertical bar, and space ("   ")     |
| Ad text     | 71 characters                                   | 180 characters: Supports two descriptions, up to two 90 characters each  |
| Display URL | 35 characters, manually entered and error-prone | Domain and subdomain automatically generated from your final URL (preserving capitalization) plus two customizable URL paths |

## Submitting your ad for approval

Once you've finished writing your copy, Bing Ads provides feedback to help you make adjustments so your ads comply with basic editorial requirements, such as word counts and missing or incorrectly formatted URLs.

If your ad, keywords and landing pages meet all Bing Ads policies, your ad may display online soon after you submit it. If not, this process will take longer. Bing Ads does not notify customers when their ads have been approved. You can look at the **Delivery** column on the ad and keyword tabs on the **Campaign** page to verify the status of your ads and keywords.

## Disapproved content

If your ad has been disapproved, you will be notified by email. You can also select the arrow next to the disapproved Delivery status on the **ad** or **keyword** tab in Bing Ads to get actionable information about the reasons for the disapproval.

## Summary

Remember these key points for effective ad writing that will get your products and services noticed:

- Keep your customer in mind at all times.
- Keep your ad concise, relevant and specific.
- Review and follow the Bing Ads policies to help your ad go live as quickly as possible.
- Use ad customizers for higher click-through and conversion rates.

## □ Choosing keywords and how to do keyword research

Keywords are single words or phrases that are used to target user search queries on search engines like Bing. When a customer's search query matches your keyword, this triggers your ads to display. Choosing keywords is one of the most important aspects of creating and maintaining a successful pay-per-click (PPC) advertising campaign. But where to start? How do you identify the many possible keywords that describe your business? How much should you bid on those keywords to be competitive with other advertisers?

After reading this Study guide, you will understand:

- The importance of brainstorming, how to do keyword research and how to choose keywords following best practices.
- How to incorporate the concept of match types and negative keywords into your PPC ads.
- How to use Bing Ads Keyword Planner to research and find keywords.

## Building a quality keyword list

The most important tool at your disposal for building a quality keyword list is brainstorming. Who knows your business better than you? Start with what you know:

- Your brand.
- Your products.
- Your services.
- Review your competitors' websites.

From here, shift your brainstorming to questions like these:

- Why do consumers need your products and services?
- Why would a consumer choose you over your competitors?
- What types of questions might a consumer ask to find your products and services?

The end result of this brainstorming exercise should be a seed keyword list. These seed keywords will help you plug into actual tools to take your keyword research to the next level.

## Bing Ads Keyword Planner

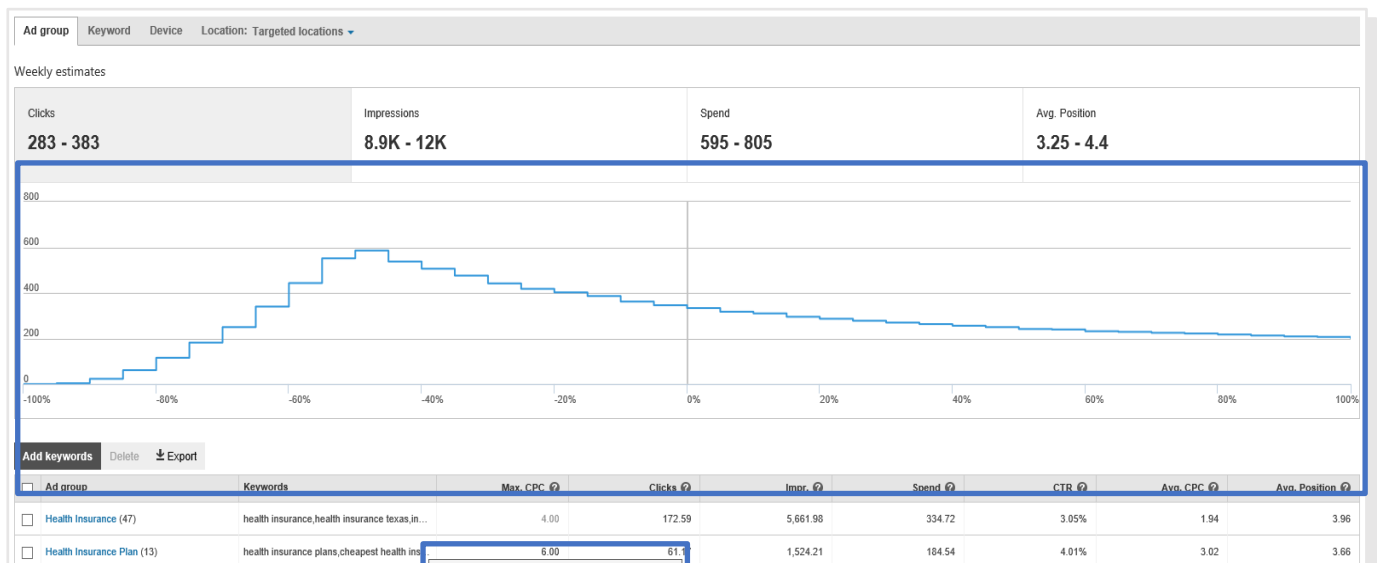
Keyword Planner is a keyword research tool that provides valuable insights to help you plan and optimize your campaigns. Important features include:

- Search capabilities by landing page URL. More keyword resources means more opportunities for optimization.
- Compare your ad impression share to your competitors and the market leader domains.
- Customize your individual ad group and keyword bids or increase them by scale to get traffic estimates.
- Look at keyword search volume for a specified time going back up to 24 months.

This chart illustrates how you might compare your ad impression share to your competitor:



This chart illustrates how you can increase the bids by scale and customize your individual ad group and keyword bids:



To get started, click **Tools** on the top menu. Click **Keyword Planner**. Click **Search for new keywords** using a phrase, website, or category.

The seed keyword list that resulted from your brainstorming will become the starting point for your research with Keyword Planner. To start, enter one or more of the following in the boxes that appear:

- Up to 200 words or phrases that describe what you're advertising
- The URL of your website or a page on your website
- A category relevant to your product or service

## Keyword Planner

Plan and improve your campaigns

### Find new keywords

Search for new keywords using a phrase, website, or category

Enter one or more of the following:

Product or service

Enter products or services, separated by commas (for example, Seattle, Seattle bakery, bakery).

Your landing page

www.example.com

Your product category

Enter or select a product category

#### Targeting

United States

English

All search networks (Bing, AOL, and Yahoo search and syndicated search partners)

Negative keywords

#### Date range

Show average monthly searches for: Last 12 months

#### Search options

Keyword filters

Keyword options  
Show keywords in my account

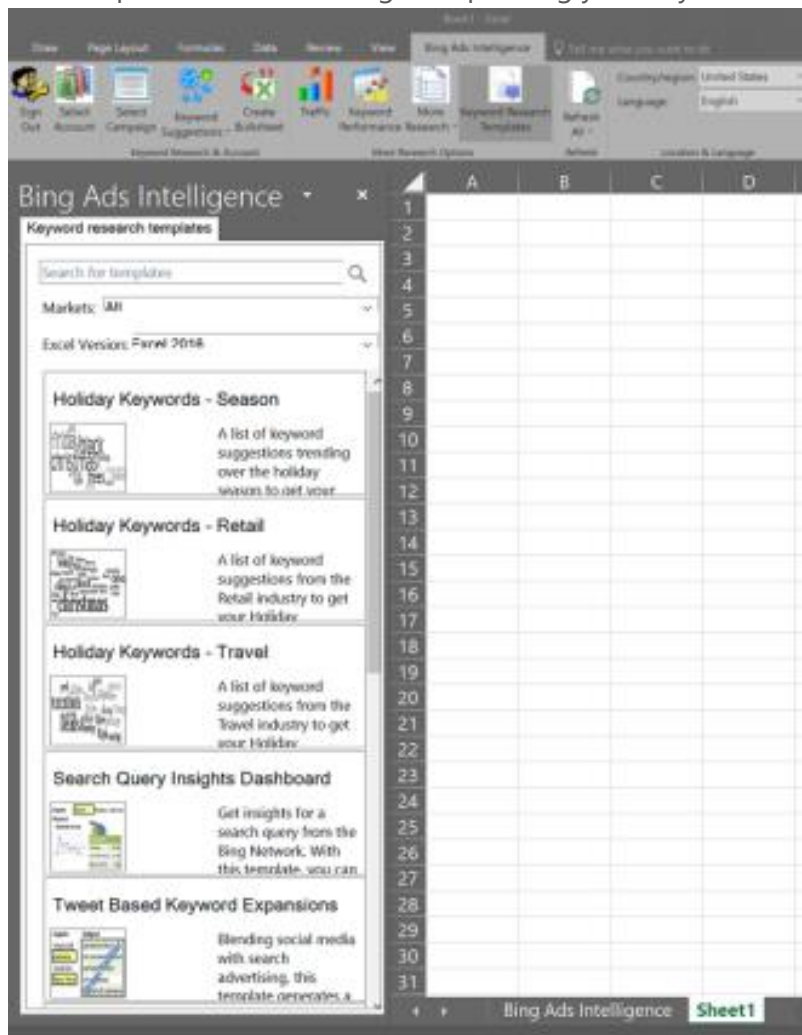
Keywords to include

Get suggestions

Learn more about how to use the [Keyword Planner tool](#).

## Bing Ads Intelligence

Another powerful tool for working with keywords is Bing Ads Intelligence – an extension for Excel. This tool seamlessly operates in Microsoft Office Excel 2016, 2013, 2010 and 2007 and provides many features and templates for researching or expanding your keyword lists.



Learn more about [Bing Ads Intelligence](#).

## Negative keywords and match types

As you build your keyword list, you will find keyword variations that are a perfect match – and some that are close, but not perfect. How do you deal with those keywords that are only “close” to perfect? Match types. You control how Bing Ads matches your keyword to user search queries.

- Exact Match: end user must type your keyword into the search box – word for word.
- Phrase Match: end user must type your keyword into the search box, but additional words may be included before or after.

- Broad Match: end user's search query must be *close* to your keyword and may contain synonyms, slang or similar words.

If you find there are keywords that are not relevant to your business at all, you have the option to exclude those words. Negative keywords allow you to define exceptions to when your ad will be triggered. For instance, if your ad sells shoes and you've specified "tennis shoes" as a keyword, you can prevent your ad from being displayed in response to a search on "tennis courts" by adding "courts" as a negative keyword. Learn more about [match types and negative keywords](#).

## Disapproved keywords

On occasion, you may upload a new keyword just to find that it has been rejected, or disapproved. Keywords that do not meet Bing Ads editorial policies are given a **disapproved** status. You will be alerted to any issues with your keywords in the **Delivery** column of your keywords list, as well as by an email notification, at which time you can either fix the issue or request an exception.

Learn more about [Bing Ads policies](#).

## Summary

The words and phrases you include in your keywords list help determine whether or not a customer will see your ad. Be sure to focus on keyword relevancy to maximize the effectiveness of your strategy. When choosing keywords, remember these points:

- Your knowledge of your business is the best place to start for keyword brainstorming and research.
- Use Bing Ads Keyword Planner and Bing Ads Intelligence tools to research traffic estimates, search volume history, and search for new keywords by landing page URL.
- Take advantage of match types to control how your keywords are matched to user search queries.

## □ Bing Ads policies

Bing Ads policies help advertisers learn what makes a great ad, as well as what is and isn't allowed in them.

The [editorial review](#) is a quality check to help ensure that ads are well written and relevant to potential customers. After you submit an ad group, the content goes through a review to ensure that it meets Bing Ads guidelines. If your ads and keywords don't raise any flags, they pass the review and become active.

After reading this Study guide, you will understand how to:

- Adhere to style and content policies.
- Avoid disapproved ads and keywords.
- Avoid common editorial disapprovals.



- Understand image, audio, and video functionality policies.
- Fix limited or disapproved status.
- Make sure that your ad does not duplicate any of your other ads.
- Use Bing Ads Editor to address disapprovals.

## Ad style policies

Style refers to the way your ad looks and reads with the use of capitalization, grammar and punctuation. By following the Bing Ad rules related to style, your ad will be effective and clear.

Style policy highlights:

- Capitalization is allowed for proper names, branded words and legitimate acronyms. Don't use random capitalization, even if you're trying to emphasize part of your ad copy.
  - **Approved:** Purchase Cheddar cheese from England.
  - **Disapproved:** Find GREAT deals on soFTwaRe.
- Phone numbers: The use of phone numbers in ad copy or [Call Extensions](#) must comply with Bing Ads policies. You can only use Call Extensions or Location Extensions to add a phone number to your ad copy in the following markets: US, CA, UK, HK, TW.
- Symbols or special characters including currency, trademark, copyright, model numbers, acronyms, ISBNs and trademarks containing special characters, are ok. Non-standard character sets for the language, superscripts or subscripts, or enhanced fonts, like bold and italic, are not allowed.
  - **Approved:** Games & software at A\*DATUM for \$99.
  - **Disapproved:** Find *great* deals on software \*restrictions apply
- Use correct punctuation at the end of your ad. Multiple exclamation points or question marks are not allowed. Exclamation points are not allowed in the title.
  - **Approved:** Great deals on software! 50% off all titles.
  - **Disapproved:** Great deals on software!!!! 50% off all titles!!!
- Character limits are calculated, including ads with dynamic text. If your ad title, ad text or destination URL exceeds certain character limitations, you will receive an error message. The limitations:

Flowers for any occasion - Delivered right to your door!  
[www.contoso.com/Seattle/Flowers](http://www.contoso.com/Seattle/Flowers)  
 Sustainably grown flowers on sale and ready to ship within 4 hours.

This ad consists of four parts:

| Ad part and character limit  | Example (see above)  |
|--|--|
| Ad titles  | Flowers for any occasion - Delivered right to your door!                             |
| Ad description   | Sustainably grown flowers on sale and ready to ship within 4 hours.                  |
| <a href="#">Path</a> (Domain and subdomain automatically generated from your final URL, plus two | <a href="http://www.contoso.com/Seattle/Flowers">www.contoso.com/Seattle/Flowers</a> |

customizable URL paths with 15 characters each.)

[Final URL](#) (2,048 characters)      www.contoso.com/Floral/SeaWa/default.aspx

Here is a complete breakdown of the elements of a search ad, including character limits:

- For effective ads, use correct spelling and grammar. Common abbreviations or substitutions, like ampersand, are acceptable. Gimmicky spelling and jargon should not be used.

| Ad placement           | Search Ads   |
|------------------------|--|
| Ad title               | 30 (77 characters if dynamic text is used.)                                |
| Ad description         | 80 characters, including spaces. (300 characters if dynamic text is used.) |
| Path                   | 15 characters each. (50 characters if dynamic text is used.)               |
| Final URL              | 2048 characters  |
| Mobile URL             | 2048 characters  |
| Tracking template      | 2048 characters  |
| Custom parameter name  | 16 characters  |
| Custom parameter value | 200 characters   |

- Keep your **pricing and discount language** accurate. Price quotes may appear in ads if they are also visible on the landing page. Pricing must accurately reflect the actual offer that users will find on the site.
  - **Approved:** Get cable for as low as \$9.95 per month.
  - **Disapproved:** All items 20% off. (\*If only a portion of the landing page items are 20% off.)
- A combined total of at least three words is required in the ad title and ad text for a **mobile ad**. Ads with two or fewer words are not allowed.

## Ad content policies

There are two specific Bing Ads rules related to content that will help you eliminate redundancy, low quality ads or confusing user experiences.

## Duplicate Ads:

Content that is too similar runs the risk of being disallowed. To comply, don't submit multiple ads that link to sites whose content or design is very similar.

Multiple ads may be displayed if the target site for each ad has:

- A separate, distinct brand
- A unique look and feel
- Different products or services

## Foreign Language:

As a general rule, you may not use two different languages within the same ad copy, except for commonly used terms or brands. Also, landing pages should be in the local language(s) of the market. (Case by case decisions may be made based on the general comprehension of the language in a specific market.)

Foreign language words are allowed where they naturally fall into local language usage. For example, in English-speaking regions, the following foreign words are allowed: *résumé*, *faux*, *burrito*, *café*, *fiancé*, *cliché*, *curriculum vitae*, *Zeitgeist*.

## Approved Examples:

Tour Mexico

www.contoso.com

Packages for families.

Prices for the summer!

## Disapproved Examples:

Tour Mexico

www.contoso.com

Packages for families.

**Precios para el verano!**

## URL and landing page policies

URLs should accurately describe your ad's landing page. Also, landing pages should load and function as normally expected — disruptive or deceptive content is not allowed.

| Policy  | The display URL must be of valid format.                   | The display URL cannot be used in a misleading manner.                  | Display URL cannot be used as another line of text.   |
|---|--|---|---|
| <br><b>Approved Example</b>    | www.contoso.com<br>contoso.com<br>http://floor.contoso.com | Display URL:<br>www.contoso.gov<br>Landing page URL:<br>www.contoso.gov | Display URL:<br>www.contoso.com/woodplans<br>Landing page URL:<br>www.contoso.com/woodplans |
| <br><b>Disapproved Example</b> | http:// Buy floor here<br>www.contoso<br>floor@contoso.com | Display URL:<br>www.contoso.gov   | Display URL: <b>call us now</b><br>Landing page URL:<br>www.contoso.com/woodplans           |

Remember, a reliable landing page is essential for quality clicks and impressions – especially at peak times. With regard to site behavior and navigation approvals, the **Back** button on your landing page must always be functional.

- The landing page must not:
  - Use "fake" close behavior. For example, when a user clicks a "close" button on the page, it should close that page, and no other behavior should result:
  - Be designed to look broken or simulate a non-working webpage in any way.
  - Mislead the user with "imitation" dialog boxes or browser windows.

Especially important is your URL sends users to the same static landing page every time.

## Images, audio, and video functionality policies

Images, audio and video are effective communication tools on the web. When using them in conjunction with advertising on Bing Ads, you must follow the policies and ensure you comply with applicable policies in the market(s) where your advertisement is displayed.

Ads may not feature images, wording or phrases included solely to generate user's attention and increase click through. (For example: "Tell us if our products suck," "Kill fat"). Personalization is not allowed.

Attention grabbing mechanisms and/or animation with the sole purpose of distracting the user via repetitive, rapid flashing, strobing or blinking tactics or has the potential to significantly distract users from editorial content or user experience are not allowed. This includes animated Graphics Interchange Format (GIF).

Images must meet average industry standards, including proper image quality and resolution. For example, images may not be fuzzy, obscured or non-readable.

Users should be in control of the visual and audio experience, on click for instance, both within ad copy or landing page.

Videos must be relevant to your ad, relating to your product, service, or brand. Videos cannot auto-play, and the ability to pause and/or stop the video must be present. All movie trailers must be Green Band, or preceded by applicable ratings (displayed in advance of the actual video play).

All images, audio and video must adhere to all other policies. Learn more about Bing Ads [Suffering and violence policy](#).

## Disapproved ads

Editorial checks do not stop once an ad is live. The Bing Ads team performs ongoing reviews to help ensure a quality marketplace. For this reason, ads and keywords that have previously displayed may be disapproved.

## Common causes of disapprovals

The Bing Ads [Disallowed content policy](#) reserves the right to reject or remove any ad at any time, especially in the case of certain content considered sensitive, illegal, dangerous, harmful and/or potentially unethical in nature. Please also review the [Disallowed and restricted products policy](#) for a better understanding of specific laws in different regions.

Here are general Bing Ads guidelines to avoid common editorial disapprovals:

- **Intellectual property & counterfeit**

Microsoft take allegations of trademark infringement seriously. If trademark and/or copyright are infringed, Bing Ads will remove an ad. The same goes for counterfeit. If you are a trademark owner and want to submit an allegation, please complete the [Intellectual Property Concern Form](#).

- **Pharmacy and health care**

Bing Ads restricts/limits the promotion of prescription-only drugs. Advertisers may not bid on keywords relating to prescription-only medications, including prescription medications for animals, unless they are properly certified in the market they are serving.

- **Adult content**

If your ads, keywords or destination website include adult content, like sexually explicit content (pornography, sexually oriented dating sites, prominently featured sex toy sites, etc.), then you must participate in the Bing Ads Adult Advertising Program — please apply through the [Adult advertising program participation form](#).

- **Gambling and contests**

Sites that accept wagers or require payment or other consideration in exchange for the chance to win prizes are not allowed. Likewise, sites that offer both information and links related primarily to the promotion of online gambling are not allowed. Policies vary by region.

- **Online fraud**

Advertising for ponzi schemes, pyramid schemes, chain letters, certain solicitation of money, and any other legally questionable business opportunities, is not permitted.

- **Financial products**

Advertisers who promote financial products and services must ensure they comply with all applicable local laws and regulatory requirements. Cryptocurrencies and cryptocurrency related products including, but not limited to initial coin offerings, cryptocurrency exchanges, and cryptocurrency wallets are disallowed. Non-regulated binary options are likewise disallowed.

- **Weapons and weapon-related products**

In addition to firearms, air guns, BB guns, and other similar items, as well as accessories that attach to weapons and/or aid in their use, including ammunition creation, loading, etc., are disallowed. Products that are not part of weapons or used to create ammunition or weapons are allowed. For example, ads for holsters, weapon cleaning kits, gun safes, and concealed weapon clothing are allowed. However, ad copy that is ambiguous and can be seen as promoting disallowed content will be rejected, even if the product on the landing page is acceptable.

- **Political ads**

Political candidate and ballot measure ads are disallowed for Bing Ads in the United States.

- **Under 18 users**

Ads will not be shown to the under 18 age group if the ad content is determined to be gambling,

tobacco, weapons, violence, alcohol, adult, pharma, drugs, mature, political content or religion/hate speech. This age filter will be applied regardless of the user setting. Information from the user's Microsoft account will be used to determine the user's age.

[Learn more](#) about Bing Ads policies about user safety and privacy. [Learn more](#) about what might trigger an additional editorial review.

## How do I fix a Disapproved or Approved Limited status?

*Approved Limited* is a delivery status related to location targeting. It means either your ad or keyword is approved and eligible to serve in at least one of its targeted locations, and/or your ad or keyword is either pending or disapproved in at least one other targeted location.

If you receive an email saying you had a *Disapproved* or *Approved Limited* ad or keyword, take the following steps:

Click the **Ads** tab or the **Keywords** tab. The delivery status of your ads or keywords can be found in the **Delivery** column. (You can sort the **Delivery** column to more easily find the Disapproved or Approved Limited items by clicking the **Delivery** column header.)

Click the ellipsis icon  next to the status in the **Delivery** column to see the ad or keyword's disapproved terms and the reasons for the disapprovals.

If the status is [Approved Limited](#), you will also see the specific market(s) in which the ad or keyword is disapproved. This ad or keyword is not functional in the listed market(s), but it is functional in all other targeted locations.

If an ad or keyword is listed as *Approved Limited* in Bing Ads (see [this article](#) to learn how to find the status of ads and keywords), click on the three dots next to the words *Approved Limited*.

If it was disapproved in at least one of your targeted locations, you will see:

- The reason it was disapproved.
- The location(s) in which the disapproval occurred.
- The part of the submission that triggered the disapproval.

## How do I challenge disapprovals?

If you feel that your ad or keyword should not have been disapproved, you can request an exception.

If an ad or keyword is disapproved *as* you are creating it, click the **Request an exception** button.

In the **Tell us your reason for requesting an exception** box, tell us why you believe the ad or keyword meets the policies and should not have been disapproved, or why the policy in question doesn't apply. Click **Save**.

You can also request an exception to the disapproval *after* the editorial review. Go to the **Campaigns** page and click the **Ads** tab or the **Keywords** tab.

Find the affected ad(s) or keyword(s). Disapproved ads or keywords will have either *Disapproved* or *Approved Limited* listed in the **Delivery** column.

Select the checkbox to the left of the affected ad(s) or keyword(s). Select **Edit > Request exception**, and then select either **All ads/keywords in this ad group** or **All keywords in this ad group**.

In the **Tell us your reason for requesting an exception** box, tell us why you believe the ad or keyword meets Bing Ads policies and should not have been disapproved, or why the policy in question doesn't apply. Click **Request an exception**.

Note: If your exception request is denied, the decision is final.

## Disapprovals in Bing Ads Editor

While making bulk edits to your campaigns offline using the Bing Ads Editor, you can quickly:

- Search for keywords that have failed editorial review.
- See whether their status is appealable.
- Appeal multiple keywords in bulk using one appeal entry.

In Bing Ads Editor, the **View** drop-down menu allows you to work with your campaigns, ad groups, text ads, and keywords by sorting and presenting data in group types, such as **active**, **paused**, **pending** and **deleted**. One group is **Editorial Disapprovals**, which contains the sub-groups: **adult**, **drugs** and **weapons**. Choose these sub-groups to see keywords that have failed editorial review.

If you have disapproved keywords, and their status is **Active-Appealable**, you can submit an appeal for one, several or all of your keywords directly from the **Edit Selected Rows** menu found in the **Manager** pane. Simply select the keyword or keywords you would like to appeal, and type your response in the **reasons for requesting exceptions to editorial disapprovals** text field. The next time you post changes, your appeal will be sent to Bing Ads for review.

Similarly, in the Bing Ads interface within the Keywords panel you can submit a request for exception by clicking on the ellipsis icon next to the "Disapproved" notification within the "Delivery" column. Simply tell us your reason for requesting an exception and submit the request exception.

## Summary

Bing Ads Policies are sets of rules that apply to style, content and functionality for ads. They are designed to ensure the quality and consistency of the search ads Bing Ads delivers across the Bing Network. These content policies will help you with the overall quality of your Bing Ads content, such as eliminating redundancy, low quality ads or confusing user experiences.

When writing ads, it's important to remember:

- Ads must meet editorial policies for capitalization, punctuation, spelling, character limits and promotions in order to go live.

- Ads, keywords and links to landing pages must adhere to the Bing Ads content policies, or they will be disapproved.
- Bing Ads guidelines can vary from country to country.
- Bing Ads offers clear editorial guidelines to help you create compliant, successful ads.

## □ Ad extensions

Bing Ads offers a suite of easy-to-use features called Ad extensions that enable businesses to build effective ads to attract customers across PCs, tablets and mobile devices. You can take advantage of Enhanced Sitelinks (ESL) to add two lines of descriptive text and enable larger headlines. You can even set up an Ad extension schedule and take advantage of the Bing Ads AI-powered Automated Extensions for several Ad extensions.

After reading this Study guide on Ad extensions, you will understand how to:

- Create **Sitelink Extensions** & ESL that take customers to specific pages on your website.
- Set up an **Ad extension schedule** to control when you show your ads.
- Help improve your ad's visibility and performance with **Automated Extensions**.
- Add **Price Extensions** to your ad.
- Use **Location Extensions** to display your local business information.
- Create **Call Extensions** with your business phone number or a forwarding number that provides better analytics.
- Take advantage of **Callout Extensions** to showcase how your business is unique.
- Use **Review Extensions** to create customer trust with positive third-party reviews.
- Create **Structured Snippet Extensions** to highlight extra products and services.
- Use **App Extensions** to promote your app.
- Use **Multi-Image Extensions** to add visual elements to your ad.
- Enable, edit, or delete Sitelink Extensions & ESL.

### Sitelink Extensions

Sitelink Extensions are links in your ads that take customers to specific pages on your website. They offer your customers a quick and convenient way to access the information they're searching for, which can increase both click-through rate (CTR) and conversions.

Improving your CTR is not only a function of keyword-to-ad relevance, but an indicator of how well you are able to show potential customers that you have what they're looking for. For example, if you're a retailer bidding on brand terms, it's smart to include an ad extension for your store locator page. Why? Searcher behavior data shows that when people enter a store name into the search box, they're often looking for basic information like store location and hours.

Sitelink Extensions provide a way to add links to your ads and are especially useful to mobile consumers who want to take immediate action when they're out and need quick access to your business information. You can enter up to twenty Sitelink Extensions for each campaign; they will apply to all ad groups and ads in your campaign.

Bing Ads will only show Sitelink Extensions in the mainline, and only for high-quality ads and campaigns. Therefore, make sure to add Sitelink Extensions to your highest performing campaigns. It might take

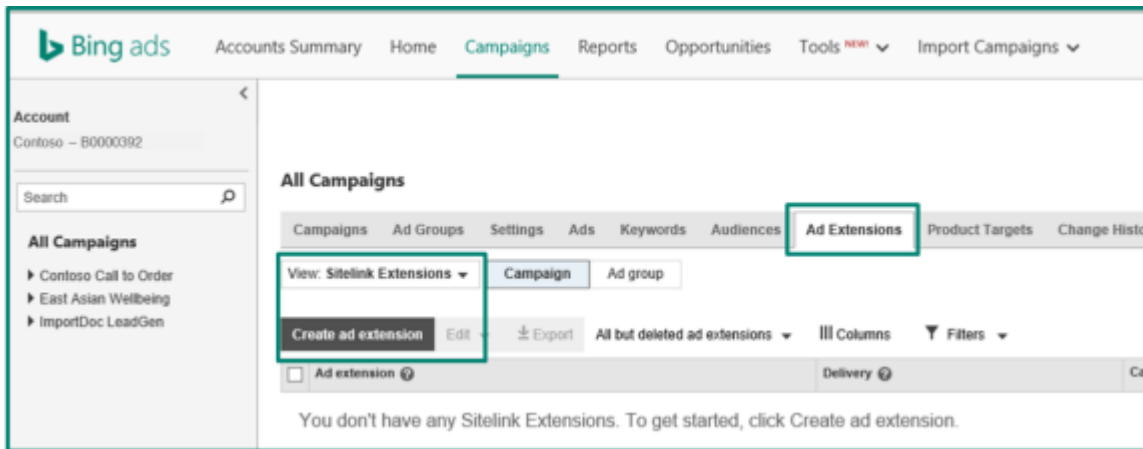


some time for new campaigns to start showing Sitelinks Extensions due to time required to build a history and quality score for the campaign.



By default, the Sitelink Extensions are set at the campaign level; however, you can also set sitelinks at the ad group level. Specifying sitelinks at the ad group level will override the sitelinks associated with the campaign.

To select the level you want to make the changes in, select **Campaign** or **Ad group** below the **Ad Extensions** tab. To create new ad Sitelink Extensions, on the **All Campaigns** page choose the **Ad Extensions** tab. Click **create ad extension**.



Select the campaign you want to associate the new Sitelink Extensions to, and then add up to 35 characters of description. (You must add both lines of text for ESL to be enabled.) Click **Save**.

To update existing Sitelink Extensions, click on the **Ad Extensions** tab. You'll see the list of available Bing Ads ad extensions. Select the campaign you want to **add additional text** to by checking the box on the left-hand side. In the Edit drop-down menu, select **Edit an Extension**.

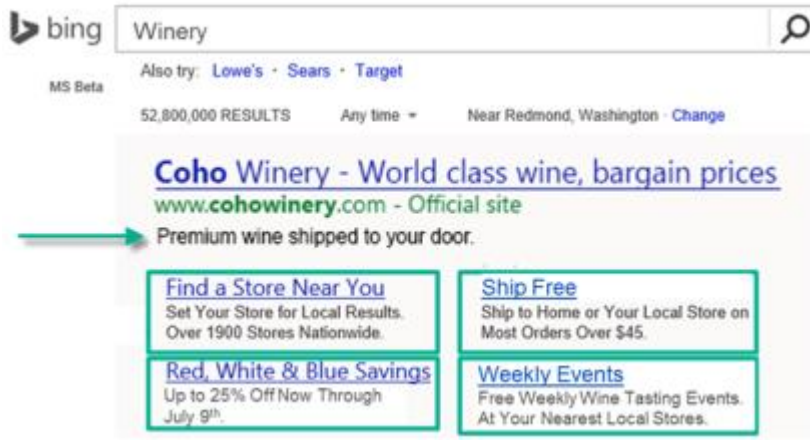
If you want to delete an existing Sitelink Extension, go to the **Campaigns** page and select the **Ad Extensions** tab. Find the Sitelink Extension you want to delete, and then select the checkbox to the left of that extension. Click **Delete**, then **Save**.

You can track Sitelink Extension clicks using [custom URL parameters](#).

## Enhanced Sitelinks (ESL)

Sitelink Extensions provide a way to add links to your ads, while ESL let you add additional text underneath these links to make your Sitelink Extensions larger.

You can now add up to two lines of descriptive text under each Sitelink Extension.



There's a 35-character limit for each line of ESL (70 total for two lines), but using less than 25 characters is best practice in the event that truncated text is enabled for smaller screens.

ESL will only show in the mainline 1 ad position (the first ad found on the search results page), which means you must bid competitively to take advantage of this feature. Best practices include using strong traffic keywords (such as brand terms), and specific pricing details and call to actions.

An ad can display 2, 4, or 6 ESL with descriptions, or 2 - 6 Sitelink Extensions in a single row without descriptions, which will be determined by Bing.

## Price Extensions

Price Extensions are a pay-per-click extension that display your products or services, along with their corresponding prices, to searchers. Price Extensions will only show on ads listed at the very top of the results page. This allows searchers to see to exactly what they're looking for when they're looking for it. This helps to increase your clicks and drive potential customers straight to your converting experiences.



An account, campaign, or ad group can have up to 20 Price Extensions. Like any extension, Price Extensions are free to add to your ad and may not always show for every query. You only pay the standard ad headline cost-per-click for clicks you receive on Price Extensions. If you'd like to change the order of the items within a Price Extension, you can do so by selecting **Edit Price Extension** under the **Ad Extensions** tab in **All Campaigns**.

[Learn more](#) about the definitions for the different fields you need to fill in for your Price Extensions.

To create a new Price Extension, click **Campaigns** at the top of the page. Click the **Ad Extensions** tab. If not already selected, click **Price Extensions** and select **Campaign** or **Ad group**. Click **Create ad extension**. Select the campaign or ad group you want to add the extension to. Click **Add new Price Extension**. Enter the Price Extension details and click **Save**.

[Learn more](#) about adding, deleting and associating Price Extensions at the account level.

## Location Extensions

With Location Extensions, you can choose to display the address of your business location closest to the customer. You can also include a local phone number. Better yet, if the customer is viewing your ad on a smartphone, they can click the phone receiver icon to call you directly.

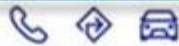
Setting Location Extensions allows you to set different locations for different campaigns. Multiple brands within the same customer account can now use Location Extensions. The business locations in use as center point for radius targeting will be migrated to custom locations and the existing campaigns will run without any issues.

## Seattle Hotels from \$40

Ad · [Contoso.com/SeattleHotels](#)

Phenomenal deals at great hotels. Discover the best deals today.

123 Surf Way, Bellevue



Mobile

Desktop

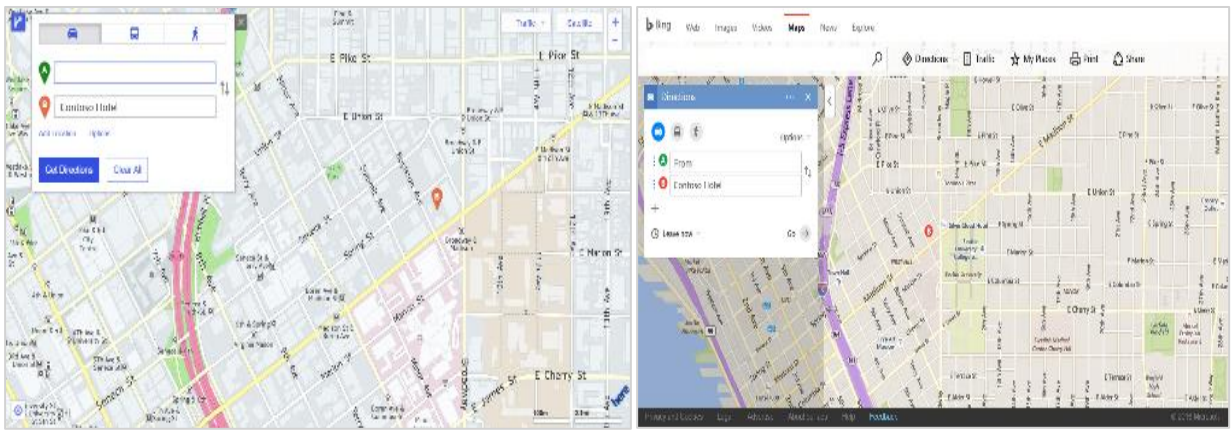
The screenshot shows a Bing search results page for the query "seattle hotels". At the top, there is a search bar with the Bing logo on the left and a magnifying glass icon on the right. Below the search bar are navigation tabs for "Web", "Images", "Videos", "Maps", "News", and "Explore". The "Web" tab is selected. Below the tabs, it shows "5,690,000 RESULTS" and a filter for "Any time". The main content area displays an advertisement for "Seattle Hotels from \$40" from "Contoso.com/SeattleHotels". The ad text reads: "Phenomenal Deals at Great Hotels. Discover the best deals today." Below the ad text is a location extension showing a pin icon, the address "17201 Surf Way, Bellevue", and the phone number "(425) 123-4567". A "Directions" link is also present. A red box highlights the location and phone number information.

You can take advantage of space by displaying up to 2 of your closest locations in one ad. (The radius for the location display is about 50 miles. If you don't have a business location entered that is within 50 miles of the customer, no location will be shown in your ad.)

### Location Extensions with directions

Users can click **Directions** to go to your business. The destination instantly populates into map directions, and automatically populates origin for smartphone users, assuming users have opted into 'use my location'. A route is calculated, and the destination is populated in a map, allowing a customer can be on their way in seconds.

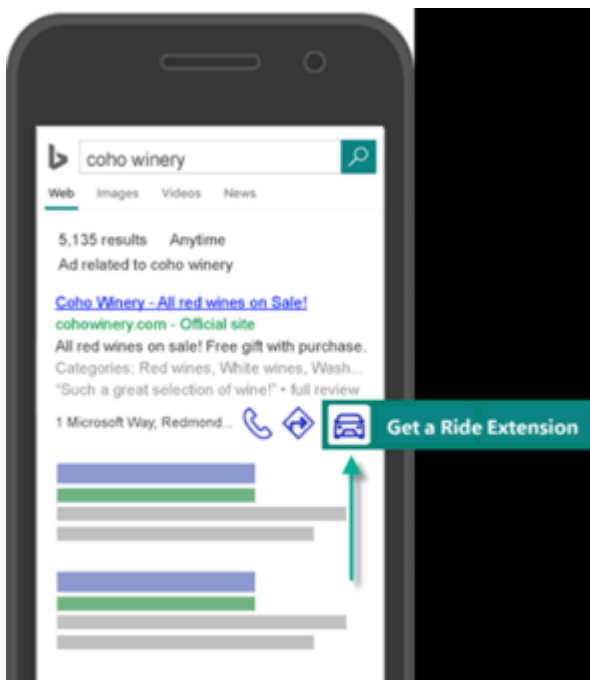
This is a close-up of the location extension part of the ad. It shows two lines of text, each with a location, a phone number, and a "Directions" link. The first line is "123 Surf Way, Bellevue (425) 555-0100 Directions" and the second line is "456 Cottage Street, Redmond (425) 555-0101 Directions". Two blue arrows point from the "Directions" links to the location information above them.



Note: All clicks on **Directions** are billable and cost the same as clicks on the title.

### Location Extensions on smartphones

In addition to showing your location, Location Extensions also offer iPhone users an easy way to call for a ride to your business from your ad. The **Get a Ride** feature for Location Extensions is like an annotation, where it could be automatically included and requires no additional set-up. A customer can click the ride icon in your ad that launches the Uber app, and if they are logged in to their Uber account, the destination will be pre-populated with your address. (To opt out of Get a Ride, customers must contact their Account Manager or [contact support](#).)



Location Extensions are created in the Ad Extensions management screen. Click the **Ad Extensions** tab. **Create extension**, then choose a campaign and select country. Existing PPC ad extensions are added to specific campaigns on this tab.

Locations that you create apply to all of your campaigns within a particular Customer ID. Also, make sure that you enable Location Extensions at the campaign level and that they apply to all ad groups and ads in the campaign.

As with the one-click **Directions** option, all clicks on **Get a Ride** icon are billable and cost the same as clicks on the title. Remember that if you have multiple locations for business, Location Extensions will show the nearest business location within 50 miles (80 kilometers) or the value selected for radius targeting.

Here are the details for the Location Extensions account limits.

- Standard: Maximum 100 locations
- Standard plus: Maximum 50,000 locations
- Select: Maximum 50,000 locations
- Premium: Maximum 100,000 locations

[Learn more](#) about creating, editing, deleting and associating Location Extensions to multiple campaigns or ad groups.

## Call Extensions

While Location Extensions offers an address and local phone number associated with a nearby location, when you use a **Call Extension**, you can provide a phone number that is *not* associated with a particular location, but is appropriate for all locations where your ads display.



With Call Extensions, you can:

- Display a phone number in your search ads on any PC, tablet or smartphone.
- Get calls from customers who click the number in your ad or dial it.
- See reports on how many calls you received, and if you missed a call.

With Call Extensions, you have two options: You can use your own phone number or use a Bing Ads forwarding phone number. When using a forwarding number, we assign a unique phone number that displays in your ad. When a customer calls this number, the call routes to your business phone number.

Call Extensions can be used together with Location Extensions. When these two features are used at the same time, the phone numbers displayed and the availability of click-to-call depend on the device where the ad is viewed.

When creating a Call Extension, you choose where your number displays and how. There are two types of Call Extensions and reporting:

## All devices (PCs, tablets and smartphones)

A provided forwarding number shows with your ads — you decide if it's local or toll-free. Bing call tracking is activated with this option. You get specific tracking and analytics to monitor a range of call and campaign details — call type, duration and area code, for example. Richer customer insight can make optimizing your campaign easier (available in U.S. and U.K. only).

## Smartphone only

Searchers can call your business directly from the Bing search results with any device. When making a call using a smartphone, customers click-to-call by tapping your number. On PCs and tablets, they can reach you via a free Skype call — a feature exclusive to Bing Ads Call Extensions.

When searchers **click-to-call** from the Bing search results, you'll pay a standard cost-per-click for each call - the same as a click on your text ad.

Note: Call Extensions are available in the United States and United Kingdom on all devices. In all other Bing Ads markets, Call Extensions are available on smartphones only.

Remember:

- The Call Extensions on **all devices** (smartphones, PCs and tablets) option requires a Bing Ads call-forwarding number and gives access to detailed call analytics.
- The Call Extensions on **smartphones only** option allows use of a business phone number. Performance analytics include impression and click data. Call-specific analytics are not available.

Read more about how to add [Call Extensions](#) to your ad, how to use both [Call and Location Extensions](#), and how to add a [clickable phone number](#) to your ad.

## Callout Extensions

Callout Extensions provide an extra snippet of text that highlights your website's products or offers. This extension is **not clickable** and can appear in addition to your ad's description. Providing additional details about your website can make your ad more relevant to potential customers.

### Seattle, WA Hotels – Best Hotel Prices Guaranteed.

Ad [Contosuites.com/Seattle\\_Hotels](#)

Book Now & Save on **Seattle Hotels**.

Top Ratings

Downtown Location

Package Deals

City Breaks

Each campaign and ad group can have 20 Callout Extensions associated with it and a minimum of 2 callouts must be associated with the campaign or ad group for the callout to serve. Callout Extensions

are free to add to your ad. Four items per ad may be showcased, and each Callout should have less than 25 characters. Callout Extensions can appear for mainline ads.

To create a Callout Extension, first click **Campaigns** at the top of the page. Click the **Ad Extensions** tab. If it's not already selected, click **Callout Extensions** and select **Campaign** or **Ad group**. Click **Create ad extension**.

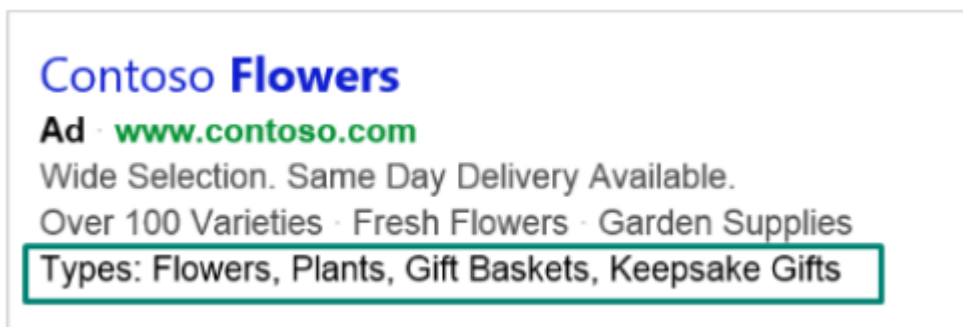
Select the campaign or ad group to which you want to add the extension. Click **Add new Callout Extension**. Enter the callout text and click **Save**.

You can manage Callout Extensions using Bing Ads Editor. Create a shared Callout Extension from the Shared Library and associate it with multiple campaigns and ad groups.

## Structured Snippet Extensions

Structured Snippet Extensions give potential customers more context on a specific aspect of your products and services. A Structured Snippet is made up of a header and a list of 3-10 values, which correspond to the header. For example, you might use the header "Brands:" and the values "Windows, Xbox, Skype" to let customers know about what brands are available at your store.

This extension is not clickable and, similar to other extensions, will appear beneath your ad's description. Structured Snippets have no impact on the other extensions you're already using.



A campaign or ad group can have 20 Structured Snippet Extensions associated with it. Structured Snippets are free to add to your ad, but may not duplicate what is already stated in the ad.

To create a Structured Snippet, first click **Campaigns** at the top of the page. Click the **Ad Extensions** tab. If not already selected, click **Structured Snippet Extensions** and select **Campaign** or **Ad group**.

Click **Create ad extension**. Select the campaign or ad group you want to add the extension to. Click **Add new Structured Snippet Extension**. Select the **Header** from the preset list in your specified language. Enter a minimum of 3 snippet values of the products or services that relate to the chosen header. Click **Save**.

The chart below outlines the difference between Callout Extensions and Structured Snippet Extensions:

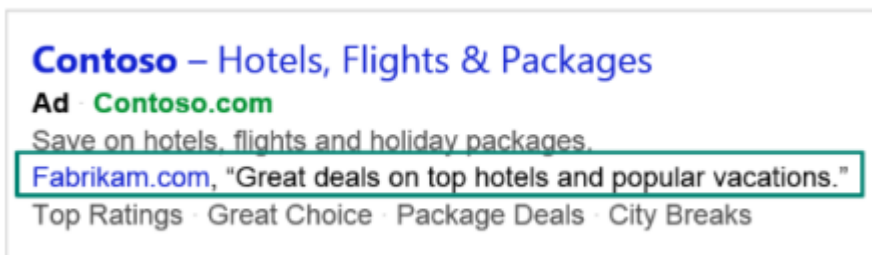


|                        | Callout Extension                                     | Structured Snippet Extension   |
|------------------------|---|--|
| <b>When to use</b>     | Showcase what makes your products or services unique. | Provide more context on specific aspects of your products or services. |
| <b>Example</b>         | "Free shipping • 24/7 Support"                        | "Brands: Windows, Xbox, Skype"   |
| <b>Character limit</b> | 25 characters per callout                             | 25 characters per value  |
| <b>Minimum number</b>  | 2 callouts  | 3 values   |
| <b>Maximum number</b>  | 4 callouts  | Based on value length and screen size                                  |

Note: Structured Snippet Extensions can be created and edited in the UI ONLY.

## Review Extensions

Review Extensions highlight positive third-party reviews in your search ads. A free, clickable link by a respected third-party source appears below descriptive ad text. This builds customer confidence and lets the world know what others are saying about you. Each campaign and ad group can have 20 Review Extensions associated with it.



To create a Review Extension. First click **Campaigns** at the top of the page. Click the **Ad Extensions** tab. If not already selected, click **Review Extensions** and select **Campaign** or **Ad group**. Click **Create ad extension**.

Select the campaign or ad group into which you want to add the extension. Click **Add new Review Extension**. Enter the Review Extension details and click **Save**.

Only one Review Extension per ad is allowed, with limits for Review Text + Review Source at max 67 characters (Review URL limit is 255 characters and includes http:// or https://).

\*Available in all markets except China, Hong Kong and Taiwan. Review Extensions can be created and edited in the UI and Bing Ads Editor.

## App Extensions

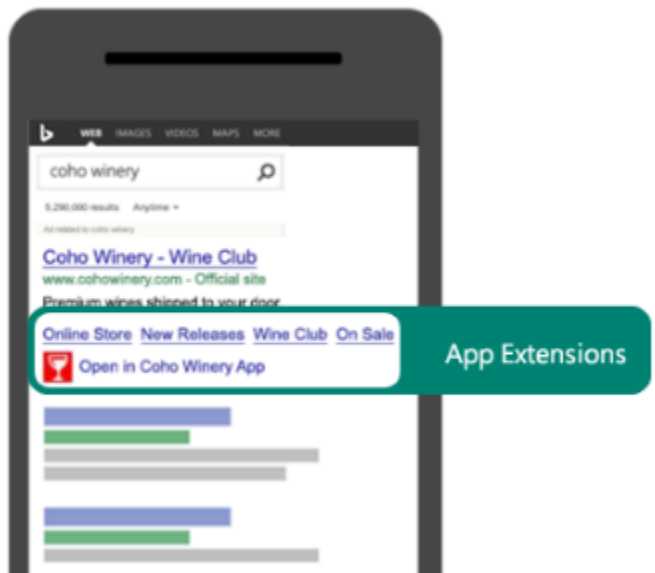
App Extensions are additional elements of your ad that promote your iOS, Android and Windows apps across PC, tablet and smartphones from your ad. App Extensions help you meet two goals at once — boosting traffic and app installs — and work across devices, including smartphone, tablet and PC.

You can manage App Extensions in flexible ways to meet your needs, in campaigns or ad groups. In addition, information from the app store automatically shows in your dashboard, such as icon, ratings, etc. App Extensions can tell which device and operating system your customer is using, then sends them to the correct app store.

Here are a few key benefits of using App Extensions:

- Adding an App Extension to your ad is free and you only pay when your App Extension link is clicked.
- Promoting app installs in your ad with a clear call-to-action link can increase application downloads and usage of your apps, in addition to website visits.
- Clicks and app installs can be tracked as conversions at the campaign and ad group levels.\*
- Configure multiple versions of App Extensions to rotate into your ads.
- Your App Extensions will automatically update as you make changes to your app metadata.

With App Extensions, a customer's device and operating system is automatically detected and will take the user directly to the correct app store, unlike Sitelink Extensions. If you're currently using a [Sitelink Extension](#) to promote your app, switch to App Extensions moving forward. Sitelinks are great to take customers to specific pages on your website but aren't designed to take them directly to the app store. As a result, a sitelink could directly customers to the wrong app store.



## App analytics tracking

App analytics tracking helps you gauge the effectiveness of your App Extensions by keeping tabs on who is actually downloading your app.

All you have to do is create an extension, and then select if you want Bing Ads to automatically create a conversion goal. You can also create a mobile app install conversion goal later. Like all Universal Event

Tracking features, app analytics tracking can provide valuable insight into how your ads are performing and how effectively your budget is being put to work.

## Link your apps in your ad

With App Extensions, a customer's device and operating system is automatically detected and will take the user directly to the correct app store, unlike Sitelink Extensions. If you're currently using a [Sitelink Extension](#) to promote your app, switch to App Extensions.

To create a goal for app installs, click the **Campaigns** tab, and then on the left pane, click **Conversion Tracking**. Under **Conversion Tracking**, click **Conversion Goals**.

On the conversion goals page, click **Create conversion goal**. Enter a name for your goal in the **Goal name** box. When naming your goal, use a descriptive name that makes sense to you (for example, "iOS hotel booking app").

Choose the **Mobile app install** goal type and select the applicable operating system. Enter the **Package name/App ID**:

- *App Store: Windows Store*  
<http://apps.microsoft.com/windows/en-us/app/example-app-name/12345678-9abc-1234-1234-1234567890ab>
- *App Store: Windows Phone Store*  
<http://www.windowsphone.com/en-us/store/app/example-app-name/12345678-9abc-1234-1234-1234567890ab>
- *App Store: Google Play*  
<http://play.google.com/store/apps/details?id=com.example.appname>
- *App Store: Apple App Store*  
<http://itunes.apple.com/us/app/example-app-name/id#####>

\*Optional: You can also assign a **Goal value** to the conversion and enter a **conversion period** to track up to 90 days in the past. Click **Save**.

## Image and Multi-Image Extensions

Providing visual elements to your ads helps them stand out and gives customers a better idea of what to expect when they click your ad. You can add an Image Extension to your ad at no extra charge - you only pay when your Image Extension link is clicked.

To create an Image Extension, first click **Campaigns** at the top of the page and click the **Ad Extension** tab. If not already selected, click **Image Extensions**. Click **Create ad extension** and select the campaign into which you want to add the Image Extension.


Click **Create new Image Extension**. Enter the **Name/Display Text**, **Description (optional)**, and **Destination URL (optional)** of the Image Extension.

To **Select your images**, you can **Select an existing image or your brand logo** or **Upload new images**. Click on the image(s) you want to appear in both Bing and MSN and review the images in **Selected**

**images.** You can also click on **See how your images will look in an ad** to get an idea of how your image may appear. Click **Save**.

**Contoso® – Official Site**  
Ad · [www.Contoso.com](http://www.Contoso.com)  
Trail Rated® 4WD Mastery. Proven Off-Road Capability. Build & Price  
Explore the Contoso SUV and Crossover lineup.  
Engineered Toughness · Built for Work · Truck Reliability  
You have visited [contoso.com](http://contoso.com) once in last 30 days.

[Find a Dealer](#)                      [Search Dealer Inventory](#)  
[Build and Price](#)                      [View Current Incentives](#)



With **Multi-Image Extensions**, your ad can display five images, a unique opportunity that's available only on Bing Ads.

**Contoso Floral**  
Ad [contoso.com](http://contoso.com) - Official site  
Same day delivery. The easiest way to send flowers. Handcrafted and guaranteed 7 day freshness. Perfect for birthdays, anniversaries, and just because.



Peonies                      Tulips                      Lillies                      White Roses

**Multi-Images Extension**

To add [a Multi-Image Extension](#), first click **Campaigns** at the top of the page and click the **Ad Extension** tab. If not already selected, click **Image Extensions**. Click **Create ad extension** and select the campaign into which you want to add the Multi-Image Extension.

Click **Create new Image Extension**. Enter the **Name/Display Text** (required), **Description** (optional), and **Destination URL** (required) of the Image Extension. Note: The Name/Display text will appear below the images and must be less than 14 characters.

To **Select your images**, you can **Select an existing image or your brand logo** or **Upload new images with an image aspect ratio of 4:3**. Click on the images you want to appear in Bing, and review the images in **Selected images**. You can also click on **See how your images will look in an ad** to get an idea of how your images may appear. Click **Save**.

[Learn more](#) about aspect ratio and image specifications and the difference between Image Extensions and product ads.

Note: Image Extensions can be created and edited in the UI only

## Automated Extensions

Automated Extensions helps put the right amount of extensions in place to engage your customer. By using AI to collect and extract data, the most relevant extensions appear at the right time.

This data can come from the content on your website, your ad descriptions, a user's Bing query, Bing Shopping feeds, and 3<sup>rd</sup> party sources like Twitter or consumer reviews. The primary objective is to supplement the title, ad description, and display URL that's already created by the advertiser to provide unique information and create additional value for improved ad performance.

[Learn more](#) about opting-out and reporting for the following 9 Automated Extensions available:

1. Consumer Ratings
2. Dynamic Ad Enhancements
3. Dynamic Callouts
4. Dynamic Partner Data Enhancements
5. Dynamic Sitelinks
6. Dynamic Structured Snippets
7. Longer Ad Headlines
8. Previous Visits
9. Seller Ratings

## Extension scheduling

With the ability to schedule your ad extensions, you can reduce wasted clicks and cater to targeted customers, increasing your click-through rate potential. Creating campaign consistency enhanced by timed promotions will enhance all your offerings.

Note: Ad extension scheduling is available for the all extension types, except for Image Extensions. You can implement ad extension scheduling through Bing Ads, Google Import, Bing Ads API, and Bulk Upload.

To create a new ad extension schedule, first click **Campaigns** at the top of the page. Then click the **Ad Extensions** tab.

Select the ad extension you want to add a schedule to and select Campaign or Ad group. Click **+Add new extension**. Enter the required information for the extensions. Expand **Selected days and hours** to set the date range, schedule display time, and time zone details. Click **Save**.

To edit an ad extension schedule, click Campaigns at the top of the page. Click the **Ad Extensions** tab. Select the ad extension that contains the schedule you want to edit. Click **Edit** next to the **Create ad extension** button and select **Edit an extension**. Edit the **Selected days and hours** details. Click **Save**.

## Summary

Bing Ads ad extensions offer features that let you enhance your ads so potential customers can find your business information quickly and easily.

Key takeaways:

- Using Enhanced Sitelinks (ESL) will increase traffic to your site and double the size of your mainline ads.
- Using Call Extensions and Location Extensions will help customers – especially smartphone users – contact your business at their convenience.
- Creating Callout, Review, and Structured Snippet Extensions will boost ad performance by highlighting products, prices and services.
- App Extensions can help drive downloads of your apps.
- Scheduling extensions and using Automated Extensions allows you to use data to cater to targeted customers.
- Image and Multi-Image Extensions help your ads stand out compared to competitors' ads. Thanks for reading this training on PPC ad extensions.

## □ Expanded Text Ads, Upgraded URLs, and dynamic text insertion

Dynamic text is a word or phrase that is automatically inserted into your Expanded Text Ads' titles, ad text, paths or Final URL. Using dynamic text helps create more relevant ad copy to tailor ads to a user's actual search query. This can help you get more clicks and conversions, as well as improve your quality score and ad placement.

After reading this Study guide about dynamic text insertion features, you will understand how to:

- Customize your ad title or text based on the keyword that triggered the ad.
- Change the Final URL or tracking template based on the keyword that triggered the ad.
- Automatically customize with text ad parameters.
- Apply default text and character limits.
- Utilize upgraded URLs so landing pages are separate from tracking parameters.
- Take advantage of Expanded Text Ads and use Ad customizers to provide scalability.

### What is dynamic text?

Dynamic text is a word or phrase that is automatically inserted into your ad title, ad text, or display URL. Using dynamic text helps create more relevant ad copy and tailors ads to a user's actual searched term. This can help you get more clicks and conversions.

There are different types of dynamic text:

- **Keyword:** Customize your ad title or text based on search queries
- **Display URL:** Change the display URL based on search queries

Here's how you create an ad with dynamic text:

|                   |  |              |
|-------------------|--|--------------|
| <b>Ad title</b> ? | <input type="text" value="Order {KeyWord} Today"/>                             | dynamic text |
| <b>Ad text</b>    | <input type="text" value="We have the best {KeyWord} coffee around. Order t"/> | dynamic text |

And here's the result:

The diagram illustrates how dynamic text works in Bing Ads. It shows two search queries: 'kona coffee' and 'sumatra coffee'. For each query, a Bing search bar is shown with a magnifying glass icon. An arrow points from the search bar to the resulting ad. The ad for 'kona coffee' has a title 'Order Kona Coffee Today', a URL 'www.Contoso.com', and text 'We have the best Kona coffee around. Order today!'. The ad for 'sumatra coffee' has a title 'Order Sumatra Coffee Today', a URL 'www.Contoso.com', and text 'We have the best Sumatra coffee around. Order today!'.

{KeyWord} is an example of dynamic text. By using {KeyWord} in your ad title and text, Bing Ads automatically inserts your keyword, or the term the customer searched on that matches your keyword, into the ad when that ad is displayed.

### Automatically customize your ads with dynamic text parameters

You can automatically customize what shows in your ad based on what people search for by inserting dynamic text parameters {keyword}, {param1}, {param2}, and {param3} into different parts of the ad. This means your ads are updated "on-the-fly" to match what people are looking for. By making your ads more relevant, dynamic text can help improve your ads' [click-through rate](#) (CTR) and [conversion rate](#), quality score, and ad placement on the page.



Here are some things you can do with dynamic text and the steps to do each one:

### [Insert keywords into your ads](#)

The above example shows your keyword being inserted into an ad. Here's how to do this:

- Click **Campaigns** along the top of the page, then click the **Ads** tab.
- Click **Create ad**.
- Below **Title Part 1**, **Title Part 2**, or **Ad text**, click **dynamic text**, and then select **Placeholder {Keyword}**. You can add **{Keyword}** to multiple places in your ad.
- Each {keyword} dynamic text parameter must include default text — as in "{keyword:DefaultTextGoesHere}". [See below for examples and more information about default text](#)
- Click **Save**.

### [Insert custom text, based on specific keywords, into your ads](#)

In addition to dynamically inserting the keyword, you can also add some custom text for each keyword.

Say you have different discounts for different products:

| Product | Discount | Desired ad                     |
|---------|----------|--------------------------------|
| Kona    | 50%      | Our Kona coffee is 50% off!    |
| Sumatra | 25%      | Our Sumatra coffee is 25% off! |

You can display the desired text with just a single ad. To do this, you use the parameters: {param1}, {param2} or {param3}. Values for these parameters get assigned to specific keywords.



| Settings                 | Ads                                 | Keywords  | Ad Extensions | Product Targets | Opportunities | Change History | Dimensions |
|--------------------------|-------------------------------------|-----------|---------------|-----------------|---------------|----------------|------------|
| View: keywords           |                                     |           |               |                 |               |                |            |
| Add keywords             |                                     | Edit      | Export        | All keywords    | Columns       | Filter         | Keywords   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | ↑ Keyword |               |                 |               |                | Param1     |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Kona      |               |                 |               |                | 50%        |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Sumatra   |               |                 |               |                | 25%        |

Combining this with the {keyword} variable, you would create your ad text like this:

"Our {keyword} coffee is {param1} off!"

Here is how to do this:

- Click **Campaigns** along the top of the page, then click the **Ads** tab.
- Click **Create ad**.
- Below the **Title Part 1**, **Title Part 2**, or **Ad text**, click **dynamic text**, and then select **Placeholder {param1}**, **Placeholder {param2}**, and **Placeholder {param3}**. You can add them to multiple places in your ad.
- Add default text to the {param1}, {param2}, and {param3} dynamic text parameter. For example, {param1:default}
- Click **Save**.
- Click the **Keywords** tab.
- Click **Columns** and then **Modify columns** to ensure that Param1, Param2, and/or Param3 are selected to display.
- Find the keyword where you want to add the dynamic text, then hover over the empty space in the appropriate **Param** column. A small pen icon will appear.
- Click the pen icon and enter the text for that parameter. Repeat for each keyword and each parameter as appropriate.
- Click **Save**.

## Default text and character limits

The reason you should provide a default string that the system will use if Param1 for a keyword is null, or if including the Param1 substitution value will cause the expanded string to exceed the element's limit; is because without it, the ad will not serve.

When you use any dynamic keyword insertion, such as {param1} or {keyword}, make sure you don't end up with ads that exceed the character limits:

- Title part 1: 30 characters
- Title part 2: 30 characters

- The two titles combined must be less than 77 characters if dynamic text is used
- Ad text: 90 characters
  - 300 characters if dynamic text is used
- Paths: 15 characters each
  - 50 characters if dynamic text is used

To avoid this, simply add default text to your dynamic text keywords. To set a default keyword, insert a colon after **{Keyword}** and add the default text you want to appear in place of a dynamic keyword.

## The importance of using default text

Default text is mandatory in {keyword} dynamic text parameters. When implementing dynamic text in your ad copy you should provide a default string e.g. {Param1:default} that the system will use if Param1 for a keyword is null or empty, or if including the Param1 substitution value will cause the expanded string to exceed the element's limit; otherwise the ad will not serve.

When you use any dynamic text, such as {param1} or {keyword}, make sure you don't end up with ads that exceed the character limits:

- Ad title parts: 30 characters each
- Ad text: 71 characters

Ads with dynamic text longer than the character limits won't display. Using default text in your ad title (or the ad text) can keep your ad text within the allowable character limit.

You define defaults for dynamic text by typing a colon and the default text after the placeholder name: {param1:default}. The default text appears in your ad whenever the ad would otherwise exceed character limits.

If *any* default value appears in your ads in this way, then default values for *all* parameters are displayed in the ad. The ad will not use default text for one parameter while using substituted text for another.

## Default text example

Let's say you create an ad that includes dynamic text in the ad title and ad text:

All the Best {keyword:Coffee}

We have the very best selection! Buy {keyword:coffee} starting at {param1:\$7} per pound.

[www.fourthcoffee.com](http://www.fourthcoffee.com)

On the **Keywords** tab, you enter the following variables for these keywords:

| Keyword | {param1} |
|---------|----------|
|---------|----------|

|         |     |
|---------|-----|
| Sumatra | \$9 |
|---------|-----|

|                       |      |
|-----------------------|------|
| Decaffeinated Arabica | \$15 |
|-----------------------|------|

If someone searches for "sumatra" and your keyword bid is high enough, your ads are displayed like this:

All the Best Sumatra

We have the very best selection! Buy Sumatra starting at \$9 per pound.

[www.fourthcoffee.com](http://www.fourthcoffee.com)

However, for a search on "decaffeinated arabica," your ad title part would exceed 30 characters, and your ad text would exceed 71 characters. But if you have set up default text, it would display as:

All the Best Coffee

We have the very best selection! Buy coffee starting at \$7 per pound.

[www.fourthcoffee.com](http://www.fourthcoffee.com)

Note that the {param1} default value was used also. Remember, if default text is used anywhere in the ad (here it was used for {keyword}), it will be used for all parameters in the ad. Thus it was used for {param1} also.

## Capitalization of the keyword placeholder

You can use the {*KeyWord*} placeholder to make your ad title, ad text, display URL, and destination URL display keywords that match, or closely match, the text that a customer types. After you write your ad, insert the {*KeyWord*} placeholder where you want the keyword to appear.

Note: Bing Ads policies specify that you can't have more than one fully capitalized word in your ad title or ad text. For example, you can say "Order FRESH fruit today" but not "Order FRESH fruit TODAY."

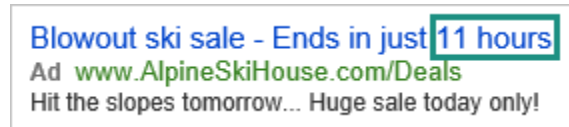
[Read more](#) about how several ad titles change based on the capitalization options you select for the {*KeyWord*} placeholder.

Note: The capitalization options apply only to the ad title, ad description, and display URL, and to campaigns and ad groups running in the following languages: English, French, Spanish, Italian, Portuguese, Danish, Finnish, Norwegian, and Swedish.

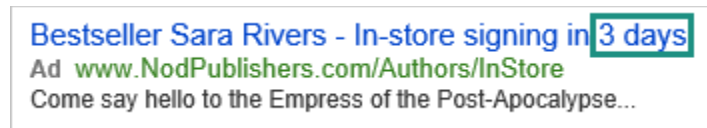
## Countdown ads for events

Countdown customizers let you easily add a countdown – by day, hour, and then minute – to an event in your Expanded Text Ad. The countdown, which automatically updates as the event draws nearer, is eye-catching and gives potential customers greater incentive to click your ad.

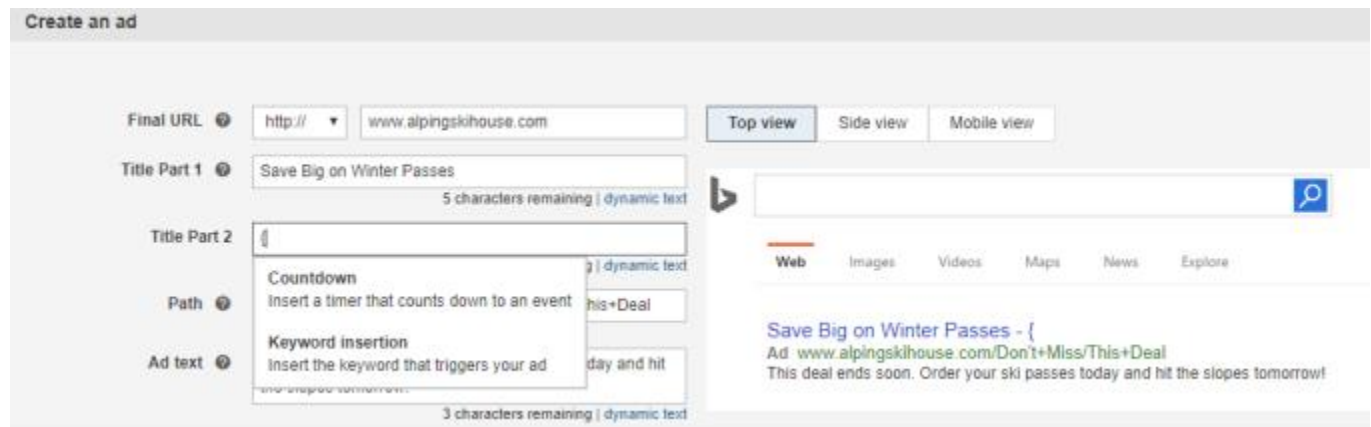
For example, you can use a countdown to draw attention to a sale that is ending:



...or to promote an upcoming event:



To create a countdown timer in your ad, enter a { (known as a left brace or a left curly bracket) and select Countdown. A countdown can appear in either part of the title, either path or the ad text. You will need to choose when the countdown starts and ends.



## Expanded Text Ads and Updated URLs

[Expanded Text Ads](#) are a mobile-optimized ad format that enables you to craft longer ad copy and optimize your ad text to better engage with potential customers before they click on your ads. Expanded Text Ads work seamlessly on mobile, tablet, and desktop devices, giving you a way to create more compelling calls to action for consumers and drive higher conversions to your business.

An Expanded Text Ads contains three fundamental visual elements: the ad title (which can have one or two segments), the [display URL](#), and the ad text.

## STANDARD

Contoso Flowers Online! | contosoflowers.com  
Ad · contosoflowers.com  
Up to 25% Off Beautiful Flowers Hand-Delivered by a Local Florist!

## EXPANDED

Contoso Flowers Online! – Beautiful Flowers Anytime!  
Ad · contosoflowers.com/birthday/roses  
Up to 25% Off Beautiful Farm Fresh Flowers Hand-Delivered by a Local Florist!

- ✓ Customizable paths
- ✓ Additional ad title
- ✓ 90-character ad text limit

It is not required to migrate all your existing URLs, which include standard text ad URLs, keyword destination URLs, and Sitelink Extension URLs, to start taking advantage of Expanded Text Ads.

You are still able to manage and optimize standard text ads using destination URLs and set up new Expanded Text Ads using final URLs. However, we do recommend you set up an account-level tracking template to ensure that you can properly track and report your ad clicks.

\*Note: You can now convert standard text ad (STA) to expanded text ad (EXTA) via [Bing Ads Web UI Opens in new window](#) and [Bing Ads Editor Opens in new window](#).

## Add customizers to your ad

Ad customizers provide scalability by reducing the manual time to create or update ad copy. A single text ad can be customized with hundreds of variations, and show the most relevant ad to each potential customer. Ads can be modified based on user location, device, search queries, time of day and many other ad customizers.

You can make references to these feeds and attributes within the ad copy in the form of ad customizer parameters.

There are three categories of attributes for ad customizer feeds:

- Custom
- Targeting
- Standard

### Custom attributes

- You can choose from four different data types to create your own attributes that can be referenced in the ad: text, number, price and date.
- Short names with no spaces to make it easier to reference them as parameters in the ad.
- Max length of a custom attribute name is 30 characters.
- When creating custom attributes, the data types need to be specified inside "()" beside the attribute name. Example: Name (text)

| Attribute type | Commonly used for        | Characters allowed  | Example value       |
|----------------|--------------------------|---|---------------------|
| text           | ProductName, Description | Any letters, numbers, or symbols                              | Hiking Shoes        |
| number         | InventoryCount           | Any whole numbers   | 11                  |
| price          | Cost                     | Any number (including decimals) and valid currency characters | \$24.99             |
| date           | Timestamp                | yyyy/MM/dd hh:mm:ss   | 2014/08/14 17:01:00 |

## Targeting attributes

Targeting columns allow you to control which feed items will be selected for the ad.

- **To customize ads for the same keyword in different campaigns**, you can use both the "Target keyword" and "Target campaign" columns.
- **To target by ad group**, you need to use both the "Target ad group" and "Target campaign" columns.
- **To customize ads for a searcher who is part of an audience list**, use the target audience attribute and input the audience ID. A feed file can contain none, one or multiple targeting parameters. **Example:** Target location.

## Standard attributes

You can use standard attributes optionally to add more advanced configurations. Name of the attribute can be directly used in the file as a column name. **Example:** Start date.

## Referencing the feed and its attributes in the ad

Feeds need to be provided in a standard spreadsheet format. (.csv, .tsv, .xls and .xlsx are all supported.) Up to 100 attributes in a feed file is supported. A limit of 5 million feed items across all feeds in the account is enforced.

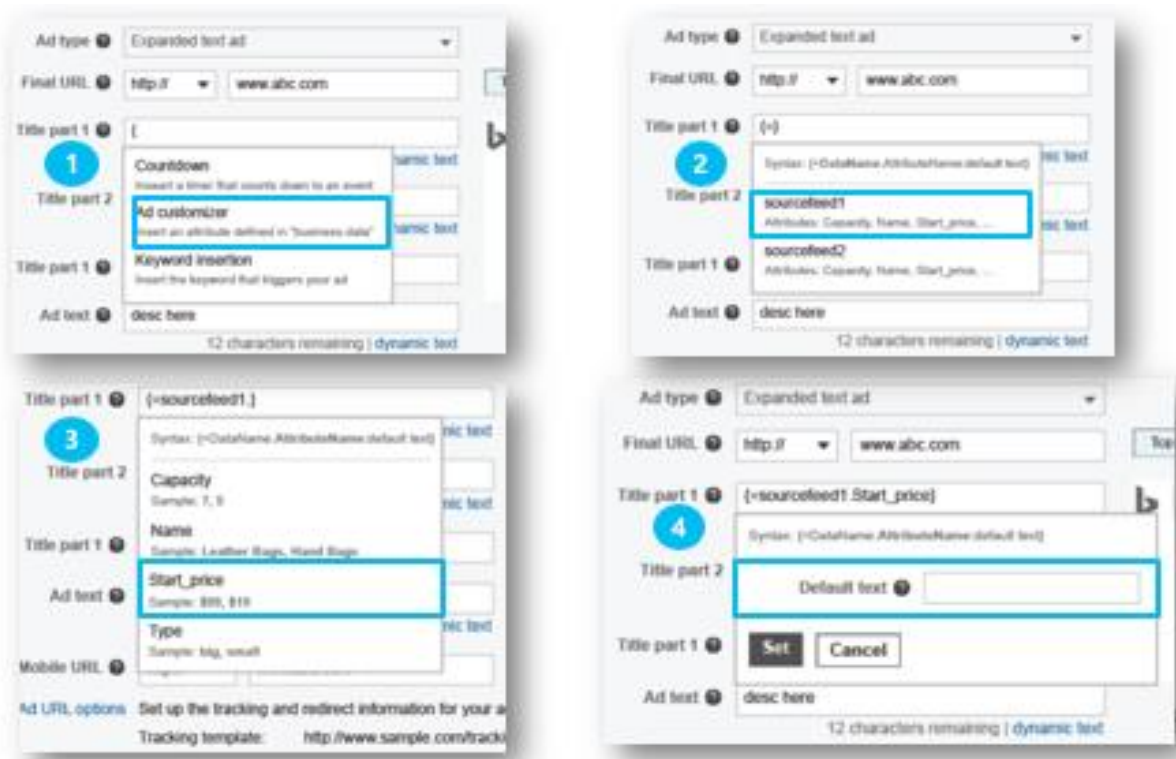
If feed is called "apparels" and you want to reference the attribute called "product" in the ad with a default value "dress", the syntax will be {=apparels.product:dress}.

- Ensure that the name of the ad customizer feed and attributes match exactly.
- Default values are optional and will be used if the feed item exceeds character limits or none of the feed items in the feed qualify due to the targeting settings.

If a default value is used in one parameter, all other ad customizer parameters in the ad must have a default value as well. In the example, the parameter in Title part 1 has a default value ("dress") but the parameter in Title part 2 is missing it.

In one of the URL fields, enter { and choose **Ad customizer**. Choose the **feed** you want to reference in the ad.

**Choose the attribute** you want to use in the ad. Enter a default value (optional).



## What are Upgraded URLs and how do I upgrade?

Upgraded URLs separate the landing page URL from the tracking or URL parameters so if you want to edit your URL parameters, your ad doesn't have to go through another editorial review. It also allows you to define a separate mobile landing page URL if you have a website that is optimized for smaller devices.

With it, you have the ability to add both [URL parameters](#) and [custom parameters](#) to your tracking template to gain additional insights about the source of your ad clicks.

## DESTINATION URLs

LANDING PAGE URL

+

TRACKING PARAMETERS

`https://contoso.com?queryText={QueryString}&match={MatchType}`

With upgraded URLs, we have several new terms that are important:

| Name              | Description   |
|-------------------|---|
| Landing page URL  | The webpage where people end up after they click your ad. You have two choices: final URL or destination URL. The URL of this page is usually the same as your ad's final URL.  |
| Final URL         | The upgraded version of the URL address of the page on your website that people reach when they click your ad from a desktop or laptop.   |
| Destination URL   | The URL address of the page in your website that people reach when they click your ad.  |
| Mobile URL        | The upgraded version of the URL address of the page in your website that people reach when they click your ad from a mobile device.   |
| Tracking template | The field where you will put tracking information. When an ad is clicked, this information will be added to your final URL to create your landing page URL. When you define this at the account, campaign or ad group level, it is called a shared tracking template because all ads, keywords and Sitelink Extensions will inherit the tracking parameters |
| URL parameters    | URL parameters that are defined by Bing Ads that you can add to your tracking templates. To learn how add to tracking template, see <a href="#">How do I create an account tracking template?</a>   |
| Custom parameters | URL parameters that you can create yourself and add to your tracking templates. To learn how add to tracking template, see <a href="#">Can I use custom parameters?</a>   |

Destination URLs today have a character limit of 1024. By upgrading your URLs, you will be able to take advantage of increased URL limits.

Below are the following limits for URLs, custom parameters, tracking templates:

| Field                  | Character Limit                                     |
|------------------------|---|
| Destination URL        | 1024  |
| Final URL              | 2048  |
| Mobile URL             | 2048  |
| Tracking template      | 2048  |
| Custom parameter name  | 16, for example: {_coupon} is 6 chars long "coupon" |
| Custom parameter value | 200   |

You can add URLs at three different levels (from highest to lowest):

- **Ad:** Use the final URL or mobile URL defined in the ad.
- **Keyword:** Use the final URL or mobile URL defined at the keyword level or default to the ad final or mobile URL.
- **Sitelink Extension:** Use the final URL or mobile URL defined at the Sitelink Extension.



[Learn more](#) about how to upgrade your existing destination URLs to Upgraded URLs in two separate ways:

- Import from Google Ads in either Bing Ads or Bing Ads Editor
- Move existing destination URLs to final URL/tracking template using Bing Ads Editor

## Summary

Bing Ads dynamic keyword insertion ad extensions transform generic ads into custom ads. Custom ads have a better chance of success because they are more specific and relevant to your target customers. Keep these key points in mind as you use dynamic keyword insertion in your ads:

- Dynamic Bing Ads display account keywords that were triggered by the customer's search phrase, so keywords should be chosen carefully.
- Dynamic ads will only display keywords that have either been included in your Bing Ads account, or included as default text like with {KeyWord:roses}
- Keywords can be paired with unique parameters so ads display different promotions, sales and shipping information.
- Default text ensures ads display if dynamic text exceeds character limits.
- Upgraded URLs separate your tracking information from the landing page URL.
- Expanded Text Ads are updated using final URLs.
- Ad customizers can be added to all Expanded Text Ads fields except the Final URL field.

## □ Keyword match types

Keyword match types help Bing Ads determine how closely a search query or other input must *match* your keyword. Generally, the more precise your match type, the higher your click-through and conversion rates and the lower your impression volume tends to be. Finding the right balance between conversions and impressions can help maximize the ROI of your campaign.

After reading this Study guide on keyword matching, you will understand how to:

- Describe the different keyword match types.
- Choose the appropriate match type or match types for your keywords.
- Bid on the appropriate match type for your campaign.

## Broad Match

**Broad match** triggers the display of your ad when a user searches either the individual words in your keyword in *any* order, or words *related* to your keyword.

Use **broad match** keyword matching when you want to sell a broad set of products to a large group of customers. With broad match, you can give your keywords more focus without using phrase or exact matches.

| Broad match keyword | Trigger search term       |
|---------------------|---------------------------|
| winter vacations    | winter vacation           |
|                     | vacations winter          |
|                     | tropical winter vacations |
|                     | winter ski vacation       |
|                     | ski trips                 |
|                     | winter ski villa vacation |
| red flower          | crimson poppies           |
|                     | buy crimson flower        |
|                     | red roses                 |

### Broad match best practices include:

- Ensure your campaigns are opted in to broad match to get maximum reach without sacrificing quality with other match types.
- Dial broad match up or down depending on conversion values by bidding explicitly for each match type relative to performance.
- To further enhance control, use negative keywords to block unwanted query matches. Advertisers can use exact or phrase negatives.
- Leverage targeting (including in-market or remarketing), bid modifiers, and auto-bidding to help optimize for CPA, CTR, or volume.
- Remember to leverage the Opportunities page and Bing Ads Intelligence tool for more customized broad match keyword suggestions.
- As a last resort, use broad match modifiers to set restrictive limits, keeping in mind that broad match modifiers can block up to 90% of broad match potential volume.

If you're bidding on the keyword Hawaii hotels, your ad might also display to people whose query did not include Hawaii hotels. But what if you want more control over which ads your query display for when using the broad match type?

For example, as a hotel owner, if you feel that queries containing vacation rentals are unlikely to result in clicks or conversions, you would probably want to suppress your ad for the searches containing the term. At the same time, you may not want to limit your ads too much, by using more restrictive match types.

The solution is a variation on the broad match type – something called a **broad match modifier**. A **broad match modifier** tells Bing Ads that a specific word or words, or their close variants, must be present in order for your ad to display.

Here is an example of how your ad might show using a broad match modifier:

| Search term                | Is ad eligible?      |                               |
|----------------------------|----------------------|-------------------------------|
|                            | Broad Match Keyword: | Broad Match Modifier Keyword: |
|                            | <i>Hawaii Hotels</i> | <i>Hawaii +Hotels</i>         |
| <i>Hawaii Hotels</i>       |                      |                               |
| <i>Hawaii Rentals</i>      |                      |                               |
| <i>Maui Hotels</i>         |                      |                               |
| <i>Maui Rentals</i>        |                      |                               |
| <i>Hotels Hawaii Maui</i>  |                      |                               |
| <i>Hotels Maui Rentals</i> |                      |                               |
| <i>Rentals Hawaii Maui</i> |                      |                               |

Use this chart to help determine when you might want to use broad match vs broad match modifiers and also when to optimize:

**Broad match**

I want...

- more click volume.
- to ensure coverage of related keyword variants (ex: synonyms, misspellings).

- Set your bids at your exact match bids to start and adjust them based on performance.
- Use auto-bidding agents (ex: Enhanced Cost Per Click (CPC).
- Use audience targeting, like remarketing and demographics.

**Broad match modifiers**

I want...

- a keyword to appear in the query.
- to protect my brand terms.

- Limit use of "+" as it heavily restricts traffic.
- Use partial broad match modifiers instead of full broad match modifiers (ex: "buy +Contoso" instead of "+buy +Contoso").

Note: It is recommended to use a combination of broad match and broad match modifiers.

When used in combination with **negative keywords** enhancements, **the broad match modifier** allows you to create keywords that have more reach than exact or phrase match, yet more control over your broad match traffic. The result is higher quality clicks and more traffic to your website.

**Phrase match** triggers your ad when all of the words in your keyword match words in a user's search query. The words can be present in the search query in exactly the same order or re-ordered if the intent of the search query matches that of your keyword. If your phrase match keyword is "winter vacations," you could match to the search queries *ski winter vacations* and *ski vacations winter*.

Use **phrase match** keyword matching when you want to see a particular type of product to a targeted group of customers. Phrase match can increase the relevance of the matching queries as compared with broad match.

| Phrase match keyword    | Trigger search term               |
|-------------------------|-----------------------------------|
| <b>winter vacations</b> | ski winter vacations              |
|                         | ski vacations winter              |
|                         | winter vacations discount         |
|                         | Lake Tahoe winter vacations deals |

**Exact match** triggers your ad when the exact words in your keyword appear in a customer's search query. **Exact match** can also match to search queries that are minor variations of the keyword. These are considered close variations. Close variant search queries can include singular, plural, abbreviations, misspellings, punctuations, accents, stemming, reordered words, synonyms and implied words.

| Keyword                            | Exact match                   | Close variances  |
|------------------------------------|-------------------------------|--|
| <b>TV schedule tonight</b>         | TV schedule for tonight       | Stop/function words such as is, a, the, on, for, & in may be ignored if they don't impact the intent behind a query. |
| <b>Glucose levels normal range</b> | Normal range for blood sugar. | Synonyms and paraphrases may be ignored if they don't impact the intent behind the query                             |
| <b>Contoso airlines</b>            | Contoso flights airlines.     | Implied words and same search intent may be ignored if they don't impact the intent behind the query.                |

Choose the **exact match** keyword match type when you want to pair your ads and landing pages to a very targeted set of customers.

| Exact match keyword     | Trigger search term |
|-------------------------|---------------------|
| <b>winter vacations</b> | winter vacations    |
|                         | winter vacation     |
|                         | vacations winter    |

## Negative keywords

**Negative keywords** can be phrase or exact matches you use when you know a term doesn't apply to your business. Negative keywords can be specified at either the campaign or ad-group level.

For example, if you specialize in tropical winter vacations, you do not want the keyword "winter vacations" to match searches for "ski winter vacations." In this case, specify, "ski" as a negative keyword. A useful way to discover and manage more nuanced negative keywords is to run the **Search Query** report. This report presents search queries in their entirety, including words such as "from," "where" and "how." For example, if you are a business based in New York City, you may want to set high bids for consumers searching "travel to New York City" and create a negative keyword for "travel from New York City."

On the **Campaigns** page, under **Shared Library**, you can also create lists of negative keywords and associate them with as many campaigns as you like. You can easily edit these lists to add or remove keywords in bulk, and link or unlink them from campaigns. You can have up to 20 lists per account with a maximum of 5,000 negative keywords per list.

**Campaign negative keywords**  
Create or edit your negative keyword lists, and use them with multiple campaigns.

**Create negative keyword list**

Give your list a name, and enter one negative keyword per line. You can enter up to 5000 negative keywords at a time.

List name: Campaign X - Negative Keywords

Negative keywords: free  
cheap

"Keyword" =Phrase match negative keyword  
[Keyword] =Exact match negative keyword

Save Cancel

### Best practices for negative keywords:

- Use shared negative lists for terms you will never use on any ad. Ex: Create a "global" list and associate the list to all campaigns. Run the search term report to further fine-tune negatives for unwanted matches.
- Use negative phrase keywords sparingly — they prevent your ad from delivering any query that contains the phrase, and it is easy to inadvertently block traffic you might want.
- Impressions blocked by negative keywords do not count as part of your "voice" in the share of voice report.

- Run the negative keyword conflict report to identify cases where you may have negatives that are blocking core traffic that might be useful to you.

## Close keyword variations

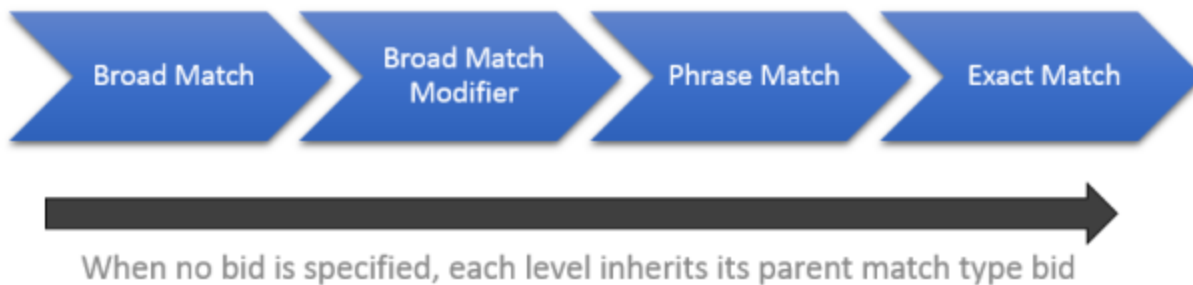
For **exact match** and **phrase match** keywords, your ad may also show on queries that match minor variations of the keyword, so you can maximize relevant matches without having to add all of these variations yourself. Close variations are also considered for **broad match modifier** keywords. Close variation matching takes place in the United States, United Kingdom, Australia, Canada, France, Germany, India, Italy, Netherlands, Spain, Sweden, and Switzerland.

Examples of the types of close variations that are considered include:

- **Plurals:** The keyword *luxury +resorts* will match the query *luxury resort*.
- **Stemming:** The keyword *+swim team* will match the query *swimming team*.
- **Misspellings:** The keyword *Hawaii +vacation* will match the query *Hawaii vacation*.
- **Abbreviations and acronyms:** The keyword *Redmond +Washington* will match the query *Redmond WA*.
- **Word blending and splitting:** The keyword *+super +market* will match the query *supermarket*.
- **Common spelling variations:** The keyword *community theatre* will match the query *community theater*.
- **Punctuation:** The keyword *real estate* will match the query *real-estate*.
- **Accents:** The keyword *+café* will match the query *cafe*. Accents are not considered for close variations for English ads in the United States and Canada.
- **Reordering:** The keyword *chicken teriyaki* will match *teriyaki chicken*. Reordering occurs only if it doesn't change the meaning of the query.
- **Stop/function words:** The keyword *TV schedule tonight* will match *TV schedule for tonight*. Stop/function words (for example: is, a, the, on, for, in) may be ignored if they don't impact the intent behind a query.
- **Synonyms and paraphrases:** The keyword *glucose levels normal range* will match *normal range for blood sugar*.
- **Implied words and same search intent:** The keyword *Contoso airlines* will match *Contoso flights airlines*.

## Which match type is used?

- If you bid on multiple keywords with similar text but different match types, the narrowest match type will take precedence when your ad is displayed. For example, if you bid on both the exact match keyword *[red flower]* and the broad match keyword *flower*, a search on *red flower* will trigger the exact match and not the broad match. The order of keyword match types, from broadest to narrowest: Broad match, Broad match modifier, Phrase match, Exact match.



## Using multiple keyword match options

- This lets you track your keywords' success in Bing Ads more easily and lets you customize the bid for each match type independently. You can refine your bidding strategy as you gain data about what is successful for your searches.
- If you choose not to place separate bids on each match type, you can simply bid on the broad match type for your keyword, and the system will treat it as a bid on broad, phrase, and exact match types, all at the same amount. Or you could bid on phrase match only, and the system will treat it as a bid on phrase match and exact match, but searchers will not see your ads if they represent a broad match to their queries.

## Landing page by match type

One strategy to test with match types is by customizing your landing pages to provide a more relevant experience for potential customers. You can measure and track performance by keyword match type to more effectively optimize campaigns. You can pause or resume ads by keyword match type.

## Inheriting Bids

If you do not specify bids for all match types, bids are inherited from less restrictive match types. Thus, while bidding on broad match is convenient and easy to manage, bidding on each match type independently gives you greater control and allows performance data to be broken out by match type.

- In the absence of a bid, the next less restrictive bid is inherited by the match type without a bid. This means exact match inherits the phrase match bid, and the phrase match inherits the broad match bid.
- If neither exact match nor phrase match bids are specified, then both match types inherit the broad match bid.
- This is never reversed; exact match bids are never applied to a phrase match, and phrase match bids are never applied to a broad match.



## Summary

Creating, monitoring and refining keyword match types is imperative for efficient ad spend and optimal click-through rates. When working with keyword matching and campaign exclusions, remember these key points:

- Use **negative keyword** when you know a term doesn't apply to your business. Use **website exclusions** prevent your ads from appearing on websites that do not further your advertising goals.
- Consider **close keyword variations** to maximize relevant matches.
- Bidding on each match type independently gives your greater control than bidding on broad match.

## □ Campaign exclusions

Campaign exclusions allow you to control when, who and where you *don't* want to display ads at the campaign or ad group level.

If you want to prevent your ad from appearing in specific locations, to certain audiences, on specific web sites within the syndicated partner network, or prevent your ads from displaying to certain IP addresses, you can make specific exclusions.

After reading this Study guide, you will understand how to:

- Prevent your ad from showing in specific locations.
- Prevent specific websites from showing your ad.
- Block specific IP addresses from seeing your ads.
- Use remarketing exclusions for your ad group

## Basics

So, what is the benefit of **not** displaying an ad? You want to be sure people who see your ad and visit your website are your target consumers. By utilizing a combination of excluded regions, website lists, and IP addresses, you don't waste ad impressions and spend on customers who will never convert.

For example, let's say your ecommerce site reaches everyone in the U.S., but doesn't ship to Alaska. Instead of using targeting to choose every state except Alaska, apply a Bing Ads location exclusion to your ad, and choose to display your ad across the remainder of the U.S.

## How do I prevent my ads from showing in specific locations?

To prevent your ads from showing in *specific locations*, first click **Campaigns** located at the top of the page. To exclude specific locations at the campaign level, click the **Campaigns** tab. Click the name of the campaign (in the **Campaign** column) that you want to edit. Click the **Settings** tab.

To exclude specific locations at the ad group level, click the **Ad groups** tab. Click on the ad group title (in the **Ad group** column) that you want to edit. Click **Settings**. Click **Edit location targets** next to **Location** and then select **Let me choose specific locations**.

Select locations you want to exclude — cities and metro areas within the United States, Canada, United Kingdom, France, and Australia; states/provinces; countries/regions; or postal codes — by searching for your specific location and clicking **Exclude** from the search results. (Note: You cannot exclude using radius targeting.) Click **Done**.

**Location** Where do you want your ads to appear?

- United States, Canada
- All available countries/regions
- Let me choose specific locations

Enter a country/region, state/province, city, or zip/pos

Remove all

| Locations  |  |
|--|--|
| 25 miles around Chicago, Illinois, United States |  |
| Elmhurst, Illinois, United States (city)         |  |

1 - 2 of 2

10 miles 25 km

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## How do I prevent specific websites from showing my ads?

The Bing Network is more than just Bing, Yahoo and AOL. It also includes a wide network of syndicated search partners. To prevent *specific websites* on the syndicated partner network from showing your ads, first click **Campaigns** located along the top of the page.

To exclude specific locations at the campaign level, click the **Campaigns** tab. Click the name of the campaign (in the **Campaign** column) that you want to edit. Click the **Settings** tab.

To exclude specific locations at the ad group level, click the **Ad groups** tab. Click on the ad group title (in the **Ad group** column) that you want to edit. Click **Settings**.

Select the checkbox next the campaigns or ad groups where you want to add the exclusion. Click **Edit**, and then click **Other changes**. In the **Campaign settings** list, select **Website exclusions**.

In the **Website exclusions** box, enter websites that you do not want to show your ads, one website per line (for example, *www.contoso.com*). To exclude your ads from an entire domain, leave off the "www" prefix (for example, *contoso.com*).

After you are done making your changes, click **Apply**.

## Advanced settings

---

### ^ Advanced campaign settings

**Targeting** Adjust bids for customers in specific locations, at certain times, and on certain devices.

Ad schedule

Device ?

Demographic ?

**Exclusions** ? Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

Website ?

amazon.com  
pch.com

Enter websites that will not show your ads, one website per line.

Note:

- You can specify a maximum of 2,500 URLs to exclude.
- Each URL must specify the domain name, and can specify one subdomain name and a maximum of two directories.
- Duplicate URLs are not added.
- Ad-group-level website exclusions override campaign-level website exclusions.

## How do I block specific IP addresses from seeing my ads?

To block *specific IP addresses* from seeing your ads, first click **Campaigns** located along the top of the page. Click the **Campaigns** tab located in the middle of the page. Select the checkbox next the campaigns where you want to add the exclusion.

Click **Edit**, and then click **Other changes**. In the **Campaign settings** list, select **IP address exclusions**. In the **IP address exclusions** box, enter the IP addresses that you want to be blocked from seeing your ads. Enter one IP address per line. You can also add a range of addresses using a wildcard character (\*). After you are done making your changes, click **Apply**.

Note:

- All Bing Ads IP exclusions must be added at the campaign level, not the ad group level.
- You can exclude a maximum of 100 IP addresses (or IP address ranges) per campaign.

## Advanced settings

### Advanced campaign settings

**Targeting** Adjust bids for customers in specific locations, at certain times, and on certain devices.

[Ad schedule](#)

[Device](#) ?

[Demographic](#) ?

**Exclusions** ? Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

[Website](#) ? 2 websites or web pages excluded

[IP Address](#) ?

555.555.55.555

Enter IP addresses or a range of IP addresses that will be blocked from seeing your ads, one IP address per line.

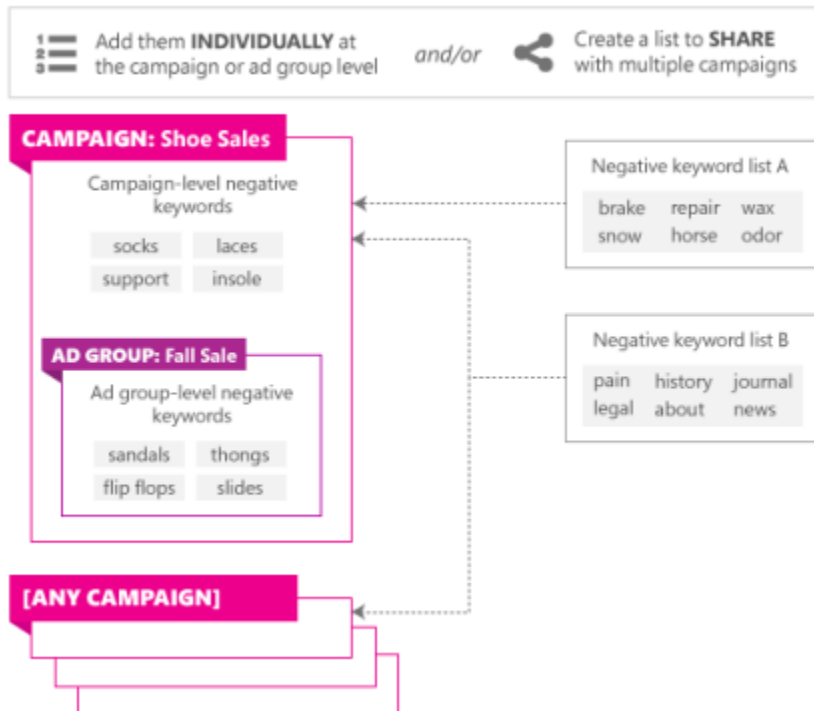
## Use a negative keyword list to prevent ad display

You can use [negative keywords](#) or keyword phrases to help prevent your ad from being displayed when a search query or other input contains your keywords but is irrelevant to your landing page content.

For example, if your ad sells shoes and you have specified *tennis shoes* as a keyword, you can prevent your ad from being displayed in response to a search on *tennis courts* by using *courts* as a negative keyword.

This chart shows the two ways you can add negative keywords:

### Two ways to add negative keywords



For more information, watch a video about [negative keywords](#).

## Ad group remarketing exclusions

Ad group remarketing exclusions let you exclude different audiences from any of your remarketing ad groups.

Here are some examples of remarketing exclusions, along with remarketing targeting:

- **Travel advertiser:** Bid boost my ad to users who (+) added a flight to their cart but have (-) not yet purchased it.
- **Banking advertisers:** Show my ad to users who have (-) not logged in as a current customer.
- **Retail advertiser:** Bid boost my ad to users who have (+) been to the site in last 30 days but (-) not in the last 7 days.

### Things to know about remarketing exclusions:

- Exclusions will always take precedence (will be enforced) over all other targeting options.
- Exclusions are set up as a remarketing list first, and then associated to ad groups as an “exclusion.”

|                     |   |
|---------------------|---|
| <b>Markets</b>      | Global  |
| <b>Languages</b>    | All   |
| <b>Entry points</b> | Bing Ads online<br>Bing Ads API<br>Bing Ads Editor<br>Mobile to be determined |
| <b>Scope level</b>  | Ad groups<br>(Campaign level coming later)                                    |
| <b>Devices</b>      | All   |
| <b>Ad formats</b>   | Search (including syndication) and Bing Shopping Campaigns                    |
| <b>Limits</b>       | 10M exclusions per account  |
|                     | Bulk creation: 1M at a time   |
|                     | Bulk edit and deletion: 2M at a time  |

## Creating a remarketing list

Before an exclusion can be made to an ad group, it needs to be created as a remarketing list first in the **Audiences** section of the **Shared Library**.

## Creating a single remarketing exclusion

Once a remarketing list is created, it can be “targeted” or “excluded” to any ad group by clicking **Create association** in the Audiences tab.

Within the **Create association** setup screen, select an ad group you want to “target” or “exclude” with your remarketing lists. Then select any of your remarketing lists as **Ad group targeting** or **Ad group exclusions**.

Review any targeting and exclusions you have made from within the Audiences tab.

## Creating remarketing exclusions in bulk

Select any ad groups from within the Ad groups tab and under the Edit menu, click Associate with remarketing lists. Add any exclusions or targeting to the selected ad groups. (You can add several exclusions to the same ad group.)

## Converting associations to/from exclusions

Convert any targeting to an exclusion by clicking **Exclude (ad group)**. Or from an exclusion to targeting by clicking **Enable**.

## Creating remarketing exclusions in Bing Ads Editor

Do this by selecting **Negative Audiences** under **Keywords and targeting** from the type list in the left panel.

In the Manager pane, click **Add Negative Audience Association**, and select one or more ad groups you want to exclude the audiences with and click **OK**.

In **Choose audience**, select the audiences you want to exclude and click OK.

## Summary

Campaign exclusions allow you to begin with a large target audience and selectively reduce it to just the customers who can benefit from your offering, thereby increasing the effectiveness of your ad spend.

- Remember these key points:
- You can set up ad display prevention at both the campaign and ad group levels.
- You can set ad display prevention for geographical locations, websites and IP addresses.
- Creating a negative keyword list can help prevent your ad from appearing in searches.
- Audience remarketing is a good way to select the appropriate customers to see your ad.

## Audience Targeting: Device, location and ad schedule

Audience Targeting helps you focus a campaign or ad group on potential customers who meet specific criteria, so you can increase the chance that they see your ads. Audience Targeting is all about *who* is performing a search and encompasses everything from behavior, to demographics to devices and even context – where are they, what language to they speak, etc.

Bing Ads targeting options can help maximize your ad's exposure to customers who are most likely to be interested in your products or services by allowing you to target the context surrounding their search: location, time of day, day of week, device, etc. Ads that display for customers in unique locations, on specific devices and at opportune times are far more relevant to the searcher. For example, with audience targeting, you can serve ads to searchers on mobile devices within a one-mile radius of your restaurant at noon –the assumption being, this is when they would be looking for a place to eat lunch.

After reading this Study guide on Audience Targeting, you will understand how to:

- Configure targeting options related to context and device.
- Implement bid adjustments for audience targets.
- Set ad language and country.

## Setting up audience targets


You can target your ads using a variety of variables. You can also apply bid adjustments to increase your ad's exposure to potential customers that you have targeted.

To get started, click **Campaigns** located at the top of the page. Click the name of the campaign you want to change. Click **Settings**.

### Location

Click **Edit location targets** next to **Location** under **Campaign settings**.



| Locations  | Bid adjustment    |
|--|-------------------|
|  Canada (country/region)        | Increase by ▼ 0 % |
|  United States (country/region) | Increase by ▼ 0 % |

Select locations you want to target or exclude. You can target and change your bid adjustment for:

- United States and Canada
- All available countries/regions
- Selected cities, states/provinces, countries/regions, and postal codes by searching for your specific location and clicking **Target** or **Exclude** from the search results.
- Select who exactly should see your ads: People *in* your targeted locations, people *searching for or viewing pages about* your targeted locations, or both.

## Target people in your targeted locations

Example 1

- **Who should see your ads?** *People in your targeted locations*
- **Target location defined in your campaign:** London
- **Keyword:** Hotels

| • Searcher's physical location | • Search term     | • Ad eligible for display?                          |
|--------------------------------|-------------------|---|
| • Florida                      | • London hotels   | • <b>No</b> , <i>not</i> located in target location |
| • London                       | • Hotels          | • <b>Yes</b> , located <i>in</i> target location    |
| • London                       | • New York hotels | • <b>Yes</b> , located <i>in</i> target location    |

### Example 2

- **Who should see your ads?** *People searching for or viewing pages about your targeted locations*
- **Target location defined in your campaign:** London
- **Keyword:** Hotels

| • Searcher's physical location | • Search term     | • Ad eligible for display?   |
|--------------------------------|-------------------|--|
| • Florida                      | • London hotels   | • <b>Yes</b> , searching <i>about</i> target location              |
| • London                       | • Hotels          | • <b>No</b> , not searching for pages <i>about</i> target location |
| • London                       | • New York hotels | • <b>No</b> , not searching for pages <i>about</i> target location |

### Example 3

- **Who should see your ads?** Both *People in your targeted locations* and *People searching for or viewing pages about your targeted locations*
- **Target location defined in your campaign:** London
- **Keyword:** Hotels

| • Searcher's physical location | • Search term     | • Ad eligible for display?                            |
|--------------------------------|-------------------|---|
| • Florida                      | • London hotels   | • <b>Yes</b> , searching <i>about</i> target location |
| • London                       | • Hotels          | • <b>Yes</b> , located <i>in</i> target location      |
| • London                       | • New York hotels | • <b>Yes</b> , located <i>in</i> target location      |

## Day of week / Time of day

As your campaign progresses, you may find that your click-through rate and conversion rate are highest during certain times, for example, weeknights. This might be a perfect opportunity to use bid



adjustments to improve your chances of displaying your ad Monday through Friday from 6:00 P.M. to 11:00 P.M.

When targeting your audience by time, you are targeting the searcher's local time zone. For example, if you increase your bid by 10% for 6:00 P.M. to 11:00 P.M., that bid adjustment will be effective from 6:00 P.M. to 11:00 P.M. Eastern Time for searchers in New York, then be effective 6:00 P.M. to 11:00 P.M. Pacific Time for searchers in Seattle.

Click **Advanced campaign settings**, then click **Ad schedule**. You can increase bid adjustments up to 900% and decrease them by as much as 90%. Note: When targeting by time, you are targeting the searcher's local time zone.

#### Advanced settings

##### Advanced campaign settings

**Targeting** Adjust bids for customers in specific locations, at certain times, and on certain devices.

[Ad schedule](#)

Show my ads on certain days and at certain times ⓘ

| Targeted days | Start time     | End time       | Bid adjustment ⓘ  | Remove all |
|---------------|----------------|----------------|-------------------|------------|
| All days ▼    | 12 AM ▼ : 00 ▼ | 12 AM ▼ : 00 ▼ | Increase by ▼ 0 % | Remove     |

## Device type

You can target by the type of device your potential customer is using — desktop computer (which also includes laptop computers), tablet, or smartphone — giving you greater control over who sees your ads.

Note: If you have only been targeting desktop/laptop users, your existing campaigns will automatically receive traffic from tablet and smartphone users as well.

To get started, click **Advanced campaign settings**. Then click **Device type**. Click **Save**.

#### Advanced settings

##### Advanced campaign settings

**Targeting** Adjust bids for customers in specific locations, at certain times, and on certain devices.

[Ad schedule](#)

**Device** ⓘ

Increase or decrease my bid for the following devices

| Device         | Bid adjustment ⓘ  |
|----------------|-------------------|
| Desktop bid    | Increase by ▼ 0 % |
| Tablet bid     | Increase by ▼ 0 % |
| Smartphone bid | Increase by ▼ 0 % |

Once you log into your account and select a campaign, you will see all devices targeted by default under **Advanced campaign settings**. Click on **Device** to modify the bid for desktops/laptops, tablets or smartphones according to your campaign goals.

## Device ?

Increase or decrease my bid for the following devices

| Device         | Bid adjustment ? |     |
|----------------|------------------|-----|
| Desktop bid    | Increase by ▾    | 0 % |
| Tablet bid     | Increase by ▾    | 0 % |
| Smartphone bid | Increase by ▾    | 0 % |

Bid modifiers for desktops/laptops, smartphones and tablets can be adjusted from -100% to +900%. This range allows you to exclude traffic from any device type as needed.

Precisely because mobile searchers are so relevant in today's marketplace, it is essential you review performance metrics (impressions, clicks, revenue, and conversions) broken down by device type in order to optimize your bid adjustment going forward.

Learn more about what your customers want by [segmenting data by device type in reports](#).

|  | Ad group              | Delivery        | Bid strategy type | Search bid | Content bid | Labels | Avg. CPC |
|--|-----------------------|-----------------|-------------------|------------|-------------|--------|----------|
|  | Remarketing Halloween | Campaign paused | Enhanced CPC      | 0.84       | 0.05        | -      |          |
|  | Computer              |                 |                   |            |             |        | 0.26     |
|  | Smartphone            |                 |                   |            |             |        | 0.34     |
|  | Tablet                |                 |                   |            |             |        | 0.18     |
|  |                       |                 |                   | 3          | 1,001       | 0.30%  | 0.16     |

You can take advantage of [device query parameters](#) to serve different landing pages based on the searcher's device type.

Similarly, it's always best practice to create a mobile-friendly landing page or website, so no matter which device people are using, your site will look great.

Learn more by reviewing the [Mobile Optimized Website Guide](#).

## Ad language and country

When determining if your ads are eligible to show to a particular search user, Bing Ads first determines if your ad language allows your ad to show in a particular country, then considers the location target (and other target) settings you have configured. If the criteria is met and the ad language is available in the country, then the ad is eligible to display.

Remember, these are the steps you will take to determine where your ads show:

- **Set ad language.**
- **Select location target settings**

- **Select advanced location targeting options.**

Let's say you set your ad language to German. Because the language you set for your ads also determines where the ads show, setting the language to German will show your ads in not only Germany, but Austria and Switzerland as well. Because your ads are specific to a market, you decide to select your location target to Berlin, and even more specifically, show your ads only to people in your targeted location. Now, your ads will only show to searchers physically located in Berlin.

Your ad language setting determines what countries your ad can display. For example, ads in German will not display in Italy.

This is true even if you have set location targeting to show your ads in "all available countries and regions." German-language ads, for example, will still only show in countries where German is supported. English-language ads will still only show in countries where English is supported.

Check out the [list](#) of available languages and corresponding countries.

## **Bid adjustment**

When you select any of these targets (location, time/day, language, and/or device) you can place an optional extra bid, known as bid adjustment. Placing a bid adjustment increases the likelihood that your ad is displayed in a better position for customers who meet your targeting criteria. For more information about incremental bids, including a couple of examples, take a look at [How to target my customers by adjusting my bids](#).

If you use targeting, you should set your basic targets at the campaign level and then refine your targets at the ad group level. If there is no conflict between the targeting settings at both the campaign and ad group levels, Bing Ads uses both. If there's a conflict, ad group targets take precedence. Campaign targets apply to all ad groups in that campaign. Ad group targets override campaign targets within that ad group.

## **Audience Targeting exceptions**

- There are some exceptions and important details you should be aware of when using targeting options.
- **Location:** Bing Ads will show ads to people in, searching for, or viewing pages about your targeted location, unless you specify otherwise with advanced targeting features (e.g. only serve ads within the area of your targeted location).
- **Language:** Bing Ads will only support one language target per campaign or ad group. If you require additional languages, you will need to create additional campaigns or ad groups to cover each additional language.
- **Time of day:** Bing Ads displays ads according to the end-users' local time zones. You can pinpoint the scheduling of your ads to 15-minute increments throughout the day and adjust your bids based on peak or low traffic volumes.

- Device type: By default, your search ads display to all customers who use browsers on smartphones, tablets, laptops and desktop computers. Bids set at the ad group or keyword level are applied to all device types. Device bid adjustments are required to exclude or increase bid for a specific device type.

## Summary

Set your basic targets at the campaign level and then refine your audience targets at the ad group level. If there is no conflict between the targeting settings at both the campaign and ad group levels, Bing Ads uses both. If there is a conflict, ad group targets take precedence.

Remember these key points when considering your PPC Audience Targeting options:

- Target your audience by location, Day of week, Time of day, and Device type.
- Make bid adjustments for your highest audience target.
- Set both location (country) and language targeting criteria for an ad to display.
- Review performance metrics broken down by device type.

## ❑ Audience Targeting: Remarketing and LinkedIn

Bing Ads Audience Targeting options can help maximize your ad's exposure to customers who are most likely to be interested in your products or services. Each audience segment is at different places along the buying-decision journey resulting in different purchase intent and conversion value.

After reading this Study guide on behavioral and demographic Audience Targeting, you will understand how to:

- Boost opportunities using demographic data like age and gender.
- Utilize Remarketing to reconnect to past visitors of your website.
- Target a specific audience using LinkedIn Profile Targeting.

## Remarketing

When people look for products and services online, they rarely convert on their first visit. Instead, people visit a site, then they check out competitors, they price compare and sometimes they just get distracted (in no particular order). About 96% of visitors leave websites without converting.

For a first time visitor, an average website has a bounce rate of over 60% and a shopping cart abandonment rate of over 70%. That's where remarketing comes in. With remarketing, advertisers are able to:

- Appeal to all or a subset of visitors who did not convert and stay top of mind
- Exclude, upsell, or cross-sell to existing customers
- Drive higher ROI (return on investment)

[Remarketing](#) lets you improve your return on investment by optimizing your campaigns for specific audiences, which are the people who have visited your website before. First, you create a remarketing list

to define the audience based on actions people take on your website, and then you create an association between the remarketing list and an ad group. There are two types of associations:

- If you want to show your ads to people in the audience, you create a targeting association, and then optimize the ad group by adjusting bids, targeting ads, or broadening keywords.
- If you're trying to prevent ads from displaying to certain audiences, you create an exclude association.

People will be added to the remarketing list as long as they meet your remarketing list definition. This is true regardless of whether or not they clicked on the ad or how they landed on your website (for example, from a search engine or a bookmarked site).

Before you can target audiences using remarketing lists, you also need to set up [Universal Event Tracking \(UET\)](#) so that Bing Ads can collect the data from your website.



Once you've tagged your website, you can begin defining and creating remarketing lists based on a user's activity.

Note: Tagging your entire site (web and mobile) gives you more ways to define and create audiences.

## Creating a remarketing list

With Bing Ads, you can target someone if they visited your homepage, a category page, or even people who partially filled out a lead form or abandoned a shopping cart.

**General visitors** are visitors who visited any page on your site. This is typically the largest list you will be able to create because it includes any person who has expressed interest in your business by visiting your site.

- Create a remarketing list for anyone that has visited any page, even one page, by defining that the URL contains your domain. For example: People who have visited a page with any of the following: URL contains: "mysite.com."

**Product visitors** are potential customers who visited specific pages on your site or browsed specific products.

- Create a remarketing list for anyone that has visited a specific category page by defining that the URL contains the product. For example: People who have visited a page with any of the following: URL contains: "mysite.com/shoes."

**Shopping cart abandoners or lead form abandoners** are visitors who placed products in their shopping cart or filled out a lead form but did not complete the purchase or did not submit the lead form. These visitors are one of the most valuable prospects for your business.

- Create a remarketing list for anyone that has placed items in your shopping cart or started your lead form, and *exclude* anyone who has completed a purchase or submitted a lead form. For example: People who have visited a page with any of the following: URL contains: "mysite.com/shoppingcart" but didn't visit another page with the following: URL contains: "mysite.com/thankyou."

**Recent converters** are visitors who have either completed a purchase or submitted a lead form. These visitors provide an opportunity to cross-sell or upsell additional products.

- Create a remarketing list for anyone that has completed a purchase or submitted a lead form. For example: People who have visited a page with any of the following: URL contains: "mysite.com/thankyou"

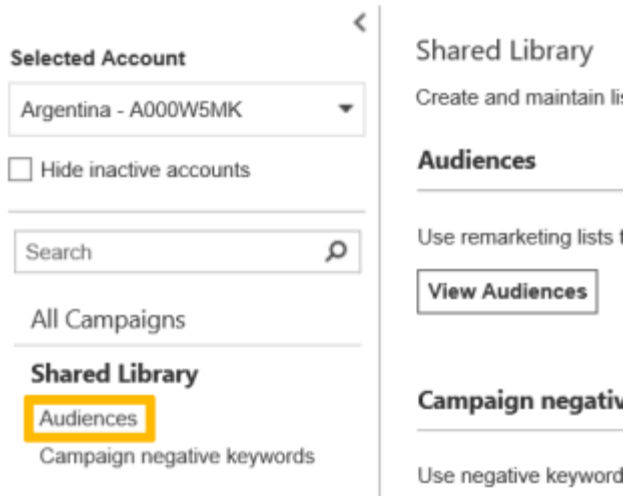
**Loyalty members** are visitors who are your current and potentially best customers.

- Create a remarketing list for anyone that has visited your loyalty website, if you have one. For example: People who have visited a page with any of the following: URL contains: "mysite.com/rewardsprogram."

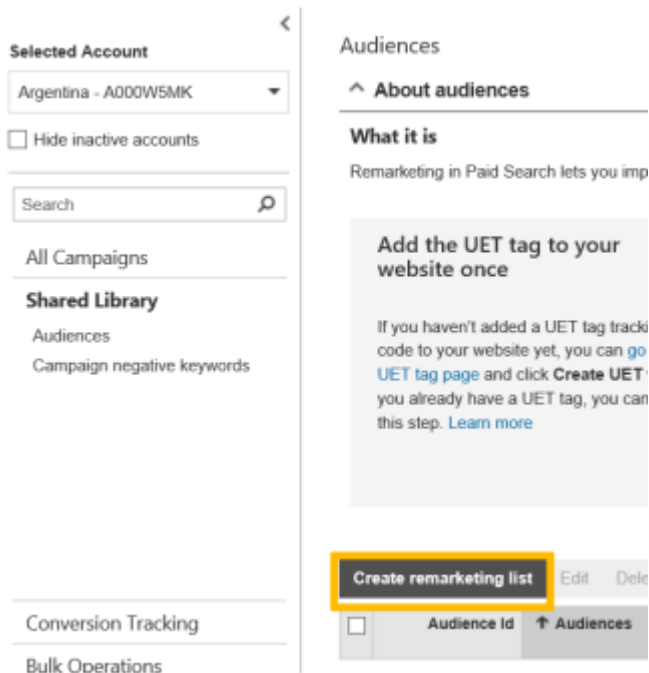
To create a remarketing list, click the **Campaigns page**, and then on the left pane, click **Shared Library**.

The screenshot shows the Bing Ads interface. On the left, under 'Selected Account', it says 'Argentina - A000W5MK'. Below that is a search bar and a list of 'All Campaigns' including Campaign #333, Campaign #344, Campaign #4, Campaign #466, Campaign #569, Campaign #6, Campaign #7969, Product ad campaign, and Shopping campaign. The 'Shared Library' option is highlighted with a yellow box. On the right, the 'All Campaigns' table is visible, showing a list of campaigns with checkboxes and status indicators (green checkmarks).

Under **Shared Library**, click **Audiences**.



Click **Create remarketing list**.



## Associate remarketing lists with ad groups

Remarketing in Paid Search campaigns can help you achieve a number of goals, such as:

- Driving desired actions that are valuable to your business (e.g., conversions, sign ups).
- Improving your ROI.
- Upselling or cross-selling to customers.

Once you have created your remarketing lists and they begin to populate with qualified users, it's important to associate these lists to ad groups so that they can be actioned.

You can achieve each of the above goals by engaging with your audiences with one or a combination of strategies as outlined below.

## Increasing bids

You can increase your bids up to +900% to someone who has abandoned a shopping cart or started but did not complete a lead form – since these are high-value customers.

You can increase your bids by 200% in your Thank you page. Or, by 100% on a Category page, or 50% on your Homepage.

You can also tailor your ads and landing pages. For example, serving an ad with an offer or discount can help drive conversions to those who may have visited a category page on your site.

## Customizing ads

When you create your remarketing lists, you may serve customized ads to each audience that you've defined. Serving different ad copy, extensions, and/or landing pages can be good for cross-selling or up-selling additional products to a specific audience. For example, a retailer created a remarketing list for users who have recently purchased running shoes. The retailer can then serve an ad that cross-sells running apparel or offers customers a discount for their next purchase.

Start by:

- Creating a new campaign and/or ad group that targets only your remarketing list.
- Creating ads and/or landing pages that are unique to that remarketing list.
- Increasing your bid setting to ensure your customized ads will serve to the audience.
- Monitoring your campaign performance and making any changes necessary.

## Demographic: age and gender

Some ages or genders have stronger affinities to certain product categories. With Bing Ads, you can engage audiences across specific age brackets and one gender or another. You can tailor your ad copy for each audience and connect with each audience exclusively or incrementally. Bidding up or down allows you to connect with audience more or less often. You can use demographics at the ad group or campaign level.

To target by age or gender, click **Advanced campaign settings**, then click **Demographic**. You can increase bid adjustments up to 900% and decrease them by as much as 90%. Keep in mind that when you apply bid adjustments to age group and gender, your ads will appear more frequently for the targeted demographic but will still also appear for non-targeted demographic. Age brackets include 18-24, 25-34, 35-49, 50-64, and 65+.



[Advanced campaign settings](#)

**Targeting** Adjust bids for customers in specific locations, at certain times, and on certain devices.

[Ad schedule](#)

[Device](#)

[Demographic](#)

Increase my bid to improve the chance of my ads showing to certain age groups

| Age   | Bid adjustment                               |
|-------|--|
| 18-24 | Increase by <input type="text" value="0"/> % |
| 25-34 | Increase by <input type="text" value="0"/> % |
| 35-49 | Increase by <input type="text" value="0"/> % |
| 50-64 | Increase by <input type="text" value="0"/> % |
| 65+   | Increase by <input type="text" value="0"/> % |

Increase my bid to improve the chance of my ads showing to specific genders

| Gender | Bid adjustment                               |
|--------|--|
| Male   | Increase by <input type="text" value="0"/> % |
| Female | Increase by <input type="text" value="0"/> % |

When you select any of these targets, you can place an optional extra bid, known as a bid adjustment. Placing a bid adjustment increases the likelihood that your ad is displayed in a better position for customers who meet your targeting criteria. For more information about incremental bids, including a couple of examples, take a look at [How to target my customers by adjusting my bids](#).

If you use targeting, you should set your basic targets at the campaign level and then refine your targets at the ad group level. If there is no conflict between the targeting settings at both the campaign and ad group levels, Bing Ads uses both. If there's a conflict, ad group targets take precedence. Campaign targets apply to all ad groups in that campaign. Ad group targets override campaign targets within that ad group.

Learn more about how to [increase or decrease your bid](#) for specifically targeted customers.

## LinkedIn Profile Targeting

LinkedIn Profile Targeting is unique to Bing Ads and is available as a Feature Guide on Learning. LinkedIn profile dimensions can help you target the right audience on Bing for search campaigns. This allows you to bid boost more precisely, helping you achieve your return on ad spend goals. There are 145 industries and 80,000 companies available to target. You can target job functions as well.

LinkedIn Profile Targeting will not narrow your ads' audience. For example, by targeting a specific company, you aren't excluding everyone who does not work for that company. Think of LinkedIn Profile Targeting as "bid only," as opposed to "target and bid."

Getting started is easy, and management is the same as in any other campaign. In the campaign or ad group's **Demographics** tab, click **Company**, **Industry**, or **Job function**. Click **Add company**, **Add industry**, or **Add job function**.

Search or browse for a company, industry, or job function and then set a bid adjustment for it. Click **Save**. Note: You cannot target more than 1,000 companies in a single ad group or campaign. [Learn more](#) about LinkedIn Profile Targeting.

## Summary

Audience Targeting: Behavior and demographic helps you focus a campaign or ad group on potential customers who meet specific criteria, so you can increase the chance that they see your ads. You can increase conversions, improve bids, and reach curated audiences that are more likely to convert in your industry category.

Remember, each audience segment will convert at different rates and values to your business. Future activities and purchases on your website will be different for each audience segment.

Key takeaways:

- Upsell, exclude or cross-sell to existing customers with Remarketing.
- Associate Remarketing audiences to ad groups.
- Use demographic data to reach specific people.
- Use LinkedIn Profile Targeting to bid boost more precisely

## □ Audience Targeting: In-market Audiences and Custom Audiences

Bing Ads In-market Audiences and Custom Audiences features can help you to increase conversions and reach curated audiences. When you use one of these targeting features, your overall campaign performance boosts, and as a result, your bids can improve as well.

You can now set up your ad group to be exclusive to an audience with an In-market Audience or available to everyone, but with a bid adjustment for your targeted audience. In-market Audiences are powered by Artificial Intelligence to help curate well-performing segments.

After reading this Study guide on In-market Audiences and Custom Audiences, you will understand how to:

- Create richer audience segments using more of your customer data.
- Reach more customers with the In-market Audiences feature.
- Associate ad groups as target and bid, bid only, or as an exclusion.

### In-market Audiences

In-market Audiences are curated lists of people who are ready to buy. These are potential customers who have shown purchase intent signals in searches and clicks on Bing and page views on Microsoft services.

The performance lift metrics for In-market Audiences are proof they work. For example, Ads shown to In-market Audiences have seen a 5% greater click-through rate (CTR) than the same ads shown to non-audience targeted users. The same is true for an increased conversion rate (CVR), only the number is even greater, at an estimated 17%.

## How does it work?

Bing Ads supplies the curated list of potential customers, unlike Remarketing, where the advertiser creates the list, Bing Ads does all the work for you and builds the list – simply associate it to your campaign and you're ready to go!

In-market Audiences are simple to set up and don't require UET tags. You can set up your ad group to be exclusive to an audience with an in-market audience or available to everyone, but with a bid adjustment for your targeted audience.

To select In-market Audiences, click on the **Ads groups** tab from the **Campaigns** page. Then Select the ad groups you want to associate with audiences from the grid. Click **Edit** and then **Associate with audiences**.

Update the **Ad group targeting** and **Ad group exclusions** details for the selected ad groups. Click **Save**. To manage your In-market Audience list, select the existing audience associations you want to edit from the grid. Click **Edit** to Pause, Delete, Exclude, or Change the bid adjustment.

You can set up bulk associations of in-market audience by selecting the ad groups you want to associate with audiences from the grid. Click **Edit** and then **Associate with audiences**. Update the **Ad group targeting** and **Ad group exclusions** details for the selected ad groups. Click **Save**.

Learn more about the over-500 (and growing) different in-market segments currently available, as well as how to associate to your In-market Audiences to any combination of ad groups. For starters, this chart shows the scale limitations:

| Number of associations  | Limits   |
|---|--|
| Number of associations  | 20,000,000 per account                         |
| Number of associations that can be created in bulk                        | Refer to limits in <a href="#">bulk upload</a> |
| Number of associations that can be viewed, edited, or deleted by Bing Ads | Refer to limits in <a href="#">bulk upload</a> |

Tip: To evaluate in-market audience performance, run one campaign with no audience targeting and run the same campaign with in-market audiences associated. This will help you understand how audience targeting can help to optimize your campaign performance.

Remember, in-market audiences can be associated to ad groups for desktop, tablet, and mobile devices. You can associate in-market audiences to shopping campaigns' ad groups and monitor performances, and Exclusions can be used for in-market audiences and all audience-targeting offerings. Enhanced CPC works with in-market audiences.

### Verticals covered by In-market Audiences

- Apparel & Accessories
- Arts & Entertainment
- Autos & Vehicles
- Baby & Children's Products
- Beauty Products & Services
- Business & Industrial
- Business Services
- Computers & Peripherals
- Consumer Electronics
- Dining & Nightlife
- Education
- Employment
- Family & Community
- Financial Services
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government
- Personal Services
- Real Estate
- Social
- Software
- Sports & Fitness
- Telecom
- Travel

## In-market Audience best practices

### Getting started

Choose the In-market Audiences category that best aligns to your business goals. It's important to start with the right set of customers, to help you focus your budget on people who matter to you.

By **Associating "In-market Audiences" to existing top-performing ad groups** with "bid only" targeting, you won't **duplicate your campaigns**.

This approach will help you:

- **Compare performance.**  
Compare the same ads running with In-market Audiences and no audiences associated. (Note, the report should consider the date range when the association was added, as sometimes new campaigns or ad groups are added without adding the In-market Audience association.)
- **Manage your campaigns more easily.**  
Duplicating your campaigns so you can isolate audience targeting performance takes more time to manage — the same result can be achieved more efficiently without duplicating. Consider duplicating your highest volume campaigns after testing if your return on time spent is justified.

**You can either start with a 20%+ bid-boost** - Recommended based on analysis of In-market Audience performance across the Bing Ads Network – or if you know you'll need to take a more cautious approach to prove it out first, you can **start with a 0% bid modifier. As time goes on, increase it to** increase to 20% or more.

### Using targeting options

To begin, Bing Ads recommends **bid only** targeting. Bid only targeting is quick and easy to bid up (or down). It can help you show (or not show) your existing ads to the In-market Audience(s) you choose.

**Target and bid** targeting requires a significant time investment in customizing your keywords, ads and website landing pages, which many people don't have time to do with initial setup before evaluating performance.

Also, you cannot use a target and bid setting for some audience lists and a bid only setting for other audience lists in the same ad group – i.e., bid only for In-market Audiences and target and bid for Remarketing.

You can only select one targeting setting per ad group that will apply to all your audience lists in that ad group (either target and bid or bid only). Whichever setting you've selected most recently (target and bid or bid only) overrides any previous settings — the best practice is to double check you are clear on which targeting setting you're using.

## Modifying bids

- If you see your conversion rate is greater with your In-market Audiences associated, bid up. If your conversion rate is not satisfactory, bid down — the rest of your campaign will be more efficient.
- Start bid-boosting up with your highest volume campaigns. Time is limited — bid-boost on your highest volume campaigns by spend and conversions first to realize the greatest impact.
- Consider auto-bidding where you have higher conversions.
- If you have a negative bid modifier on an audience list, re-invest efficiency gains into the non-audience keyword bid.

## Capturing more volume

- Audience targeting works across all campaign types, including Bing Shopping Campaigns, Bing Intent Ads and Dynamic Search Ads.
- Capture more volume by extending campaigns across device types or running mobile-only campaigns, which can account for 25% of Bing Network search volume.
- Consider broader search terms that tend to be highly competitive and expensive keywords, while keeping your budget on track by using audience targeting.

## Using targeting solutions together

Bing Ads recommends you use all the Bing Ads audience targeting solutions in combination to best reach your customers: **Remarketing**, **Custom Audiences**, and **In-market Audiences**.

Together, they can help you reach both potential and existing customers by combining your own customer data and Bing Ads data. Bing Ads will only serve the ad to the user on the audience list with the highest bid modifier, meaning you won't be charged multiple times.

## Custom Audiences

A custom audience is a type of remarketing list generated by using your own first-party customer data to create richer user segments. You can use custom audiences in conjunction with your remarketing lists, usually through your data management provider (DMP). With Custom Audiences, you can build lists of website behavior and unique customer attributes, based on your CRM system. In bringing your own customer data, the sky is the limit with options for targeting.

Here are a few examples of Custom Audience segments that can be used as a remarketing list:

- Purchase history
- Lifetime value
- Tenure
- Subscriber type
- Renewal period
- Time since last purchase
- Status tier
- Customer referrals

When your DMP connects to our custom audience feature, you can then import your custom audiences into Bing Ads for search remarketing. You can use custom audiences separately from remarketing, with no Universal Event Tracking required. Custom audiences can be associated to ad groups as target and bid, bid only, or as an exclusion.

Custom audiences will appear in the **Audiences** section of the **Shared Library** in Bing Ads once your software integration is complete. (This might take 48 hours.)

### Set up

To get started, your DMP must first Integrate Bing Ads custom audience APIs into their platform. They must also agree to Bing Ads data sharing and privacy policy.

Depending on the provider, they'll have their own enablement steps within their software. Be sure to contact your DMP for details on how to enable this feature.

Once the integration has been completed, your custom audiences will appear in the **Audiences** section of the **Shared Library** in Bing Ads.

Note: Only first-party audience data (data that you collected from your own website or apps, for example) is allowed for targeting on the search network.

### Associating Custom Audiences

To associate custom audiences, click on the **Audiences** tab from the **Campaigns** page, click **Create association**. Select the ad group(s) you want to associate with one or more audiences.

Under **Ad group targeting**, select the audience categories you want to target for the ad groups. Select your **Targeting setting**.

- **Bid only:** Shows ads to people searching for my ad, with the option to make bid adjustments for the selected audience.
- **Target and bid:** Shows ads only to the selected audience, with the option to make bid adjustments.

Adjust the **Default bid adjustment**. By default, new targeting associations are set to 15%, however, the bid adjustment can range from -90% to +900%. Under **Ad group exclusions**, select the audience you want to exclude. Click **Save**.

## Associating Custom Audiences to multiple ad groups

From the **Campaigns** page, click on the **Ad groups** tab. Select the ad groups you want to associate with the custom audience. Click **Edit** and then **Associate with audiences**.

Under **Ad group targeting**, select the audience categories you want to target for the ad groups. Select your **Targeting setting**.

- **Bid only**: Shows ads to people searching for my ad, with the option to make bid adjustments for the selected audience.
- **Target and bid**: Shows ads only to the selected audience, with the option to make bid adjustments.

Adjust the **Default bid adjustment**. By default, new targeting associations are set to 15%, however, the bid adjustment can range from -90% to +900%.

Under **Ad group exclusions**, select the audience you want to exclude. Click **Save**. Follow the same steps for target and exclude ad group associations.

Custom Audiences can be associated to Bing Shopping Campaigns, and can be associated to ad groups that run across desktop, tablet, and mobile devices. They are supported across the entire Bing Network, including syndicated search partners.

Exclusions are allowed with custom audiences, allowing you to exclude a custom audience from a campaign. For example, an advertiser can exclude their list of "Platinum Customers" from their ads targeting new customers. Enhanced CPC works with custom audiences.

Note: Bing Ads won't apply any bid boosts until the associated custom audience has at least 1000 users.

## Summary

Bing Ads In-market and Custom audiences can help advertisers improve campaign performance through greater capabilities to target specific users. Both features help curate high-quality audience lists that are quick and easy to set up and manage.

Key takeaways:

- Custom Audiences works like remarketing and can be associated to ad groups as bid only, target and bid, or as an exclusion.
- In-market audiences help you increase conversions by reaching an audience more likely to convert in your industry category.
- Both features allow you to reach potential customers and optimize your campaigns.
- You can set up In-market and Custom audiences without a Universal Event Tracking (UET).

# □ Campaign optimization for PPC ads

Your campaign is now up and running, and you're ready to make adjustments as necessary to improve its performance. This fine-tuning process is called **campaign optimization**.

After reading this Study guide, you will understand the basics of how to:

- Optimize PPC campaigns with keyword research, use of negative keywords, and segmentation into ad groups.
- Use ad extensions and adhere to ad writing best practices.
- Take advantage of audience targeting and dynamic search ads.
- Utilize the Microsoft Audience Network (MSAN) for search.
- Optimize for business success using Universal Event Tracking and conversion goals.

## Keyword optimization

Keywords are single words or phrases that are used to target user search queries on search engines like Bing. When a customer's search query matches your keyword, this triggers your ads to display. The most important tool at your disposal for building a quality keyword list is brainstorming. Who knows your business better than you? Start with what you know:

- Your brand
- Your products
- Your services
- Review your competitors' websites

From here, shift your brainstorming to questions like these:

- Why do consumers need your products and services?
- Why would a consumer choose you over your competitors?
- What types of questions might a consumer ask to find your products and services?

The end result of this brainstorming exercise should be a seed keyword list. These seed keywords will help you plug into actual tools to take your keyword research to the next level.

[Learn more](#) about keyword optimization.

## Ad optimization

Writing effective ads is one of the fundamental tasks of creating your online ad presence. It's critical to learn about the general ad structure and Bing Ads policies so you can write advertising copy that will compel people to click.

## Tips and techniques

First, always make sure your ads are relevant. One way to improve relevance is to use your customers' most popular search query keywords in your ad titles and text. A great strategy for effective advertising is to include a strong keyword in the first line of your ad or title.

Use compelling action words that encourage customers to click your ad right now. Offer a specific call to action in your description, such as encouraging customers to request a brochure or consultation,



download a free e-book, subscribe to a newsletter, or take advantage of a limited-time discount. You can test different ones out to see which work best.

Highlight your company's products and benefits rather than using excessive promotional language and superlatives. Describe a unique feature, product or service that you offer.

- Create multiple ads in an ad group. Each ad group can contain as many as 100 ads, which Bing Ads displays in an even rotation.
- Describe what sets your product apart.
- Use your customers' language. Research the age group and gender of your typical audience, and then use that insight to write your ads.
- Address your customers directly. Use the words "you" or "your" in your ads so that you are speaking directly to them.
- Pre-qualify your visitors. Use words in your ads that help attract true potential customers. For example, if you offer only high-end products, stay away from words like discount, bargain, and cheap.
- Be specific. The clearer and more specific your offering, the better. For example, rather than "big discounts," specify an exact percentage, such as "50% off."
- Include a call to action. Give customers a reason to click your ad right now.
- List the price of your product or service.

Ask yourself:

- Is the content on the page relevant to the ad?
- Have I set up [Expanded Text Ads](#) and [Ad Extensions](#)?
- Will my customers understand the page right away?
- Have I used a message that targets them directly?
- Does the landing page prominently display the offer mentioned in the ad?
- Is your brand clearly represented on the page?

Remember, always test your ads before running them. [Learn more](#) about ad optimization.

## Targeting optimization

Targeting optimization is all about targeting audiences based on their behaviors, demographics, device usage, and shopping habits.

Each audience segment is at different places along the buying-decision journey resulting in different purchase intent and conversion value.

### Demographic: age and gender

Some ages or genders have stronger affinities to certain product categories. With Bing Ads, you can engage audiences across specific age brackets and one gender or another. You can tailor your ad copy for each audience and connect with each audience exclusively or incrementally. Bidding up or down allows you to connect with audience more or less often. You can use demographics at the ad group or campaign level.

### Behavior

When people look for products and services online, they rarely convert on their first visit. Instead, people visit a site, then they check out competitors, they price compare and sometimes they just get distracted (in no particular order). About 96% of visitors leave websites without converting.

For a first-time visitor, an average website has a bounce rate of over 60% and a shopping cart abandonment rate of over 70%. That's where remarketing comes in. With [remarketing](#), advertisers are able to:

- Appeal to all or a subset of visitors who did not convert and stay top of mind
- Exclude, upsell, or cross-sell to existing customers
- Drive higher ROI (return on investment)

[Remarketing in Paid Search](#) lets you improve your return on investment by optimizing your campaigns for specific audiences, which are the people who have visited your website before. First, you create a remarketing list to define the audience based on actions people take on your website, and then you create an association between the remarketing list and an ad group.

## Context and device

You can optimize your audience targeting using four audience variables: Location, Time, Date, and Device type. You can use these individually or in combination.

Remember, a bid on a keyword can increase your ad's exposure to potential customers who meet the specific audience target. A bid adjustment is a percentage of your keyword bid – an addition to your original keyword bid.

As your campaign progresses, you may find that your click-through rate and conversion rate are highest during certain times, for example, weeknights. This might be a perfect opportunity to use bid adjustments to improve your chances of displaying your ad Monday through Friday from 6:00 P.M. to 11:00 P.M.

As for determining if your ads are eligible to show to a particular search user, Bing Ads first determines if your ad language allows your ad to show in a particular country, then considers the location target (and other target) settings you have configured. If the criteria is met and the ad language is available in the country, then the ad is eligible to display.

These are the steps you will take to determine where your ads show:

- Set ad language.
- Select location target settings.
- Select advanced location targeting options.

[Learn more](#) about how to configure targeting options related to context and device.

## In-market Audiences and Custom Audiences

In-market Audiences are curated lists of customers who have shown purchase intent signals within a particular category, including searches and clicks on Bing and page views on Microsoft services.

Bing Ads supplies the curated list of potential customers, unlike remarketing in paid search, where the advertiser creates the list. You can target and modify bids for these audiences by associating in-market audience lists to ad groups, similar to what you do with remarketing lists.

[In-Market Audiences](#) are simple to set up and don't require UET tags. You can set up your ad group to be exclusive to an audience with an in-market audience or available to everyone, but with a bid adjustment for your targeted audience.

A custom audience is a type of remarketing list generated by using your own first-party customer data to create richer user segments. You can use custom audiences in conjunction with your remarketing lists, usually through your data management provider (DMP).

You can use custom audiences separately from remarketing, with no Universal Event Tracking required. Custom audiences can be associated to ad groups as target and bid, bid only, or as an exclusion.

[Custom Audiences](#) will appear in the Audiences section of the Shared Library in Bing Ads once your software integration is complete. (This might take 48 hours.)

## Bing Shopping Campaigns

Bing Shopping Campaigns are a simple way for you to organize, manage, bid and report on Product Ads. [Bing Shopping](#) supports the use of Google data feeds for Catalog feed files. This way merchants won't have to redo the work already done for Google's Product Listing Ads.

If you already are using Google Ads' Shopping Campaigns, you can import these campaigns into Bing Ads. This is an easy way to expand your online advertising reach.

## Dynamic search ads

Dynamic search ads automatically target relevant search queries based on the content of your website, and are created to respond to these search queries. Using them there is no need to maintain keyword lists, manage bids, or update and customize ad titles. You can reduce your workload and adapt to new queries to drive additional conversions.

[Dynamic search ads](#) are most appropriate for two types of advertisers:

- Advertisers who have a large catalog of webpages and a constantly changing mix of products, making it difficult to manage search ads for each product.
- Advertisers who are not familiar with search advertising, but who want to quickly and easily try it out.

## Microsoft Audience Network

Microsoft Audience Ads are part of the MSAN, informed by the Microsoft Graph and powered by Artificial Intelligence (AI) and machine learning to guide audience segmentation, engagement prediction, personalized offer selection, and ROI management.

The Microsoft Audience Network supports two responsive ad formats: image-based ads and feed-based ads. These responsive ad types automatically adjust to various sizes and shapes of native ad formats.

There are two convenient ways to run Microsoft Audience Ads that offer different levels of control:

- Search campaigns extended to native.

- Separate audience campaigns .

## Optimize for business success

When you create an online advertising campaign in Bing Ads, you want to achieve specific business goals, such as raising brand awareness, generating leads, gaining newsletter subscriptions, driving app downloads, driving online or offline sales to retaining customers, or maintaining loyalty.

[Universal Event Tracking \(UET\)](#) is a mechanism for advertisers to report user activity on their websites to Bing Ads by installing one site-wide tag. This tag records what customers do on your website. Bing Ads starts collecting that data, allowing you to track conversions (like purchases or leads) or target audiences using remarketing lists.

Once the tag is installed by the advertiser across their website, the tag reports user activity on the advertiser website to Bing Ads. Advertisers can then create conversion goals to specify which subset of user actions on the website qualify to be counted as conversions.

Conversion tracking allows you to measure the ROI (return on investment) of your advertising campaign by counting the type and number of activities people complete on your website. When the action matches your conversion goal, it is counted as a conversion.

## Consistency in optimization

You can use Bing Ads Opportunities for ideas to improve and optimize your campaign. On the [Opportunities page](#), you will see several suggestions for improving the performance of your campaign.

You can click any of the View Opportunities buttons to see suggestions that can include some from this list and more:

- Add new keywords.
- Add broad match to your existing keywords.
- Add broad match modifier keywords.
- Increase your bids to move your ads to mainline.
- Increase your bids to move your ads to best position.
- Increase your bids to move your ads to first page.
- Increase your bids to show your ads more often than other advertisers' ads.
- Lower your bids to increase clicks.
- Increase your budget.

Once you've adhered to suggestions for optimization, you can use the search advertising [reporting](#) capabilities in Bing Ads to measure campaign performance. With Bing Ads reports, you can track statistics about your campaigns using selected metrics that matter to you. [Running performance reports](#) gained from tracking statistics will help you make informed choices about advertising budget and spend, ad and keyword performance.

The [dimensions tab](#) on the campaigns page gives you customized details about certain aspects (or dimensions) of your campaigns in easy-to-read tables and graphs. For example, you can see search terms or top mover data.

Each dimension on the tab has a corresponding report on the Reports page. If you're working with campaigns that have a very large amount of performance data, consider running the full reports. As always, it's particularly important to regularly check on account performance.

## Summary

PPC campaign optimization is an important piece of your overall advertising strategy. Bing Ads provides you with different ways to boost performance, including tools to determine negative keywords, targeting the right audience, and using dynamic text. Reporting tools help you review your performance, and other tools help you improve upon what you've learned from reports.

In subsequent trainings, we will cover each topic in more detail.

## □ Creating a great ad experience with Quality Score

Bing Ads shows you how competitive your ads are in the marketplace by measuring how relevant your keywords, ads, and landing pages are to customers' search queries and other input.

You can find your PPC quality scores in your Performance Reports and in your Keywords list. You can also get reporting on low-quality clicks, click fraud, and invalid clicks.

After reading this Study guide, you will understand how to:

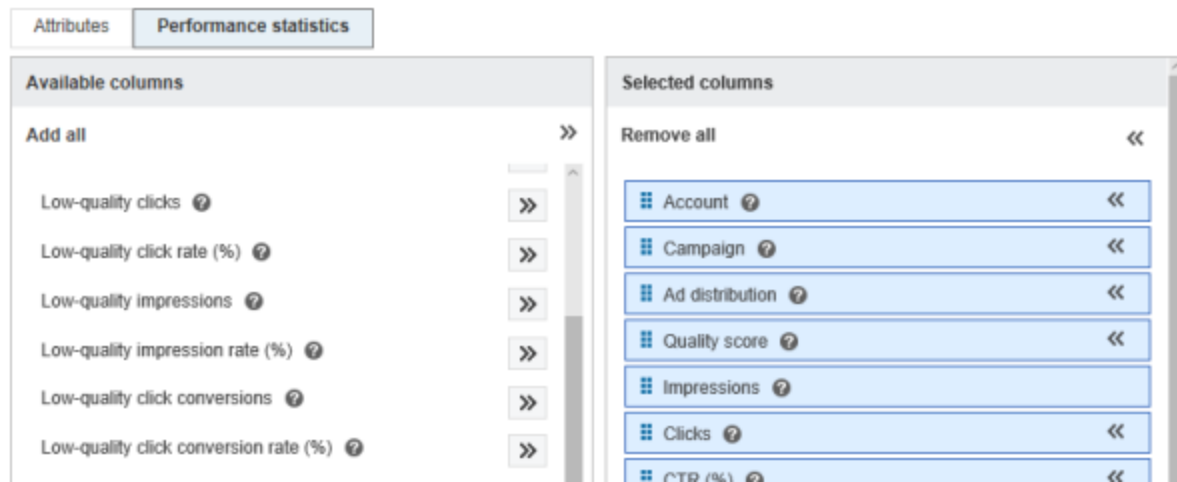
- Recognize how Bing Ads categorizes clicks
- Understand quality score values
- View your keyword quality score
- Find out your impression share
- Troubleshoot why your ad isn't displaying
- Take advantage of Bing Ads Intelligence

## Basics of click quality

Each time your ad is clicked, Bing Ads categorizes the click as either a standard-quality click, a low-quality click, or an invalid click.

- Standard-quality: Clicks that have the highest potential to drive customer awareness of your business and boost your conversion rate.
- Low-quality: Clicks that exhibit a low likelihood of commercial intent and rarely result in conversions or value to your business.
- Invalid: Clicks that fall into the low-quality category which exhibit characteristics of user error, search engine robots, spiders, test servers, questionable sources, or fraudulent activity.

You are billed for standard-quality clicks, and should not be billed for low-quality or invalid clicks. You can run different [performance reports](#) to help you identify low-quality clicks, invalid clicks, and click fraud. Each Bing Ads report contains a subset of attributes and statistics, displayed in a column.



Here are the definitions of the most common report fields you need to know for understanding click quality:

- **Clicks:** the number of clicks or other user input on any clickable element of your ad, including the ad title, display URL or phone number.
- **Click Call:** the number of clicks on a clickable Call Extension phone number. This includes clicks on metered (call forwarding) and non-metered phone numbers.
- **Click share:** the percentage of clicks that went to your ads. It is the share of the prospective customer's mindshare and buying intent you captured.
- **Conversion rate (%):** the number of conversions, divided by the total number of clicks.
- **Low-quality click conversion rate (%):** the conversion rate of clicks that originate from low-quality clicks.
- **Low-quality click conversions:** Conversions that originate from low-quality clicks.
- **Low-quality click rate (%):** The number of low-quality clicks, divided by the total number of clicks.
- **Low-quality clicks:** Clicks that exhibit a low likelihood of commercial intent and for which customers are not billed.

After you run a report, you can customize its layout by rearranging the attributes and performance statistics or by filtering out unwanted data.

## Monitoring clicks

To understand where your business's high performing traffic comes from, you may also need to exclude certain websites from the Bing Ads Syndicated Partner Network. You can find out what those are by accessing the **Website URL (publisher) report** on the **Reports** page.

Bing ads Home Campaigns Reports Opportunities Tools Import Campaigns officepracticumppc@gmail.com Help

Standard reports Performance Keyword Search term Ad Account Campaign Ad group Destination URL Ad dynamic text Website URL (publisher) Rich ad component Share of voice Ad extension by keyword Ad extension by ad Ad extension details Product partition Product partition unit Product dimension Call forwarding detail Audiences Goals Change history Targeting

### Create website url (publisher) report

What it shows: The impressions, clicks, spend, and conversions for websites on the Yahoo Bing Network and syndicated search partner networks. This data can be sorted by website URL, account, campaign, and ad group.  
 Why run it: To see if any website URLs aren't performing well enough for your campaign or ad group target settings. For example, if ad impressions at those URLs yield a low click-through-rate, then you might decide to exclude those websites from your campaign.

Report name: Website URL (publisher) 11/10/2016  
 Report type: Website URL (publisher)

**General settings**

Show (unit of time): Summary  
 Date range: Last month (10/1/2016 - 10/31/2016)  
 Time zone: (GMT-08:00) Pacific Time (US & Canada); Tijuana  
 Format: Excel  
 What to report on:  All accounts and campaigns  Specific accounts and campaigns

Much like click-through rate is a percentage of impressions resulting in a click, conversion rate is the percentage of ad clicks that result in a conversion; for example, a purchase or a registration. A sudden change in your conversion rate could mean an increase in low-quality and invalid clicks. Using [conversion tracking](#) and Bing Ads [Universal Event Tracking](#) makes it possible to analyze the number of clicks your ads are getting and the number of conversions being generated.

### Quality Scores and their impact

You can use your quality score to determine the best ways to optimize your keywords, ads and landing pages to help improve your ROI.

This chart shows the three elements used in Bing Ads quality score formula:



The **expected click-through rate score** reflects how likely your ads will be clicked and how well your keyword competes against other keywords targeting the same traffic. This score predicts whether your keyword is likely to lead to a click on your ads, taking into account how well your keyword has performed in the past relative to your ad's position. A score of 3 is Above Average; a score of 2 is Average; and a score of 1 is considered Below Average.

The **ad** relevance score indicates how relevant your ad and landing page are to the customer's search query or other input. A score of 3 is Above Average; a score of 2 is Average; and a score of 1 is considered Below Average.

The **landing page experience score** describes whether your landing page is likely to provide a good experience to customers who click your ad and land on your website. It is based on how many times customers leave your ad's landing page shortly after arriving. A score of 3 is Above Average; a score of 2 is Average; and a score of 1 is considered Below Average.

If two of the three components are *Above Average*, most likely your score will be 7 or above. This means the keyword is *very competitive* in the marketplace.

| Quality Score | Description  |
|---------------|--|
| 1-5           | The keyword is <i>underperforming</i> in the marketplace - so your ads are less likely to appear on the Bing Network when that keyword is matched. If one or more of the three components of quality score are Below Average, most likely your score will be 5 or below. If you want to improve your quality score, you need to make changes to improve the poor performing component. |
| 6             | The keyword is competitive - but no better than average compared to other keywords targeting the same traffic. If all three components are Average, or a combination of Average and Above Average, most likely your score will be 6 or higher. If you want to improve your quality score, you need to make changes to get all three components to Above Average.                       |
| 7-10          | The keyword is <i>very competitive</i> in the marketplace, and its CTR is higher than the average CTR of keywords targeting the same traffic. If all three components are Above Average, most likely your score will be 7 or above.  |

## Reports page and Reporting API

Bing Ads has created enhancements that will lead to a more consistent experience across our Campaigns grid and reporting experiences, expanding the number of keywords that will have a quality score. For keywords that were not servable during the last 30 days of a reporting period, a '-' will be shown as the quality score value.

The Reports page and Reporting API enable customers to view historical quality scores across their keywords for reporting periods where they meet the servable requirement. You can now take action on your quality score knowing that they are displayed as empty (or '-') values in the Campaigns grid for keywords that were not servable in the last 30 days.



Note: Quality score is updated every day, so changes to any of the components can impact your quality score.

[Read more](#) about improving your overall score.

## Keyword and historic Quality Scores

Keywords with scores of *Above Average* or *Average*, are eligible to serve ads on Bing and Yahoo search results pages. Keywords with scores *Below Average* will have limited eligibility to serve ads in search queries.

The quality score can range from 1 to 10, with 10 being the highest. You can see the quality score on the **Keywords**, **Campaigns**, and **Ad Groups** tabs on the Campaigns page.

To view your keyword quality score, click **Campaigns** at the top of the page. Click the **Keywords** tab. Click **Columns** and select the **Qual. score** column if it isn't already in the table. The **Qual. score** column displays the score for each keyword. Click the arrow to the right of the quality score to see the ratings for each performance.

|     |      |        |
|-----|------|--------|
| 29% | 1.82 | 174.66 |
| 98% |      |        |
| 00% |      |        |
| 00% |      |        |
| 26% |      |        |
| 00% |      |        |
| 00% | 0.00 | 0.00   |

**Quality Score: 8 out of 10**

Expected click-through rate: **Above average**

Ad relevance: **Average**

Landing page experience: **Average**

[Click here to learn how to improve your quality score.](#)

You can use the historic quality score options in Reports to review historic averages as far as 18 months from the current date.

To view your historic quality score, click **Reports** at the top of the page. Click the **Keywords** performance report.


To view historic quality scores at the campaign or ad group level, select the **Campaign** or **Ad group** performance report. You can select specific campaigns or ad groups in the **What to report on** list.

Select **Day** as the unit of time. In the **Choose your columns** section, select **Historic quality score** and any other historic attributes you want. Click **Run**.

Remember, Bing Ads now generates quality scores for all keywords that were servable in the last 30 days. For a keyword to be considered servable during the last 30 days, it would need to have been active (or not paused) as well as editorially approved to serve.

## Can't find your ad?

If you've created an ad with a high quality score, your ad should display soon. Nonetheless, there are several other reasons why your ad may not be displaying. Here are some to check:

- **Valid payment method:** Bing Ads requires a payment method on file before your ads can display. For info on payment methods, see [What are my billing options?](#)
- **Enabled status:** Ads won't run if the related campaign, ad group, or keywords are not enabled. For information on changing their status, see [How to change your status, bid, and other settings.](#)
- **Issue with a keyword:** Check the [Delivery status](#) of your keywords on the **Keywords** tab. If a keyword's status is anything but *Eligible*, click the ellipsis icon  next to the status for an explanation of the problem and how to fix it.
- **Editorial review:** Offers from your catalog are typically processed within 48 hours after we receive the feed. However, if you wait to create your product ad campaign until the feed is approved, that can take another 24 hours for the ads to be eligible to be served.

If you've reviewed all of the above and still don't see your ad, it might be due to the following:

- **Different ad position:** Changes by your competitors to their bids could be affecting your ad position, for example, causing your ad to drop to another search results page. See [What is "ad position?"](#) to learn more.
- **Budget issues:** Ads stop running when your campaign budget is depleted. For example, if you're using the daily budget option and you deplete your budget in the middle of the day, that's when your ad will stop running. For more info, see [What are my budget options?](#)
- **Targeting:** If you have scheduled your ad to run only on certain hours of the day or days of the week, you may be looking for your ad at the wrong time. For more info, see [How can I get my ads in front of my customers?](#)

Lastly, if your ad group is targeted to specific geographical locations, times of day, or other target settings, you need to search using those same settings.

For info on improving your ad position, see [Get my ad to the top of the search results page.](#)

## Impression share

Your impression share lets you know many impressions you're capturing in the auctions you're competing in. Use this data to view the percentage of impression share (%) you have in the marketplace, find out if you are missing opportunities based on your current campaign settings, and make changes to improve impression share.

You can include any of the following impression share data in your report:

| Performance statistic                                    | What it is   |
|--|--|
| Impression share (%)                                     | <p>The estimated percentage of impressions, out of the total available impressions in the market you were targeting.</p> <p>Example: Out of estimated 59,000 impressions that occurred on this day in your targeted market, you got only about 2,300, or 3%.</p> |
| Impression share lost to budget (%)                      | <p>The estimated percentage of impressions your ad did not receive due to issues with your daily budget.</p>   |
| Impression share lost to bid (%)                         | <p>The estimated percentage of impressions your ad did not receive due to issues with your keyword bids.</p> <p>Example: Your keyword bids are low, and not competing well in the auction marketplace.</p>   |
| Impression share lost to rank (%)                        | <p>The estimated percentage of impressions your ad did not receive due to issues with your ad ranking.</p>   |
| Impression share lost to ad relevance (%)                | <p>The estimated percentage of impressions your ad did not receive due to issues with ad relevance scores. To learn more about ad relevance, a component of the quality score, see <a href="#">Quality score in depth</a>.</p>                                   |
| Impression share lost to expected click-through rate (%) | <p>The estimated percentage of impressions your ad did not receive due to issues with expected click-through rate. To learn more about expected click-through rate, a component of the quality score, see <a href="#">Quality score in depth</a>.</p>            |
| Click share (%)  | <p>The estimated percentage of clicks, out of the total number of clicks in the market you were targeting.</p> <p>Example: Out of the estimated 1,000 clicks that occurred on this day in your targeted market, you had about 230, or 23%.</p>                   |
| Exact match impression share (%)                         | <p>The estimated percentage of impressions that your campaign received for searches that exactly matched your keyword, out of the total available exact match impressions you were eligible to receive.</p>  |

## Share of voice

You can use the Bing Ads **share of voice** report for statistics about the percentage of ad impressions and clicks you may be *losing*. The report shows impression and click share information for account, campaign, ad group, and keyword performance.

To create a **share of voice** report, click **Reports**. If not already expanded, click **Standard reports**. Click **Performance**, and then click **Share of voice**.

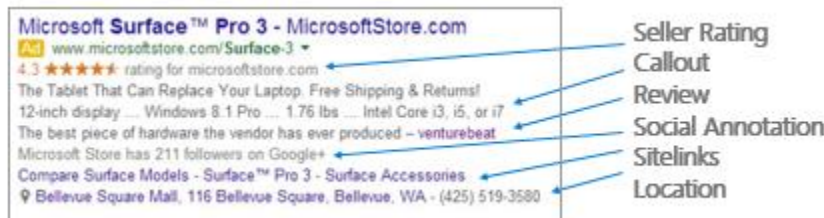
Select the unit of time (**Show (unit of time)**), **Date range**, and the download **Format** you want. Click **Run** to run the report, or **Download** to download the report as a CSV or TSV file.

You can add competitive metrics columns in the Accounts Summary page, and Campaign, Ad Group, or Keyword grids. Go to the **Accounts Summary** page, or **Campaign, Ad Group**, or **Keyword** grids. Click **Columns** to open the column chooser. Select the **Competitive (Share of Voice)** section. Choose any of the columns to add. Click **Apply**.

[Read more](#) about what impression share data to include in your report.

## Quality Score best practices

- Use incremental geographic bidding, meaning find High CVR and CTR regions and get more.
- Add Remarketing: use target + bidding.
- Take advantage of Ad Extensions: the more the better!



- Share of voice reporting = Impression share

Keyword: Flowers

| IMPRESSION SHARE                | 36%  | WHAT YOU NEED TO CHANGE       |
|---------------------------------|------|-------------------------------|
| % Lost due to budget            | 8%   | Budget                        |
| % Lost due to bid               | 6%   | Bid                           |
| % Lost due to keyword relevance | 8%   | CTR                           |
| % Lost due to landing relevance | .04% | Landing page and negative kws |
| % Lost due to rank              | 41%  | Bids + CTR                    |

- Start with brand and best keywords for New Accounts



- Delete high impression poor performing keywords
- Improve Ads: test lively verbs to inspire action and apply these five copy-writing principles:



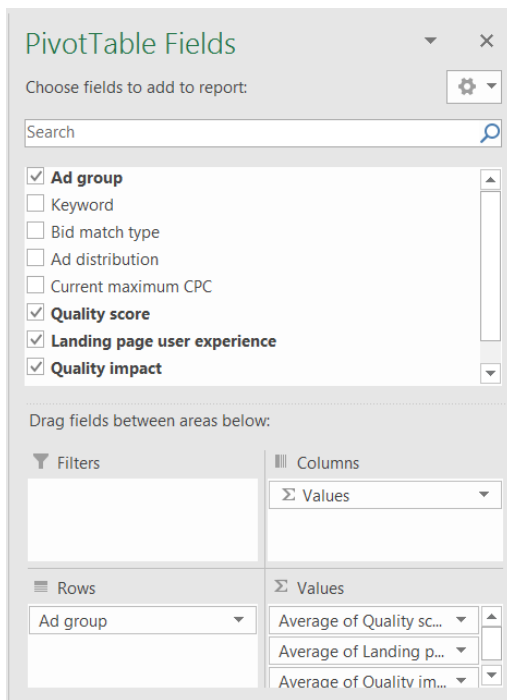
## Bing Ads Intelligence

Quality score reporting alone doesn't lend insight nor tell you what you need to fix. For better insight, [download BAI here](#).

Include the following metrics in running a report in Bing Ads:

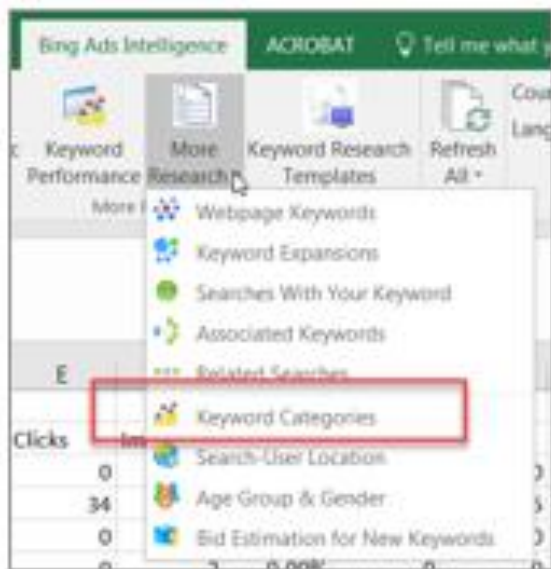
- Quality Score
- LP User Experience
- Quality Impact (for keywords with QS of 5 or less)

You can then create a pivot table and remove words with a Quality Score of 0.



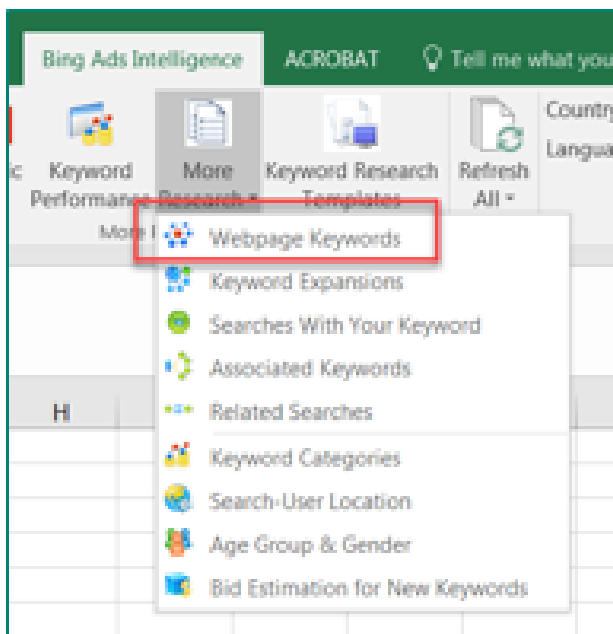
The result give you an idea what to focus on. Use BAI to analyze keywords:

- Run the keywords in the worst ad groups through BAI
- Use the "Keyword Categories" function to check for category relevance



Use BAI to analyze landing pages:

- Run the landing pages through BAI
- Use the "Webpage Keywords" function



Use BAI Webpage Keywords as a check and ask yourself these questions:

- Do webpage keywords match your keywords?
- Are they tightly themed?

## Summary

To improve your quality score and make sure that your ad appears on the Bing Network, remember these key points:

- The overall ad quality score calculation includes values from a range of factors, including keyword and landing page relevance, as well as click-through rate performance.
- Track your historic quality score in performance reports to monitor changes in your quality score over time.
- Use share of voice reports to analyze impression share, make bid adjustments, and monitor click quality.
- Use Bing web resources to troubleshoot why your ads aren't displaying.
- In the UI through a Performance Report, you can track historical QS over time.
- Use BAI "Keyword Categories" and "Webpage Keywords" functions to gauge keyword relevance.

## □ Detailed reporting in Bing Ads

Once you've created your campaigns, written your ads and fine-tuned your keyword lists, the next step is using the search advertising reporting capabilities in Bing Ads to measure campaign performance.

With Bing Ads reports, you can track statistics about your campaigns using selected metrics that matter to you. [Running performance reports](#) gained from tracking statistics will help you make informed

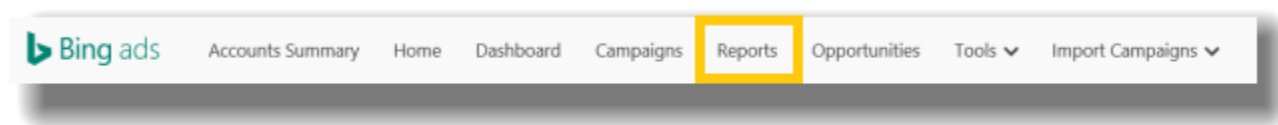
choices about advertising spend, ad and keyword performance.

After reading this Study guide, you will understand how to:

- Compare Bing Ads report types
- Choose from a wide range of customized reports
- Create a report schedule
- Customize reports to optimize ad performance
- View targeting performance within the Settings tab
- Use Bing Ads Shopping to identify missed opportunities
- Utilize the new Competition tab

## The Reports page

The Bing Ads Reports page provides approximately thirty reports to help you improve your campaign performance – all of which have their own unique benefits.

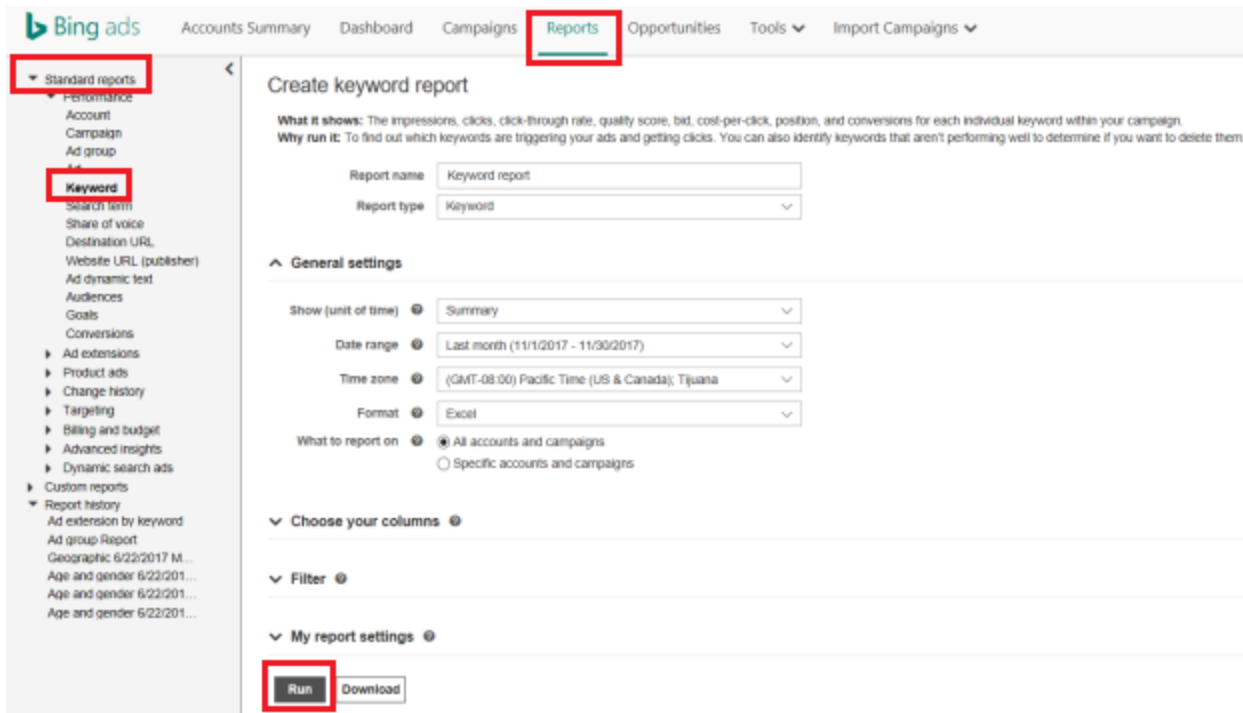


The following are some important reports that can improve the relevance and freshness of your campaigns. They will help the visibility, click-through rate, and conversion rates for your ads.

- The **Keyword, Campaign, Ad** and **Ad group** reports tell you which campaigns are performing well and how your keywords are contributing to campaign performance.
- The **Search term** report shows you which keywords cause your ads to display.
- The **Share of voice** report gives you an estimate on where you are losing to competitors in the marketplace.

To get create a report, go to the **Reports** page. In the left pane, click **Standard reports**, and then click either **Performance, Change history, Targeting, Campaign analytics**, or **Billing and budget**.





Select the report you want. Select the **Show (unit of time)**, **Date range**, download **Format** and **What to report on** either all accounts or specific ones. Click **Run** to run the report, or **Download** to download the report as CSV, TSV, or XLSX (Microsoft Excel) file.

Below is a chart that shows the difference between different Ad extension reports, a newer feature that allows you to track how your business is attracting customers across PCs, tablets and mobile devices. [Learn more about how to create and read an Ad extension report.](#)

| Ad extension by keyword  |  |
|--|--|
| <i>What it shows:</i> The impressions, clicks, spend, and average cost-per-click of your extensions for each keyword. This data can be sorted by keyword, keyword ID, ad extension type, and ad extension version.             | <i>Why run it:</i> To compare how well different versions of your ad extensions are performing for each keyword.                   |
| Ad extension by ad   |  |
| <i>What it shows:</i> The aggregated extension impressions, clicks, spend, and average cost-per-click by ad. This data can be sorted by ad ID, ad title, ad extension type, and ad extension version.                          | <i>Why run it:</i> To compare how well different versions of your ad extensions are performing with each ad.                       |
| Ad extension details   |  |
| <i>What it shows:</i> The impressions, clicks, spend, and average cost-per-click of individual extension items. This data can be sorted by the individual ad extension property value, ad extension ID, and ad extension type. | <i>Why run it:</i> To discover the effectiveness of individual ad extension items, for example, each link of a sitelink extension. |
| Call forwarding detail   |  |
| <i>What it shows:</i> Duration for each forwarded call that originated from a call ad extension.   | <i>Why run it:</i> To discover which accounts, campaigns, or ad groups are driving the most completed phone calls.                 |

Once you set [location targeting setting](#) for your campaign, you can use the Geographic report to find out how your ads are doing in different locations, which can help you decide where to focus more of your advertising efforts.

| Account    | Campaign     | Location type        | Most specific location | Country/region | State/province | Metro area | City    | Impressions | Clicks |
|------------|--------------|----------------------|------------------------|----------------|----------------|------------|---------|-------------|--------|
| Contoso134 | abc          | Physical location    | Noord-Holland          | Netherlands    | Noord-Holland  |            |         | 1           | 0      |
| Contoso134 | abc          | Physical location    | Saskatoon              | Canada         | Saskatchewan   | Saskatoon  |         | 1           | 0      |
| Contoso134 | abc          | Physical location    | Windsor                | Canada         | Ontario        | Windsor    |         | 1           | 0      |
| Contoso134 | Campaign #11 | Location of interest | Calgary                | Canada         | Alberta        | Calgary    | Calgary | 1           | 0      |
| Totals     | -            | -                    | -                      | -              | -              | -          | -       | 4           | 0      |

Two columns in this report give you the details about the geographic location:

- **Location type:** Shows the location used to serve your ad. The location can be where the customers were physically located (location type is physical location) or the location that customers showed interest in (location type is location of interest.)
- **Most specific location:** Shows the most specific location that was used for targeting, giving you a more detailed view of where your ads are being displayed. Based on system and data limitations, Bing Ads can't always receive the most granular location. For example, you might see United States in this column.

The reports and graphs available in Bing Ads give you a rich variety of information by combining different attributes and performance statistics. Each Bing Ads report contains a subset of these attributes and statistics. You can access the [reference guide](#) for insight into the most common report fields – listed in alphabetical order. [Read more](#) about the different report types.

Inline reporting: targeting grids

If you're using one or more of our targeting options (location, device, time of day, day of week), you can now see the related performance inline on the **Settings** tab for both ad groups and campaigns.

By including the targeting performance within the Settings tab, you can view how your targeting options are working in the same place where you can make adjustments.

Like the campaign and account grids, the targeting grids uses a common set of viewing options, including performance metrics, segment views and download options.

All Campaigns

Campaigns Ad Groups **Settings** Ads Keywords Audiences Ad Extensions Change History Dimensions

All settings Locations Ad schedule Devices View: Campaign level

Targeted locations

Filters

Add location Set bid adjustment Remove Download Columns Segment

| <input type="checkbox"/> | Location     | Campaign   | Bid adjustment | Clicks | Impr.  | CTR   | Avg. CPC | Spend |
|--------------------------|--------------|------------|----------------|--------|--------|-------|----------|-------|
|                          | <b>Total</b> |            |                | 10,000 | 80,000 | 1.25% | 0.5      | 5,000 |
| <input type="checkbox"/> | Seattle, WA  | Campaign 1 | 10%            | 1,250  | 10,000 | 1.00% | 0.5      | 625   |
| <input type="checkbox"/> | Bellevue, WA | Campaign 1 | 10%            | 1,250  | 10,000 | 1.00% | 0.5      | 625   |
| <input type="checkbox"/> | Redmond, WA  | Campaign 2 | 3%             | 1,250  | 10,000 | 1.00% | 0.5      | 625   |
| <input type="checkbox"/> | Bothell, WA  | Campaign 2 | 4%             | 1,250  | 10,000 | 1.00% | 0.5      | 625   |

Show row: 20 Page: 1 of 1

Excluded locations

Remove Download

| <input type="checkbox"/> | Location     | Campaign   |
|--------------------------|--------------|------------|
| <input type="checkbox"/> | Bellevue, NE | Campaign 1 |
| <input type="checkbox"/> | Bellevue, OH | Campaign 1 |

Show row: 20 Page: 1 of 1

## Create a customized report

You can customize a standard report and save it to make it easy to run it again in the future. On the **Reports** page, in the left pane, click **Standard reports**, and then click either **Performance**, **Change history**, **Targeting**, **Campaign analytics**, or **Billing and budget**.

Select the report you want. **Select the Show (unit of time), Date range, download Format and What to report on** either all accounts or specific ones.

Under **Choose your columns**, add or remove the columns to set up your report to show what you want. (Optionally, you can select a **Filter** to apply to your report.) Click **My report settings** and then select the **Save as custom report** check box.

Click **Run**. In the left pane, click **Custom reports** and you will see the report you just created. You can click this report anytime to run the report again.

## Set up or cancel a scheduled report

To set up a scheduled report, go to **Reports** page. In the left pane, click **Standard reports**, and then click either **Performance**, **Change history**, **Targeting**, **Campaign analytics**, or **Billing and budget**. Select the report you want. Select the **Show (unit of time), Date range, download Format and What to report on** either all accounts or specific ones.

Click **My report settings** and then select the **Schedule this report** check box. Select the frequency, day of the week, time of day, start date, and end date for the scheduled report.

Enter the email address where you want the report sent to, and indicate if you want the report sent as an email attachment. Click **Run**.

To cancel a scheduled report, In the left pane, click **Custom reports**. Select the report you want to delete and then click **Delete**.

## Run a search term report

Bing Ads uses your product feed from [Bing Merchant Center](#) to match with relevant search queries. Use this report to find ways to optimize your product titles. Product titles are one of the most important factors influencing the performance of your campaign. Simple, informed changes to the titles can have a significant impact to your overall performance

Choose your columns

Attributes Performance statistics

Available columns

Add all

- Account ID
- Campaign ID
- Click type ID
- Customer
- Customer name
- Destination URL
- Device OS
- Device type
- Language
- Network
- Top vs. other

Selected columns

Remove all

- Account
- Ad group
- Campaign
- Search term
- Merchant product ID
- Title
- Impressions
- Clicks
- CTR (%)
- Avg. CPC
- Spend

Conversions

- Ad extensions
- Product ads
- Product partition
- Product partition unit
- Product dimension
- Product Search term

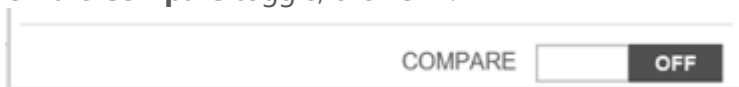
Example: If you're selling personalized photo frames and you notice seasonal surges in search queries (for example, in May, you could see a surge in queries like "Mother's Day gifts" or "Mother's Day photo frames"), it would be beneficial for you to experiment with adding the occasion in front of the product title and change it seasonally to match what customers are searching for.

## Period comparison reporting

Period comparison reporting helps you understand your ad's performance. Columns and sub-columns display side-by-side comparisons of how ads performed between two time periods, as well as changes in impressions and clicks. You can also filter, sort and download reports.

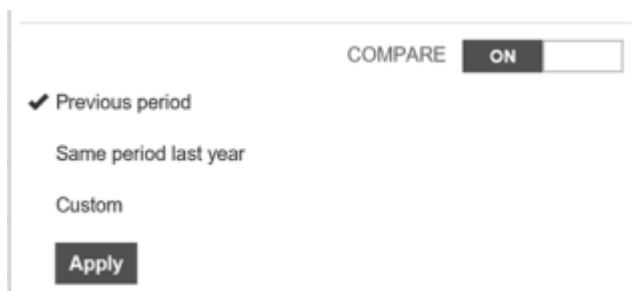
To turn *on* period comparison reporting, click the date range on the **Accounts Summary** or **Campaigns** page.

On the **Compare** toggle, click **OFF**.



COMPARE  OFF

Select **Previous period**, **Same period last year**, or **Custom**, and then **Apply**.



COMPARE  ON

Previous period

Same period last year

Custom

In the table, click the plus next to each performance metric to review the comparison.

| Clicks ?                  |                           |          |                 | + Impr. ? | + CTR ? | + Avg. ?<br>CPC | + Spend ? | + Avg. ?<br>pos. |
|---------------------------|---------------------------|----------|-----------------|-----------|---------|-----------------|-----------|------------------|
| 11/1/2017 -<br>11/30/2017 | 11/1/2016 -<br>11/30/2016 | Change ? | Change ?<br>(%) |           |         |                 |           |                  |
| 3,103                     | 3,925                     | -822     | -20.94%         | 109,906   | 2.82%   | 1.22            | 3,795.01  | 2.88             |

You will see the following sub columns:

- Current Period (mm/dd/yy – mm/dd/yy)
- Comparison Period (mm/dd/yy – mm/dd/yy)
- Change (Current Time Period – Comparison Period)
- Change % (Current – Comparison)/Comparison \* 100%

In the table, click the minus next to each performance metric to close the comparison. **Note:** You can sort, filter, and download all the sub columns and comparison data. Select a time period for comparison out of the three options and select **Apply**.

- **Previous period:** If the current time range selected is this month (e.g. 3/1-3/31), then the previous period would be last month (e.g. 2/1-2/29).
- **Same period last year:** If the current time range selected is this month (e.g. 3/1/16 – 3/31/16), then same period last year would be this month last year (e.g. 3/1/15 – 3/31/15).
- **Custom:** Any length of time within 3 years before today can be selected as a comparison period.

After you click Apply, every performance metric column can be expanded by clicking the **'+' icon**. You can also see this sub-column data for any segments you've applied to your grid. You can see these new columns in your downloaded file as well.

You can also filter on the sub-columns – for example, you might choose to filter out campaigns that saw a 10% decrease in impressions and adjust your keywords accordingly in those campaigns.

To turn *off* period comparison reporting, click the date range on the **Accounts Summary** or **Campaigns** page. On the **Compare** toggle, click **ON**.

Note: Performance comparison reporting is only available in US markets.

## Segment your performance data

Segmentation allows you to split your Campaign page performance data into rows based on Time, Network, Device and Top vs. Other. For example, you can segment your impression, click, and CTR data by device to see what devices your audience is seeing your ad on. This gives you greater insights into how your campaigns are doing and you no longer have to go to the Reports page to get this level of detail.

To *add* segments to the table, select either the **Campaigns, Ad groups, Ads, Keywords, or Ad extensions** tab on the **Campaigns** page. Click **Segment** and then select the one you want to apply. Once you have your data the way you want it, you can [download it into a .csv or Excel report](#) to conveniently share the information with your clients, or use for further analysis.

Some segmentation types only have data for a specific period of time. [Read a summary](#) of what is available and what date ranges you should avoid if using that segment.

To *remove* segments from your Bing Ads reports, go to the **Campaigns** page, and select either the **Campaigns, Ad groups, Ads, Keywords, or Ad extensions** tab. Click **Segment** and then **None**.

## Download your Campaign page performance data

On the different tabs on the Campaigns page, you can use [columns and filters](#), [segments](#), and the date range to organize your performance data in the table. Once you have your data the way you want it, you can download it into a .csv (regular or zip) or Excel report to conveniently share the information with your clients, or use for further analysis.

On the **Campaigns** page, click the tab for the table that you want to download as a report. For example, Ads or Keywords. Click **Download** and then select the **Format of the report**. Click Download.

Bing Shopping Campaigns: Untargeted offers report

Untargeted offers reporting presents products that are not targeted to a shopping campaign and not receiving traffic and can be targeted to existing or new [Bing Shopping Campaigns](#) to increase the campaign ROI.

# MY BMC TEST STORE REVIEW - UNTARGETED OFFER DETAILS

Report generated on 1/19/2017 - 3PM

25% of the offers in "MY BMC TEST" store are not targeted by any campaign. See offer details below to help create campaigns to target them.

|                                  |              |  |
|----------------------------------|--------------|--|
| <b>Total Approved Products :</b> | <b>40</b>    |  |
| <b>Untargeted Products:</b>      | <b>10</b>    |  |
| <b>Untargeted Products %:</b>    | <b>25.0%</b> | <a href="#">Learn more on how you can fix this</a> |

| Id | Title | Link  | Price | Catalog Name   | Product_category             | Brand   | Condition | Product_type          |
|----|-------|---|-------|----------------|------------------------------|---------|-----------|-----------------------|
| 1  | Shoe1 | <a href="http://contoso.com/index123.cfm?id=1">http://contoso.com/index123.cfm?id=1</a>   | 10    | MyShoesCatalog | Apparel & Accessories > Shoe | Contoso | New       | Apparel & Accessories |
| 2  | Shoe2 | <a href="http://contoso.com/index123.cfm?id=2">http://contoso.com/index123.cfm?id=2</a>   | 10    | MyShoesCatalog | Apparel & Accessories > Shoe | Contoso | New       | Apparel & Accessories |
| 3  | Shoe3 | <a href="http://contoso.com/index123.cfm?id=3">http://contoso.com/index123.cfm?id=3</a>   | 10    | MyShoesCatalog | Apparel & Accessories > Shoe | Contoso | New       | Apparel & Accessories |
| 4  | Shoe4 | <a href="http://contoso.com/index123.cfm?id=4">http://contoso.com/index123.cfm?id=4</a>   | 10    | MyShoesCatalog | Apparel & Accessories > Shoe | Contoso | New       | Apparel & Accessories |
| 5  | Book1 | <a href="http://contoso.com/index123.cfm?id=5">http://contoso.com/index123.cfm?id=5</a>   | 20    | MyBooksCatalog | Media > Books                | Contoso | New       | Media > Books         |
| 6  | Book2 | <a href="http://contoso.com/index123.cfm?id=6">http://contoso.com/index123.cfm?id=6</a>   | 20    | MyBooksCatalog | Media > Books                | Contoso | New       | Media > Books         |
| 7  | Book3 | <a href="http://contoso.com/index123.cfm?id=7">http://contoso.com/index123.cfm?id=7</a>   | 20    | MyBooksCatalog | Media > Books                | Contoso | New       | Media > Books         |
| 8  | Bag1  | <a href="http://contoso.com/index123.cfm?id=8">http://contoso.com/index123.cfm?id=8</a>   | 30    | MyBagsCatalog  | Apparel & Accessories > Hand | Contoso | New       | Apparel & Accessories |
| 9  | Bag2  | <a href="http://contoso.com/index123.cfm?id=9">http://contoso.com/index123.cfm?id=9</a>   | 30    | MyBagsCatalog  | Apparel & Accessories > Hand | Contoso | New       | Apparel & Accessories |
| 10 | Bag3  | <a href="http://contoso.com/index123.cfm?id=10">http://contoso.com/index123.cfm?id=10</a> | 30    | MyBagsCatalog  | Apparel & Accessories > Hand | Contoso | New       | Apparel & Accessories |

Download your untargeted offers report from the **Store summary** tab, under **Diagnostics > Store Issues** > "Click here to download report."

Things to remember:

- This report will be generated every 24 hours.
- This report is limited to 3 million offers and will be split into three reports, with 1 million offers in each. All these reports will be zipped into a single file.
- If the store is targeting multiple countries, the reports will be split into separate zip files by country.
- There is a 12-hour lag between Bing Shopping Campaigns and Bing Merchant Center store offers matching. Changes to Bing Shopping Campaigns or the product feed will not be immediately reflected in this report.

## Merchant Promotions

You can view performance of ads displaying Merchant Promotions in a special report that now includes **Click type** and **Total Clicks on Ad Elements**.

Choose your columns

Attributes

Performance statistics

**Available columns**

**Add all** >>

- Account ID <?> >>
- Account number <?> >>
- Account status <?> >>
- Ad distribution <?> >>
- Ad group ID <?> >>
- Ad group status <?> >>
- Ad ID <?> >>
- Ad status <?> >>
- Bid match type <?> >>
- Campaign ID <?> >>
- Campaign status <?> >>
- Country/Region of Sale <?> >>

- Date <?> <<
- Hour <?> <<
- Account <?> <<
- Campaign <?> <<
- Ad group <?> <<
- Product group ID <?> <<
- Product group <?> <<
- Product Partition Type <?> <<
- Current maximum CPC <?> <<
- Click type <?> <<
- Impressions <?> <<
- Clicks <?> <<
- Ad element total clicks <?> <<
- Conversion rate (%) <?> <<

it was present  
will always equal  
ssions.  
you have added

The Competition tab is your one-stop shop to gather valuable information about your competition in Bing Ads.

## Auction Insights

Auction Insights give you a broad view into your competitors' performance metrics and how they compare to your own. Reviewing them can give you a better understanding of your competitive landscape. Auction Insights are divided into two sections.

- **Over time:** View key competitive metrics and how they perform across devices and over the course of days, weeks, months, quarters, and years.
- **Summary:** See aggregated metrics for a specific date range. You can segment these metrics by hour of the day, day of the week, and device type.

## Recommendations

Using machine learning, Bing Ads finds where you can make adjustments to your campaigns to stay ahead of the competition. Each recommendation tile is designed to help you tackle all of your competitive needs.

- **The recommendation:** AI-powered suggestions for a specific campaign, ad group, keyword, location, or device type.
- **What's happening:** How campaigns, ad groups, keywords, locations, and device types stack up against your competition right now.
- **What you can do:** Specific actions to take based on the findings.
- **Specific actions to take based on the findings:** The estimated benefits you might see after applying recommendations.

**To view and apply a recommendation, go to the Campaigns page and click the Competition tab. Click Recommendations. Click View (# of) recommendations at the bottom of the recommendation tile.**

Click **apply**. To apply all recommendations of a specific type, click **Apply all** at the bottom of the recommendation tile.

### Available recommendations include:

1. Add similar keywords
2. Bid more competitively on keywords
3. Expand your reach
4. Fix campaigns that are limited by budget
5. Optimize your device targets
6. Optimize your location targets



## 7. Target new locations

[Watch this video](#) to learn more about the Competition tab.

### Summary

Because you can choose between specific reports, customize your own, and schedule them on-demand, Bing Ads reports is a powerful tool for campaign optimization.

Bing Ads reporting tools can help you:

- Evaluate your search advertising campaign performance.
- Identify optimization opportunities.
- Track and compare performance and budget data all in one place.
- Identify missed opportunities in your product offerings.
- Use search term reporting to help optimize product titles.
- Access valuable information about your competition.

### □ Dynamic search ads

Dynamic search ads (DSA) provide a streamlined, low-touch way to make sure customers searching on the Bing Network find your products or services. Dynamic search ads automatically target relevant search queries based on the content of your website, and are dynamically created to respond to these search queries.

After reading this Study guide on **dynamic search ads**, you will understand how to:

- Configure dynamic search ads
- Learn about the right areas of your website to target
- Use Enhanced CPC to set your own ad group and keyword bids
- Improve page freshness with page feeds

#### **Create targeted and relevant ads automatically**

Dynamic search ads automatically target relevant search queries based on the content of your website, and are created to respond to these search queries. Using them there is no need to maintain keyword lists, manage bids, or update and customize ad titles. You can reduce your workload and adapt to new queries to drive additional conversions.

#### **Dynamic search ads are most appropriate for two types of advertisers, and can be done in 4 ways:**

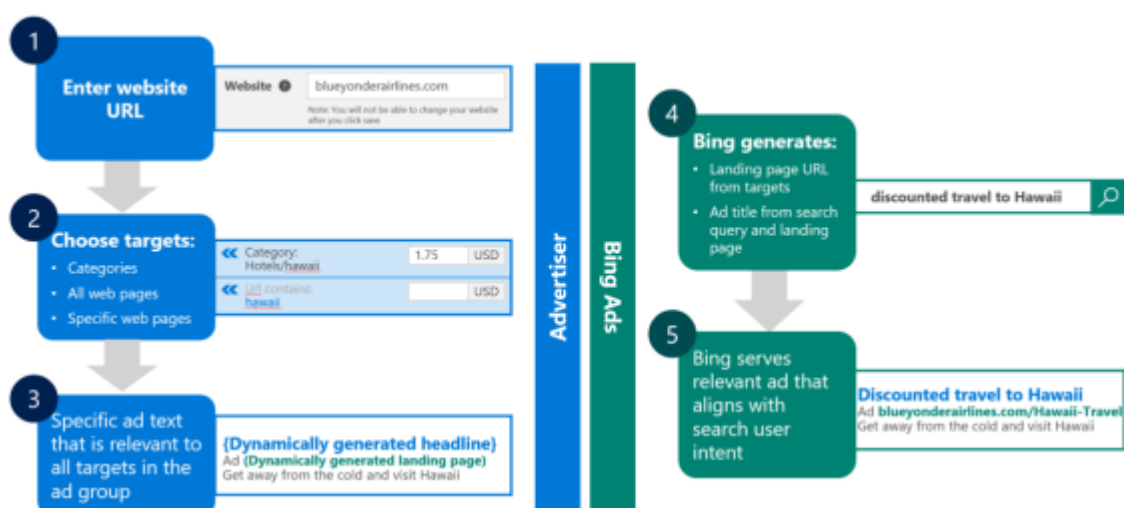
- Advertisers who have a large catalog of webpages and a constantly changing mix of products, making it difficult to manage search ads for each product.
- Advertisers who are not familiar with search advertising, but who want to quickly and easily try it out.

- You can create DSA campaigns in 4 ways:

- Bing Ads [UI](#)
- Bing Ads [API](#)
- Bing Ads [Editor](#)
- [Import](#) from AdWords

## How do dynamic search ads work?

The basic steps are the same as for text ad campaigns creation, except for the additional options to keep in mind outlined below. From the **Campaigns** tab, click **Create campaign** and then select **dynamic search ads**. Simply enter your website URL, then choose your targets, choosing between Categories, All web pages, or Specific web pages. Add the specific ad text for your relevant targets, and Bing Ads will generate a specific URL landing page from your targets.



In setting up dynamic search ads, you will need to consider the following for each dynamic search ad group:

### 1. The areas of your website you want to target.

Under **Create dynamic ad target**, choose either **Target recommended categories**, **Target all webpages**, or **Target specific webpages**.

- Target recommended categories:** Bing Ads will analyze your website and then categorize its content. You can then select which categories you want to target and we will automatically generate keywords and ads from them. This is a good idea if you want to keep the dynamic search ads focused on a particular theme or you want to set different bids for different parts of your website.
- Target all webpages:** Bing Ads will look at content from all pages of your website in order to generate keywords and ads.
- Target specific webpages:** You choose specific pages of your website to target based on their URL, category, page title, or page content. This is a good idea if you want to set different bids for

different parts of your website or to make sure you're not targeting parts of your website that are not relevant to your campaign goal.

- A "page title" is the text that appears at the top of a webpage — in your website's code, it's the text in this area:

```
<head>
  <title>This is the page title</title>
</head>
```

- "Page content" is the visible text on a webpage — in your website's code, it's the text between these tags:

```
<body></body>
```

Note: Once an auto target has been created, its conditions cannot be changed.

The screenshot shows the Bing Ads interface for creating a dynamic ad target. The 'Ad group name' field is set to 'Hawaii'. The 'Your website' field is set to 'blueyonderairlines.com'. The 'Target specific webpages in my site' section has a dropdown menu set to 'URL' and a text input field containing 'contains'. The 'Selected dynamic ad targets' section shows three targets:

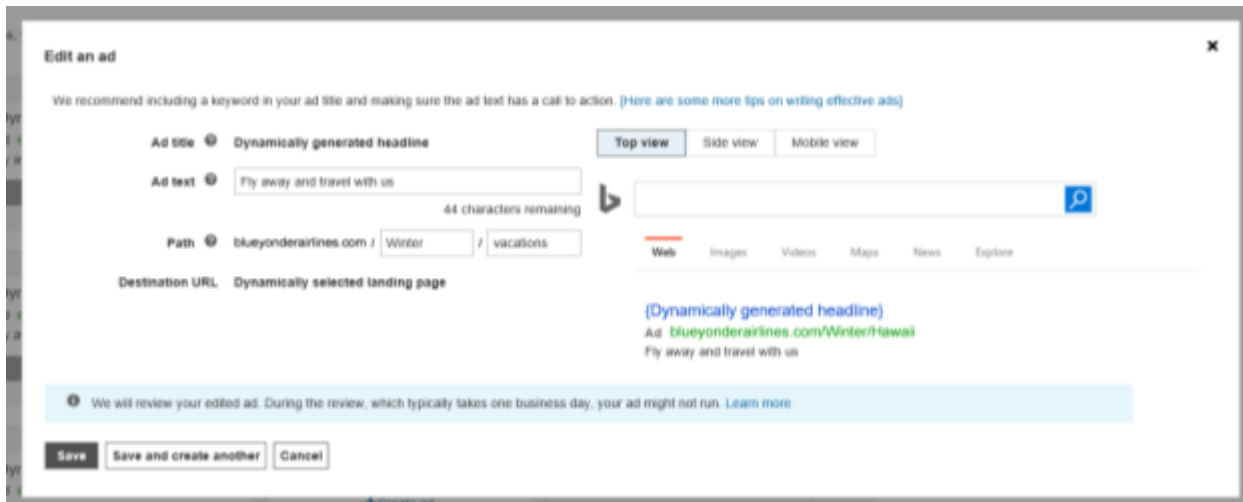
| Target                          | Bid  | Currency |
|---------------------------------|------|----------|
| Category: deals & offers/hawaii | 1.50 | USD      |
| Category: hotels/hawaii/        | 1.75 | USD      |
| Url contains hawaii...          | 1.75 | USD      |

## 2. Ad Content

With dynamic search ads, you *do not* write your ad title. Bing Ads will dynamically generate this for you based on the appropriate keyword and your website content. However, you *do* write your ad description.

You have the option to have one or two paths appear after your website's domain. The path is distinct from the final URL. The final URL is the actual webpage URL that customers are taken to after they click your ad. The path can be a shorter or "friendlier" version of your URL showing one or two subdirectories. If you sell men's clothes, and you're advertising shirts that are on sale for spring, your final URL might be

http://www.contoso.com/content/en/clothesaccessories/spr2017/shirts, but your path could simply be contoso.com/SpringSale/Shirts.



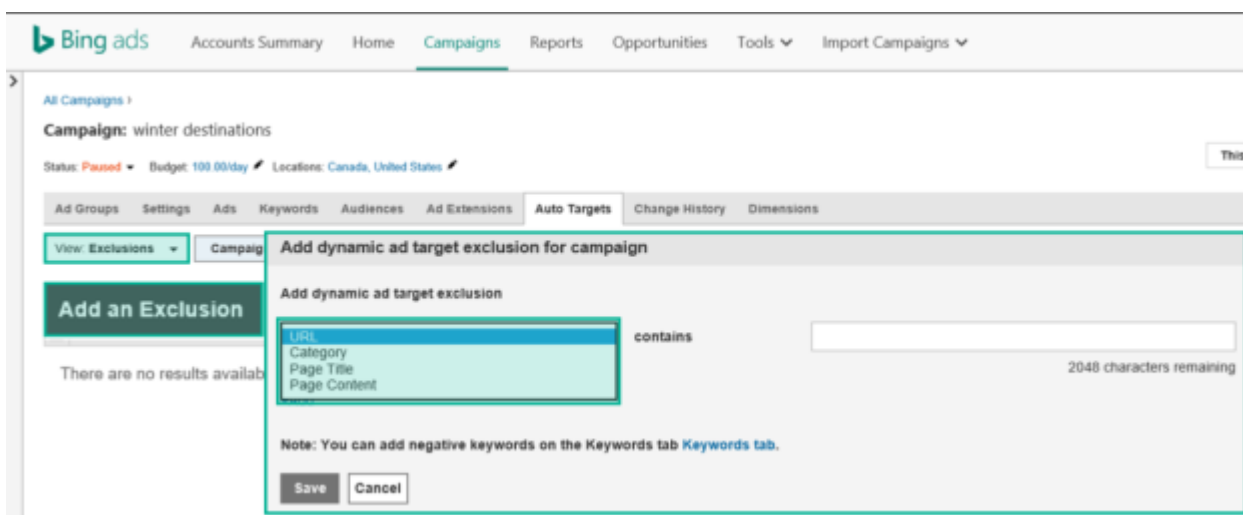
## Target Exclusions

Just like with keywords, you may find that certain targets simply don't work. Or, you may have pages on your website, products or service categories that you don't want to run through dynamic search ads.

In that case, you can create target exclusions. The process follows the same path as your "positive" targets.

To add target exclusions, navigate to the Auto Targets tab, then click the view drop down and select **Exclusions**. Click **Add an Exclusion** and proceed to set up your target exclusion.

Note: Use negative keywords like you would for any search campaign – keyword targeted, shopping or dynamic search ads.



## Dynamic search ads page feeds

Page feeds allow you to easily upload all the relevant URLs for your dynamic search ads campaigns in a spreadsheet format. This ensures maximum website coverage and enables the labeling and targeting of specific URLs via custom labels.

### Create a page feed file

You can download the page feed template or create a .csv, .tsv, .xls, or .xlsx file that contains the following two columns:

| Column                  | What it is  | What you need to know   |
|-------------------------|---|---|
| Page URL                | Contains the URLs of your website to include in the feed. | Enter one URL per row.  |
| Custom label (optional) | Labels that allow you to group the URLs within the feed.  | Enter one or more labels per row, separated by a semicolon. A maximum of 10 custom labels can be added per feed item (row). |

**Note:** You can have 100 feeds per account (this maximum number includes all feed types) and the maximum number of feed items (rows) per account is 5 million.

### Upload a page feed file

To upload a page feed file, click **Share Library** in the left navigation pane. Click **Business data** and click **Page feeds**. Click **Upload**. Enter the **Name** of your feed file and select the file to upload. Click **Upload and apply**.

### Associate a page feed

Page feeds can be associated at the campaign level, which also applies to all the ad groups within the campaign.

First, click **Campaigns** at the top of the page. Select the dynamic search ad campaign you want to apply a page feed to. Click the **Settings** tab. Under **Targeting source**, select one of the following options:

- **Use Bing's index of my website.** This is the default behavior of dynamic search ad campaigns on Bing.
- **Use URLs from my page feed only.** Only URLs specified in the feed file will be served from this campaign. We recommend using this option for highly specific campaigns with tailored ad copy.
- **Use URLs from both Bing's index of my website and my page feed.** Pages from both sources will be used but URLs within the feed file will be given priority.

Select the page feeds you want to apply. Click **Save**.

### Create custom label auto targets

Click **Campaigns** at the top of the page. Select the ad group you want to add custom label auto targets to. Click **Create dynamic ad target**. Select **Target custom labels from my page feed(s)**.

Select the page feeds you want to apply. Enter the name of your custom label and click the right arrow. Enter a bid for your custom label or leave it blank to use the default ad group bid. Click **Save**.

## Dynamic search ads tips

The following are some tricks and tips for making the most of your dynamic search ads:

- Set up a default bid close to your non-exact match bids for similar keyword categories.
- Create different ad groups for different dynamic ad targets. Create a **Target all webpages** ad group in addition to narrower targets to capture as many relevant searches as possible.
- Exclude parts of your site that don't drive conversions, and always look for negative keywords on the search terms report and add them as negative keywords in your dynamic search ads campaign.
- Add paused keywords and current negative keywords in your other campaigns as negative keywords in your dynamic search ads campaign.
- Use appropriate extensions for each ad-group (sitelinks, callout, review, structured snippets, location etc.).
- Look for non-performing Landing Pages in the **search terms report** and add them as negative exclusions for dynamic search ads campaigns.
- Use Remarketing in Paid Search and Audiences to boost bids with dynamic search ads campaigns.

Note: Dynamic search ads are currently available in the United States and the United Kingdom only.

## Summary

Dynamic search ads automatically target relevant search queries based on the content of your website, and are dynamically created to respond to these search queries. Using them will Create targeted and relevant ads automatically, reduce your workload, and find missed opportunities.

Remember these key points when considering your dynamic search ads options:

- Import dynamic Search Ads on demand from Google Ads.
- Add paused keywords and current negative keywords in your other campaigns as negative keywords in your dynamic search ads campaign.
- Enhanced CPC (cost per click), you set your ad group and keyword bids, and Bing Ads automatically adjusts your bids.
- Using page feeds allows you to have full control over what pages are included in an auto-target and as a result, can be more descriptive in your ad copy to drive further engagement.

## ❑ Multi-linking and Multi-user Access

Bing Ads Multi-linking lets multiple agencies link to one single account. This is helpful for agency transitions, or for an agency or advertiser to set up a single customer shell that has access to all the accounts they manage.

Bing Ads Multi-user Access lets your clients use one username to access multiple customer shells. This is useful for agencies who have logins directly under the client customer shell to manage billing for their clients, or for agencies who need to set up new customer shells for their clients.

After reading this Study guide on Multi-linking and Multi-user Access, you will understand how to:

- Manage one email address and password for all accounts.
- Switch between one customer shell to another all from one email address and password.
- Add customers using your existing email address and password.
- View information about multiple customers & manage your defaults.
- Take over billing and payment responsibilities & grant and remove account access.

## Multi-linking basics

An account link is a powerful thing. When you link to another customer's account, you gain access and control over that Bing Ads account. Conversely, if you give someone access to your account, that person—known as a managing customer—has full control to manage your account and your advertising. This includes the ability to take over billing.

As an account owner, you always have control on who has access to your account. You can grant access for up to five managing customers on your account. You can also remove their access at any time.


You can opt to take over billing when you link to an account. When you do so, you assume responsibility for all advertising charges, including any charges that are pending when the link is established. Therefore, it's best to have an agreement in place with the current bill-to customer (which may be the account owner or another third party) before proceeding with this optional step.

## Taking over billing

If you take over billing, you'll need to have a valid payment method on hand. If you plan to prepay the account or use monthly invoice billing, be aware that Bing Ads might be required to deduct tax from the prepay account. Also, for a monthly invoice account, you'll need to create an insertion order to serve ads, or else the account will be paused.

Before you link to another account, you'll need to work with the account owner to have a few things ready, such as the account number of the account you'd like to link to, the agreed-upon start date and decision for who is responsible for billing.

## Link an account

To link an account, first click the gear icon , and then click **Accounts & Billing**. Click the **Requests** tab. Click **Link to account**.

## Selected account

All accounts

Accounts

Users

Payment Methods

Billing

Requests

Insertion Orders

NEW!

Create account

Delete

Link to an account

Unlink from an account

Edit

NEW!

Export

Filter

Account name



| Account number | Account name                 | Errors | Payment setting | Balance  | Currency                |
|----------------|------------------------------|--------|-----------------|----------|-------------------------|
| B013AEE4       | Test Account 1               | 1      | Prepay          | \$0.00   | US Dollar (USD)         |
| B013X34L       | ABC                          |        | Postpay         | \$0.00   | US Dollar (USD)         |
| B013F62M       | Alice Test                   |        | Postpay         | \$0.00   | US Dollar (USD)         |
| B013Y2T3       | Brazil Test Account - Prepay | 1      | Prepay          | R\$ 0.00 | Brazilian Real (BRL)    |
| B013HR7K       | TWD Account Postpay          | 1      | Postpay         | NT\$0    | New Taiwan Dollar (TWD) |
| B013USNE       | USD Account - Prepay         | 1      | Prepay          | \$0.00   | US Dollar (USD)         |

Under **Linking details**, enter the **Account number**. The account number is an 8-digit mix of numbers and letters. Enter the **Start date**, which is the date you want to start managing the account.

Add an optional **Note**, which you can use as a helpful note to the account owner. Click **Send request** if you don't wish to take over billing, or select **I will take over billing** for **Who pays**.

Select **How you pay** (prepay, postpay threshold, or monthly invoice) and **What you pay with** (your payment method). For monthly invoice accounts, we encourage you to create an insertion order so that the account will continue to serve ads even as the management responsibilities change hands. Click **Send request**.

[Learn more about how to take over billing, cancel requests, unlink requests, and verify who has access to your accounts.](#)

## Multi-user Access basics

When working among several accounts, managing and keeping track of multiple usernames can cause a lot of friction for you and your business. With multi-user access, you can use one email address and password to access all your Bing Ads customers, helping you to manage multiple accounts with ease.

The Multi-user Access bulk workflow is where you can set up multiple consolidated logins at once. The best way to navigate the bulk workflow is from the **Tools** menu. From there, download and view the suggestions, modifying the file to fit your needs. If you want to add new users, add the customer's current username and the new username that it will be consolidated to.

Upload the finished file to the workflow and click **Validate**. View the validation results and make sure everything looks good, highlighting any users so that you can verify that this is actually what you want to do. Complete the merge by clicking **Merge User Names**.

If you accidentally consolidate the wrong user with a single login, simply go to the **manage access** page for the consolidated username and click the **revert user names** link. This will remove the user from the consolidated login and allow the user to use the old username again.



It is important to remember that once a username is merged, it cannot be used to sign in to Bing Ads on the web anymore. This means if you had one login with access to 5 accounts, and another with access to 10 accounts, you will need to switch between both of those customers to see all your accounts.

## Multi-User Access sign up

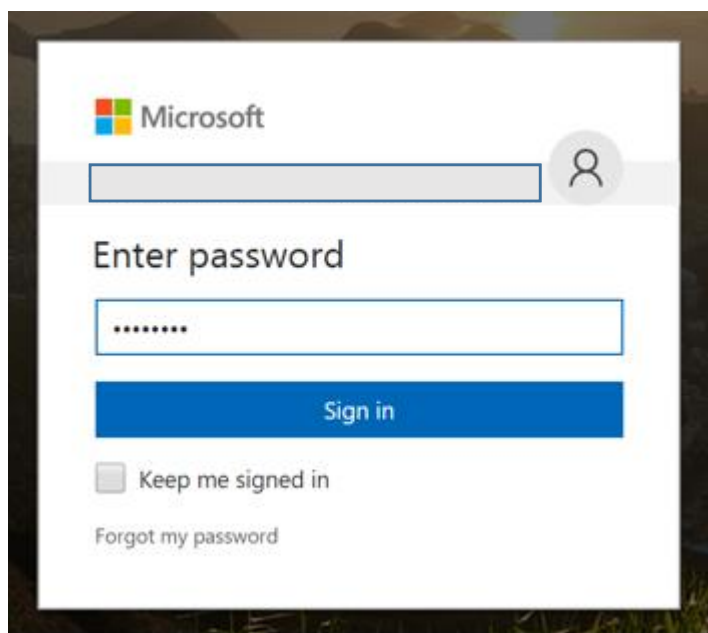
Using Multi-User Access for sign up is useful if your agency/channel partner needs to onboard many new clients who are not in Bing Ads.

First, you will need to create a new Microsoft account (MSA) to use for Bing Ads sign up. (This can be done by you or the agency. If you do it, make sure you enter the agency's phone number.)

Next, go to the **Users** tab for the CID you opted in to the pilot and invite the new MSA you just created. Fill out the invite form and send the invitation.

Click the link in the invitation email to accept the user invitation (needs to be done by whomever created the MSA) then enter the email address you created in the input field, press check availability, then press next.

You will be directed to enter a password.



Fill out the form with all the details for the user (this does not need to be accurate information). After you save, you're all set!

## Multi-User Access bulk instructions

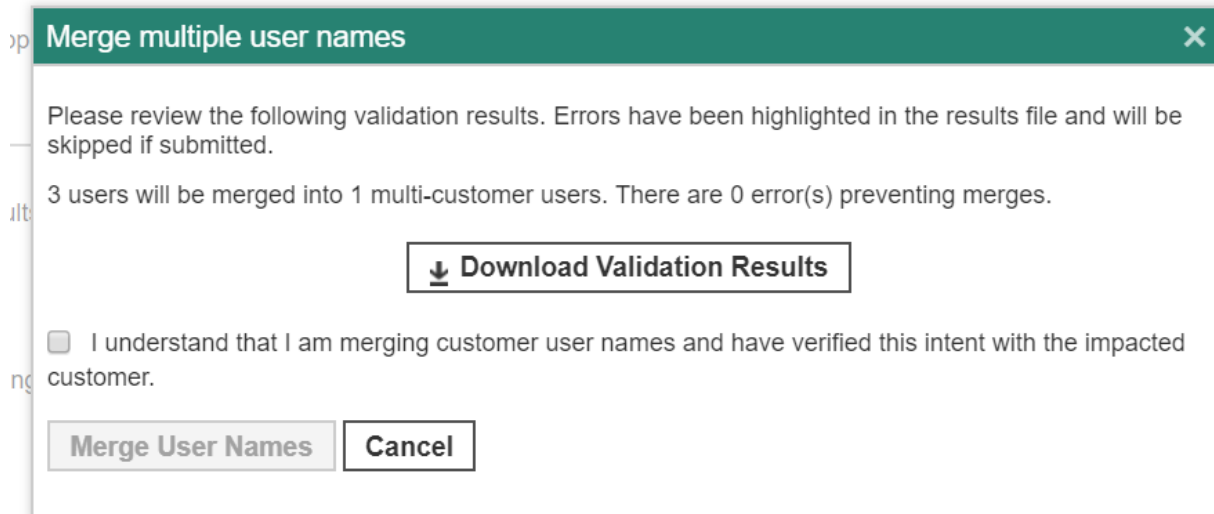
The bulk workflow allows you to set up multiple consolidated logins at once and provides a list of suggestions for consolidation for a given CID. Suggestions are based on the contact email of a user.

- For the CID you enter, we look at all the users of that CID
- For each user, we check their contact email

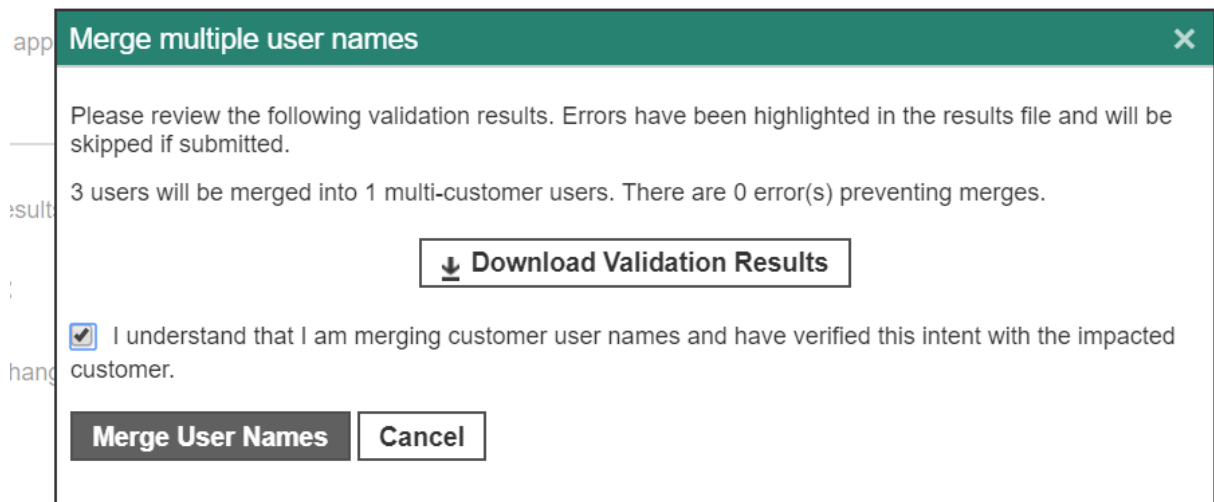
Bing Ads checks to see if there are any other users that have the same contact email. Those get listed as suggested users to consolidate.

Navigate to the workflow, then download suggestions or a blank template. View the suggestions and upload the finished file to the workflow. Click **Validate**.

View the validation results and make sure everything looks good – validation will fill in any missing columns and highlight any users that have a different AM assigned so that you can verify that this is actually what you want to do.



Complete the merge.



## Add new customer shell access to a user

With multi-user access, you can now easily let your customers access multiple customers. This workflow will let you easily add access to a new customer shell for any existing Bing Ads user.

If a client wants to gain access to a new customer, you'll no longer need to send them an invitation from that customer — just give them access to this customer directly.

To get started, look up the username on UCM and click on their username. Click **manage access** to get to that user's access page.



malq15@outlook.com **primary** ⊕ set as primary [manage access](#) | [view](#) | [edit](#) | [delete](#)

Email address malq15@outlook.com

malq61@outlook.com ⊕ set as primary [manage access](#) | [view](#) | [edit](#) | [delete](#)

Email address malq61@outlook.com

Click **add new access**.

 Marianne.Aubin@microsoft.com  [Help](#)

### Manage multi-user access for malq61@outlook.com [\(view settings\)](#)

Manage access for this user name, which can be used to view other customers and their accounts. Here, you can: [Learn more](#)


- Merge access to combine multiple user names to a single user name that can be used to access multiple customer shells
- Add new access for an existing customer shell

Merge access Add new access

| Customer name | Customer ID | Accounts   | Roles         | Last accessed | Original user name | Action  |
|---------------|-------------|------------|---------------|---------------|--------------------|---|
| LizMSAPilot   | 11431696    | 3 accounts | Standard User | 3/1/2018      | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |
| malq          | 163241450   | 9 accounts | Super Admin   | 3/7/2018      | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |
| malq          | 250019705   | 1 accounts | Super Admin   | 3/7/2018      | malq61@outlook.com | <a href="#">View notification settings</a>   <a href="#">Set as default</a>                                 |
| malq          | 250019904   | 1 accounts | Super Admin   | 2/21/2018     | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |
| malq_no       | 250020988   | 1 accounts | Super Admin   | 1/28/2018     | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |

Show rows:

Enter the desired Customer ID.

 [Accounts Summary](#) [Dashboard](#) [Campaigns](#) [Reports](#) [Opportunities](#) [Tools](#) [Import Campaigns](#)

### Add new access to a user name

Follow the steps to add customer shell access to malq61@outlook.com

#### Identify the customer shell

---

Customer

#### Set access level

---

#### Review

---

Choose the user role and accounts to give access to. Review & confirm. If everything worked, the new user should have access.

## Manage multi-user access for malq61@outlook.com (view settings)

Manage access for this user name, which can be used to view other customers and their accounts. Here, you can: [Learn more](#)

- Merge access to combine multiple user names to a single user name that can be used to access multiple customer shells
- Add new access for an existing customer shell

| Customer name              | Customer ID | Accounts   | Roles             | Last accessed | Original user name | Action  |
|----------------------------|-------------|------------|-------------------|---------------|--------------------|---|
| Liz Multi Linking Agency 2 | 160421681   | 1 accounts | *** Super Admin   | n/a           | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |
| LizMSAPilot                | 11431696    | 3 accounts | *** Standard User | 3/1/2018      | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |
| malq                       | 163241450   | 9 accounts | *** Super Admin   | 3/7/2018      | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |
| malq                       | 250019705   | 1 accounts | *** Super Admin   | 3/7/2018      | malq61@outlook.com | <a href="#">View notification settings</a>   <a href="#">Set as default</a>                                 |
| malq                       | 250019904   | 1 accounts | *** Super Admin   | 2/21/2018     | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |
| malq_no                    | 250020988   | 1 accounts | *** Super Admin   | 1/28/2018     | -                  | <a href="#">View notification settings</a>   <a href="#">Set as default</a>   <a href="#">Delete access</a> |

Show rows: 20 ▼

Note: You can also use the manage access page to delete access.

## How do I access Bing Ads as an invited user?

Let's say you have been invited as a new user to Bing Ads. (If you don't see the "Invitation to Bing Ads" email shortly after the administrator for the account has invited you, check to make sure that it wasn't delivered to your junk mail folder.) You have 30 days to activate your account after you receive the invitation email.


To sign in to Bing Ads for the first time, find the email that was sent to you from Bing Ads with the subject line "Invitation to Bing Ads." In the email, under **To get started**, click the link.

Then, choose the option that's best for you:

- **Use an existing email address.** You'll enter your email and check availability of that email address.
  - If this is an email that you already use to sign in to Microsoft products, then you'll sign in and go directly to Bing Ads.
  - If you've never used this email to sign in to a Microsoft product, then you'll go to Microsoft account and sign up for a new account.

## Welcome to Bing Ads

To get started, tell us what email address you want to use to sign in to Bing Ads.

Select the option that's best for you 

Use an existing email address

Check availability

Enter the email address you want to use, and then click here.

Create a new email address

- **Create a new email address.** We'll take you to the Microsoft account sign-up page where you will sign up for a new email address.

Fill out the user information form, entering the email address that you'd like to use to receive critical alerts. (This contact email address can be different from the email address that you use to sign in to Bing Ads). Click **Save**.

## Summary

Bing Ads Multi-linking and Multi-user Access lets you help your customers manage multiple accounts quickly and easily.

Key takeaways:

- You can link all accounts to one customer and set that customer as the bill-to on the account.
- You can help customers transition from one agency to the next with access to both for any period.
- The bulk workflow allows you to set up multiple consolidated logins at once.
- The multi-user access workflow let you add access to a new customer shell for any existing Bing Ads user.
- Customers with multiple shells can run reports across all of their owned or managed accounts regardless of any other links in place.

## ❑ Syndicated Partner Network

Bing Ads is expanding its partnership network with a focus on building relationships with additional third-party publishers. With Syndicated Partner Network, you can steadily increase advertiser reach through high quality partnerships.

After reading this Study guide on **Syndicated Partner Network**, you will understand how to:

- Use the Partner Network and O & O (Owned and Operated) to drive quality traffic at scale.

- Increase advertiser reach for new products and features.
- Increase click volume through a combination of search volume and CTR increase.

## What is Search syndication?

Search syndication occurs when a search engine provides its services to an approved third party, which has been vetted, and onboarded by a specific team in need of search capabilities for their digital properties (websites and apps).

When their users search on their digital properties, users are taken to a SERP (search engine results page) which can show both paid and organic results. Syndication partners then show the search results and ads on their sites. Search syndication can also display ads without the use of a search box.

Syndicated search ads and syndicated organic search services are separate, and Bing Ads syndication partners may use one or both services, depending on the specific terms of the partnership. Bing Ads distributes ads to these third-party publishers and shares advertising revenue with the publisher when the ad is clicked.

Note: All partners and individual domains are vetted and approved through the Bing Ads SEAM (Supply Excellence and Management) process.

## Benefits of syndication

Syndication can significantly increase your reach across the Bing Network. Last year alone more than 107 billion searches generated from Bing syndication in the past year. In fact, 1 in 6 clicks on the Bing Network was from syndication.

Advertisers should consider opting into syndication for the following reasons:

- More reach – You can expand your reach and get more clicks with a new, high-quality audience.
- Volume and growth – You can reach more customers through a growing network. When you opt in to syndication, you give your ads a chance to capture a portion of the billions of searches worldwide per year from customers on Bing's syndication network.
- Quality controls – Bing Ads controls help safeguard quality. With Publisher Traffic Quality Scores (PTQS), volatility filters and 24-7 invalid traffic detection, Bing Ads has controls in place to help keep the quality you expect.
- Lower CPCs – CPCs on the Bing Ads syndication partner network are generally lower, which helps you boost ROI.

With features like site exclusions and by enabling UET, you have control and flexibility when you choose to opt in to the syndication partner network with your Bing Ads campaigns.

## Features and coverage

Bing Ads works with individual publishers to offer features that are relevant their specific audiences so the features offered to each publisher will vary. Each partner determines which extensions and features make sense to adopt for their domains.

Ad campaigns that have opted into syndicated search partners are available to show across all devices (PC, tablet and mobile, including apps).

## Our partners

Bing has a growing network of high-quality partners that are categorized as either Partner Network Partner or Owned and Operated (O & O). These include:

- Verizon Media (which includes Yahoo, AOL, and their respective partners)
- Amazon
- Wall Street Journal
- CBS Interactive
- adMarketplace
- Gumtree
- Ecosia
- Infospace
- Skype
- Outlook
- Cortana
- Windows 10
- Apple

**Note:** With Syndication network publishers, domains can be blocked using site exclusions in the UI. Publishers can own and manage multiple domains. Publishers considered to be part of the Bing Network cannot be blocked by advertisers in the UI.

## Opting in to syndication and publishing partner sites

All campaigns are automatically opted-in syndicated search traffic when you set your campaigns, unless you choose to opt out.

The screenshot shows the 'Edit settings for multiple ad groups' dialog in the Bing Ads interface. At the top, there are tabs for 'Ad Groups', 'Settings', 'Ads', 'Keywords', 'Audiences', 'Ad Extensions', 'Change History', and 'Dimensions'. Below the tabs, there is a 'Select a setting' dropdown menu currently set to 'Distribution to networks'. A red box highlights the 'Select your ad distribution' section, which contains three radio button options: 'All search networks (Bing, AOL, and Yahoo search and syndicated search partners)' (which is selected), 'Bing, AOL, and Yahoo search (owned and operated) only', and 'Bing, AOL, and Yahoo syndicated search partners only'. Below the options, there is a note: 'Your changes will apply to all rows selected on this page only.' At the bottom, there are 'Apply' and 'Cancel' buttons.

## Ad distribution options

All search networks (Bing, AOL and Yahoo search and syndicated search partners):

- Campaigns available to serve ads on all websites within the Bing Network

Bing, AOL and Yahoo search (owned and operated) only:

- Campaigns available to serve ads on owned and operated websites, such as Bing.com, AOL.com, Yahoo.com, and ads will not show on third-party syndicated partner sites

Bing, AOL and Yahoo syndicated search partners only:

- Campaigns available to serve ads on non-owned and operated websites, such as Wall Street Journal, CBS Interactive, MapQuest.com, Autoblog and others.

## Monitoring performance

The best way to monitor performance is to 1) set up Universal Event Tracking and conversion goals and 2) actively check the publisher performance report or to view the publisher website report within the Dimensions tab.

Keeping tabs on syndicated partner performance will allow you to take advantage of the site exclusion feature to block domains that are not meeting your quality criteria or performance KPI's.

As always, use these tips to get more out of your campaigns:

- Study your ads' performance – Make sure your ads are working well by evaluating your impressions, clicks and conversions.
- Adjust as needed – You can boost results by adjusting your ad copy, bids, keywords and targeting.
- Check your budgets – Make sure your budget allows you to take advantage of growing volume availability.

Note: If you find you are experiencing fraudulent clicks, submit a ticket to the [Traffic Quality](#) team.

## Syndication tips

- Find out if your ads are working well by evaluating your impressions, clicks and conversions.
- Boost results by adjusting your ad copy, bids, keywords and targeting.
- Make sure your budget allows you to take advantage of growing volume availability.
- Contact support teams with questions about syndicated search or help with tasks, like site exclusions.
- If you are just getting started with syndicated search, try setting up a campaign using only syndicated search. You can set specific keywords, check CPCs and see how syndication is performing for you.
- Site exclusions – Advertisers have the ability to exclude lower performing syndication sites and also opt-out in extreme cases.

## Summary

Bing Network syndication brings value with a strong ROI, a large, mobile audience, and a focus on optimization. Syndicated search also helps expand query volume, increasing impressions, clicks and revenue for advertisers.



With approximately 21% lower CPC and 77% more mobile conversions, third-party partnerships offer more transparency and more controls.

Remember these key points when considering your Syndicated Partner Network options:

- Bing Ads distributes ads to these third-party publishers and shares advertising revenue with the publisher when the ad is clicked.
- Consistently monitoring performance by checking the publisher performance report.
- Enable UET to analyze your personalized data and ads work harder for you.

## □ Bing Ads Intelligence

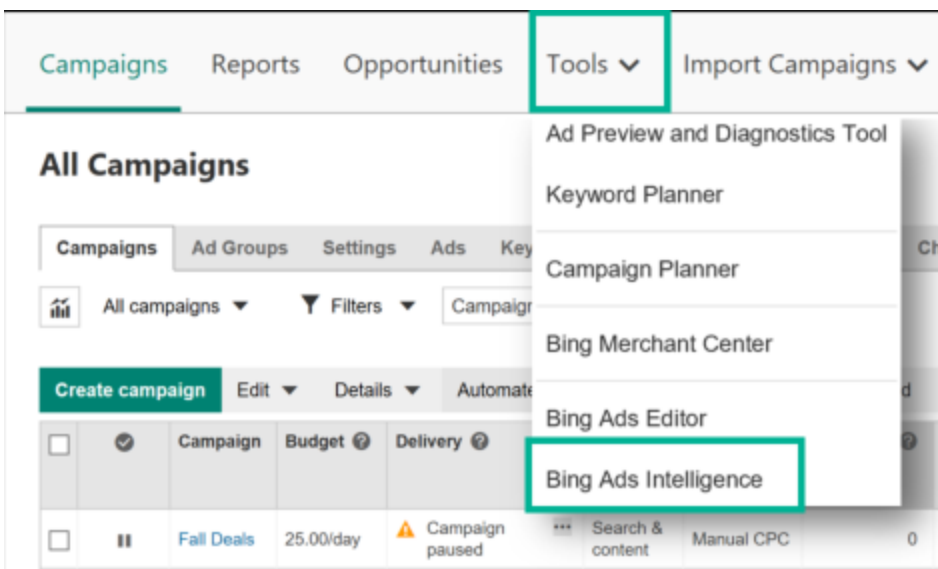
Bing Ads Intelligence (BAI) is a powerful keyword research tool that allows customers to build and expand on their keyword lists using the Excel interface. BAI is all about efficient scaling and powerful keyword exploration. Because you're given access to so much Bing Ads data, marketers can fine tune campaigns specifically for the Bing platform.

After reading this Study guide, you will understand how to:

- Download the Bing Ads Intelligence tool.
- Apply the keyword suggestion and keyword analysis features.
- Create customizable keyword research workflows.
- Download and leverage the integrated keyword research templates.
- Use Bing Ads intelligence for keyword expansions, webpage analysis, traffic estimates, and cross-border expansion

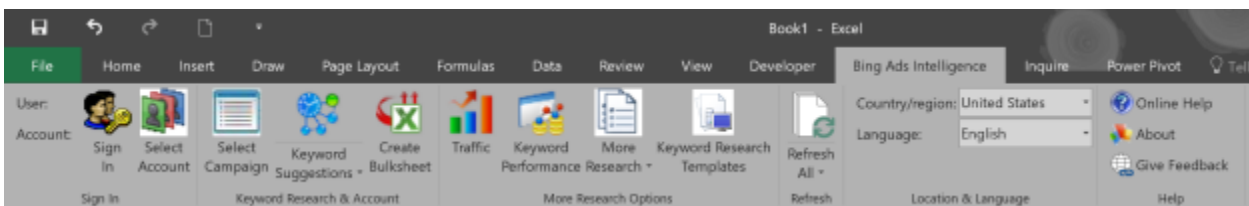
### Tool installation

Before you install the Bing Ads Intelligence tool, be sure you have Microsoft Visual Studio Tools for Office and Microsoft Office Excel 2010 or newer installed and closed on your computer. Also, you must uninstall any previous versions of Bing Ads Add-in for Excel, or Bing Ads Intelligence. Next, sign in to your Bing Ads account and navigate to the **Tools** tab. Click the **Bing Ads Intelligence** menu item to link to the Bing Ads Intelligence download page. You can also navigate directly to [bingads.com/BAI](https://bingads.com/BAI) to download the Excel add-on. From here you may select "Download now" and follow the **Install Wizard** prompts.



## Bing Ads Intelligence (BAI) interface

After you install BAI, all of the options are available on the **Bing Ads Intelligence** tab on the Excel ribbon.



Sign in to your account to use the suggested keywords and bid estimates to improve your keyword selection and campaign performance. Each report appears on its tab in a table that makes it easy to sort, filter, and zero in on the specific information you want.

With the Bing Ads Intelligence tool, you can work with keyword lists of up to 200,000 generated words, easily filtering out adult/brand terms from your keyword expansion.

Bing Intelligence also takes you straight to the data story you want to see. To develop informed keyword strategies and optimize your keyword research and bid estimates, you should:

- Click **Traffic** for daily, weekly and monthly search query counts. **Traffic** is useful for spotting trends in search queries.
- Click **Keyword Performance** to view historical performance data for the specified keywords, including clicks, impressions and costs.

| Keyword            | Device               | Match type | Position  | Clicks | Impressions | CTR   | CPC    | Total Cost | Avg Bid |
|--------------------|----------------------|------------|-----------|--------|-------------|-------|--------|------------|---------|
| digital cameras    | Desktops and laptops | Aggregate  | Aggregate | 2,695  | 679,758     | 0.40% | \$0.65 | \$1,759.10 | \$1.68  |
| camera digital     | Desktops and laptops | Aggregate  | Aggregate | 119    | 55,268      | 0.22% | \$0.80 | \$94.87    | \$2.92  |
| camera             | Desktops and laptops | Aggregate  | Aggregate | 1,399  | 663,948     | 0.21% | \$0.52 | \$734.13   | \$1.15  |
| cameras            | Desktops and laptops | Aggregate  | Aggregate | 3,389  | 906,296     | 0.37% | \$0.32 | \$1,078.65 | \$1.62  |
| gopro camera       | Desktops and laptops | Aggregate  | Aggregate | 5,293  | 120,141     | 4.41% | \$0.85 | \$4,481.13 | \$4.46  |
| trail camera       | Desktops and laptops | Aggregate  | Aggregate | 1,620  | 51,278      | 3.16% | \$0.25 | \$405.82   | \$0.71  |
| camera accessories | Desktops and laptops | Aggregate  | Aggregate | 167    | 15,116      | 1.10% | \$0.31 | \$52.54    | \$0.56  |

Under **More Research**, you may explore the following:

- Click **Searches with Your Keyword** to generate a list of search queries containing your keywords.
- Click **Associated Keywords** to generate new keywords based on other advertisers' bidding behavior.
- Click **Related Searches** to create a list of search queries based on the Bing Related Search results. The related search terms are derived from the related searches list that appears on the left side of the Bing Search results screen.
- Click **Keyword Categories** to view a list of business categories for specified keywords.
- Click **Search-User Location** to generate a list of locations within a country, state/province or city with the most searches on specified keywords.
- Click **Age Group & Gender** to generate age group and gender percentages for the specified keywords over the last 30 days. Click **Bid Estimation for New Keywords** to research bid suggestions and estimated performance data for existing keywords.

|    | A                          | B                        | C | D | E | F | G | H | I | J |
|----|----------------------------|--------------------------|---|---|---|---|---|---|---|---|
| 1  | <b>Associated Keywords</b> |                          |   |   |   |   |   |   |   |   |
| 2  |                            |                          |   |   |   |   |   |   |   |   |
| 3  | <b>Keyword</b>             | <b>Generated Keyword</b> |   |   |   |   |   |   |   |   |
| 4  | digital camera             | digital cameras          |   |   |   |   |   |   |   |   |
| 5  | digital camera             | camera digital           |   |   |   |   |   |   |   |   |
| 6  | digital camera             | camera                   |   |   |   |   |   |   |   |   |
| 7  | digital camera             | cameras                  |   |   |   |   |   |   |   |   |
| 8  | digital camera             | gopro camera             |   |   |   |   |   |   |   |   |
| 9  | digital camera             | trail camera             |   |   |   |   |   |   |   |   |
| 10 | digital camera             | camera accessories       |   |   |   |   |   |   |   |   |
| 11 | digital camera             | cameras digital          |   |   |   |   |   |   |   |   |
| 12 | digital camera             | lp camera                |   |   |   |   |   |   |   |   |
| 13 | digital camera             | flip camera              |   |   |   |   |   |   |   |   |
| 14 | digital camera             | film cameras             |   |   |   |   |   |   |   |   |
| 15 | digital camera             | camera repair            |   |   |   |   |   |   |   |   |
| 16 | digital camera             | camera strap             |   |   |   |   |   |   |   |   |
| 17 | digital camera             | mini camera              |   |   |   |   |   |   |   |   |
| 18 | digital camera             | movie camera             |   |   |   |   |   |   |   |   |
| 19 | digital camera             | film camera              |   |   |   |   |   |   |   |   |
| 20 | digital camera             | photography camera       |   |   |   |   |   |   |   |   |
| 21 | digital camera             | hasselblad camera        |   |   |   |   |   |   |   |   |
| 22 | digital camera             | photo camera             |   |   |   |   |   |   |   |   |
| 23 | digital camera             | wireless camera          |   |   |   |   |   |   |   |   |

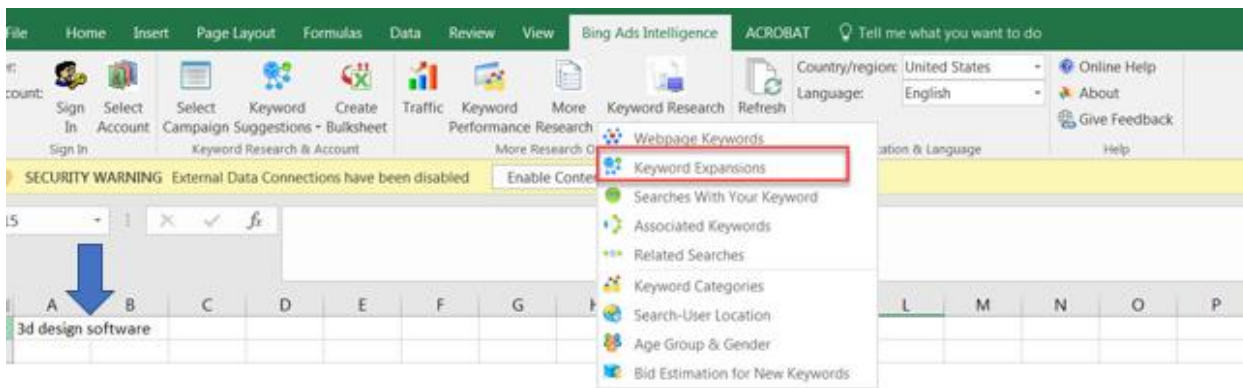
  

Clicking **Submit** returns bid estimation data in a spreadsheet with the following columns:

- Keyword
- Position
- Estimated Min Bid
- Average Cost Per Click (CPC)
- CTR
- Estimated Min Impressions

## Keyword Expansions & Webpage research

Find **Keyword Expansions** under **More Research**. Type in the keyword: "3d design software" and compare Google's list to Bing Ads' Intelligence list of 50 keyword suggestions.



| Keyword - Google             |
|------------------------------|
| 3d design software           |
| 3d printing software         |
| 3d printer software          |
| 3d imaging software          |
| 3d house design software     |
| software for 3d printing     |
| house plan software          |
| home design programs         |
| 3d printer design software   |
| house drawing software       |
| modeling software            |
| house designing software     |
| room design software         |
| 3d editing software          |
| best 3d printing software    |
| cad software for 3d printing |
| 3d interior design software  |
| 3d printer program           |
| 3d software for 3d printing  |

| Keyword - Bing                   |
|----------------------------------|
| 3d home design software          |
| 3d design software free          |
| 3d home design software free     |
| free 3d design software          |
| software design 3d               |
| free 3d home design software     |
| 3d design software free download |
| best 3d design software          |
| 3d design programs               |
| free 3d design programs          |
| easy 3d design software          |
| 3d graphic design software       |
| software 3d design               |
| 3d design home software          |
| free 3d design software download |
| home design 3d software          |
| free 3d designing software       |
| 3d design software freeware      |
| 3d art design software           |

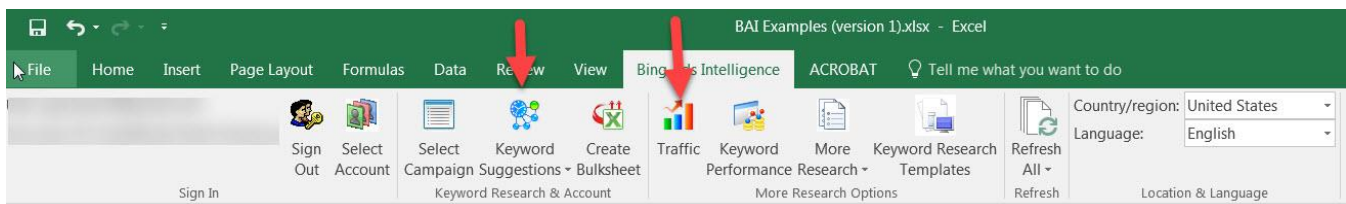
Find **Webpage Keywords** under **More Research** to analyze the keywords on your landing page. Not only does Bing Intelligence uncover new keywords, but it returns keywords from the page based on a crawl of the page.

Similarly, you can use the Webpage Keywords function to run the landing pages through Bing Ads Intelligence to ask yourself:

- Do webpage keywords match your keywords?
- Are they tightly themed?

Traffic estimates & Keyword suggestions

The **Traffic** function shows number of searches and can segment by device and time period.



| Traffic                          |                      |             |          |
|----------------------------------|----------------------|-------------|----------|
| Keyword                          | Device               | Time Period | Searches |
| free 3d design software          | Desktops and laptops | Jun-17      | 175      |
| software design 3d               | Desktops and laptops | Jun-17      | 4        |
| free 3d home design software     | Desktops and laptops | Jun-17      | 67       |
| 3d design software free download | Desktops and laptops | Jun-17      | 41       |
| best 3d design software          | Desktops and laptops | Jun-17      | 26       |
| 3d design programs               | Desktops and laptops | Jun-17      | 25       |
| free 3d design programs          | Desktops and laptops | Jun-17      | 36       |
| easy 3d design software          | Desktops and laptops | Jun-17      | 22       |
| 3d graphic design software       | Desktops and laptops | Jun-17      | 20       |
| software 3d design               | Desktops and laptops | Jun-17      | 25       |

The **Keyword suggestions** function filters by match type, impressions, clicks, CTR, CPC, and estimated spend.

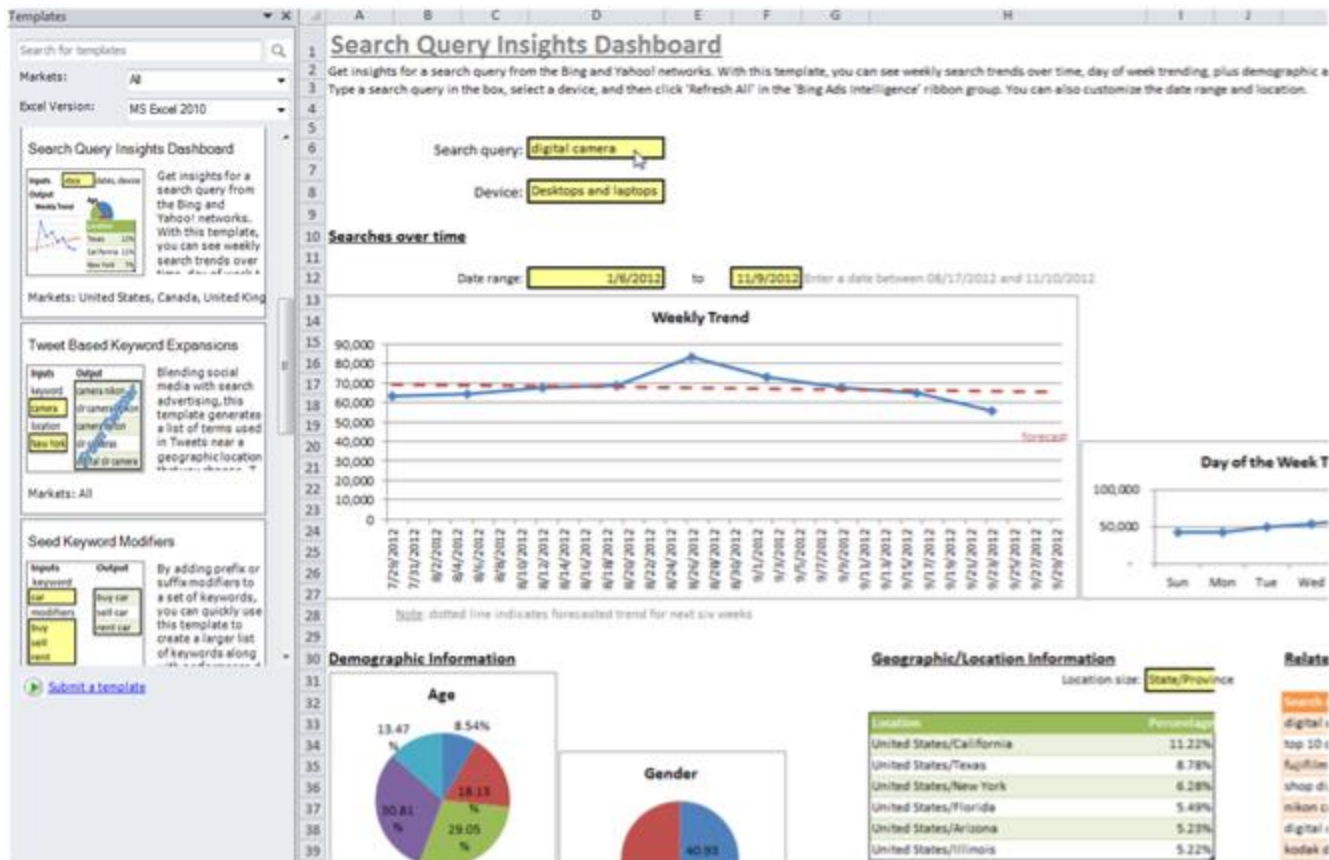
| Keyword Suggestions   |                              |            |          |             |        |        |        |            |  |
|---|------------------------------|------------|----------|-------------|--------|--------|--------|------------|--|
| All statistics are for the date range: 5/28/2017 – 6/26/2017    |                              |            |          |             |        |        |        |            |  |
| keyword performance on Bing Network for your specified market a |                              |            |          |             |        |        |        |            |  |
| Keyword   | Generated Keyword            | Match type | Searches | Impressions | Clicks | CTR    | CPC    | Spend      |  |
| 3d design software  | 3d home design software      | Exact      | 1,646    | 4,254       | 392    | 9.21%  | \$0.47 | \$182.98   |  |
| 3d design software  | 3d home design software      | Phrase     | 1,646    | 117         | 9      | 7.69%  | \$1.29 | \$11.64    |  |
| 3d design software  | 3d home design software      | Broad      | 1,646    | 23,553      | 321    | 1.36%  | \$1.20 | \$386.62   |  |
| 3d design software  | 3d design software free      | Exact      | 318      | 1,517       | 61     | 4.02%  | \$0.57 | \$34.78    |  |
| 3d design software  | 3d design software free      | Phrase     | 318      | 48          | 10     | 20.83% | \$0.91 | \$9.05     |  |
| 3d design software  | 3d design software free      | Broad      | 318      | 55,144      | 2,407  | 4.36%  | \$0.92 | \$2,212.77 |  |
| 3d design software  | 3d home design software free | Exact      | 179      | 739         | 25     | 3.38%  | \$0.43 | \$10.77    |  |
| 3d design software  | 3d home design software free | Phrase     | 179      | 0           | 0      | 0.00%  | \$0.00 | \$0.00     |  |
| 3d design software  | 3d home design software free | Broad      | 179      | 8           | 0      | 0.00%  | \$1.00 | \$0.00     |  |
| 3d design software  | free 3d design software      | Exact      | 167      | 217         | 8      | 3.69%  | \$0.30 | \$2.38     |  |
| 3d design software  | free 3d design software      | Phrase     | 167      | 7           | 1      | 14.29% | \$0.08 | \$0.08     |  |
| 3d design software  | free 3d design software      | Broad      | 167      | 296         | 5      | 1.69%  | \$0.12 | \$0.62     |  |
| 3d design software  | software design 3d           | Exact      | 2        | 0           | 0      | 0.00%  | \$0.00 | \$0.00     |  |
| 3d design software  | software design 3d           | Phrase     | 2        | 0           | 0      | 0.00%  | \$0.00 | \$0.00     |  |
| 3d design software  | free 3d home design software | Exact      | 53       | 552         | 42     | 7.61%  | \$0.29 | \$12.24    |  |
| 3d design software  | free 3d home design software | Phrase     | 53       | 6           | 0      | 0.00%  | \$1.00 | \$0.00     |  |
| 3d design software  | free 3d home design software | Broad      | 53       | 163         | 0      | 0.00%  | \$1.00 | \$0.00     |  |

## Keyword Research Templates

These are pre-generated keyword research ideas in the form of dashboard spreadsheets.

Accessing these templates is easy. Click on the **Keyword Research Templates** button to open the **Template** panel. Scroll to the desired template and click to open.

Most templates contain instructions, but, in general, they are easy to use. You enter information into highlighted cells and click on the **Refresh All** button.



Templates are powerful and flexible. You can extend existing templates with additional Bing Ads Intelligence and Excel features, or create custom templates based on your own unique workflow. Templates can be saved and shared with colleagues, or even shared with the Bing Ads Intelligence user community. To submit custom templates, email [bai-templates@microsoft.com](mailto:bai-templates@microsoft.com).

## Create a template

Bing Ads Intelligence lets you choose where to display results in your workbooks. In addition, you can manipulate data with favorite Excel features, like pivot tables, filters, sorts and graphs.

Let's say you want to create a list of **Generated Keywords** from the seed keyword, "digital camera." From the **Generated Keyword** column, select the keywords to return data. Click **Traffic** to open the dialog box. Choose **Existing Worksheet**, and select the cell where the returned traffic data should be placed. In this example, we chose D6.

Click **Submit**, and the **Traffic** data is inserted at the cell location selected, D6.

| Keyword        | Generated Keyword     |
|----------------|-----------------------|
| digital camera | digital cameras       |
| digital camera | camera                |
| digital camera | canon cameras         |
| digital camera | kodak digital camera  |
| digital camera | cameras               |
| digital camera | canon camera          |
| digital camera | nikon digital camera  |
| digital camera | sony digital camera   |
| digital camera | canon digital camera  |
| digital camera | best digital camera   |
| digital camera | digital cam           |
| digital camera | digital point shoot   |
| digital camera | canon digital cameras |
| digital camera | best digital cameras  |
| digital camera | nikon camera          |

| Keyword              | Device               | Time Period | Searches |
|----------------------|----------------------|-------------|----------|
| camera               | Desktops and laptops | Oct-12      | 625,145  |
| canon cameras        | Desktops and laptops | Oct-12      | 179,137  |
| kodak digital camera | Desktops and laptops | Oct-12      | 2,512    |
| cameras              | Desktops and laptops | Oct-12      | 586,297  |
| canon camera         | Desktops and laptops | Oct-12      | 25,759   |
| nikon digital camera | Desktops and laptops | Oct-12      | 7,433    |
| sony digital camera  | Desktops and laptops | Oct-12      | 10,072   |
| canon digital camera | Desktops and laptops | Oct-12      | 32,051   |

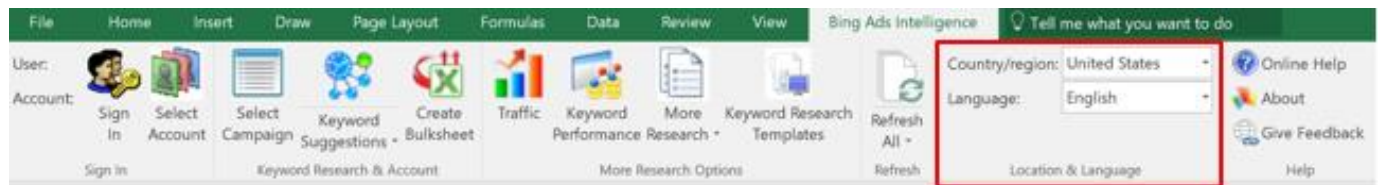
You can save this workflow and use it again later. If you need traffic data for a different keyword, simply select a new range of keywords and click **Refresh All** in the ribbon.

Watch a [video](#) on how to use BAI for keyword research, expansion, pricing, and key performance indicator data.

Creating bulksheets & utilizing cross-border expansion

You can make Bing Ads uploads easier by creating bulksheets. Simply select keywords in Excel, and set match type & bids. Select campaign & ad group and upload to Bing Ads using the UI or Bing Ads Editor.

You can also use BAI to conduct cross-border research by populating the Country/region and Language boxes.



[Learn more](#) about Bing Ads Intelligence in this video demo.

## Summary

Bing Ads Intelligence is a powerful keyword research tool that helps you build, expand and optimize suggested keyword lists and bid estimates using familiar Excel.

Bing Ads Intelligence helps you:

- Build lists of up to 200,000 generated keyword lists.
- Build separate reports that allow you to zero in on the information you want.
- Create original keyword research templates that let you analyze data for your business.
- Discover bid estimation data in a simple Excel spreadsheet.
- Optimize your campaigns with keyword expansions, webpage analysis, traffic estimates, and cross-border expansion.

# □ Universal Event Tracking

Universal Event Tracking (UET) enables online conversion tracking, remarketing, product audiences, automated bidding, and improves ad, broad match, and syndication performance.

UET is one tag for all your campaigns that automatically unlock your bids in real time to maximize conversions and at a cost per conversion that you set.

After reading this Study guide you will understand how to:

- Create a UET tag once in Bing Ads.
- Add the UET tag tracking code to every page of your website.
- Enable the JavaScript UET tag tracking code.
- Set up conversion tracking or Remarketing.
- Unlock auto bidding to enhance CPC.
- Take necessary mitigation actions to prevent browsers with tracking prevention limitations.

## What is a Universal Event Tracking tag?

Universal Event Tracking (UET) is a mechanism for advertisers to report user activity on their websites to Bing Ads by installing one site-wide tag. This tag records what customers do on your website then Bing Ads starts collecting that data allowing you to track conversions (like purchases or leads) or target audiences using remarketing lists.

### Universal Event Tracking

Conversion Tracking

Remarketing

## Create UET tag

Before you can track conversions or target audiences using a remarketing list, you need to create a UET tag, and then add the UET tag tracking code to every page of your website.

To get started, click the **Campaigns** page, and then on the left pane, click **Conversion Tracking**.



**Selected Account**  
Argentina - A000W5MK

Hide inactive accounts

Search

**All Campaigns**

- ▶ Campaign #333
- ▶ Campaign #344
- ▶ Campaign #4
- ▶ Campaign #466
- ▶ Campaign #569
- ▶ Campaign #6

Shared Library

**Conversion Tracking**

Bulk Operations

---

**All Campaigns**

Campaigns | Ad Groups | Settings | Ads | Keywords

Create campaign | Edit | Automate | Export

| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign            | Budget     | Delivery |
|--------------------------|-------------------------------------|---------------------|------------|----------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Product ad campaign | 5.00/day   | Eligible |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign #344       | 500.00/day | Eligible |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign #466       | 5.00/day   | Eligible |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign #4         | 5.00/day   | Eligible |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Shopping campaign   | 5.00/day   | Eligible |

Under Conversion Tracking, click UET tags.

**Selected Account**  
Argentina - A000W5MK

Hide inactive accounts

Search

All Campaigns

Shared Library

**Conversion Tracking**

**UET tags**

Conversion goals

Bulk Operations

---

**UET tags**

^ About the Universal Event Tracking (UET) tag

**What it is**

The UET tag tracking code, once added to your website, allows B

**Create your UET tag once**

Create one UET tag to get the tracking code that you can use with both conversion goals and remarketing lists. [Learn more](#)

```

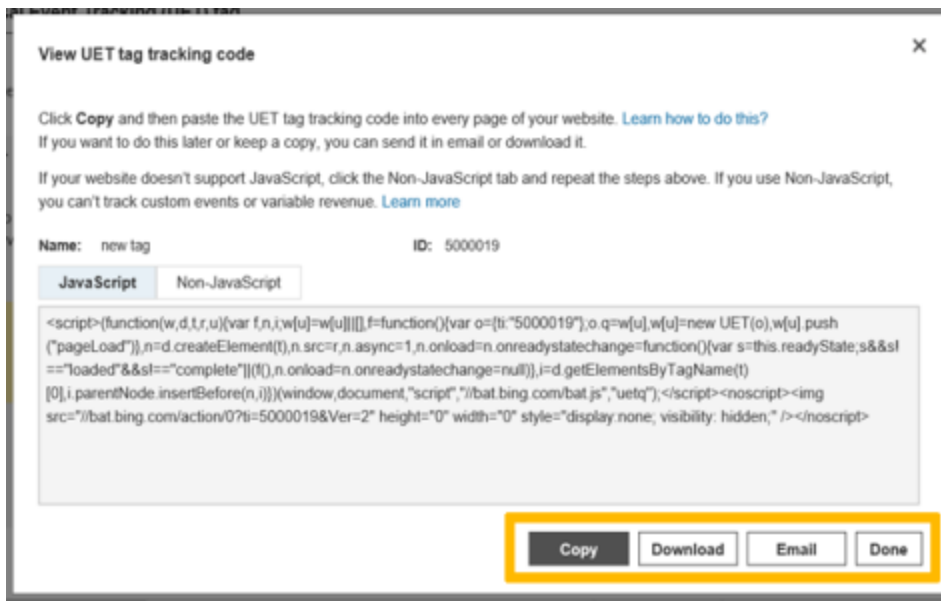
<script>
.....
</script>
```

**Create UET tag**

Click **Create UET tag** and then enter a name.

Optional: Enter a description that helps you identify the UET tag in the future. We recommend that you enter the website page name or URL.

Click **Save**. In the **View UET tag tracking code** box, click either **Copy**, **Download** or **Email**, and then click **Done**



## Add the UET code to your website

After you create a UET tag, the next step is to add the UET tag tracking code to your website. You can add it to your entire website in either the head or body sections. If your website has a master page, then that is the best place to add it because you add it once and it is included on all pages.

## Using the JavaScript UET tag tracking code

Before you can track conversions or target audiences using a remarketing list, you need to create a UET tag in Bing Ads and then add the UET tag tracking code to every page of your website. We strongly recommend that you use **JavaScript** to ensure accurate conversion tracking.

What are the advantages of using JavaScript?

- The tag updates automatically when we receive any changes to the UET tag tracking code.
- JavaScript allows Bing Ads to collect richer activity data to ensure accurate conversion tracking as well as improve remarketing in paid search.

## What does the JavaScript tag look like?

A JavaScript tracking code allows Bing Ads to collect richer activity data that improves conversion tracking and remarketing in paid search. The only time you shouldn't use this is if your website has rules that prohibit JavaScript from being installed on it.

Here is an example of the JavaScript UET tag tracking code:

```
<script>
(function(w,d,t,r,u){var f,n,i,w[u]=w[u]||[],f=function(){var o={ti:"TAG_ID_HERE"}; o.q=w[u],w[u]=new
UET(o),w[u].push("pageLoad")} ,n=d.createElement(t),n.src=r,n.async=1,n.onload=n
.onreadystatechange=function() {var s=this.readyState;s &&s!=="loaded" &&
s!="complete"||(f(),n.onload=n. onreadystatechange=null)},i= d.getElementsByTagName(t)[0],i.
parentNode.insertBefore(n,i)})(window,document,"script"," //bat.bing.com/bat.js","uetq");
</script>
```

If your website is built as single-page application (SPA), additional changes are required to ensure UET is working on pages where the content is loaded dynamically without a traditional full-page load.

Please refer to [this site](#) for detailed instructions and to view code samples in action.

There are two ways to add the UET tag tracking code - [either directly or using a tag manager](#). The benefit of using a tag manager is that it allows you to manage your website tags in one place so you don't have to update your website all the time.

Once the UET tag is installed by the advertiser across their website, the tag reports user activity on the advertiser website to Bing Ads. Advertisers can then create conversion goals to specify which subset of user actions on the website qualify to be counted as conversions.

Note: UET will work with all industry ready tag management systems. To learn how to add the UET tag tracking code with the different tag managers, see the [UET examples](#).

[Read more](#) about reasons for creating more than one UET tag.

## Conversion tracking

When you create an online advertising campaign in Bing Ads, you want to achieve specific business goals, such as raising brand awareness, generating leads, gaining newsletter subscriptions, driving app downloads, driving online or offline sales to retaining customers, or maintaining loyalty.

Conversion tracking allows you to measure the ROI (return on investment) of your advertising campaign by counting the type and number of activities people complete on your website. When the action matches your conversion goal, it is counted as a conversion.

The goals page shows conversion metrics, and you can view aggregate conversion counts for each goal in the **Conversion Tracking** > Conversion Goals page. Further, you can run the **Goals reports** in the UI (Reports tab) or API to segment that data by accounts, campaigns, ad groups and keywords.

You can validate the setup of your conversion tracking by going to the **UET tags** page and making sure the tag is **Tag active**. On the **Conversion goals** page, create a conversion goal. Trigger an ad on Bing, click the ad, and then convert on the site. In three hours, revisit the **Conversion Goals** page to see that the goal is counting conversions.

You can also use the function for a Custom Event, which verifies if the input string is present anywhere in the URL reported by the UET tag.

## What are conversion goals?

Conversion goals and UET tags work together so you can track the actions people take on your website:

- **UET tags:** Record what customers do on your website (actions) and sends that information to Bing Ads.
- **Conversion goals:** Define the actions you want to track as conversions in Bing Ads.

The UET tag gathers the information that the conversion goal uses to track conversions in Bing Ads. By defining conversion goals, you can measure if and how many times people do the actions on your website. You will then be able to answer questions such as - *Which ad campaigns, ad groups, ads and keywords are most effective in driving conversions?* and *What is the return on investment of my advertising dollars?*

## How do I create a Conversion goal?

Click the **Campaigns tab**, and then on the left pane, click **Conversion Tracking**.

**Selected Account**  
Argentina - A000W5MK

Hide inactive accounts

Search

**All Campaigns**

- ▶ Campaign #333
- ▶ Campaign #344
- ▶ Campaign #4
- ▶ Campaign #466
- ▶ Campaign #569
- ▶ Campaign #6

Shared Library

**Conversion Tracking**

Bulk Operations

**All Campaigns**

Campaigns | Ad Groups | Settings | Ads | Keyw

Create campaign | Edit | Automate | ⌵ | ⌵

| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign            | Budget ?   | Delivery ? |
|--------------------------|-------------------------------------|---------------------|------------|------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Product ad campaign | 5.00/day   | Eligible   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign #344       | 500.00/day | Eligible   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign #466       | 5.00/day   | Eligible   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign #4         | 5.00/day   | Eligible   |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Shopping campaign   | 5.00/day   | Eligible   |

Under **Conversion Tracking**, click **Conversion Goals**.

**Selected Account**  
Argentina - A000W5MK

Hide inactive accounts

Search

All Campaigns

Shared Library

**Conversion Tracking**

UET tags

**Conversion goals**

**Conversion goals**

^ About conversion goals

**What it is**

Conversion goals allow you to define the user activity that y

**How it works**

First, you need to add the UET tag tracking code throughout  
Note: If you are tracking mobile app installs as a conversion

Create conversion goal | Edit | Columns

| <input type="checkbox"/> | Status ? | Goal name | Type ? | Sc |
|--------------------------|----------|-----------|--------|----|
|--------------------------|----------|-----------|--------|----|

Before you create a conversion goal to track conversions o  
To get started, click [create UET tag](#).

On the **conversion goals** page, click **Create conversion goal**.

Create conversion goal | Edit | Columns | Filters | Goal name

| <input type="checkbox"/> | Status ? | Goal name | Type ? | Scope ? | Count ? | Conversion window ? | UET tag ID ? | ↑ Tracking status |
|--------------------------|----------|-----------|--------|---------|---------|---------------------|--------------|-------------------|
|--------------------------|----------|-----------|--------|---------|---------|---------------------|--------------|-------------------|

Before you create a conversion goal to track conversions on your website, you need to create a UET tag.  
To get started, click [create UET tag](#).

Enter a name for your goal in the **Goal name** box. When naming your goal, use a descriptive name that makes sense to you. (For example, "Checkout page.")

Choose the type of conversion you want to track: **Destination URL**, **Duration**, **Pages viewed per visit**, **Custom event**, or **Mobile app install**. Fill in the appropriate values for the goal type you choose. [Read more about different goal types](#).

Once you've decided on a goal type, under **Scope**, select if you want this goal to apply to all accounts or a specific account.

If you select all accounts, you won't be able to set the currency of the revenue value. The currency of the revenue value will be determined based on the account currency to which the conversion was attributed.

If you want to add a monetary value for each conversion, under **Revenue** value, select one of the following:

- **Each conversion action has the same value** checkbox. Enter the amount and select the currency (if available). This is a static revenue value that doesn't change.
- **The value of this conversion action may vary (for instance, by purchase price)** checkbox. Enter the default amount and select the default currency (if available) to be used when no value is received for a conversion. The revenue value will change based on the customization you make to the UET tag tracking code that you add to your website.

You can also assign a **Count** to the conversion and enter a **Conversion window** to track up to 90 days in the past. Select the Universal Event Tracking tag that you want to associate with this conversion goal. Click **Save**

Bing Ads offers several types of conversion goals, some of which require UET, and some of which don't.

| Conversion goals that require UET                                       | Conversion goals that don't require UET                   |
|---|---|
| Online conversions: duration, page views, custom event, destination URL | Offline conversions, App installs, in-store transactions. |

When you create a conversion goal, Bing Ads automatically enables auto-tagging of Microsoft Click ID, as this is required for UET conversion goals and improves the accuracy of conversion tracking. When a customer clicks on the ad, Bing Ads automatically appends a unique click ID to the landing page URL. (For example, your final URL becomes [www.contoso.com/?msclkid=123abc](http://www.contoso.com/?msclkid=123abc).)

UET uses the cookie on your website's domain to capture the click ID that brought the customer to your website, thereby allowing you to track the conversion. Each ad click is tied to a unique click ID. To disable auto-tagging of Microsoft Click ID, go to **Shared Library > URL options** and uncheck **Add Microsoft Click ID (MSCLKID) to URLs to allow conversion tracking**. Doing so will make it impossible to import offline conversions and hinder accurate conversion tracking data.

Note: Bing Ads matches UET logs with strings defined in destination URL and custom event goals in a case insensitive way. For example, you can create a Destination URL goal type to track visits to your Thankyou.html page as conversions using the condition URL contains THANKYOU.HTML

[Learn more](#) about how to fill in the appropriate values for the goal type you choose.

## Universal Event Tracking status

If your UET tag has been on your webpage for more than 24 hours, you can review the UET tracking status in Bing Ads to see if the tag is active or inactive.

The three potential statuses are available for review in the tracking status column under **UET tags** in

### **Conversion Tracking:**

An [Unverified](#) status means Bing Ads has not received any user activity data from the UET tag on your website. It can take up to 24 hours for Bing Ads to verify. If you still see this status, you either have not added the UET tag tracking code to your website or there is an issue with the setup that you need to fix.

A [Tag active](#) status means Bing Ads has seen your UET tag, but hasn't recorded any conversions in the last 7 days. This is most likely because you either have created the goal incorrectly, have not tagged your entire website, especially the pages that have the conversion action or you don't have any users converting on your site.

A [Tag inactive](#) status means Bing Ads has not received any user activity data from the UET tag in the last 24 hours. If this is the case, make sure that the UET tag tracking code is still on your website, and validate with UET Tag Helper.

## **UET Tag Helper**

When set up correctly, UET tags are a powerful tool for helping you to reach your ROI goals. However, it can be tricky to set them up, which is where the UET Tag Helper comes in handy.

[UET Tag Helper](#) is a Chrome browser extension that automatically validates Bing Ads UET tags on any webpage. The Tag Helper:

- Validates UET tags in real-time
- Let's you know whether you implemented the UET tag correctly
- Helps troubleshoot any common errors with the UET tag

[You can install the UET Tag Helper](#) from the Chrome web store. Simply clicking Add to Chrome and then Add extension.

## **Universal Event Tracking settings**

The following updates can strengthen your campaign's performance:

**Support for Unique conversions** allows you to count conversions according to your business needs. When you are creating a conversion goal, there will be 2 options available to you for the *Count* property:

- *All Conversions* will count all conversions that happen after a click. If you are tracking purchases as conversions, this is a good option to use.
- *Unique Conversions* will count only one conversion that happens after a click. Pick this option if you want to track the number of unique leads generated on your website as a conversion.

All your existing conversion goals will be defaulted to *All* conversions. You will be able to edit those goals to update them to *Unique* conversions.

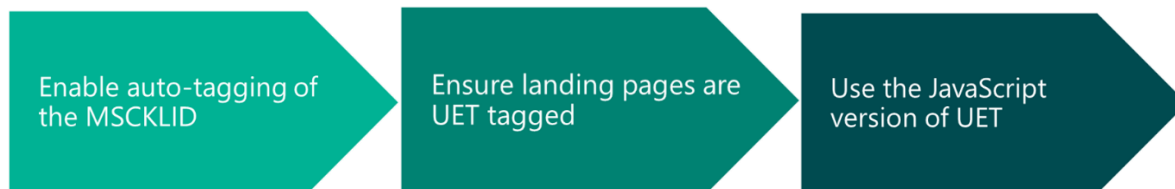
**Account level conversion goals** specifies if a conversion goal is at the account scope or across all accounts via the new *Scope* property.

## Browsers with tracking prevention limitations

ITP 2.0 is a change that Apple has made with their Safari browser. ITP 2.0 further restricts third-party browser cookie access, preventing all conversions on Safari from being tracked and attributed back to their Bing Ads campaigns.

Note that conversions are still happening across the Bing Network. By completing the following mitigation steps, you can attribute the conversions back to the correct Bing Ads campaigns.

For full and accurate reporting of conversion tracking across browsers like Safari (and possibly Firefox in the future), all advertisers need to take the following three steps across their accounts:



Additionally, advertisers need to avoid placing the UET tag within iFrames and ensure that any redirection trackers they may use pass the MSCKLID URL parameter to the final landing page.

## UET best practices

When implementing or updating UET tags on your website, remember to:

- Apply sitewide tagging of your UET tag (including all ad landing pages).
- Use only the JavaScript version of your UET tag.
- Don't place your UET tag within an iFrame.
- Incorporate all relevant event parameters into your UET tag.

## UET parameters for e-commerce events and engagements

Remember to also include all relevant scenario-based parameter capabilities, such as e-commerce and engagement event-based conversion goals, as well as Hotel Ads conversion tracking.

| EVENT NAME        | ALLOWED PARAMETERS   |
|-------------------|--|
| add_payment_info  |  |
| add_to_cart       | value, currency, items   |
| add_to_wishlist   | value, currency, items   |
| begin_checkout    | value, currency, items, coupon                                 |
| checkout_progress | value, currency, items, coupon, checkout_step, checkout_option |
| Exception         | description, fatal   |
| generate_lead     | value, currency, transaction_id                                |
| Login             | method   |
| page_view         |  |
| Purchase          | transaction_id, value, currency, tax, shipping, items, coupon  |
| Refund            | transaction_id, value, currency, tax, shipping, items          |
| remove_from_cart  | value, currency, items   |

| EVENT NAME          | ALLOWED PARAMETERS                         |
|---------------------|--|
| screen_view         | screen_name                                |
| Search              | search_term                                |
| select_content      | items, promotion, content_type, content_id |
| set_checkout_option | checkout_step, checkout_option             |
| Share               | method, content_type, content_id           |
| sign_up             | method                                     |
| timing_complete     | name, value                                |
| view_item           | items                                      |
| view_item_list      | items                                      |
| view_promotion      | promotions                                 |
| view_search_results | search_term                                |

## Summary

UET tags power many valuable feature scenarios and let you create and track conversion tracking and remarketing goals in a few easy steps.

Key takeaways:

- Create and add the UET tag to all pages of your website (not in iFrames).
- Create an online conversion goal(s) in addition to any other goals like app, offline, etc.

## □ Bing Ads Editor

When you download Bing Ads Editor for Mac or Windows, you'll get an intuitive and simple desktop application that streamlines your search campaign management — online or offline.

Bing Ads Editor supports campaign optimization with its Google Import functionality where you can check the status of your import, review error logs, and edit, pause, or delete your import schedule.

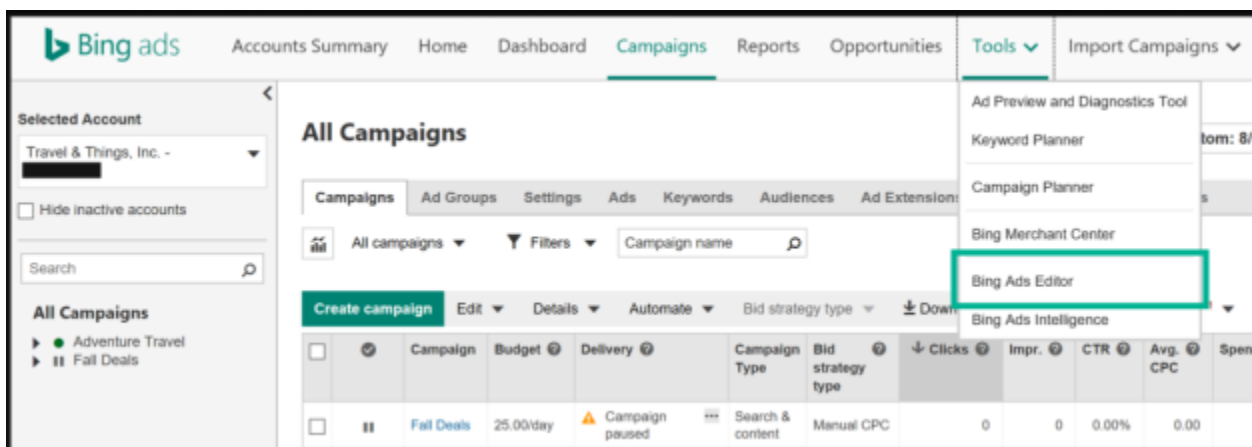
After reading this Study guide, you will understand how to:

- Navigate the Bing Ads Editor user interface, including customization
- Sync Bing Ads using Bing Ads Editor for Mac or PC
- Make changes in bulk and import and export campaigns
- Create as a new campaign using copy/paste
- Manage your Bing Shopping Campaigns (BSC) Campaigns in Bing Ads Editor
- Use Google Import to optimize your campaign

## Downloading Bing Ads Editor

There are two ways to download Bing Ads Editor:

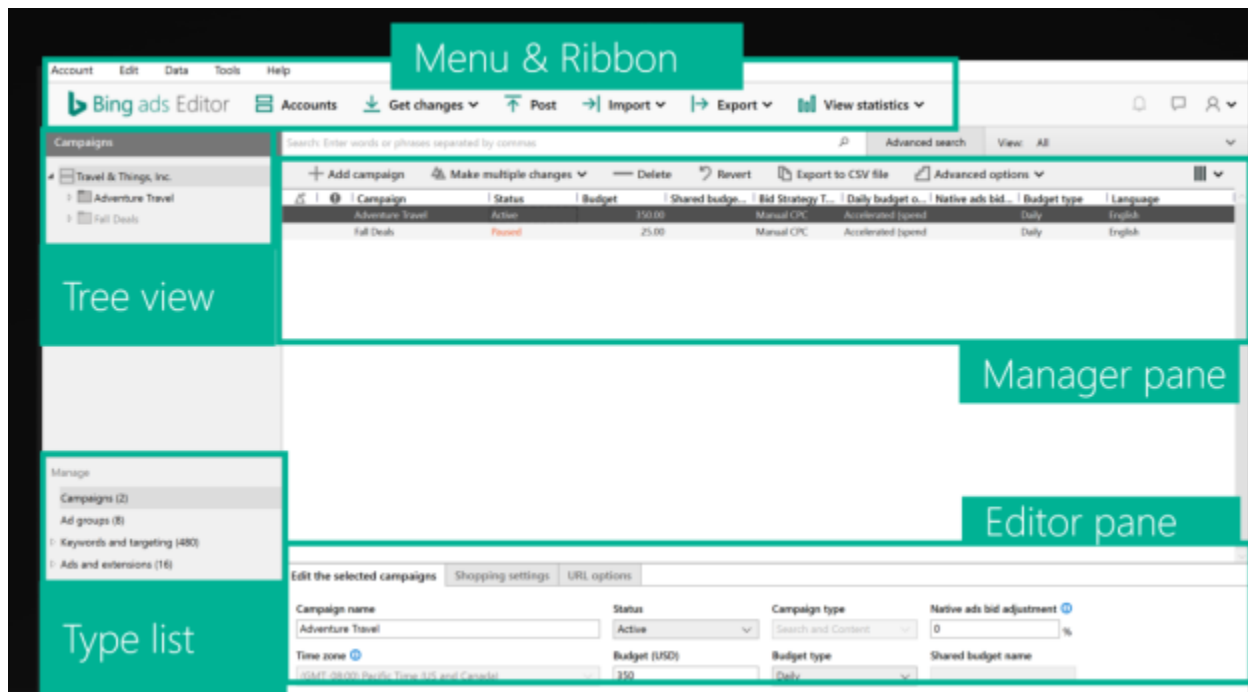
- Click Bing Ads Editor from Tools menu in the user interface.
- Go to [the Bing Ads Editor download site directly for PC or Mac.](#)



## Bing Ads Editor user interface



The Bing Ads Editor user interface is divided into five parts as explained below.



The **Menu** and the **Ribbon** include a set of commands that enable you to upload (post) and download (get) data, import, research keywords, and more.

The **Tree view** is where you select your account, campaigns, or ad group that you want to work with. Details about the item selected in the tree view are displayed in the Manager pane.

The **Type list** contains items from your selected account, campaign, or ad group. Like the Tree view items, details about the item selected from the type list are displayed in the Manager pane.

The **Manager pane** is a workspace for viewing and editing campaign data. You can choose whether to view campaigns, ad groups, ads, or keywords here by making a selection in the left panel, or depending on the **Manager pane data view** that you choose, by clicking a tab or selecting from a list. Use the manager pane to review individual items. If an ad is not running because of an editorial rejection, for example, you will see that in the status column.

To add, remove, and resize columns in the Manager pane:

1. On the right side of the Manager pane toolbar, click the column-picker icon.
2. Select or deselect columns.
3. You also have the option to resize columns to fit either the size of the window or the size of the content in the columns.

The **Editor pane** is where you bulk-edit information in campaigns, ad groups, ads, and keywords. When you select more than one item in the Manager pane, the Editor pane opens automatically.

Syncing Bing Ads with Bing Ads Editor

To sync Bing Ads Editor with Bing Ads, from the Bing Ads Editor page, click on your **Account**, (or accounts), then get your Bing Ads data into the Bing Ads Editor tool. Click **OK**.

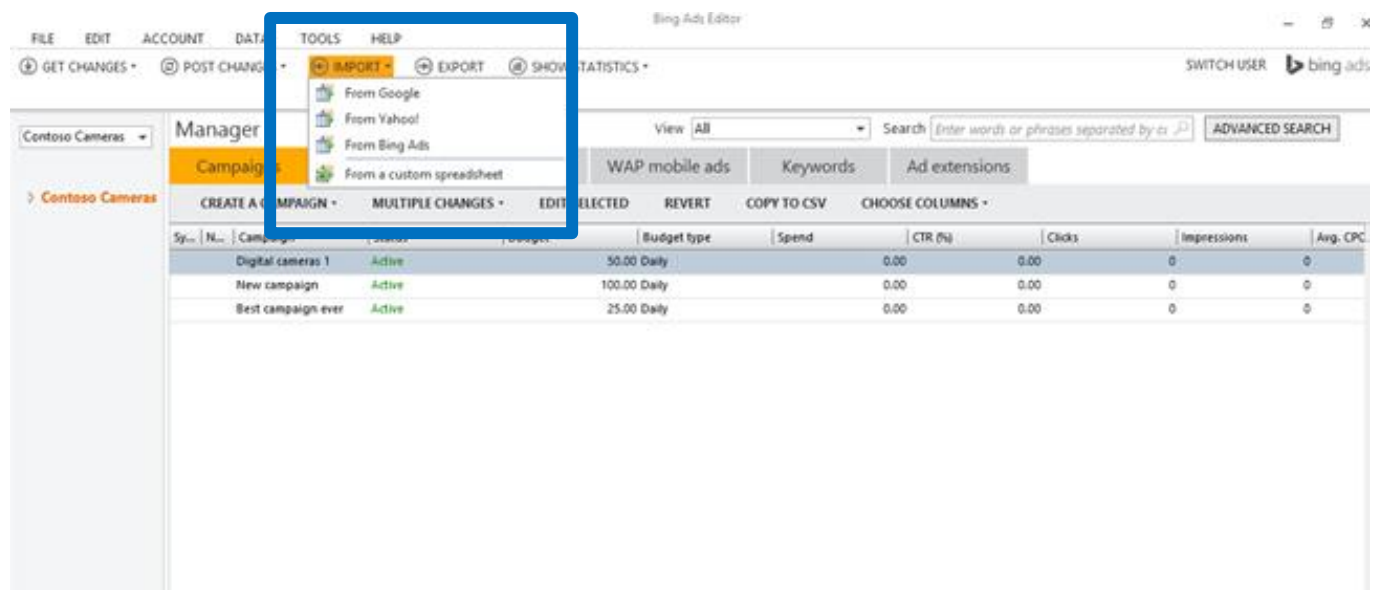
You can also use the **import** tab to import campaigns from Google, Yahoo, or an external file. Click **Get changes** each time you sign into Bing Ads Editor to make sure what you're looking at is the most up-to-date information.

Now that the data is synced, you can make changes on a single account, or multiple accounts at the same time. You can navigate your entire structure from the left hand **Campaign** navigation panel. Use tools such as **Advanced search** to find specific campaign details.

## Using Google Import

Google Import is a function that makes copying campaigns from Google Ads easy, as well as importing them online using Bing Ads Editor.

It's easy to use. Click Import from Google and follow the simple steps to import Google Ad campaigns.



Google Import grows with your campaign by supporting millions of keywords and ads, recognizing more locations from Google Ads than ever before, supporting features like shopping campaigns, app extensions, etc., and scheduling automatic imports once, daily, weekly, or monthly.

Things to know about Google Import:

- **Language**

When importing a Google Ads campaign that has multiple targeting languages, Bing Ads will select the highest ranked language based on data collected from the Bing Ads marketplace. If none of your

Google Ads target languages are supported in Bing Ads, the campaign will not be imported and Bing Ads will flag the campaign as an error.

- **Location**

When importing location targets from Google Ads to Bing Ads, the location targets must match to a corresponding location. However, if a location target from Google Ads does not exist in Bing Ads, campaigns targeting that location will be mapped to the parent location if matched in Bing Ads. Unmatched locations are not imported but the corresponding campaigns may be active.

- **Tracking Success**

In order to learn how visitors are reaching your website, you'll need to set parameter "utm\_source" to Bing for campaigns imported from Google.

- **Device Targeting**

Expanded device targeting will now be imported and have the same values as Google Ads, allowing you to get more bid adjustment flexibility and improve your return on ad spend. Bid modifiers range from -100% to +900% on desktop, mobile and tablet.

Watch a [video](#) about importing campaigns from Google Ads.

## Exporting and importing data

When using Bing Ads Editor to export data, you have the power to be selective. You can export data from entire accounts, individual campaigns or specific ad groups. You can use Bing Ads Editor to import your Google Ads using Google Import.

You can export the campaign or ad group you have selected using the **Export selected campaigns and ad groups** option under the **File** menu in the top ribbon. Export all the rows in the Manager pane using the **Export current view** option.

Here you can choose to do the following:

- Export an entire account or only the selected campaign or ad group.
- Include or exclude additional data: targeting, negative keywords and sitelink extensions.
- Choose to work on the data immediately by selecting **Open file after export**.

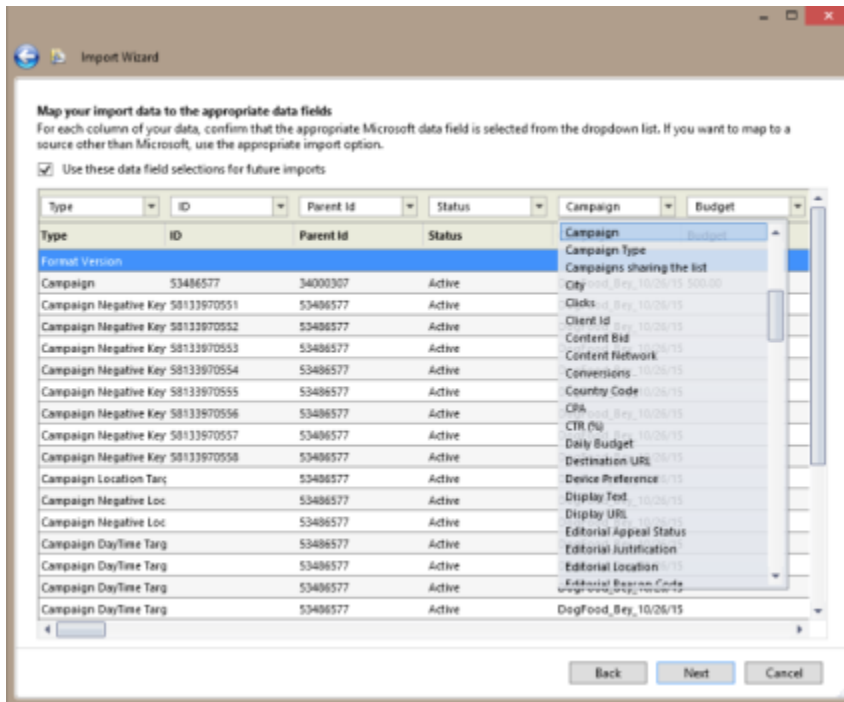
If you don't plan on working with the information in the **Also include:** section, don't export it as it will significantly increase the file size. If you want to work on your data immediately, select **Open file after export**. Upon saving, the data automatically opens in an Excel workbook. Click **Export**, and in the **Save as** dialog, specify the folder, filename and file type.

There are times, however, when you'll want to edit just a few items and not run a full export. To do this, copy rows directly from the **Editor** grid and paste them into your Excel workbook. To select multiple rows from the grid, hold the **Control** key while selecting rows. Press **Control-C** to copy, open your Excel workbook, choose the cell where you want to insert the rows, and press **Control-V** to paste them.

Your data and row headers will be inserted and will be in the correct format for importing back into Bing Ads Editor.

To import campaigns, go to the top ribbon, and click the **Import** button. From the four choices, choose **Import from a file**. Select a file and click **Next** to open the **Import Wizard** dialog box.

In the drop-down lists above the table, select the appropriate Bing Ads column header to apply to each column of your imported data. Click **Import**. When the import finishes, an import summary page opens. Campaign information may appear across several columns.



The **New**, **Updated** and **Deleted** columns, located in the **View** drop-down within Bing Ads Editor, display how the imported data has been changed. Skipped items will not be created or updated, as they duplicate existing values or contain invalid data.

You can also create a Microsoft Excel or CSV (comma-separated values) import file. (Download the [import file template](#) here.) Click **Import Campaigns**, and then click **Import from file**. If you have imported from a file in the past 90 days, you will see a table that tells you the **Date/Time** and **Uploaded file**.

Bing Ads also allows customers to use Google Import to schedule and sync imports from Google Ads campaigns automatically.

## What do I need to know before using Google Import?

You can import the following from Google Ads:

- 10,000 campaigns
- million ad groups
- 5 million keywords
- 4 million ads

- million ad group-level and campaign level negative keywords combined
- million ad group product partitions
- 200,000 all other entities combined

The following **does not** get imported but is still supported by Bing Ads:

- Ad group-level Sitelink Extensions
- Ad group level App Extensions
- IP exclusions
- Campaign PC target – bid adjustment
- Campaign tablet target – bid adjustment

## Optimizing your campaign using Bing Ads Editor & Google Import

- Look at your import error log under “Import schedule and history,” which shows you exactly what the import skipped due to incompatibility.
- Download the error file, make any necessary changes, and re-import the file.
- Review any compatibility issues that could impact your campaign structure or performance. You’ll want to spend some time fine-tuning your bidding, budgeting and targeting strategies to make sure you get the most out of Bing Ads.
- After running your imported campaigns for a long enough period of time to see the performance of your reach and revenue, re-evaluate your budget and bid strategies in Bing Ads

[Learn more](#) about what to check after importing Google Ads.

## Copy/paste

Similar to copying a Word file to modify and save as a new file, with the Bing Ads Editor management tool, you can create a new campaign by copying an existing campaign from one account to another. Here’s how to do it:

In the **left-hand navigation**, select the account containing the campaign you want to copy. In the **Summary Grid**, click the **Campaigns** tab, then find the campaign, right-click, and select **Copy**. This campaign is now on your clipboard. In the **left-hand navigation**, select a different account, right-click and select **Paste**. The entire campaign, including its properties, ad groups, ads and keywords is now duplicated in a different account and ready for your changes.

You can copy just the shell of a campaign or ad group — including settings like language, device target, demographics, and site exclusions — in order to fill it with new ads and keywords.

You can also copy *just* the keyword text of selected keywords, making it easier to paste them into an editor such as Microsoft Excel. Another option is to **selectively paste** different settings of a selected campaign or ad group.

If you only need to make changes to one or two campaigns, you no longer have to download all recent changes or your full account. You can now pick which campaigns to get and to post. Just click **Get changes** and then select **Campaigns I select** — or click **Post changes** and then select the campaigns you want to upload.

## Multi-select in left Tree view

You can now select multiple Campaigns and Ad groups from the left Tree View pane. This will allow you to quickly filter out desired items on the grid and edit them simultaneously. Also, you can drag multiple Campaigns and Ad groups selected from the left Tree View from one account and drop them in another account.

Note: Multi-select is only supported in Bing Ads Editor for Windows at this time.

## Bing Shopping Campaigns in Bing Ads Editor

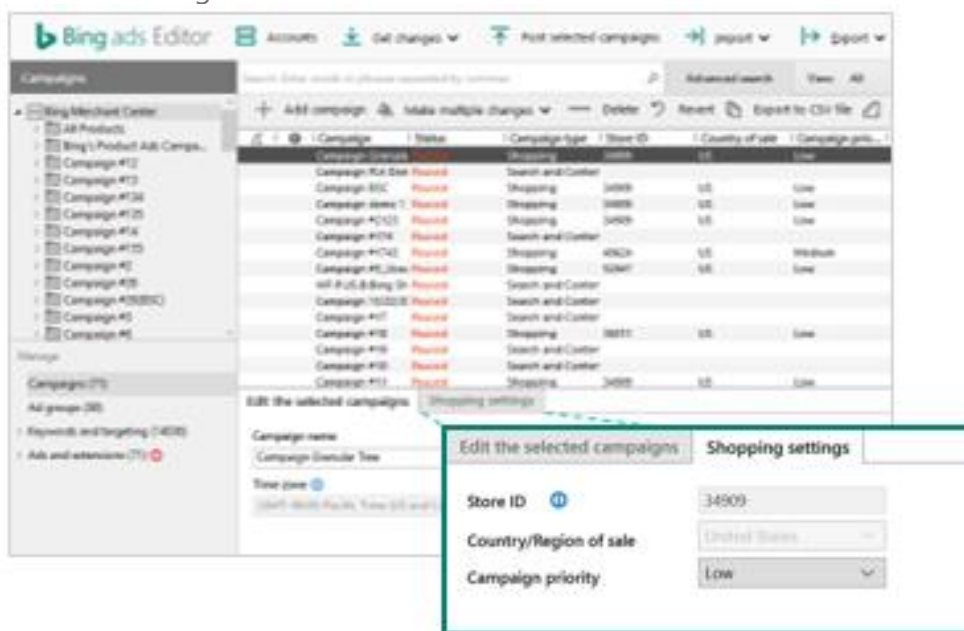
This feature improves your ability to quickly manage your Bing Shopping Campaigns through Bing Ads Editor. You can now create new Bing Shopping Campaigns as well as manage product groups and Product Ads.

Managing your Bing Shopping Campaigns through Bing Ads Editor will save you time.

Just like in the user interface, you will need to establish your [Merchant Center](#) prior to setting up campaigns.

Benefits include:

- **Efficient bulk management** of Bing Shopping Campaigns, product groups and Product Ads.
- **Directly import** Bing Shopping Campaigns, product groups and Product Ads that are exported from Google Ads.



When setting up a new campaign, you can now choose between **Shopping** or **Search and Content** campaign types.

Besides updating a product group from **Import** or **Make Multiple Changes**, you can change attributes such as **Type**, **Bid**, **Destination URL** directly from the edit pane.

You will be able to manage the status and promotional text of your Product Ads through Bing Ads Editor.

Note: Each product group requires a corresponding product ad in order for your ads to serve.

## Account-level extensions in Bing Ads Editor

Associate your Callout Extensions, Sitelink Extensions, Review Extensions, Location Extensions and App Extensions at the account level in Bing Ads Editor.

Benefits of [adding extensions](#) include:

- **Save time.** Easily adopt ad extensions across all your campaigns automatically.
- **Simplify management.** Significantly reduce your ad extension management efforts by associating extensions once at the account level instead of several times across all your campaigns.
- **Keep extensions live while changing associations.** When you change associations, get an editorial status for serving extensions in nearly real time, with no impact on previous associations.

The screenshot displays the Bing Ads Editor interface. On the left, a sidebar shows a tree view of campaigns under the account 'Contoso', including 'Jeans', 'Shoes', and 'Shoes Winter Sale'. The main area features a table of 'Callout Extension Associations'. A red box highlights the 'Add account Callout Extension association' button. Below the table, a form titled 'Edit the selected Callout Extension Associations' is visible, showing fields for 'Callout text' (Free Shipping over \$50), 'Start date', 'End date', 'Ad Schedule' (None), and 'Time zone' (GMT-07:00 Arizona).

| Association                                | Parent group   | Parent status   | Status | Callout text            | Start date |
|--|----------------|-----------------|--------|-------------------------|------------|
| Add account Callout Extension association  | Account-level  | Paused          | Active | Free Shipping over \$50 |            |
| Add campaign Callout Extension association | Campaign-level | Paused          | Active | We Pricematch           |            |
| Add ad group Callout Extension association | Campaign-level | Paused          | Active | We Pricematch           |            |
| + Shoes                                    | Sandals        | Campaign paused | Active | Free Return Shipping    |            |
| + Shoes                                    | Outdoor        | Campaign paused | Active | Free 2 day shipping     |            |
| + Shoes                                    | Outdoor        | Campaign paused | Active | Free Return Shipping    |            |
| + Shoes                                    | Athletic       | Campaign paused | Active | Free 2 day shipping     |            |
|  |                | Campaign paused | Active | Free Shipping over \$50 |            |

## Summary

With Bing Ads Editor for Mac and PC, it's simple to manage your Bing Ads campaigns in bulk. Whether you're online or offline, Bing Ads Editor gives you the flexibility and control to optimize multiple campaigns anytime and anywhere, from multiple devices.

### Key takeaways

- Customize the Bing Ads user interface.
- Efficiently manage multiple accounts and make edits offline.
- Available for both PC and Mac.
- Create a new campaign using copy & paste and Multi-select feature for Windows.

## □ Bing Ads Editor campaign optimization

Bing Ads Editor makes campaign optimization simple - with the power to optimize and refine PPC campaigns for Mac or Windows even while you're offline.

After reading this Study guide, you will understand how to:

- Import your Google Campaigns, make and post changes.
- Use In-market audience targeting to improve your bidding strategy
- Use the keyword research menu features
- Use the keyword bid estimation to place optimal keyword bids
- Bulk-edit target and incremental bid settings
- Make keyword edits in the Shared library
- Take advantage of multi-account support

## What's new with Bing Ads Editor?

With each update, Bing Ads Editor offers important new and enhanced features designed to help you connect with your target customers, boost campaign performance, and improve your ROI.

The following are some examples:

**Label support:** Labels let you organize campaigns, ad groups, ads, and keywords into groups based on what's most important to you. You can now efficiently manage your labels' shared library, and add them to multiple campaigns, ad groups, ads, and keywords. Once you have added them, you can then filter on your labels from Advanced Search to see only the items you want. **Note: This feature is for Mac only.**

**In-market Audience:** Use in-market audiences to find and target new customers who are likely to convert in your category. In-market audiences are curated lists of customers who have shown purchase intent signals within a particular category, including searches and clicks on Bing and page views on Microsoft services.

**Remarketing exclusions:** Remarketing audience exclusions allow you to focus on the users who matter most by excluding users who may not fit within the objectives of an ad campaign.



You can now create, modify, and delete negative remarketing audience associations in Bing Ads Editor to efficiently optimize your targeted audience.

**Structured snippet extensions:** Structured Snippet Extensions gives prospective customers more context on specific aspects of your products and services. Now you can efficiently manage your Structured Snippet Extensions in bulk from Bing Ads Editor.

**Account level extension associations:** You can now associate your shared Review Extensions and Callout Extensions to your account. Associating ad extensions at the account level will save you time and also ensure that they apply automatically to all existing and new campaigns.

**Dynamic search ad support:** Dynamic search ads help you save time with the initial setup and day-to-day management of your campaigns, while simultaneously identifying and capitalizing on new queries and sources of revenue for your business. All you need to do is provide your website domain and generic ad copy, then Bing Ads will take care of the rest – no need to manage long lists of keywords anymore!

**Multi-account support:** Multi-account management allows you to download multiple accounts at the same time, copy and paste from one account to another, and perform multiple Google Imports simultaneously. This means you can work on multiple accounts at the same time. You no longer have to wait for a task you're performing in one account to complete before being able to work on a different account.

[Learn more](#) about Bing Ads Editor updates.

## In-market Audience targeting

Use [in-market audiences](#) to find and target new customers who are likely to convert in your category.

In-market audiences allow you to:

- Reach curated audiences that are more likely to convert in your category.
- Set up your ad group to be exclusive to an audience with an in-market audience or available to everyone, but with a bid adjustment for your targeted audience.

Note: You can also exclude specific in-market audiences with negative in-market audience associations.

To get started, select a campaign or ad group and, in the **Editor** pane, click **Targeting**. In the following example, we click **Ad schedules**, and set the target at the campaign level. To set specific times, simply click the check boxes.

Next, click the **Bid adjustment** cell in the summary table. For each targeted time, select the percentage by which you want to increase the bid. Once Bing Ads Editor has been synced, the time of day targeting will be applied to all ads in this campaign.

## Multi-select in left Tree View

Another option is to select multiple Campaigns and Ad groups from the left Tree View pane. This will allow you to quickly filter out desired items on the grid and edit them simultaneously. Also, you can intuitively drag multiple Campaigns and Ad groups selected from the left Tree View from one account and drop them in another account.

## Keyword research

With Bing Ads Editor, you can discover new keywords and bids using the keyword research tools, then easily add them to your campaigns.

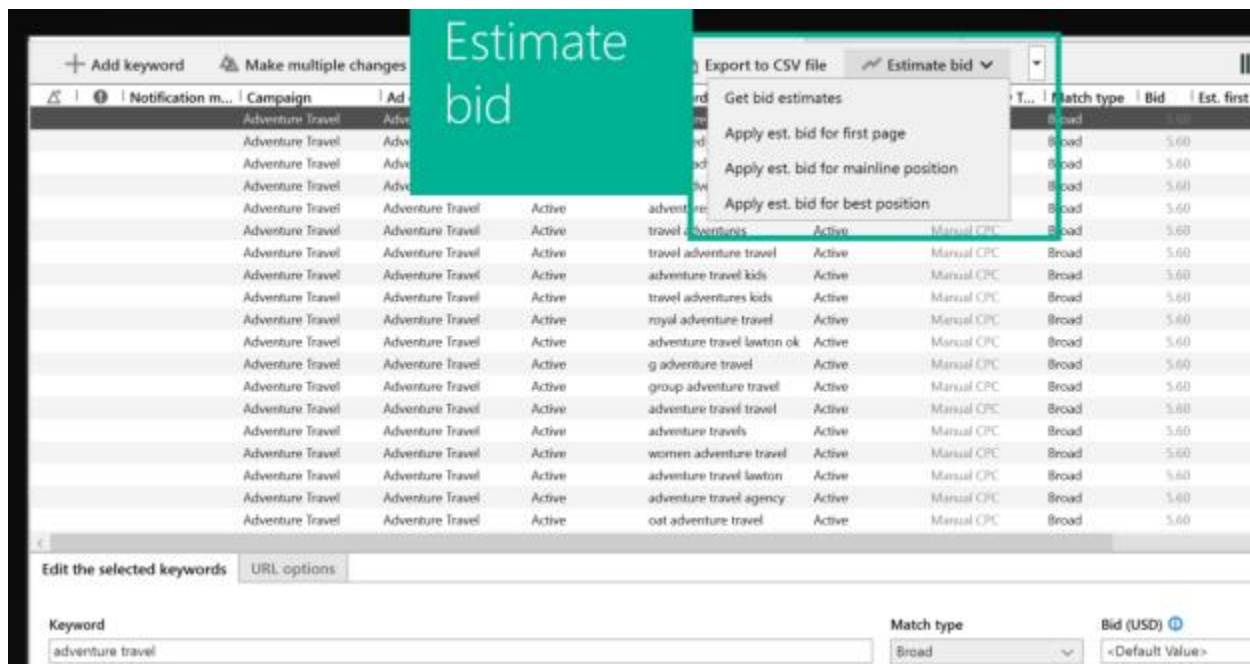
From the account, campaign or ad-group level, select a keyword and choose **Find related keywords**. A list of similar keywords appears with additional performance data such as impressions, CTR and CPC. If you want keywords that match the language on a particular website, click **Get keywords from a website** and enter a URL.

Either way, make your selections by clicking the check boxes next to the terms. In the **Add selected keywords to** drop-down menu, choose whether to add them as ad group keywords, a campaign or ad group negative keywords. As always when using Bing Ads Editor, remember to sync your changes to make them active.

## Keyword bid estimation

Bing Ads Editor's recommended bid estimates can help you set your keyword bids or use the recommendations as a benchmark that will keep your bids from going too low.

To get bid estimations, choose a keyword. Then, in the **Estimate Bid** drop-down, click **Get bid estimates**. The Editor displays recommended bids for three different targeted positions: **Est. first page bid**, **Est. main line bid**, and **Est. best position bid**. If keywords don't get suggested bids, it's because they are already competitive or data may be unavailable.



The screenshot displays the Bing Ads Editor interface. A green box highlights the 'Estimate bid' dropdown menu, which is open and shows four options: 'Get bid estimates', 'Apply est. bid for first page', 'Apply est. bid for mainline position', and 'Apply est. bid for best position'. Below the dropdown, a table of keywords is visible. The table has columns for 'Keyword', 'Match type', 'Bid', and 'Est. first page bid'. The 'Bid' column shows a value of 5.00 for all listed keywords. The 'Est. first page bid' column is also present but empty. At the bottom of the screenshot, there is a form for editing keywords, with fields for 'Keyword' (containing 'adventure travel'), 'Match type' (set to 'Broad'), and 'Bid (USD)' (set to '<Default Value>').

Now, select the keywords with bid amounts that you want to change. From the **Estimate bid** dropdown list, choose **Apply est. bid for first page**, **Mainline** or **Best position**.

Learn more about optimizing [keyword bids](#) and watch a [video](#) about using Bing Ads Editor.

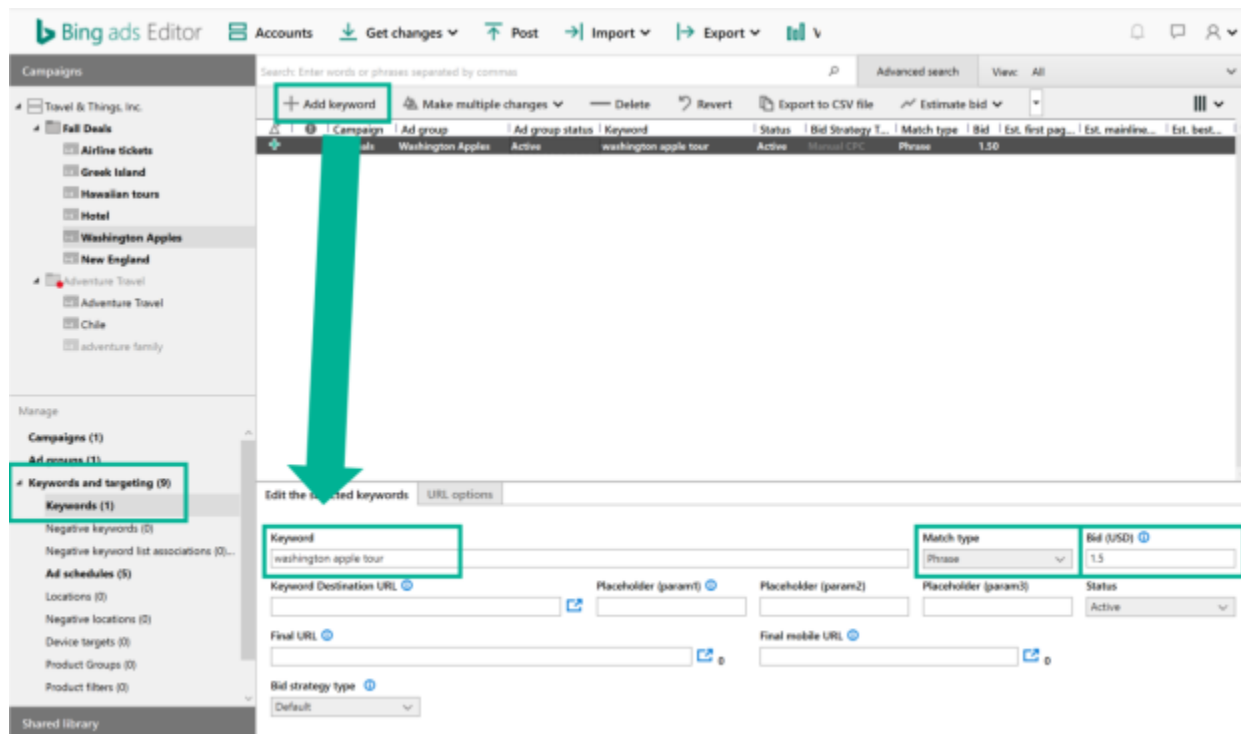
## Keyword edits

With Bing Ads Editor, you can edit existing keywords, as well as edit their bids, status, and match type. You can also add keywords in bulk.

[To edit the status, match type or bid of an existing keyword](#), Click **Campaigns** along the top of the page. Click the **Keywords** tab.

Find the keyword you want to change in the table. Make sure you find the keyword that is associated with the correct campaign and ad group. If helpful, you can sort by campaign or ad group by clicking the appropriate column header.

Hover over the **Status**, **Match type** or **Current bid** value that you want to change and click on the small pen icon that appears. You can then edit that value. After you have made all your changes, click **Save** (located at the upper left corner of the table).



Similarly, you can edit negative keywords easily in Bing Ads Editor.

The screenshot shows the Bing Ads Editor interface. On the left, the 'Campaigns' sidebar lists 'Travel & Things, Inc.' with sub-items like 'Fall Deals', 'Airline tickets', 'Greek Island', 'Hawaiian tours', 'Hotel', 'New England', and 'Washington Apples'. Below this is a 'Manage' section with categories like 'Campaigns (1)', 'Ad groups (1)', 'Keywords (17)', and 'Negative keywords (3)'. The main area displays a table of campaign data with columns for Campaign, Ad group, Parent status, Negative keyword, and Match type. A large green arrow points from the 'Add negative keyword' button in the top toolbar to the 'Edit the selected negative keywords' form at the bottom. This form has two input fields: 'Negative Keyword' containing 'Oregon' and 'Match type' set to 'Phrase'.

The shared library feature in Bing Ads and Bing Ads Editor takes negative keyword management to another level, allowing you to make a change to multiple campaigns with a single edit.

You can cut, copy and paste negative keywords from one shared list to another. Simply go to **Shared library > Negative Keywords > Neg. keywords in list**. Select the keywords you want to copy, right-click and cut or copy. You can then paste those negative keywords into another list or into a specific campaign or ad group. Similarly, you can right-click, then cut or copy negative keywords already in a campaign list or ad group and add them to a shared list or different campaign or ad group.

You can also drag and drop a shared list from the **Negative keywords lists** tab to a campaign in the Browser pane to associate that list with the campaign.

This screenshot shows the 'Shared library' section of the Bing Ads Editor. The left sidebar lists various extension types, with 'Shared Negative keywords (2/389)' selected. Underneath, 'Negative keyword lists (1/4)' and 'Negative keywords in list (1/385)' are visible. The main area shows a table with columns for Negative keyword, Match type, and List name. A row contains the text 'this is a new negative keyword', 'Phrase', and 'New Negatives'. Below the table is the 'Edit the selected negative keywords' form, which has two input fields: 'Negative keyword' containing 'this is a new negative keyword' and 'Match type' set to 'Phrase'.

# Remarketing

Remarketing lets you improve your return on investment by optimizing your campaigns for specific audiences, which are the people who have visited your website before.

First you create a remarketing list to define the audience based on actions people take on your website. Then you associate the remarketing list with an ad group and optimize the ad group by adjusting bids, targeting ads, or broadening keywords.

You can use remarketing exclusions to fine-tune targeted audiences for Windows and Mac.

Remarketing audience exclusions allow you to focus on the users who matter most by excluding users who may not fit within the objectives of an ad campaign.

You can now create, modify, and delete negative remarketing audience associations in Bing Ads Editor to efficiently optimize your targeted audience.

[Learn more](#) about associating an audience with an ad group using Bing Ads Editor.

Before you can target audiences using remarketing lists, you also need to set up Universal Event Tracking (UET) so that Bing Ads can collect the data from your website. Once you create this list in Bing Ads, you can associate it with an ad group and set a bid adjustment in Bing Ads Editor.

[Learn more](#) about how to associate an audience with an ad group using Bing Ads Editor.

The screenshot shows the Bing Ads Editor interface. On the left, the 'Audiences (3)' category is highlighted in the sidebar. The main area displays a table of audience associations. A dialog box titled 'Choose audience' is open, showing a table of available audiences. The 'All Visitors' audience is selected, and the bid adjustment is set to 15%.

| Audience                                     | Membership Duration | Association Count | Description | Scope                             |
|--|---------------------|-------------------|-------------|-----------------------------------|
| <input type="checkbox"/> All Visitors        | 30                  | 6                 |             | On account: Travel & Things, Inc. |
| <input type="checkbox"/> Blog Visitors       | 30                  | 6                 |             | On account: Travel & Things, Inc. |
| <input type="checkbox"/> Converting Visitors | 120                 |                   |             | On account: Travel & Things, Inc. |
| <input type="checkbox"/> Video Views         | 30                  | 6                 |             | On account: Travel & Things, Inc. |

In **Show traffic history**, you are given that keyword's search data from the previous three months, and an estimate of its usage for the current month.

Click **Age demographic** to display the percentage of keyword searches across six age ranges. Clicking **Gender demographic** displays the percentage of keyword searches made by males, females and unspecified gender. You can use age and gender data to increase ad delivery to your target audience.

## Expanded Text Ads

If you still have Standard Text Ads running in your campaigns, you can export them in the Expanded Text Ad format, make necessary changes, and then import them back as Expanded Text Ads.

Expanded Text Ads work seamlessly on mobile, tablet, and desktop devices, giving you a way to create more compelling calls to action for consumers and drive higher conversions to your business. For example, Bing Ads Editor allows you to save time by using Google Import to directly import your campaigns with Expanded Text Ads from your Google Ads account into Bing Ads.

## Shopping Campaigns

Bing Shopping Campaigns allows you a fresh way to organize, track, and optimize your Product Ads. Bing Ads Editor supports bulk management of all your Shopping Campaigns, Product Groups, and Product Ads.

Bulk edit changes are made from the Edit menu on the Campaigns, Ad groups, Ads, Keywords, Audiences or Auto Targets tabs.

## Errors & warnings

Bing Ads Editor makes it easy to see errors, warnings and opportunities with the following:

- **Notification** icons appear in the notification type column in the **Summary Grid**.
- **Notification** bars appear at the top of the **Summary Grid**. The notification message column is not displayed in the **Summary Grid** by default, but you can select the row to view the message in the Edit pane.
- Account-level notifications appear in a red bar at the top of the **Summary Grid** and indicate when and why an account is inactive.

In the **Summary Grid**, items with errors are indicated by a red circle with an exclamation point ("!"). The error icon also appears on the tabs that contain errors. Error types include:

- **Warning** notifications indicate the potential for undesired behavior, like negative keyword conflicts.
- **Information** notifications provide additional details that are unrelated to delivery issues, like pending editorial review.
- **Opportunity** notifications indicate opportunities for improvement, like low bids.

The Bing Ads Editor management tool makes it easy to focus on critical items first. Just sort or filter by the notification type or click the **View errors** button in the **Errors notification** bar. The error view reveals only items with errors. It enables the error message column, which explains how to correct them. Once you've corrected all errors, click **View** and select the preset view **All**.

If your campaigns contain data generating warnings, the **Warning notification** bar replaces the **Error notification** bar. This occurs when you are in **All** view. Click the **View** menu and choose **Warnings** to filter by the warning notification type.

If you modify the data generating warnings and return to the **All** view, the **Information notification** bar replaces the **Warning notification** bar. This occurs when your campaigns contain data generating information notifications. Close **Notification** bars to increase your work area. You can always return to a view by selecting it from the **View** menu.

## Get organized

### Revert changes more efficiently (Windows and Mac)

You can revert your changes to all items included in a campaign or ad group at once. For example, when you click on the “Revert with all included items” option while selecting an ad group, all changes within the ad group, including the keywords and ad extensions within the ad group, will be reverted.

### Organize with labels (Mac only)

Labels let you organize campaigns, ad groups, ads, and keywords into groups based on what’s most important to you. You can efficiently manage your labels' shared library, and add them to multiple campaigns, ad groups, ads, and keywords. Once you have added them, you can then filter on your labels from Advanced Search to see only the items you want.

Note: You can manage Dynamic Search Ads with labels.

## Bing Ads Editor optimization tips

- Associate Review Extensions and Callout Extensions at the account level
- Control when your **ad extensions** will show to customers with ad extension scheduling. You can have them show on certain days or during certain hours, so you can best cater to your targeted customers.
- Use Dynamic Search Ads with Bing Ads Editor.
- Save time by creating a shared library for Call Extensions and Location Extensions that can be associated with multiple campaigns.
- Edit a wider variety of targets, such as location, excluded locations, age & gender.

[Learn more](#) about how to optimize your campaign using Bing Ads Editor.

## Summary

Bing Ads Editor has powerful features that save time and make it easy to optimize multiple campaigns quickly.

Key takeaways:

- Optimize keywords with the Keyword research menu features.
- Set Bing Shopping Campaigns product filters to manage campaigns in bulk.
- Export Standard Text Ads to Expanded Text Ads format.
- The Keyword Bid Estimation tool gives bid estimates for three results page positions: first page, mainline and best position.
- Set targets and incremental bids for multiple campaigns or ad groups with Audience targeting.
- Use the Bing Ads Editor management tool to view errors and warnings.

# □ Bing Ads budgeting and billing

Bing Ads budget tools allow you to control your advertising spend and use features that make payments flexible and easy. This training will explain available budgeting and billing, show you how to maximize budgets and set up a daily campaign budget. It will also review payment methods, issues with customer credit, and new account management systems.

After reading this Study guide, you will understand how to:

- Set up a Shared Budget and select from daily budget options
- Identify and fix errors that prevent accounts from serving ads
- Link prepay billing methods and become the bill-to party
- Optimize allocated budgets and identify credit holds and limits

## Bing Ads budget basics

Your campaign budget is the total amount covering expenses across your campaign's ad groups. Bing Ads allows you to budget on a daily basis and lets you control how quickly your budget is spent. There are ways to modify variations of daily budgeting.

## Shared Budgets

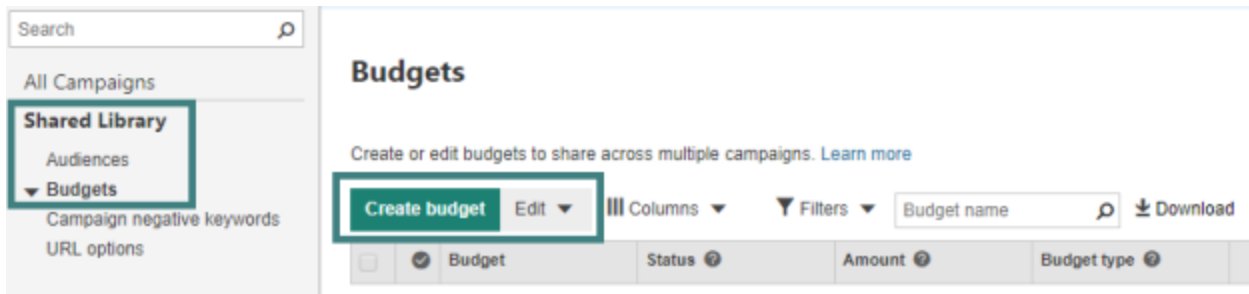
The Bing Ads Shared Budgets feature lets you spend between campaigns using the same account. Either apply a single Shared Budget across all your campaigns, or select specific campaigns for distribution. With a Shared Budget, Bing Ads automatically adjusts how your budget is spent across its campaigns to help you improve your ROI.

Let's say you want to spend \$40 per day on Campaign A and \$40 per day on Campaign B. One day, Campaign A gets fewer clicks than usual, and only spends \$30. Meanwhile, demand for ads from Campaign B is higher than usual. With individual budgets, Campaign B could run out of funds, leaving potential clicks on the table. But with a Shared Budget, Bing Ads reallocates the \$10 Campaign A didn't need to Campaign B, letting it capitalize on the additional demand.

You can always go back to using individual budgets for complete control over how much you spend on each campaign.

To set up a Shared Budget, click **Shared Library** in the left navigation pane. Click **View Budgets**. Click **Create budget**.



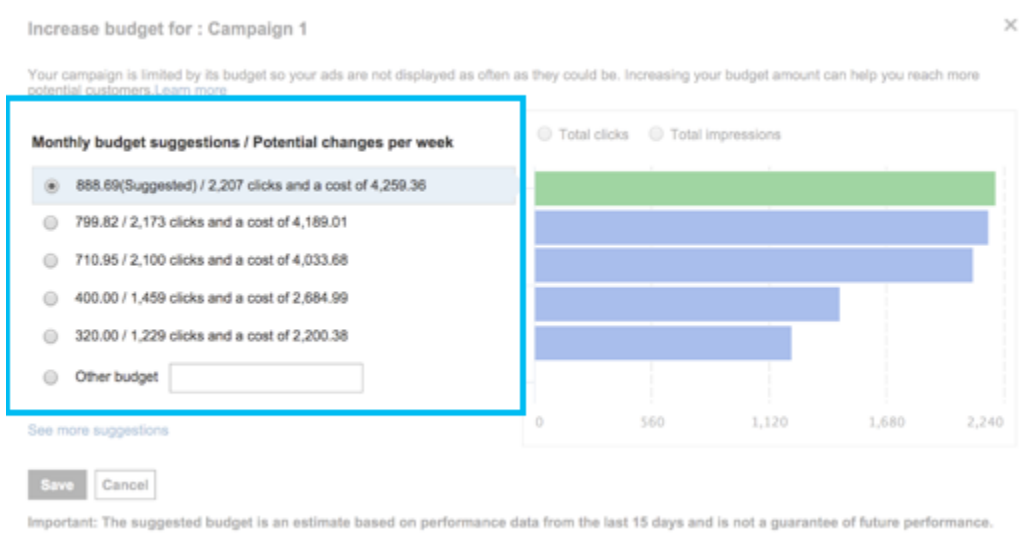


Give your Shared Budget a unique name and set a budget amount. Keep in mind that this amount needs to be large enough to cover all of the campaigns to which the Shared Budget is applied. Select the campaigns you want to use this Shared Budget. Click **Save**.

Note: Once you have set up at least one Bing Ads Shared Budget, when you create a new campaign, you will have the option to choose a Shared Budget for it to use.

## How to estimate a campaign budget

A good formula to keep in mind is this one: Budget = Clicks x Bids. When you're limited by budget, you can use the budget suggestion tool and keep in mind that increasing your budget, decreasing bids, increasing your Quality Score, and pausing keywords will all help.



Remember to always automate your bids for better strategy. You can use Maximize Clicks to get as many clicks as possible, and Maximize Conversions to get as many conversions as possible.

## Choose an appropriate budget option

Before you can submit your ad campaign, you need to set up your campaign's budget and keyword bids. You also need to select a budget type. Don't worry, you can change your budget amount and budget types at any time. Changes to your budget generally take effect within an hour or so.

Campaign budget ⓘ  Individual budget

300.00 USD per day

Daily budget options

Standard (spend your budget evenly through the day)

Accelerated (spend your budget as quickly as possible)

Apply a budget from the Shared Library

There are four budget types to choose from:

Set a **Daily – Standard** if displaying your ads throughout the entire day is important and you are willing to monitor your budget daily so you can make adjustments if necessary.

Set a **Daily – Accelerated** if you want to maximize impressions but are also are willing to monitor your budget daily so you can make adjustments if necessary.

Set a **Shared – Standard** if displaying your ads across multiple campaigns throughout the entire day is important and you are willing to monitor your budget daily so you can make adjustments if necessary.

Set a **Shared – Accelerated** if you want to maximize impressions across multiple campaigns but are also are willing to monitor your budget daily so you can make adjustments if necessary.

## Setting a daily budget

When initially creating a campaign, start with either the **Daily – Standard** or the **Shared – Standard budget** type.

To choose the Daily budget option, select **Daily** from the drop-down menu next to the **Campaign budget** box. In the **Campaign budget** box, enter your daily amount. When you set a daily budget, the Bing Ads system multiplies the daily amount by the number of days in the current month and automatically calculates the maximum monthly budget. Expand **Daily budget options** to select how you want the budget spent, Standard or Accelerated.

To change your budget type later on, simply click **Campaigns** located at the top of the page. Click the name of the campaign you want to update. Click the **Settings** tab. Select the appropriate budget type, enter an appropriate amount, and click **Save**.

## Budgeting suggestions

To manage budget issues, access the **Bing Ads Budget Suggestions** tool from the **opportunities** tab. For each campaign with a depleted, or nearly depleted budget, Bing Ads provides a recommended budget, along with an estimated increase in clicks.

Using this tool, it's easy to make adjustments to budget recommendations, and apply the new budgets to your campaigns

## Account alerts

When an account has an error, the ads in that account do not run. With Bing Ads Account Alerts, status alerts consolidate in one place, with links to help you resolve any issues. Simply visit the **Accounts Summary** and **Account Details** pages. You can filter for specific errors and export errors from Bing Ads online. A dropdown displays the different types of errors can be filtered. Account errors automatically dismiss when resolved.

If you manage more than one Bing Ads account, you can get the big picture from the [Accounts Summary](#) page.

## Billing basics

Bing Ads billing is flexible, giving you the choice between pre- and postpay options, as well as multiple payment methods. You can also spend time getting familiar with your Bing Ads account and the Bing Ads interface prior to setting up payment information. When ready, enable your account for live activity by establishing a billing method. Remember, with Bing Ads search engine advertising, there are never charges until someone clicks your ad.

To set up billing for the first time, click **Accounts & Billing**. Click the Payment Methods tab. Click **Add card** or another payment method of your choice.

Select the **country** of your billing address, and then select from a range of -Bing Ads **billing options**, including **how you pay (payment setting)** and **what you pay with (payment method)**.

Enter the required information based on the payment method you select.

## Prepay and postpay options

Bing Ads is a pay-per-click (PPC) advertising service, which means we charge you each time your ad is clicked. There are two main ways to pay for those charges: prepay and postpay.

On the [Payment Methods](#) tab, you have different options depending on whether you have one or multiple accounts (see below).

## Postpay threshold vs. prepay: What's the difference?

The big difference between a [postpay threshold account](#) and a prepay account is whether you pay after charges have accrued or before, but there are a few other smaller differences described below

[Monthly invoice billing](#) is also an option.

## Prepay

Add funds to your account and have charges deducted from those funds.



## Postpay

Pay on a regular basis after charges accrue. There are two postpay billing options:



### Threshold

Pay with a card when you reach your billing threshold amount or on your monthly billing date, whichever comes first.

### Monthly Invoice

Get credit approval to charge up to a specified monthly amount and pay using a monthly invoicing process.

## Billing threshold

Your Bing Ads Billing threshold is the charge against your primary payment method when you reach your billing threshold or your monthly billing date, whichever comes first.

Say in your first 30-day period, your charges are well below your billing threshold of \$50. Your primary payment method is thus charged on your monthly billing date. In the *next* 30-day period, you hit your billing threshold a few days before your monthly billing date. In this instance, your primary payment method is charged at that time.



You can set a limit on the amount Bing Ads can charge your payment method. For example, if your billing threshold is \$2,500, but you don't want charges to your credit card that are greater than \$2,000, you can set a limit.

You can find your billing threshold by clicking **Accounts & Billing**. Click the **Billing** tab.

If you have more than one account, click the account number for the account you want to set the limit on. At the top of the page, in the box titled **When you pay**, the amount shown is the current billing threshold applied to your account.

To set a billing threshold limit, click **set a limit** in the **When you pay** summary at the top of the page. Select **Limit each charge** to and enter the payment amount you do not want to exceed.

## Where can I find my billing threshold?

Click the gear icon , and then click **Accounts & Billing**. Click the **Billing** tab. If you have more than one account, click the account number for the account you want to set the limit on.

At the top of the page, in the box titled **When you pay**, the amount shown is the current billing threshold applied to your account.

## How do I set a limit?

Click the gear icon , and then click **Accounts & Billing**. Click the **Billing** tab. If you have more than one account, click the account number for the account you want to set the limit on.

In the **When you pay** summary at the top of the page, click **set a limit**. Select **Limit each charge to** and enter the payment amount you do not want to exceed.

[Learn more](#) about how to pay for Bing Ads.

Billing Documents

## Download or print a statement

You can download and print your billing information at any time from the [Billing tab](#), including payments you've made (billing statements), bills you've received (invoices), and credit or debit adjustments.

Note: Statements and invoices are always based on Pacific Time.

Click the gear icon , and then click **Accounts & Billing**. Click the **Billing** tab.

Select one or more documents in the table, and click **Download documents**. (If you don't see any documents in the table, then you will need to select a different date range in the drop-down list to show past documents.)


Open or save the zip file to your computer. After you download the PDF documents, you can print them from your computer.

## Consolidate billing

With consolidated billing, similar invoices will be combined into a single invoice, making it faster and simpler for you to review your billing across your accounts. The billing details for each of your accounts are always available in Bing Ads on the Billing tab.

Some things to know:

- Consolidated billing is only an option for customers who receive monthly invoices.
- Monthly invoices eligible for consolidation must share the same characteristics, such as the same Bing Ads Customer ID, currency, language, and SAP ID.
- Only users with Super Admin permissions can sign up for consolidated billing.
- You can't select specific accounts for consolidated billing. Consolidated billing applies to all of your accounts or none of them.

To turn on consolidated billing, click the gear icon , and then click **Settings**. Click **Billing settings** in the left pane. (If it's closed, you can open the pane by clicking the arrow.)

Next to **Consolidated billing**, click **Combine similar bills into a single monthly invoice**. Click **Save** when you're done

## Billing alerts via email


Sign up to receive billing alerts for when your billing documents are ready or when there's an issue with your payment. The types of emails you receive depend on how you pay for Bing Ads.

- For **prepay accounts**, you'll receive an end-of-month email that links you the summary of your prepayments for the month.
- For **postpay threshold accounts**, you'll receive an end-of-month email that links you to the Billing tab, where you can see all the payments you made once you reached your monthly billing date or your payment threshold, whichever came first. Learn more about [billing threshold](#).
- For **monthly invoice billing**, you'll receive an email that links you to the Billing tab, where you can see your invoice.

Note: If you're a Super Admin, you can set email preferences for other users. Learn more about [user roles](#).

## Monthly invoices via email

If you have a monthly invoice account, your invoices will arrive via email to your accounts payable contacts on file. A Super Admin can designate anyone to be an accounts payable contact — including those without a Bing Ads account. Go to Billing settings to update a contact's information.

Click the gear icon , and then click **Settings**. Click **Billing settings** in the left pane. (If it's closed, you can open the pane by clicking the arrow.)

Find the SAP ID you wish to edit. (If its details are hidden, you can reveal them by clicking the arrow.)

Click **Add accounts payable contact** to add a person's email address, first name, last name, and phone number (with country/region code). Click **Save** when you're done.

Any changes you make will take effect in the next billing cycle. By the 2nd business day of the month, your accounts payable contacts will receive your invoice by email.

As a monthly invoice customer, you can control several aspects of your billing documents, from how they're created to how they're distributed. First, you can enable two global settings that apply to all invoices. Then, you can specify additional settings for invoices grouped by SAP ID, the unique customer billing number that is assigned to you when you set up monthly invoice billing.

- **Consolidated billing.** If you have multiple monthly invoice accounts, you can combine invoices that share the same Bing Ads Customer ID, currency, language, and SAP ID. You'll get a single invoice with a high-level, account-by-account breakdown of costs rather than a separate invoice for each account. (All billing details will remain accessible in Bing Ads.) At this time, you only have the options to consolidate all monthly invoice bills or none.
- **Campaign details.** You receive a breakdown of costs per campaign with your monthly invoice.

[Learn more](#) about all the options for monthly billing, like how to opt in or out of paperless, add an attention line to an invoice, manage accounts payable contacts, and more.

## Managing insertion orders

You can create and manage your IO's online, or call your Bing Ads account manager to have them do it for you.

You can create an insertion order following these easy steps:

From the **Accounts & Billing** tab, click **the insertion orders** tab. Click on **Create Order**. The required fields are the **Start date**, **End date**, and **Budget**. When finished, click **Accept**.

You'll notice **Pending Bing Ads review** in the **Status column**. Once the Bing Ads team has reviewed the IO, the status will be updated to active, and your ads will run on the ordered start date.

If your account manager creates the IO, you will get an email asking you to review the order. On the **insertion orders** page, click **Review pending orders**. You can then choose to accept or decline the order. If you need to cancel an order for any reason, such as budget or scheduling changes, just select it and click **Cancel order**.

## Managing your payment method

You can add, remove or change the payment method on your account at any time. (Note: You cannot change between prepay and postpay options.)

Go to the **Accounts & Billing** page and choose the **payment methods** tab. To change to an existing payment method, click the **Set** button. Click the **Add** option of your choice. Click the **Edit** button to edit a selection. Click the **Delete** button to remove a payment option. Click the **Add funds** link to draw money from the payment method (if you are using pre-pay accounts).

## Invoice mailing address

The Bing Ads mailing address field ensures that invoices are not sent to the wrong address. You get to choose where to receive your billing information for your multiple accounts.

You can receive monthly invoices at a separate specific mailing address, and even receive your billing information internationally, including a country that is different from your business address.

If you have a single account, you can add or edit your business location and, if required, tax information\*, on the **Accounts** tab.

To add the mailing address, select the **Billing** tab under the **Accounts & billing** section. Click on the **Settings** button from the billing view. In the Bing Ads **Billing Settings** section, select the **Bill-to customer** for which you want to add/edit the mailing address. Make the changes to the **Invoice mailing address** field. Click **Save**.

To edit the business location and, if required, tax information for multiple accounts, select the accounts you want to edit, and click **Edit tax details**.

Your new billing documents will reflect Microsoft Ireland Operations Ltd. as the new billing entity.

Note: Invoices will be sent to legal addresses as usual, if you do not provide new, separate mailing addresses.

Read more about [how to pay for your Bing Ads](#).

## Choosing your account currency

Each time you create a Bing Ads account, you need to select the currency you will use to pay your advertising costs.

If you run multiple advertising campaigns and need to pay in different currencies, you just need to set up one account per currency.

You can pay for Bing Ads using one of nine currencies available globally, excluding Brazil and India. There may be a few more currencies available for use in your country/region.

- Danish krone (DKK)
- Euro (EUR)
- Hong Kong dollar (HKD)
- Mexican peso (MXN)
- Norwegian krone (NOK)
- Swedish krona (SEK)
- Swiss franc (CHF)
- UK pound (GBP)
- US dollar (USD)



The table lists all of the different payment methods available in Bing Ads. The green check mark indicates which payment methods are valid based on your country/region, currency, and the payment setting (postpay threshold, prepay, or monthly invoice).

| Payment Method            | Postpay threshold | Prepay | Monthly invoice |
|---------------------------|-------------------|--------|-----------------|
| Credit card*              | ✓                 | ✓      |                 |
| Prepaid credit card*      |                   | ✓      |                 |
| Debit card*               | ✓                 | ✓      |                 |
| Check                     |                   | ✓      |                 |
| Bank transfer             |                   | ✓      | ✓               |
| PayPal                    |                   | ✓      |                 |
| SEPA Direct Debit         |                   |        |                 |
| Brazilian Boleto Bancário |                   |        |                 |

[Learn more](#) about forms of payment and currency.

## Review your billing statements

You can review your Bing Ads billing statements at any time in several ways:

- Click **Accounts & Billing** and select the account. Look for the “Statements” in the right column to immediately find recent statements.
- Click the **Billing tab** to see more detail and statements.

## Summary

Paying for Bing Ads is made simple with step-by-step information on the Payments and Billing tabs.

Remember these key points when considering your budgeting and billing options:

- Choose a budgeting option that suits your campaign.
- Find your billing threshold and create limits on spending.
- Select between prepay, postpay and monthly invoice options.

## □ Bing Shopping Campaigns

Bing Shopping Campaigns (BSC) are a simple way for you to organize, manage, bid and report on Product Ads. To understand shopping campaigns, first make sure you understand how [Product Ads](#) are created from the content of your [Bing Merchant Center](#) (BMC) catalogs, and include custom images, promotional text, pricing, and seller details.

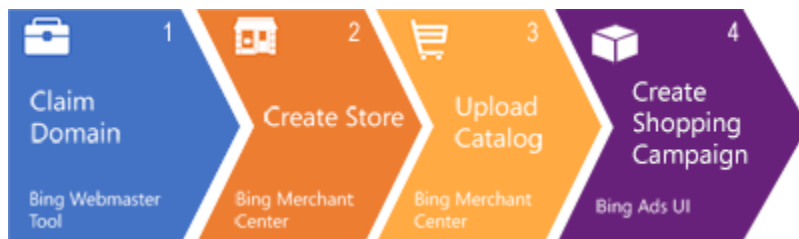
After reading this Study guide, you will know how to:

- Create a shopping campaign from scratch
- Claim your store domain using Universal Event Tracking (UET)
- How to use the Google Merchant Center (GMC) Import tool
- Import your shopping campaign from Google Ads
- Run your new shopping campaign in parallel with your existing Product Ad campaign
- Manage BSC in Bing Ads Editor

## Create product ads in a shopping campaign

If you are new to Bing Ads Product Ads or Google shopping campaigns, you'll need to create Bing Shopping Campaign (BSC) from scratch. Product Ads, which are created using shopping campaigns, are a great way to give your products more space on the search results page and make your ads more compelling to potential customers. Using Product Ads, you can enhance your ads with real-time, specific product information from your Bing Merchant Center (BMC) store catalog.

Complete each of the following steps to start using Product Ads.



### Claim domain

First, go to the Bing Webmaster Tools URL: <http://www.bing.com/toolbox/webmaster> and verify that you own your URL on the Bing Webmaster Tools website.

Sign in using the same Microsoft account that you use to sign in to Bing Ads. Click **Profile** and then fill out the **About Me**, **Contact Preference**, and **Alert Preference** sections.

Under **My Sites**, enter your URL and click **Add**. Enter your URL info. Complete one of the three options listed and then click **Verify**. You will see the **Dashboard** page if your URL is verified.

## Add a Site

### ABOUT MY WEBSITE

URL \*

Add a sitemap 

When do you receive the most traffic to this site for your local time of the day? 

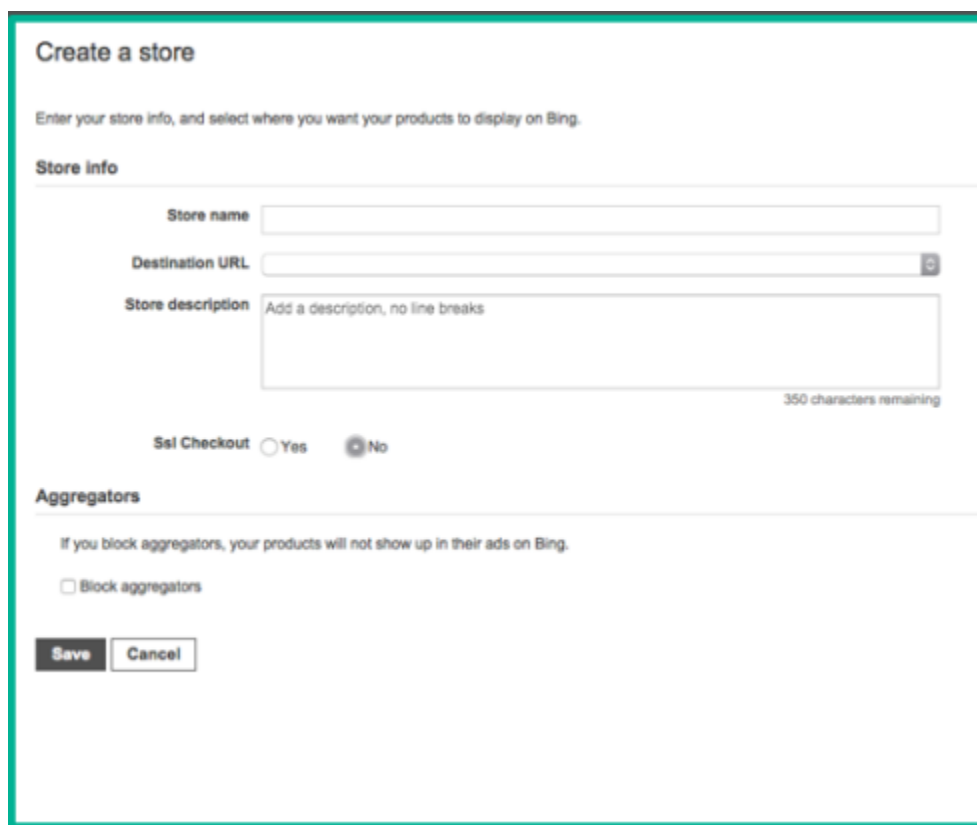
### ABOUT ME

First Name \*

Last Name \*

## Create store

To create a store, click **Tools** in the upper right corner. Click **Bing Merchant Center**. Click **Create a store**. Enter your store information.



The screenshot shows the 'Create a store' form. At the top, it says 'Create a store' and 'Enter your store info, and select where you want your products to display on Bing.' Below this is the 'Store info' section with three input fields: 'Store name', 'Destination URL', and 'Store description'. The 'Store description' field has a placeholder 'Add a description, no line breaks' and a character count '350 characters remaining'. Below the 'Store info' section is the 'Aggregators' section with a checkbox 'Block aggregators' and a 'Save' button.

## Upload catalog/product feed file

To upload your catalog, click **Tools** in the upper right corner. Click **Bing Merchant Center**. Click the store that you want to update. Click the **Catalog Management** tab.

If you are creating your first catalog, enter your **Catalog name**. If you are creating additional catalogs, click **Create Catalog** and then enter your **Catalog name**. Submit your feed file.

Your feed file is a text delimited file that has a different product item on each line. You create the text delimited file and then submit it to Bing Merchant Center. After you have created and (optionally) tested a corresponding feed file, it can be submitted to the associated catalog. There are three different ways to submit: manually; via FTP; or, automatically download from URL.

## Bing Merchant Center Store (BMC) Creation via Universal Event Tracking (UET)

If you have Universal Event Tracking (UET) enabled, you can use it to verify and create your store in Bing Merchant Center (BMC). If you have UET tags enabled, for domain validation select **Validate domain using UET tag**. **Once you select validate domain using UET tag, any matched domains will appear in the Destination URL field.** Select the domain for your BMC store and continue the store creation process as usual.

### Create a store

Enter store information and select where you want your product ads to display on Bing.

#### Store info

---

|  |   |  |                               |
|--|---|--|-------------------------------|
| Store name ?                               | <input type="text"/>  |  |                               |
| Domain validation ?                        | <table border="1"><tr><td>Validate domain using Bing Webmaster Tools</td></tr><tr><td>Validate domain using UET tag</td></tr></table> | Validate domain using Bing Webmaster Tools | Validate domain using UET tag |
| Validate domain using Bing Webmaster Tools |   |  |                               |
| Validate domain using UET tag              |   |  |                               |
| Destination URL ?                          | <input type="text" value="http://thisurl.com/"/>  |  |                               |
| Store name ?                               | <input type="text" value="Add a description, no line breaks"/>  |  |                               |
|  | 350 characters left   |  |                               |
| SSL checkout ?                             | <input type="radio"/> Yes <input checked="" type="radio"/> No   |  |                               |

Note: Destination URL needs to match root URL for landing product pages in the feed.

It is important to remember that you must have UET tags enabled on your site to use this method of store creation for BMC. To create a BMC store via a UET tag, you must have at least 50 UET events/tags fired within the last 30 days.

For recently added UET tags with at least 50 events fired from the website, it can take up to 48 hours for the domain to appear in BMC. Bing Ads will look up and verify the UET tags are associated with the customer registered. Only if there is a match will the domain(s) appear in BMC.

## Feed management

Bing Ads allows you to switch to the Content API for management of your feeds or to FTP easily. For example, you can use the Content API to get information and status updates on your products and then use that to build product groups. Bing Ads API allows you to update pricing and inventory throughout the day, and the FTP allows you to upload the entire data feed once a day. You can update frequently changing attributes like price and availability within one hour.

You can upload a feed file if the feed file is smaller than 4MB. Get started by clicking the store name and then the **Catalog settings** tab. Click **Create catalog**. Under **Catalog info** enter the **Catalog name**, select the **Location** and proceed to set up the feed under **Catalog feed file**. You can select from three different feed types: Local product inventory, local product inventory update, and local product feed.

Enter the **Feed** details. You can opt to automatically download file from URL, upload file using FTP, or manually upload file. Click **Save**.

Note: Pre-order and out-of-stock offers are accepted in feeds. You can bid on these offers and provide the most updated information about product availability.

### [How do I submit local product feeds?](#)

Once you create your local products feed, you must submit your product information through Bing Merchant Center. Click the store name and then the **Feed management** tab. Click **Create feed**. Enter the **Feed information**. Enter the **Feed name**, select the **Location**, and select the **Feed type**. You can select from three different feed types: Local product inventory, local product inventory update, and local product feed.

Enter the **Feed** details. You can opt to automatically download file from URL, upload file using FTP, or manually upload file. Click **Save**.

[Learn more](#) about the required and optional attributes of a product feed.

## Update the feed file

Your catalog expires after 30 days, which causes the products to stop publishing, so you need to update your feed file regularly. To keep your product information fresh, it is a good practice to upload your catalog daily.

In Bing Ads, click **Tools**. Click **Bing Merchant Center**. Click the store that you want to update. Click **Catalog Management** tab. Click the catalog that you want to update.

## Catalog feed file

Select how you want to transfer your catalog feed file. [Learn the benefits of each option](#)

You must select FTP or Download if your catalog is larger than 4MB. To make it easy to create a catalog feed file, we've provided a sample. | [\(txt,xlsx\)](#)

Automatically download file from URL  Upload file using FTP  Manually upload file

Source URL ⓘ

User name

Password

Set Feed file schedule. [Learn about setting a schedule](#)

Download frequency

Download day

Download time

Download time zone

Run/pause schedule

Download when save

Click on the **Catalog settings** tab. Use one of the [three methods to submit your feed file](#). Click **Finish**.

## Google feed

BSC supports the use of Google data feeds for Catalog feed files. This way merchants won't have to redo the work already done for Google's Product Listing Ads.

Bing Merchant Center (BMC) will auto-detect the encoding format of Google-formatted feed files. The supported encoding types are:

- UTF-8
- UTF-16 (little endian and big endian)
- UTF-32 (little endian and big endian)

BMC will process Google-formatted files with the following file extensions:

- .txt
- .xml
- .gz
- .zip
- .gzip

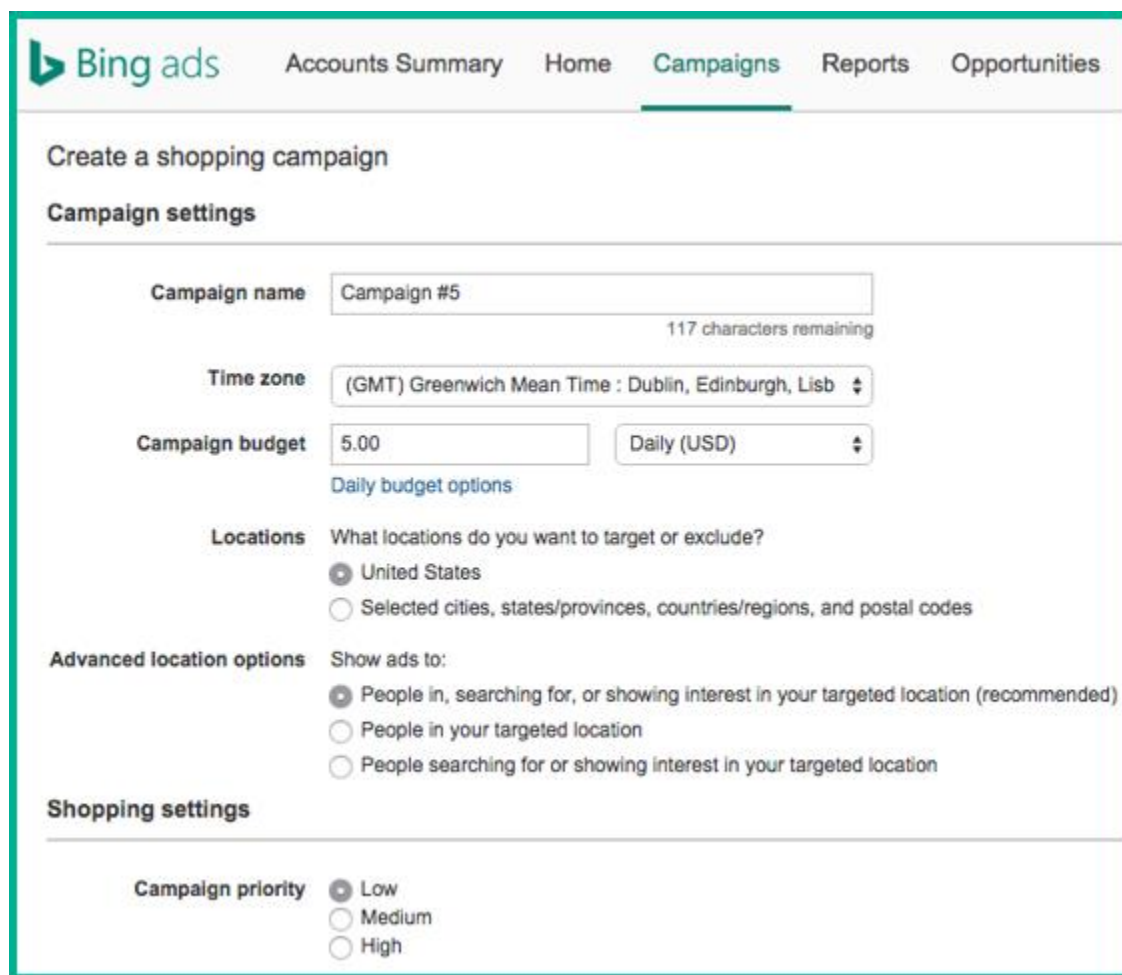
- .tar.gz
- .tgz

All Google-specified attributes are accepted by Bing. Bing's requirements for these fields accommodate Google's requirements (such as min/max lengths) for parity across both merchant centers. However not all [Google's fields](#) are used by Bing. BMC ignores those that are of no use at this time.

[Read more](#) about acceptable Google feed file attributes.

## Create a Shopping Campaign

From the **Campaign page**, click **Create Campaign**, then click **Shopping campaign**. You will be prompted to add your product extensions and campaign targeting parameters.



The screenshot shows the 'Create a shopping campaign' interface in Bing Ads. The page has a navigation bar with 'Accounts Summary', 'Home', 'Campaigns', 'Reports', and 'Opportunities'. The main heading is 'Create a shopping campaign'. Below this is the 'Campaign settings' section, which includes:

- Campaign name:** A text input field containing 'Campaign #5' with a character count of '117 characters remaining'.
- Time zone:** A dropdown menu showing '(GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisb'.
- Campaign budget:** A text input field with '5.00' and a dropdown menu for 'Daily (USD)'. Below it is a link for 'Daily budget options'.
- Locations:** A section titled 'What locations do you want to target or exclude?' with two radio button options: 'United States' (selected) and 'Selected cities, states/provinces, countries/regions, and postal codes'.
- Advanced location options:** A section titled 'Show ads to:' with three radio button options: 'People in, searching for, or showing interest in your targeted location (recommended)' (selected), 'People in your targeted location', and 'People searching for or showing interest in your targeted location'.


Below the 'Campaign settings' is the 'Shopping settings' section, which includes:



- Campaign priority:** Three radio button options: 'Low' (selected), 'Medium', and 'High'.


Determine how you want to structure your Bing Shopping campaigns based on your product catalogue – remember, you have ONE store.


Use product FILTERS to choose what the campaign will target. (These product targets will apply a bid to those specific filters.)


## Shopping settings

Campaign priority   Low  
 Medium  
 High

Store  ID: 1000370, Name: Contoso Cameras 

Products  All products  
 Filtered products 

=   
[+ Add another](#) 

Country/region of sale  

Default bid

You can apply typical bid, targeting, advanced settings. For example, you may wish your Summer Sale campaign to only be applied geographically to southern regions having better weather. Or, you may still wish to adjust ad scheduling to show at particular times of day.

In **Campaign Settings**, you can adjust the **Time zone** and **Location**, to specify when and where you want your ads to show or not to show.

Note: Once you set the time zone, you cannot change it, but you can create a new campaign with a different time zone, and then import your current ads and keywords into the new campaign.

## Google Merchant Center (GMC) Import

If you already have Product Ads running in Google AdWords, you can save time and effort with the Google Merchant Center (GMC) Import tool and get your ads in front of more customers through Bing Ads.

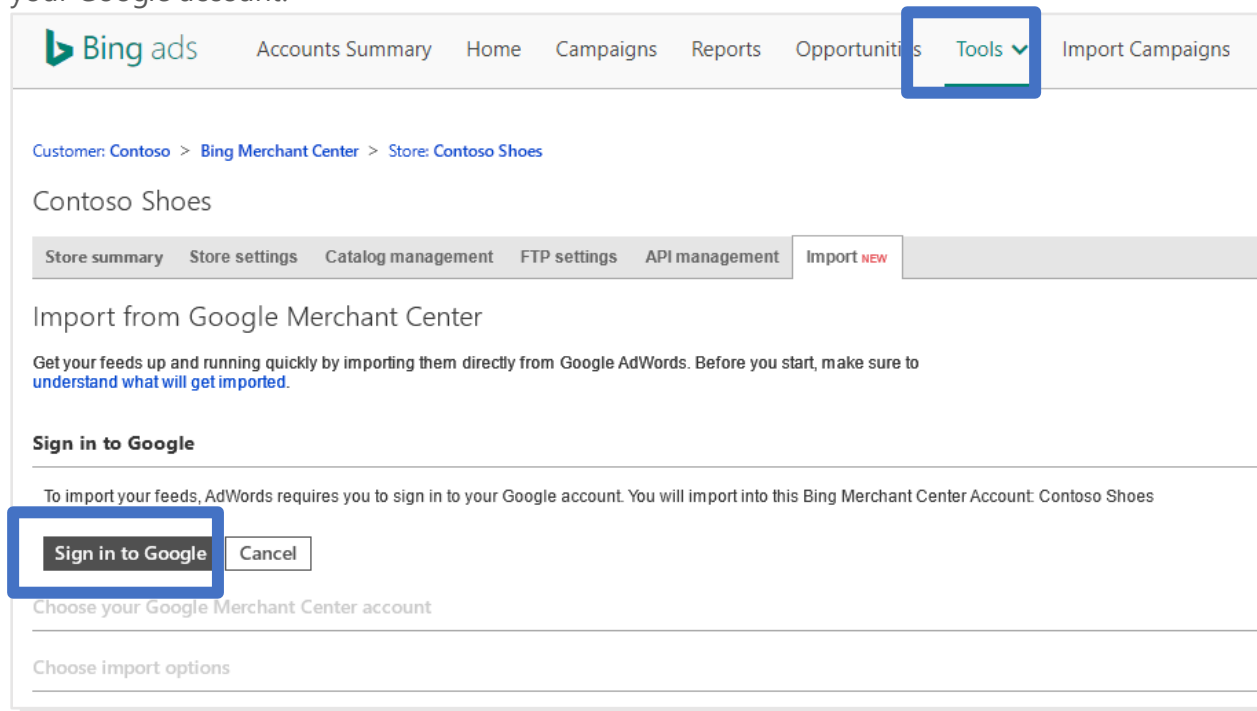
The GMC Import tool allows you to spend less time maintaining two separate feed files for Google AdWords and Bing Ads, as well as maintain up-to-date product offers by scheduling a regular sync from GMC to BMC.

It's important to remember that you must create your BMC store prior to using the GMC Import tool. The GMC Import tool will only import approved offers. Pending and disapproved offers in GMC will be skipped, and processing times for new offers take up to 3 days to process and up to 16 hours for existing offers. GMC Import can support 10M offers per market per GMC store.

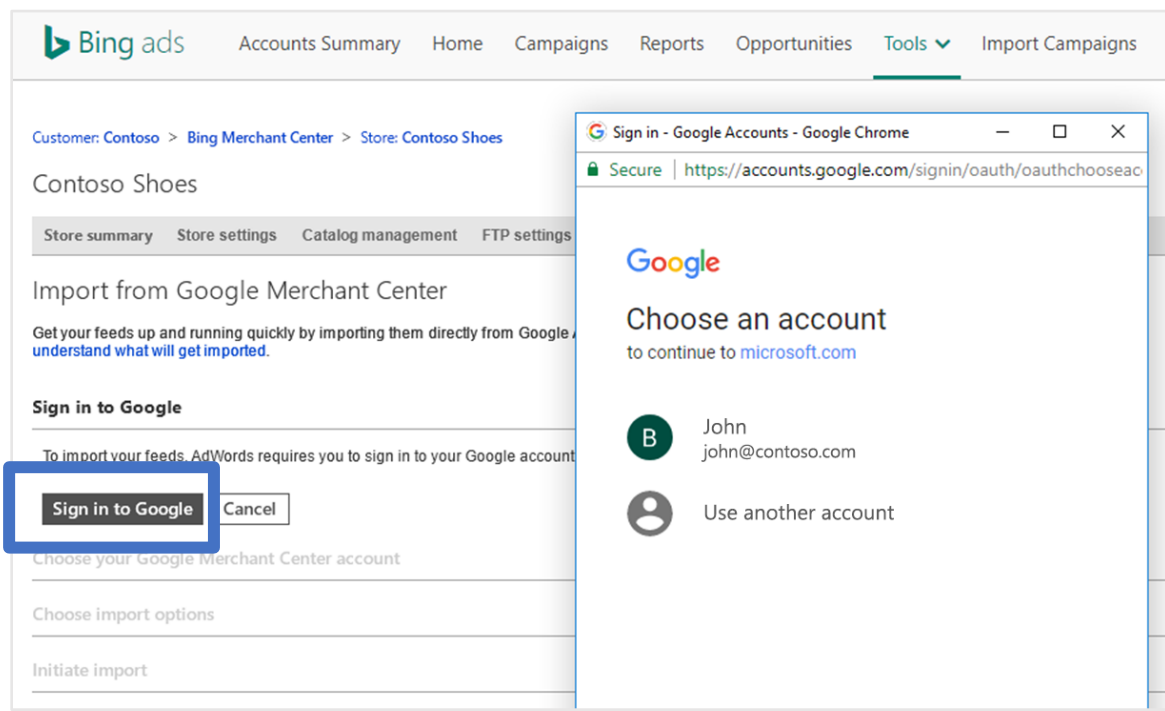


# Google account with a single GMC store

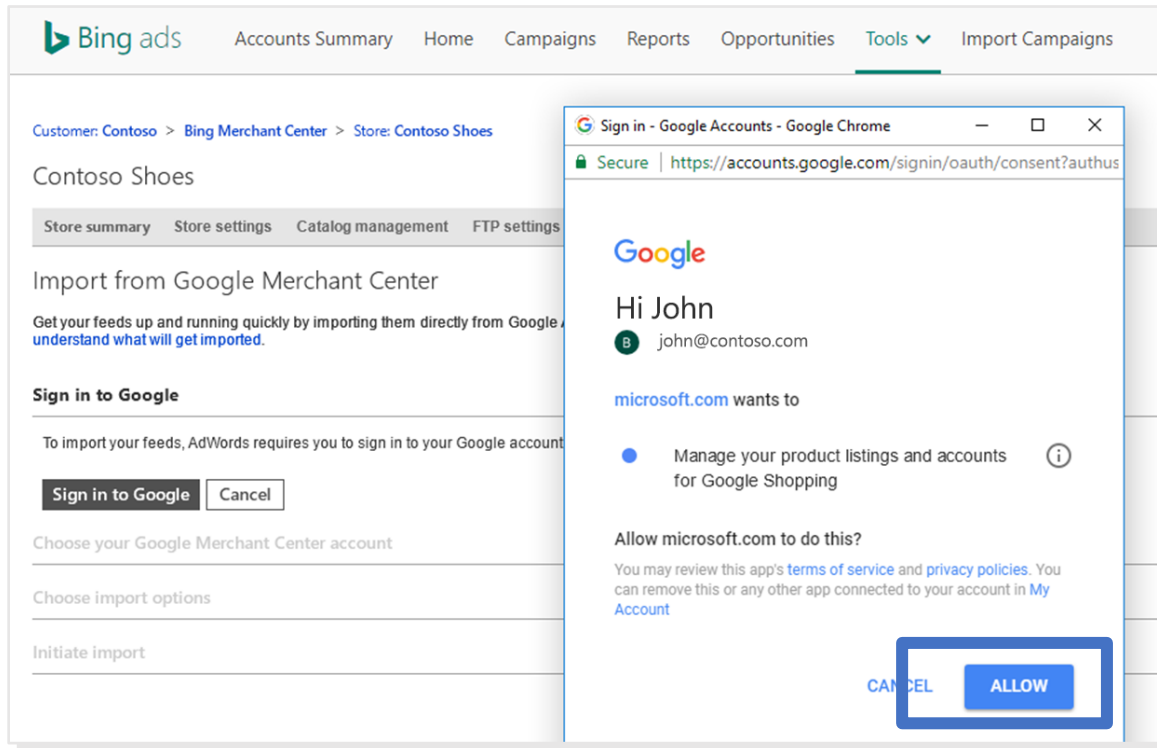
To get started, find **Import from Google Merchant Center** within Bing Ads under **Tools > Bing Merchant Center >** and click into the Store you wish to manage. Click the new **Import** tab. Sign in to your Google account.



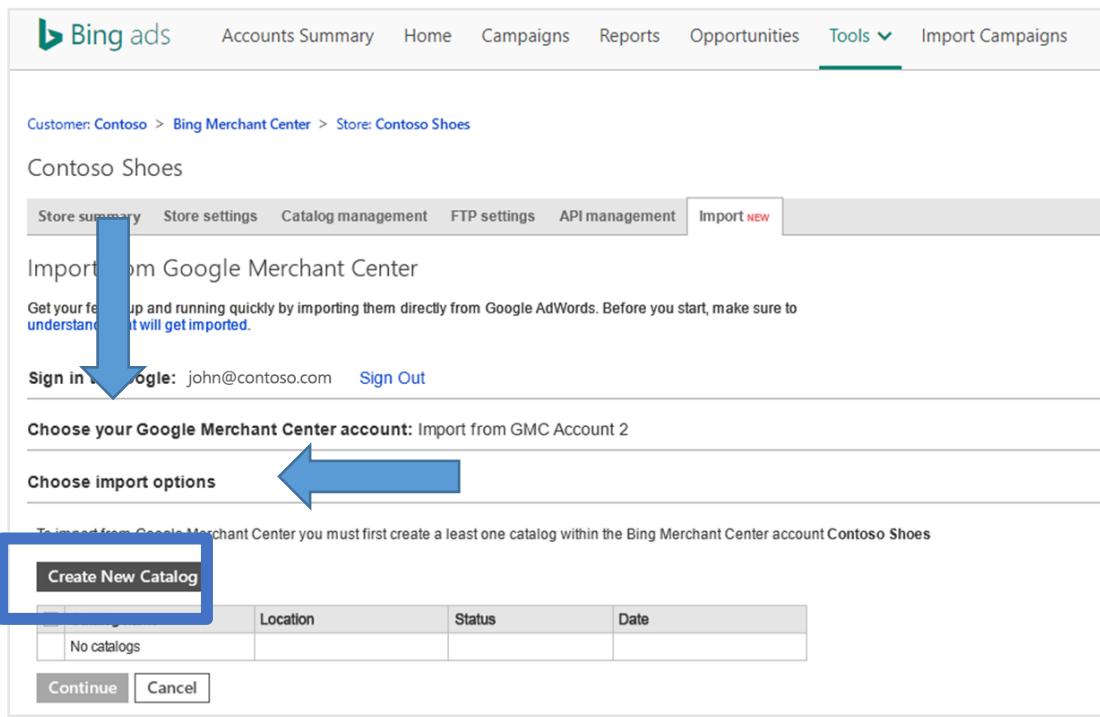
A second window will open, and you must choose the Google account associated with the GMC account you'd like to sign in to.



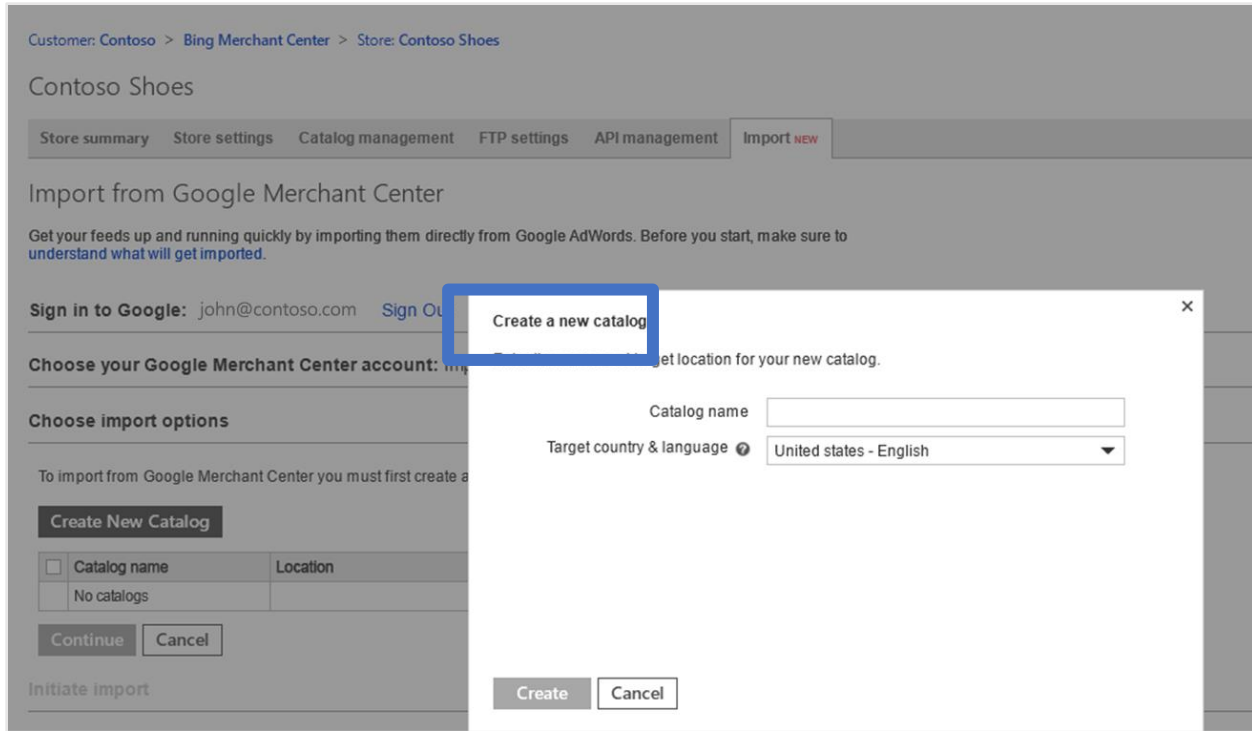
Select Allow to grant Bing Ads access to manage your product listings and accounts for Google Shopping.



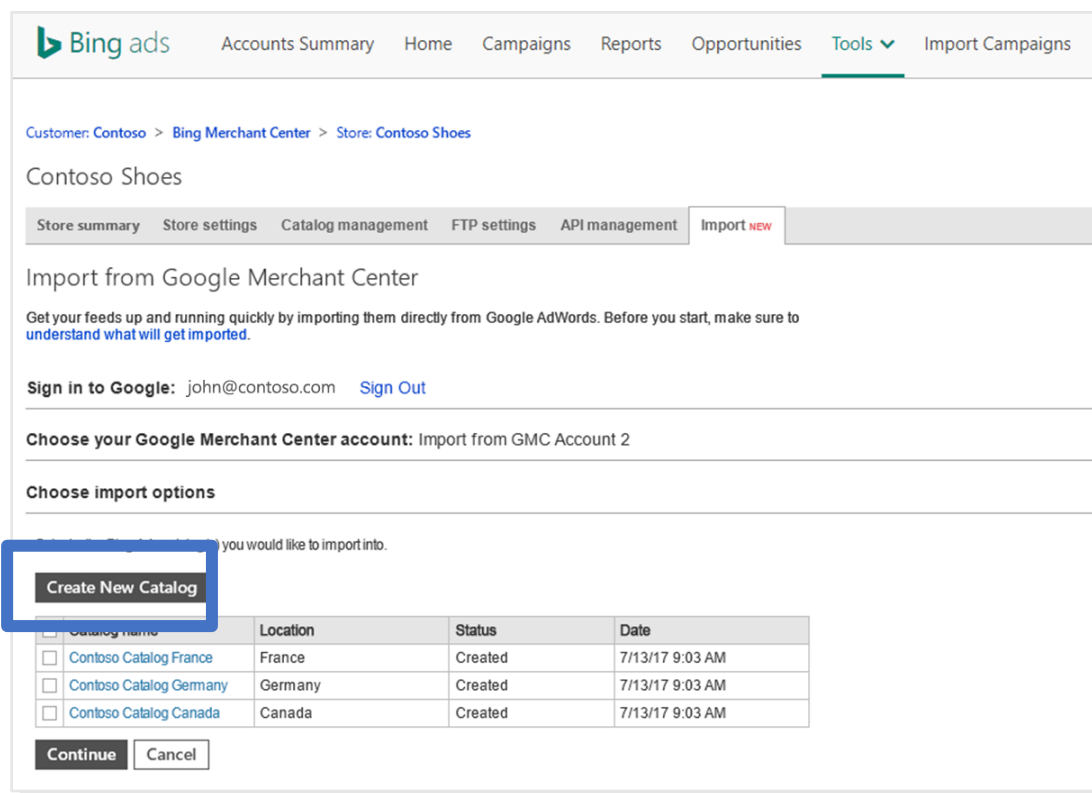
If the user's Google Merchant Center account has only one store, this store will be selected automatically, and the user will jump to the import options section. To import from GMC, you must first **Create new catalog** within your BMC account.



To create a new catalog, enter the **catalog name** and the **target country and language**.



Select the Bing Ads catalog(s) you would like to import into from GMC.



With GMC, you can **Schedule import** to import product offers daily, weekly, monthly, or now. You can also select the **day of the week**, **time of day** and **time zone** for the import.

**Notification settings** allow you to select notifications for none, only on failures or all imports, and **Schedule name** allows you to name the scheduled import.

Select the **Find and replace URL** box to include the string to update your Bing product offer tracking URLs.

Confirm the import destination and import source, then click **Import** to initiate the import process.

### Schedule import

This text block will describe automatic item updates

**When**

**Day of the week**

**Time of the day**

**Time zone**

**Notification settings**

**Schedule name**

**Find and replace URL**

**Find**

**Replace**

**Save** **Cancel**

The **Import summary** provides an update on the GMC import progress.

Bing ads Accounts Summary Home Campaigns Reports Opportunities Tools Import Campaigns

Customer: Contoso > Bing Merchant Center > Store: Contoso Shoes

## Contoso Shoes

Store summary Store settings Catalog management FTP settings API management **Import NEW**

### Import from Google Merchant Center

Congratulations! You've initiated the import of your products from Google AdWords.

**Import summary**

**Action** Import catalogs from Google Merchant Center

**Initiated** 7/10/17 9:44 AM

Some of your data might have been skipped or modified during import because of differences between Bing Merchant Center and Google Merchant Center. [Learn more about importing products from Google Merchant Center](#)

Do you have some campaigns in Google AdWords you would like to import? [Head over to Campaigns to import campaigns](#)

**Go to Catalog Management**

Under the **Catalog management** tab, you can see all of your product catalogs and the method used to submit them. This view includes all GMC import catalogs, both completed and in progress. This also displays the date the catalog was added and its expiration date.

Here you will see all of your product catalogs within your BMC (no matter how the feed was imported). You'll also see the date the catalog was added and the date it will expire if no feed is uploaded before then.

By selecting a catalog, we'll be able to see its feed summary.

The screenshot shows the Bing Ads interface for 'Contoso Shoes'. The navigation bar includes 'Accounts Summary', 'Home', 'Campaigns', 'Reports', 'Opportunities', 'Tools', and 'Import Campaigns'. The breadcrumb trail is 'Customer: Contoso > Bing Merchant Center > Store: Contoso Shoes'. The main heading is 'Contoso Shoes'. Below it are tabs for 'Store summary', 'Store settings', 'Catalog management', 'FTP settings', 'API management', and 'Import NEW'. A toolbar contains 'Create Catalog', 'Import NEW', 'Manual upload', 'Delete', and a dropdown menu for 'All countries/regions'. A search bar is also present. The main content is a table with the following data:

| <input type="checkbox"/> | Catalog name                            | Status             | Method        | File name            | Date             | Expiration       |
|--------------------------|---|--------------------|---------------|----------------------|------------------|------------------|
| <input type="checkbox"/> | <a href="#">Contoso Catalog US</a>      | Import completed   | FTP upload    | bingmerchantcenter01 | 6/24/17 12:25 AM | 7/24/17 12:25 AM |
| <input type="checkbox"/> | <a href="#">Contoso Catalog UK</a>      | Created            | Empty         | bingmerchantcenter02 | 7/13/17 8:35 AM  | None             |
| <input type="checkbox"/> | <a href="#">Contoso Catalog France</a>  | Import in progress | Google import | bingmerchantcenter03 | 7/13/17 9:03 AM  | None             |
| <input type="checkbox"/> | <a href="#">Contoso Catalog Germany</a> | Import in progress | Google import | bingmerchantcenter04 | 7/13/17 9:03 AM  | None             |
| <input type="checkbox"/> | <a href="#">Contoso Catalog Canada</a>  | Import in progress | Google import | bingmerchantcenter05 | 7/13/17 9:03 AM  | None             |

Click into a GMC import catalog file to see the **Feed summary**. The feed summary will show a summary view of the import - what's been published versus rejected. The feed summary will also show the import schedule as well as any feed file details.

- **Catalog information** with the number of published, rejected and pending offers.
- **Import schedules** display the import status of any scheduled catalog imports
- **Feed file details** including the date uploaded or imported and any rejected offers or warnings.

Bing ads Accounts Summary Home Campaigns Reports Opportunities Tools Import Campaigns

Customer: Contoso > Bing Merchant Center > Store: Contoso Shoes > Feed: Contoso Catalog France

## Contoso Catalog France

Feed Summary Feed Settings

### Catalog info

Catalog ID 16293  
 Catalog Name Contoso Catalog France  
 2,826,539 published  
 161,788 rejected  
 2995 pending

[Download report](#)  
[Download summary](#) | [Download details](#)

### Import schedules

Import status Import in progress  
 Last activity Wed, 05 Jul 2017 1-20:30 GMT  
 Scheduled for Weekly on Mondays at 4:30 PM (UTC - 08:00) Pacific Time (US & Canada) [Edit schedule](#)

### Feed file details

Uploaded or imported Sun, 02 Jul 2017 17:13:34 GMT [Download feed](#)  
 Filename 6293\_Contoso\_Catalog\_France.txt [Show details](#)  
 2 warnings  
 Last imported offers 500 imported  
 50 skipped [Learn more](#)

[Learn more](#) about how to import a GMC store from a Google account with has multiple stores.

## View scheduled imports & Import now option

**Scheduled Imports** page displays your import schedules. You can edit the import settings and delete, pause and activate these scheduled imports.

Once a schedule has been set, you can do a one-off import immediately. In the **Import** tab, go to the **Scheduled Imports** page, select the catalog(s) to be imported, and click the **Import selected catalogs now** button.

Bing ads Accounts Summary Home Campaigns Reports Opportunities Tools Import Campaigns

Customer: Contoso > Bing Merchant Center > Store: Contoso Store 01

## Contoso Store 01

Store summary Store Settings Catalog management Settings Update feed Feed management Import **Import**

Import from Google Merchant Center

Scheduled Imports

### Schedule Imports

Manage the scheduled imports of your product offers from Google Merchant Center. Here, you can schedule new imports, edit existing ones, and delete scheduled imports as needed.

**Elegant Shoes** [Delete this schedule](#)  On

**Default schedule** Import monthly on the 1st at 8:00 AM (UTC - 08:00) Pacific Time (US & Canada)

**Google Merchant Center account** john@contoso.com

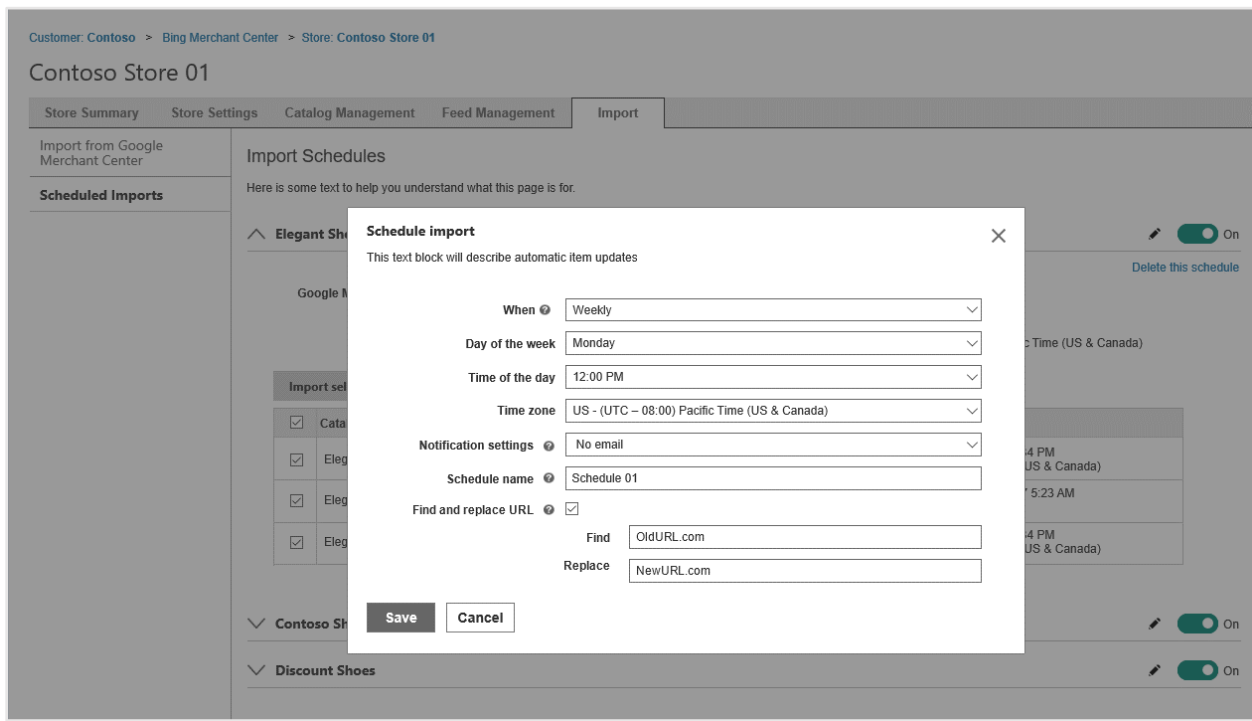
**Email notification** No email

**Modified** by john@contoso.com on Monday, August 12, 2017 at 2:18 PM (UTC - 08:00) Pacific Time (US & Canada)

**Import selected catalogs now**

| <input checked="" type="checkbox"/> Catalogs         | When   | Status  | Last activity  |
|--|--|---|--|
| <input checked="" type="checkbox"/> Elegant Shoes US | Use default schedule   | Import Successful                               | Monday, October 1, 2017 7:34 PM (UTC - 08:00) Pacific Time (US & Canada) |
| <input checked="" type="checkbox"/> Elegant Shoes UK | Monthly on day 15 at 5:00 PM (UTC + 00:00) London                    | Import Failed<br><a href="#">Review Details</a> | Sunday, September 15, 2017 5:23 AM (UTC + 00:00) London                  |
| <input checked="" type="checkbox"/> Elegant Shoes FR | Weekly on Monday at 2:00 PM (UTC - 08:00) Pacific Time (US & Canada) | Import in progress                              | Monday, October 1, 2017 7:34 PM (UTC - 08:00) Pacific Time (US & Canada) |

You can create find and replace URL strings for your scheduled imports on the **Import Tab > Schedule Imports**. Once the **Find and replace URL** box is checked, the find and replace URL fields will become visible.



## Importing your Google Shopping Campaigns

It is easy to import your existing Google Shopping Campaign. To begin, set up a new Shopping Campaign in your Bing Ads account. If you prefer to use an API to send your feed, access our Content API documentation [here](#).

### Use the same feed as you're using for Google Shopping Campaigns.

Importing your Google Shopping Campaigns into Bing Ads only imports your campaign structure – not your product feed itself, which you upload to the BMC.



Click **Import Campaigns**, and then click **Import from Google AdWords**. If you have imported from Google AdWords in the past 90 days, you will see a table that shows you the Date/Time and Google Ads account that was imported.

Click **Sign in to Google**. Enter your Google AdWords sign-in information, click Sign in.

Select the Google Ads campaigns you want to import, then click **Continue**. Under **Choose Import Options**, do the following:

- Choose the appropriate options for **What to import, Bids and budgets, Landing page URLs, Tracking templates, Ad extensions**, and **Bing Merchant Center**.
- Choose if you want to delete ad groups and campaigns from Bing Ads that you have already deleted from Google Ads under **Cleanup**. Once you remove these campaigns or ad groups from Bing Ads, any associated ads or keywords will also be deleted. Note: Not everyone has this feature yet. If you don't, don't worry. It's coming soon.

Optional: Under **Schedule Imports**, click **When** and then set the schedule you want, which can be Once, Daily, Weekly, or Monthly.

- Click **Import** or if you want to set a schedule, click **Schedule**.
- Review the **Import summary** to see what entities were newly added or updated, or couldn't be imported (skipped).
- If you want to review the details of the campaigns and make changes, click **View imported campaigns**.
- If you want to sync multiple Google Ads accounts into the same Bing Ads, treat each Ad Words account as a separate import. It is recommended that you wait at least a 2-hour time difference between each import to insure their completion.

[Learn more](#) about the key items to check after import.

## BSC best practices

You can create **product groups** based on brand, condition, or custom labels. Each ad group within a shopping campaign will be associated with a single product group. This allows you to create highly relevant ads for the items within that ad group. When you define the promotional text for an ad group, all ads within that group will use the same text.

Product groups are used to specify which products from your BMC catalog should be included in a particular ad group.

[Learn more](#) about how to use product groups.

**Custom labels** are fields associated with each product that you can use in any way you want. For example, custom labels can be used to identify each product as a bestseller, seasonal item, special offer or high-margin item. Custom labels can be particularly useful when creating product groups described below.



| custom_label_0    | custom_label_1  | custom_label_2  | custom_label_3 | custom_label_4 |
|-------------------|-----------------|-----------------|----------------|----------------|
| High end          | Diamond         | Sterling Silver | Ladies         | BID LOW        |
| Costume Jewellery | Gold            | Gold            | Ladies         | BID LOW        |
| Costume Jewellery | Sapphire        | Sterling Silver | Ladies         | BID LOW        |
| High end          | Pearl           | White Gold      | Ladies         | BID LOW        |
| High end          | Diamond         | Sterling Silver | Ladies         | BID            |
| High end          | Sapphire        | Sterling Silver | Ladies         | BID LOW        |
| Costume Jewellery | Pearl           | White Gold      | Ladies         | BID LOW        |
| Costume Jewellery | Opal            | White Gold      | Ladies         | BID LOW        |
| Costume Jewellery | Opal            | White Gold      | Ladies         | BID LOW        |
| High end          | Diamond         | White Gold      | Ladies         | BID LOW        |
| Costume Jewellery | Diamond         | Gold            | Ladies         | BID LOW        |
| High end          | Diamond         | Sterling Silver | Ladies         | BID LOW        |
| Costume Jewellery | Garnet          | Sterling Silver | Ladies         | BID LOW        |
| High end          | Amethyst        | Sterling Silver | Ladies         | BID LOW        |
| High end          | Stainless Steel | Stainless Steel | Ladies         | BID LOW        |
| High end          | Stainless Steel | Stainless Steel | Mens           | BID LOW        |
| High end          | Stainless Steel | Stainless Steel | Mens           | BID LOW        |
| Costume Jewellery | Stainless Steel | Stainless Steel | Ladies         | BID            |

**Campaign priority** handles cases where the same Product Ad could be displayed from multiple campaigns, such as from your existing Product Ad campaign and your new shopping campaign. The ad from the campaign with the highest priority will take precedence over the same ads from other campaigns, regardless of bids. Generally, you want to ensure your shopping campaign has a higher priority than your Product Ads campaign.

Campaign priority can also be useful if you want to create campaigns around specific events, like sales or promotions, without changing bids across the campaigns.

- **Store ID:** As you set up your shopping campaign, you will be asked to link your campaign to an existing store. Make sure to link your campaign to the correct store because you will not be able to change the store once you save your campaign. After that, the only way to link to a new store is to delete the campaign and start over.
- **Product filters:** By default, all products in your Merchant Center Store will be included in the campaign. Use product filters if you want to include only a subset of your products in the campaign.

You can use multiple attributes to narrow your group even further. For example, you can create a product group based on brand and condition.

[Learn more](#) about best practices for BSC and Product Ads.

## Summary

Bing Shopping Campaigns (BSC) is designed to help you create, import, align, manage, and edit your Product Ads. It's also meant to showcase retailers' new, used or refurbished products with an image, price and company name.

One of the most important things to remember when using shopping campaigns and product ads is to use the same strategies you're already familiar with for your other ads. Techniques such as setting appropriate targeting, using negative keywords and regular monitoring are still important. So as you [set up your shopping campaigns](#), don't forget all those [best practices](#) you already know.

## □ Bing Ads automated rules and bids

Bing Ads automated rules and bids offers more control and flexibility over when you enable campaigns, adjust budgets and send email alerts. With automatic rules, you can change keyword bids automatically, monitor an ad group's performance, and start and stop your campaign at preset times.

By the end of this Study guide, you will not only understand how the different kinds of Bing Ads automated rules and bids work, but also know how to:

- Create an automatic rule to optimize your campaign, ad groups, ads, or keywords.
- Increase bids or budgets based on performance goals you set for click-through rate, campaign conversions and more.
- Set up flexible and recurring rules that will start or stop your campaigns based on date, time, budget or other criteria you define.
- Understand how to edit, pause, or delete automated rules.

### How Bing Ads automated rules and bids work

Most common bidding, budgeting and campaign planning tasks that advertisers big and small perform align well with Bing Ads' **Automated rules**. The ability to schedule keyword bid adjustments and campaign operations on daily, weekly, and monthly basis can amount to invaluable time savings and efficiency gains.

Imagine you were running a campaign that has a strict budget that fluctuates month to month. Chances are you don't want to be staring at your watch at 11:58 PM waiting to change budgets at the end of every month. **Automated rules** provide a perfect opportunity to launch a campaign when you're on vacation and unplugged. You can automatically increase your ad group and keyword bids during holiday rushes, and receive emails when rules run and make changes at your convenience.

### Examples of common automated rules and bids

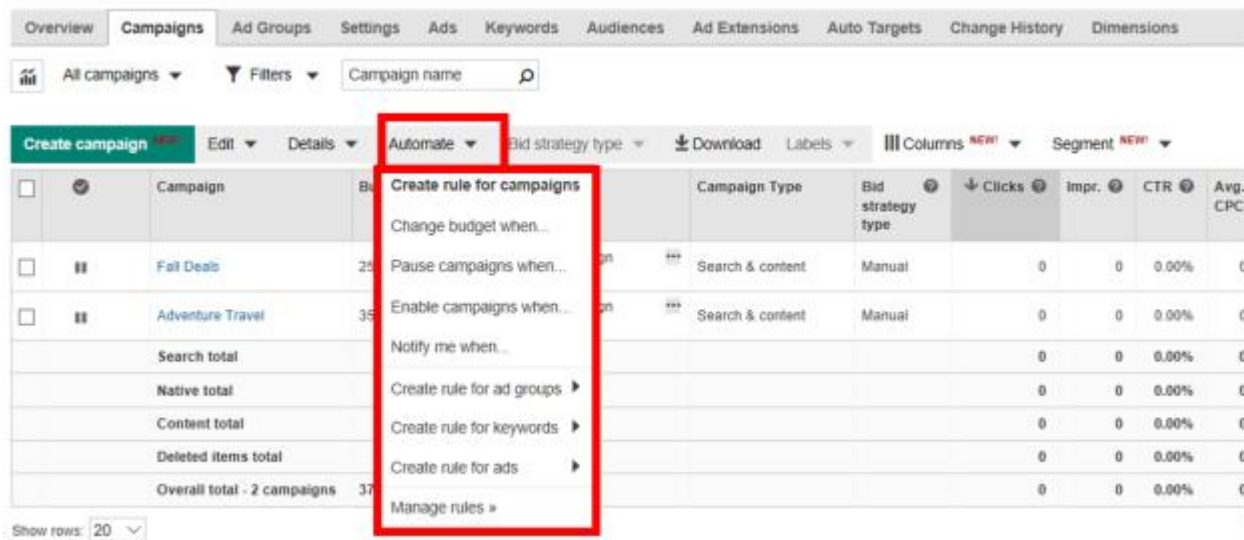
Although your campaign will always require some monitoring, you can automate many tasks. Here are a few examples of how advertisers are using Bing Ads automated rules and bids to help them manage their campaigns.

- Start and stop your campaigns for special events, such as a Black Friday or special Game Day sales.
- Avoid letting a maxed-out budget stop your best-performing campaigns.
- Keep your ads on the first page.
- Avoid costs on poor performing keywords or ads.

Read more about [Ways to use automated rules](#) and how to create them.

## How to create a Bing Ads automated rule

From the Campaigns, Ad Groups, Ads or Keywords tabs, click **Automate** to see all the rules you can set. Choose *what* you want to have happen, and *when* you want it to happen. Click **Save**.



|                             | Campaign         | Budget | Campaign Type    | Bid strategy type | Clicks | Impr. | CTR   | Avg. CPC |
|-----------------------------|------------------|--------|------------------|-------------------|--------|-------|-------|----------|
| <input type="checkbox"/>    | Fall Deals       | 25     | Search & content | Manual            | 0      | 0     | 0.00% | 0.       |
| <input type="checkbox"/>    | Adventure Travel | 35     | Search & content | Manual            | 0      | 0     | 0.00% | 0.       |
| Search total                |                  |        |                  |                   | 0      | 0     | 0.00% | 0.       |
| Native total                |                  |        |                  |                   | 0      | 0     | 0.00% | 0.       |
| Content total               |                  |        |                  |                   | 0      | 0     | 0.00% | 0.       |
| Deleted items total         |                  |        |                  |                   | 0      | 0     | 0.00% | 0.       |
| Overall total - 2 campaigns |                  |        |                  |                   | 0      | 0     | 0.00% | 0.       |

## How to create a specific automated rule

Let's say you want to display ads for a limited-time-only sale on New Year's Day. You want to do this without working at your desk at midnight. Before creating the rules, you need to create your special-event campaign, complete with keywords and ads. Set that campaign to **Paused**. Once you've got your campaign ready, create the first rule to start the campaign and the second rule to pause it again at the end of the day:

Click **Campaigns** at the top of the page, then click the **Campaigns** tab. Click **Automate** and select **Enable campaigns when**. Then set the following:

**Apply to: Selected campaigns**

**Do this: Enable campaigns**

**How often: Once, January 1, 12 AM**

You can also create a second rule to stop the campaign at the end of the day. Click **Campaigns** at the top of the page, then click the **Campaigns** tab. Click **Automate** and select **Pause campaigns when**. Then set the following:

**Apply to: Selected campaigns**

**Do this: Pause campaigns**

**How often: Once, January 2, 12 AM**

Learn more and watch our video on how to [Automate your Bing Ads campaigns](#).

## Notify me when

You can also set an automated rule to notify you by email -- but not to make any changes -- when certain criteria are met. From the Campaigns, Ad Groups, Ads, or Keywords tab, click **Automate**, then click **Notify me when**. Create a rule as outlined above. Click **Save**.

When the criteria are met, you will receive a notification email.\*

## Bid optimization strategies

Your bid strategy setting tells Bing Ads how you want to manage your bids. Whichever bid strategy you use, Bing Ads will always respect your budget limit. Currently, there are five bid strategy options: Manual, Enhanced CPC, Maximize Clicks, Maximize Conversions, and Target CPA.

Comparing bid strategies:

|                      | Manual or Automated Bidding? | Do you need UET Conversion Tracking? |
|----------------------|------------------------------|--------------------------------------|
| Manual Bidding       | ✓                            | ✗                                    |
| Enhanced CPC         | ✓                            | ✗                                    |
| Maximize Clicks      | ✗                            | ✗                                    |
| Maximize Conversions | ✗                            | ✓                                    |
| Target CPA           | ✗                            | ✓                                    |

1. With the **Manual** bid strategy, you set your ad group and keyword bids, and Bing Ads uses these bids every time.
2. **Enhanced CPC** (cost per click) is the default bid strategy setting when you create a new campaign. With Enhanced CPC, you set your ad group and keyword bids, and Bing Ads automatically adjusts your bids in real time to increase your chances for a conversion. Your bid may be increased on searches that are more likely to convert and up on searches less likely to convert (up or down, this change will be made after we apply any bid adjustments you have set).
3. With **Maximize Clicks**, you don't need to set ad group or keyword bids. Bing Ads automatically sets your bids in real time to get as many clicks as possible within your budget. This is an optional limit you can set to make sure that Bing Ads never pays more than a certain amount for each individual click.
4. With **Maximize Conversions**, you don't need to set ad group or keyword bids. Bing Ads automatically sets your bids in real time to get as many conversions as possible within your budget.

5. With **Target CPA** (cost per acquisition), you don't need to set ad group or keyword bids. Some conversions may cost more than your target and some may cost less, but Bing Ads will try to make sure your average cost per conversion is in line with your target.

Read more about the [five different automatic bid styles](#).

## Incremental Bid Strategy

Look at the gap between your bid and CPC. If there is a lot of headroom then you can start testing incrementally bringing your bid down. This should be done on an individual keyword basis and not as bulk bid reductions as this can affect your page position.

Small incremental bid adjustments can help to reduce your CPC whilst ensuring that you retain prominent impression and click share.

You can use the bid estimations in the Keywords tab for additional insight market insight and bidding guidance.

## Setting a campaign's bid strategy

You set bid strategy at the campaign level. To change a campaign's bid strategy, click the **Settings** tab on the **Campaigns** page. Under **Bid strategy**, select the strategy you want to use.

This bid strategy will apply to your entire campaign, but you can set an individual ad group's or keyword's bid strategy to Manual at any time.

### Changing an ad group's or keyword's bid strategy

If you want full control for some individual bids, you can override a campaign's bid strategy for any ad group or keyword.

On the **Campaigns** page, either click the **Ad Groups** tab or the **Keywords** tab. Select the checkbox next to appropriate ad group or keyword. Under **Bid strategy**, choose **Use the bid I set**.

### Best practices for Maximize Conversions and Target CPA

In order to turn on Maximize Conversions or Target CPA, your campaign:

- Cannot target locations in countries/regions besides Australia, Canada, France, Germany, United Kingdom, and United States.
- Must have at least 15 days of conversion data.
- Cannot use a shared budget.

Maximize Conversions and Target CPA need time to work. For best results, keep this timeline in mind:

**Getting set up:** You should have at least 30 conversions in the previous 30 days. For Target CPA, use your average CPA from this period as your target CPA.

**Learning period:** Bing Ads needs two weeks to acquaint itself with your campaign. Avoid changing budgets or conversion goals during this period, as this may cause the learning period to start over. It's recommend you do *not* evaluating the bid strategy's performance based on these two weeks.

**Run campaign:** Let your campaign run for two to four weeks after the learning period (avoiding changing budgets or conversion goals, as this may cause the learning period to start over) and then start evaluating the bid strategy's performance.

**Conversion delay:** Keep in mind that conversions may occur up to a week after the associated clicks.

**Evaluate and adjust:** Review the campaign's performance since the learning period in aggregate and make adjustments as needed. For Target CPA, we recommend keeping adjustments within 20%, up or down.

- **Timing of conversions:** When conversions occur more than seven days after the associated clicks, it's harder for Maximize Conversions and Target CPA to make effective bids. If most of your conversions occur more than seven days after the associated clicks, we recommend not using Maximize Conversions or Target CPA.
- **Offline conversions:** If you don't or can't upload offline conversions on a daily basis, we recommend not using Maximize Conversions or Target CPA. For best results, upload offline conversions within two days of the conversion.
- **Audience Ads:** Turning on Maximize Conversions or Target CPA will make your search ads ineligible to be turned into [Microsoft Audience Ads](#).

## How bid strategy appears in the table

The Bid strategy type column in the table in the Ad Groups or Keywords tab shows you which bid strategy is being used. In addition, in the Search bid column (Ad Groups tab) or Bid column (Keywords tab), you'll see the name of the bid strategy in parentheses.

| Automate ▾            |             | Bid strategy ▾    |          | Download | All keywords ▾  | Columns ▾ | Filters ▾ | Keyword Te |
|-----------------------|-------------|-------------------|----------|----------|-----------------|-----------|-----------|------------|
| Campaign              | Ad group    | Bid strategy type | Delivery |          | Bid             | Match     |           |            |
| Campaign Manual       | Ad group #1 | Manual CPC        | Eligible | ...      | 0.30            | Broad     |           |            |
| Campaign Manual       | Ad group #1 | Manual CPC        | Eligible | ...      | 0.30            | Broad     |           |            |
| Campaign Enhanced CPC | Ad group #1 | Enhanced CPC      | Eligible | ...      | 0.30 (enhanced) | Broad     |           |            |
| Campaign Enhanced CPC | Ad group #1 | Enhanced CPC      | Eligible | ...      | 0.30 (enhanced) | Broad     |           |            |
| Campaign Enhanced CPC | Ad group #1 | Enhanced CPC      | Eligible | ...      | 0.30 (enhanced) | Broad     |           |            |

## Tips when using Bing Ads automated rules and bids

### Use maximum and minimum CPC limits or bid estimates

Ads that appear on the first page tend to get significantly more clicks than ads that appear on deeper search result pages. To get your ads into these valuable positions, Bing Ads offers cost-per-click (CPC) bid estimates for you to use while setting up your bids.

In the Keywords tab, you will find 3 kinds of bid estimates available to help get your ad on the first page when a search query matches your keywords exactly.

**First page bid estimate:** The bid you likely need to set for your ad to show anywhere on the first page search results.

**Mainline bid estimate:** The bid estimate you likely need to set for your ad to show among the ads on the mainline of search results.

**Best position bid estimate:** The bid you likely need to set for your ad to be shown in the first position at the top of the first page of search results.

First page, mainline, and best position bid estimates show the bid you will likely need for your ad to reach your preferred placement in search results for the device or devices you are targeting. For example, if your campaign only runs on mobile devices, the first page bid estimate will reflect the bid likely required to reach the first page of the search results on mobile devices.

To [increase your bids](#) to move your ads to the first page, first go to the **Opportunities** page. If the suggestion is available to **Increase keyword bids to move your ads to the first page**, click **View Opportunities**.

Click **Apply**. (To see more details, click **View**, or to remove the opportunity, click **Dismiss**.)

## Be careful of overlapping rules

Imagine you had two automated rules, one that decreases keyword bids by 5% if your click-through rate is less than 2.5%, and another which increases your keyword bid if your cost per conversion is less than \$10. Now imagine that one of your keywords has a click-through rate of 2.4% and a cost per conversion of \$4. This would match both rules, and both sets of changes would be made, which might not be a desired action in this case.

## Make decisions based on a useful amount of data

When using Bing Ads automated rules, you want to ensure that you're gathering enough information before making decisions that impact performance. If five people walked into your store on Saturday and bought a table and chair set, would you close your housewares business, or stop selling couches and loveseats? Probably not, and the same applies here. Make sure the rules you are creating provide you with enough information to make an informed decision. Use daily data for daily rules, weekly data for weekly rules, and monthly data for monthly rules.

## Apply automated rules to subsets of your account

Businesses with multiple products and services should evaluate the application of automated rules based on the performance of each product or service within their Bing Ads account. Rather than applying one automated rule to your entire account, try applying similar rules with different criteria to subsets of your account instead. This way you are customizing rules to different subsets to optimize the performance of each.

## Previews

Automated rule previews provide a way for you to evaluate the impact of your automated rules before applying these changes to your Bing Ads account. This can help you determine whether the criteria in your automated rule is capturing the right keywords, and whether the rules you create will have the desired impact.

## Save time with fewer clicks

Combining automated rules with the **Opportunities** tab, **Save this set of columns** option can help you optimize your campaigns in less time. The updated **Simple View** in the **Opportunities** tab is designed to allow you to quickly review impacts and apply new opportunities.

The new **Save this set of columns** option lets you save your favorite views in the Campaign grids. Now you can move between the views you want with minimal effort.



## Opportunities > Simple View

Adopt all opportunities listed on the current page.

Review the opportunity and estimated impacts.

| These opportunities are related to | Keywords that you can add | Est. impressions per week | Est. clicks per week | Est. spend per week |
|------------------------------------|---------------------------|---------------------------|----------------------|---------------------|
| 21 ad groups                       | 322                       | +25,511                   | +950                 | +407.36             |

Take action.

## Save Column and Filter Sets

Select the columns of your choice

Save and name the selected column or filter set.

Available columns:

- Attributes
- Performance
- Conversion
- Ad preview
- Campaign
- Ad group
- Delivery
- Ad ID
- Ad name
- Ad type
- Ad type
- Device preference

Selected columns (drag and drop to modify):

- Ad preview
- Clicks
- Imp.
- Ad type
- Device preference

## Edit, pause, or delete automated rules

On the Automated rules page you can enable, pause, delete, or edit your automated rules. This page also provides a history of the rules that have run in the last 90 days. If the rule resulted in any changes, there will be a view details link that will show all of the updates made by the rule.

To enable, pause, or delete an existing rule, click **Automated rules** in the left panel, **under Bulk Operations**. Select the checkbox next to the rules you want to change. Click **Change status**, and then click **Enable**, **Pause**, or **Delete**.

To edit an existing rule, click **Automated rules** in the left panel, under **Bulk Operations**. In the Action column (on the right side of the page), click **Edit rule**.

When you edit a rule, the original rule is deleted and Bing Ads creates new rule. This lets you track the changes resulting from both the new rule and original rule separately.

Note: If the author of an automated rule deletes his/her account, the automated rule will stop running.

## Summary

Bing Ads automated rules and bids work by offering advertisers the opportunity to maximize their efficiency by using specific criteria to make changes to their Bing Ads account. These changes are applied in a wide variety of ways.

When creating automated rules, it's important to remember:

- Automated rules and bids can be applied to campaigns, ad groups, ads and keywords.
- Adjust your automated rules and bids settings as appropriate for your own campaign and advertising goals.
- When you create rules, add each automated rule one by one.
- Monitor rules regularly and use maximum and minimum CPC limits or bid estimates.
- Optimize your campaign with five different kinds of bid strategies.
- Editing a rule made by others will change the ownership of a rule.

## □ Bing Ads Scripts

Bing Ads Scripts are pieces of JavaScript code you can use to automatically create, change, or delete items in your account based on custom criteria. You can make hundreds (or thousands) of changes across your account all at once, without needing to make the changes manually.

After reading this Study guide on **Bing Ads Scripts**, you will understand how to:

- Schedule campaigns linked to a launch or sale
- Have an ad pause automatically when the item its advertising is out of stock
- Make a rule across your account to increase broad-match keyword bids
- Utilize the Google script import option.

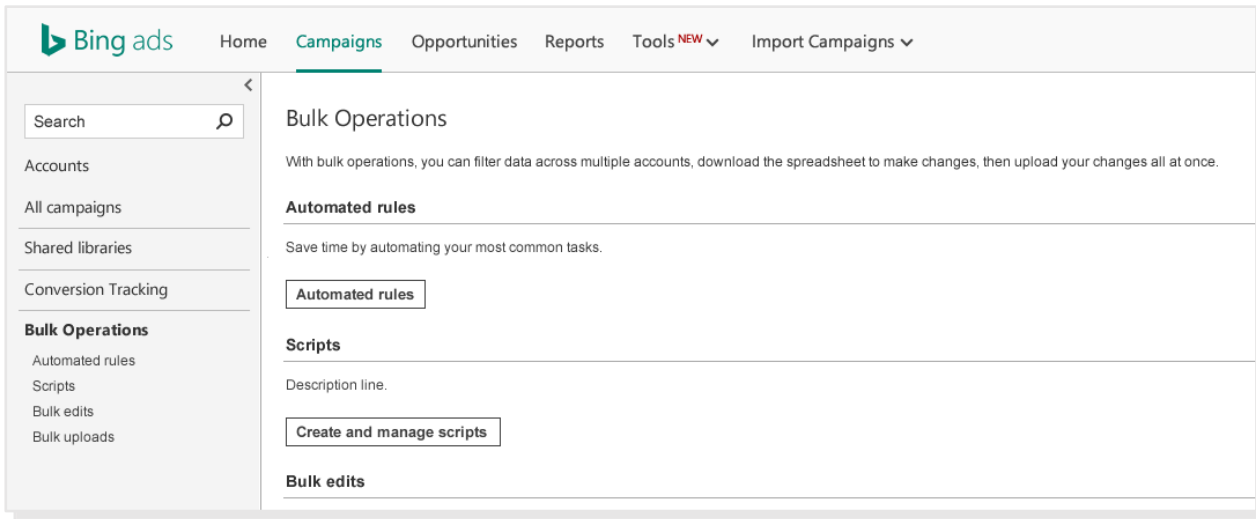
## Using Bing Ads Scripts

Scripts are most helpful for people who manage large campaigns and/or a large number of campaigns. It also helps to have some experience scripting in JavaScript.

It's important to keep in mind that Bing Ads Scripts can make wide-ranging changes to your campaigns, and that scripts do not have an "Undo" button. If you find this prospect daunting, then [automated rules](#) might be more suitable for you.

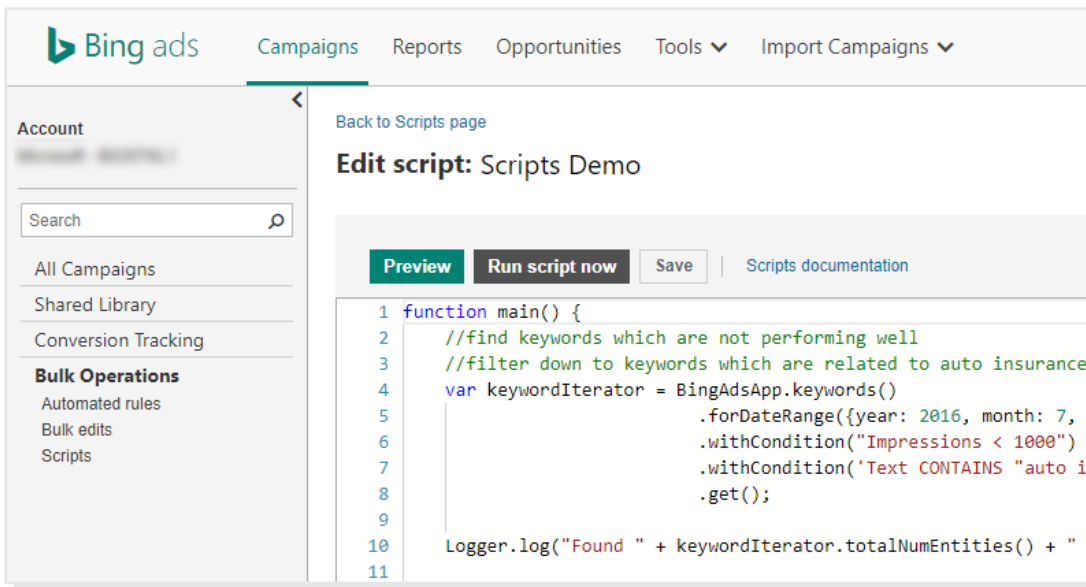
## Create and run Bing Ads Scripts

To get started, click **Bulk Operations** on the left navigation pane, and then click **Scripts**. This is the main **Scripts** page where you will see any scripts you have already created.



Click **Create script**. In the script editor, write or paste in your script.

- To see example scripts that you can copy, click **Show examples**.
- For instructions on scripting, take a look at our [Scripts documentation](#), and for more script snippets you can copy, check out our [scripts code examples](#).



Click **Save**.

Click **Preview** to see a list of all the changes this script will make. Previewing a script is optional but is strongly recommended. If you want to run the script right away, click **Run script now**. If you want to run the script at a certain time, or at multiple specific times, click **Create schedule**.

Note: If you have multiple accounts and want to run a script across them, you'll need to create the script from your Accounts Summary page — click Bulk Operations and then Scripts. If you share accounts with other account managers, be aware that only the author of a script will be able to see and run that script.

# Preview & review your scripts

It's recommended that you validate the accuracy of your scripts before they run. Remember, preview does not modify your account.

The screenshot shows the 'Edit script' page for a script named 'Scripts Demo'. The interface includes a left sidebar with navigation options like 'Account', 'All Campaigns', and 'Bulk Operations'. The main content area has a 'Back to Scripts page' link and a title 'Edit script: Scripts Demo'. Below the title are buttons for 'Preview', 'Run script now', 'Save', and 'Scripts documentation'. A code editor displays the following JavaScript code:

```
1 function main() {
2   //find keywords which are not performing well
3   //filter down to keywords which are related to auto insurance
4   var keywordIterator = BingAdsApp.keywords()
5     .forDateRange({year: 2016, month: 7, day: 15}, {year: 2016, month: 8, day: 15})
6     .withCondition("Impressions < 1000")
7     .withCondition('Text CONTAINS "auto insurance"')
8     .get();
9
10  Logger.log("Found " + keywordIterator.totalNumEntities() + " keyword(s)");
11
12  //pause the keywords
13  pauseKeywords(keywordIterator);
14 }
```

Below the code editor, a 'Preview completed (00:06)' message is shown, along with the text 'Approximate number of changes: 6. Preview is for this page only.' A 'Changes' tab is active, showing a table of changes:

| Changed item                                       | Type of change        | Current value | New value (if run now) |
|--|-----------------------|---------------|------------------------|
| Insurance > Ad group #1 > auto insurance companies | Modify keyword status | Active        | Paused                 |
| Insurance > Ad group #1 > auto insurance           | Modify keyword status | Active        | Paused                 |

Validate the accuracy of your scripts before they run to align with your marketing goals. Ensure there aren't conflicting scripts running (i.e., other accounts for multi-accounts, etc.).

The screenshot shows the 'Scripts' overview page in the Bing Ads interface. It features a 'Create script' button and a dropdown menu for 'All but removed scripts'. Below this is a table listing the scripts:

| Script       | Schedule        | Action |
|--------------|-----------------|--------|
| Scripts Demo | Create schedule | Run    |

Below the table, there is a 'Show rows' dropdown set to 10. A 'Logs' section is visible, containing a table of script execution history:

| Start time                               | Script name  | Summary                           | Actions |
|--|--------------|-----------------------------------|---------|
| 5/29/2018 at 3:56:48 PM<br>Ran in 5 secs | Scripts Demo | ✔ No changes <a href="#">Logs</a> |         |
| 5/29/2018 at 3:56:24 PM<br>Ran in 5 secs | Scripts Demo | ✔ No changes <a href="#">Logs</a> |         |
| 5/29/2018 at 3:38:42 PM<br>Ran in 5 secs | Scripts Demo | ✔ No changes <a href="#">Logs</a> |         |
| 5/29/2018 at 3:55:24 PM<br>Ran in 5 secs | Scripts Demo | ✔ No changes <a href="#">Logs</a> |         |
| 5/29/2018 at 3:55:43 PM<br>Ran in 5 secs | Scripts Demo | ✔ No changes <a href="#">Logs</a> |         |
| 5/29/2018 at 3:55:52 PM<br>Ran in 7 secs | Scripts Demo | ✔ No changes <a href="#">Logs</a> |         |

## Managing Scripts

After you run a script, it will appear under **Logs** on the main **Scripts** page. There you will see when the script ran, how long it took to run, how many changes were made, and how many changes failed. For more information on what the script did:

- In the script's **Summary** column, click **View details**.
- On the script's **Log details** page, you'll see all the changes the script made.
- To see how the script made these changes — as well as any errors encountered and log messages you included with the script — click **Logs**.

To run a script that you have already created:

- Find the script in your list of previously-created scripts on the main **Scripts** page.
- Click **Run** — or click **Create schedule** to have the script run at a certain time, or at multiple specific times.

## Scripts & Google Ads

You can use scripts you created in Google Ads by simply pasting them in. When you click **Save**, we will automatically make some changes to make them compatible with Bing Ads. However, you will need to update the script manually to fix the following compatibility issues:

- If the script calls the budget selector, it returns only shared budgets. To get a campaign's individual budget, you must access it directly from the campaign.
- If the script includes IDs, you'll need to turn them into strings by wrapping them in double quotation marks. For example, you'll need to change `.withIds([1234])` to `.withIds(["1234"])`.
- If the script calls an entity's `getStatsFor()` method, you'll need to change the call to `getStats()` and specify the date range using the selector's `forDateRange()` method.
- If the script calls the keyword selector's `withIds()` method, make sure you pass only an array of keyword IDs. In Bing Ads, keyword IDs are unique, so there's no need to pass an array of ad group ID and keyword ID pairs.

Note: If the script adds negative keywords with broad match type, Bing Ads converts them to phrase match type when adding them to the account. Bing Ads doesn't support broad match type for negative keywords.

## Summary

You can easily access Bing Ads Scripts online which allow significant efficiencies. Scripts will cover a handful of scenarios in Campaign management.

Remember these key points when considering your Scripts options:

- Reuse your Google Ads scripts by copying and pasting.
- You can find a predefined script within the reference documents to fit your need.
- Enable complex operations through writing your own customized JavaScript code.

# □ Microsoft Audience Network

The Microsoft Audience Network is a native advertising solution similar to Facebook Ads (FAN) and the Google Display Network, powered by the Microsoft Graph and Artificial Intelligence.

Advertisers can either manage their native advertising spend with their search campaigns — or manage their native advertising campaigns separately from their search campaigns.

After reading this Study guide, you will understand how to:

- Run ads directly targeting users' demographic, professional and interest profile
- Use native placements on trusted global brands, like MSN, Microsoft Outlook, and Microsoft Edge (USA only).
- Show your ad on top publishers and combine sites if you choose.

## Microsoft Audience Ads

**Microsoft Audience Ads** are informed by the **Microsoft Graph** and powered by **Artificial Intelligence** (AI) and machine learning to guide audience segmentation, engagement prediction, personalized offer selection, and ROI management.

Microsoft Audience Ads are a great way to reach the hundreds of millions of customers outside of search. The amount of high-clicks and conversions advertisers get, in addition to the boosted performance by AI, makes it a smart way to target customers, plus it's easy to get started. Simply add images via extensions and use Google Import to pull in your GDN campaigns and use the images you're using on Facebook or Google.

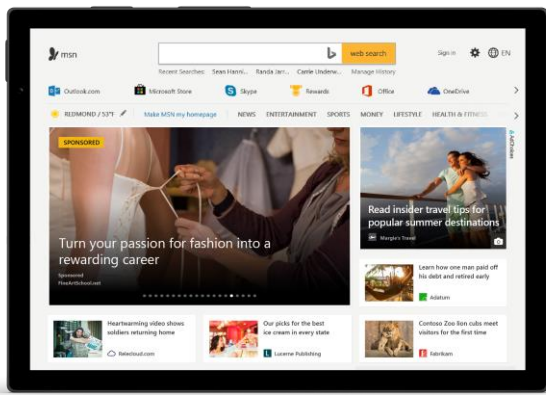
The Microsoft Audience Network supports two responsive ad formats: image-based ads and feed-based ads. These responsive ad types automatically adjust to various sizes and shapes of native ad formats.

There are two convenient ways to run Microsoft Audience Ads that offer different levels of control:

- Start with Search campaigns and add images to extend your campaigns into native advertising.
- Manage your campaigns and budget separately from your Search campaigns, extending se

## Image-based ads

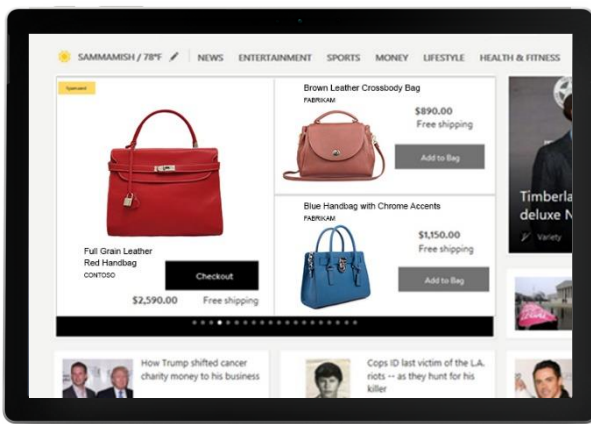
Image-based are responsive ads that are compatible across platforms — this means it's easy to use your existing assets from the Google Display Network and Facebook Audience Network.



## Feed-based ads

Use Product Audiences to remarket to users based on the specific product IDs that they interacted with. You can promote these ads to them with the same product IDs (also known as dynamic remarketing).

Note: To use Product Audiences, update your UET tag with an additional piece of tracking code to capture page type and product ID.



Getting started with either is simple. Upload an image or copy a URL into Bing Ads, and Bing Ads formats your content to match the unique look and feel of the publisher site, whether it's displayed on a smartphone, tablet or laptop.

Here's what hasn't changed:

- Like search ads, you only pay when your ad is clicked.
- Use familiar setup and campaign management tools that are fully integrated with Bing Ads.
- Control Microsoft Audience Ads campaigns using bid modifiers, similar to other bid modifiers in Bing Ads.
- Upload images easily via Image Extensions.

- Use existing reports, like Campaigns and Audiences reports, for audience campaigns.
- Manage by using familiar search ad tools and interfaces: Bing Ads online, Bing Ads Editor and Bing Ads API.\*

[Learn more](#) about full creative specs for Microsoft Audience Ads.

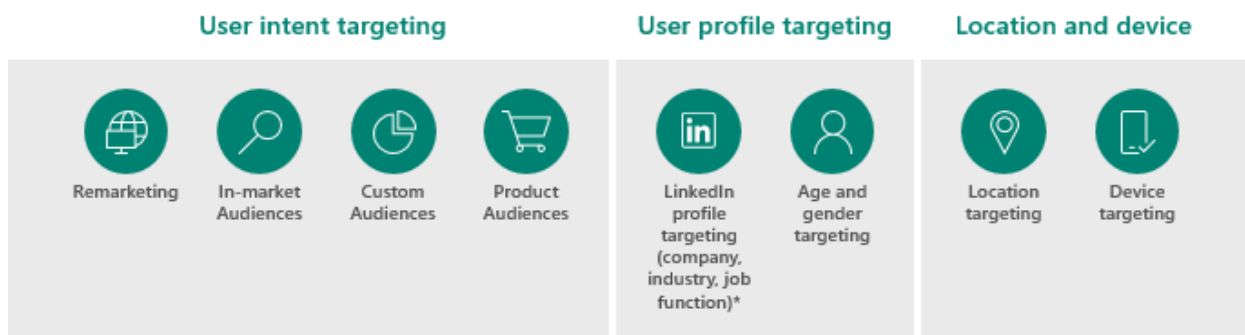
| Ad components       | File type   | Dimensions          | Max file size |
|---------------------|---|---------------------|---------------|
| Wide image (1.91:1) | JPG, PNG or GIF<br>(animated GIFs aren't supported) | 1200x628            | 300 KB        |
| Square image (1:1)  | JPG, PNG or GIF<br>(animated GIFs aren't supported) | 1200x1200           | 300 KB        |
| Short headline      | Text  | 25 characters max   |               |
| Long headline       | Text  | 90 characters max   |               |
| Ad text             | Text  | 90 characters max   |               |
| Business name       | Text  | 25 characters max   |               |
| URL                 | Text  | 1024 characters max |               |
| Mobile URL          | Text  | 1024 characters max |               |

## Microsoft Graph

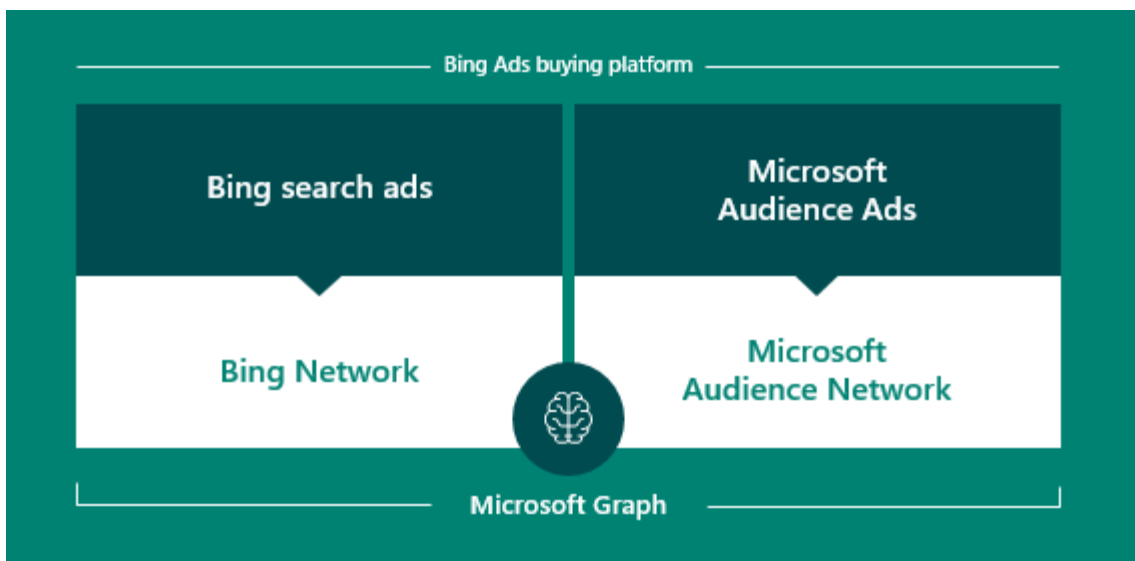
Based on Bing and search, the Microsoft Graph has recently built our advertising offering on the consumer data of the Microsoft Graph.

By developing a rich audience understanding of enterprise and consumer data brought together across Microsoft, you can choose one or multiple dimensions:

- User intent targeting: Remarketing, In-market Audiences, Custom Audiences, Product Audiences
- User profile targeting: LinkedIn profile targeting & Age and gender targeting
- Location and device: Location targeting & Device targeting







## Summary

Microsoft Audience Network is a performance-based solution infused with artificial intelligence that lets you reach highly relevant audiences using the Microsoft Graph.

Key takeaways:

- Microsoft Audience Networks boost volume and conversions through brand-safe native content placements.
- Microsoft Audience Network reaches target audiences across Microsoft properties like MSN, Microsoft Outlook, and Microsoft Edge.

## □ Microsoft Audience Network: Search campaign workflow

Microsoft Audience Network is an audience marketing solution where advertisers can manage their audience campaigns with their search campaigns or audience ads with their search ads. Powered by the Microsoft Graph and artificial intelligence (AI), Microsoft Audience Ads appear on the Microsoft Audience Network.

After reading this Study guide on the Microsoft Audience Network search campaign and workflow, you will understand how to:

- Create cross-device ad placements that include premium sites like MSN, Microsoft Outlook, the browser Microsoft Edge and other partners.
- Measure your performance of Microsoft Audience Ads.
- Add Image Extensions to your search campaigns.

## Microsoft Audience Ads

The Microsoft Audience Network uses consumer intent signals, which include search history, browse history, page content, and demographic information. These signals, combined with artificial intelligence and machine learning capabilities, provide highly relevant content to users and determine which ads to display. Microsoft Audience Ads offers high-quality placements and audience targeting — it helps you target audiences, rather than placements.

### Create and optimize Microsoft Audience Ads

These ad placements are cross-device and include brand-safe, premium sites like MSN, Microsoft Outlook, Microsoft Edge, among others. Clicks on these ads will take users to the landing page you specified when you created your ads.

To create a new ad with audience ad format preferred, click **Create ad** from the **Ads** tab. Select **Expanded text ad** as the **Ad type**.

As you set the ad's title, text, and URLs, keep in mind that this will be an audience ad, not a search ad. Audience ads work best with informative text rather than calls to action.

Select the **Prefer audience ad format** checkbox. Click **Save**.

You can adjust bids to set your level of participation in Microsoft Audience Ads from the Campaigns or Ad Groups tab, click on the **name of the campaign or ad group** you want to adjust. Click **Settings**. Under Advanced settings, click **Audience ads**.

Select **Increase by** if you want to invest more heavily in Microsoft Audience Ads for this campaign or ad group. You can adjust the bid up to 900% for maximum participation.

Select **Decrease by** if you want to invest less. To opt out of Microsoft Audience Ads completely, decrease your bid by 100%.

[Learn more](#) about Microsoft Audience Ads.

### Microsoft Audience Ads search

For the first time, intent data from search can be used outside of search to create a powerful match between the user's intent and your offering. In addition to targeting keywords, the more targeting dimensions you select, the more impressions you can get with Microsoft Audience Ads.

AI and machine learning guide ad selection and relevancy matching, along with pricing, click and conversion prediction — and can help deliver ROI.

You can use target categories to home in on your target audience. The different targeting dimensions include: Age, Gender, Location, Device, Audience, Company, Job, and Industry.

Think of the organizational structure like this:

1. User Intent Marketing

- Remarketing in Paid Search
- In-market audiences
- Custom audiences
- Product audiences

## 2. User profile targeting

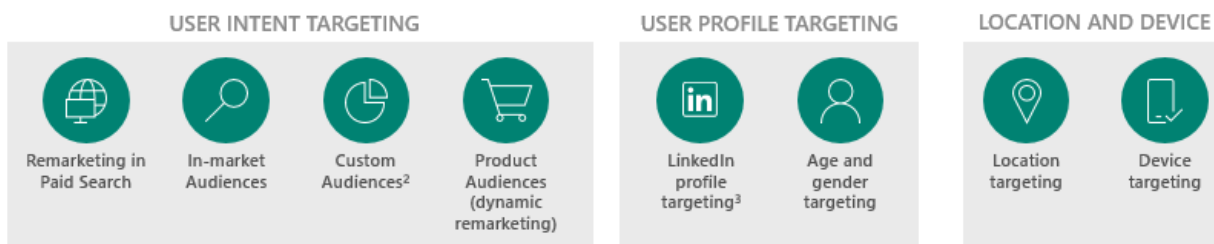
- LinkedIn profile targeting
- Age and gender targeting

## 3. Location and device

- Location targeting
- Device targeting

In addition to targeting keywords, the more targeting dimensions you select, the more impressions are available with Microsoft Audience Ads. You can combine targeting dimensions as follows:

- Multiple segments within each dimension are combined with an OR expression
- Multiple segments across different dimensions are combined with an AND expression



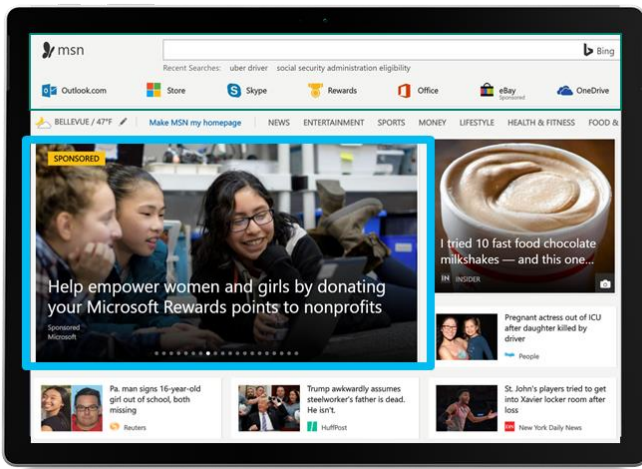
## Add Image Extensions

Images play a key role in getting people's attention and driving clicks. You can define the imagery to use in your ads by associating Image Extensions to your campaign or ad group. If you don't have Image Extensions, our system may automatically use Image Annotations to increase the number of placements for your Microsoft Audience Ad. Image Annotations are licensed stock images that are editorially reviewed for quality and relevance and then matched with appropriate ads.

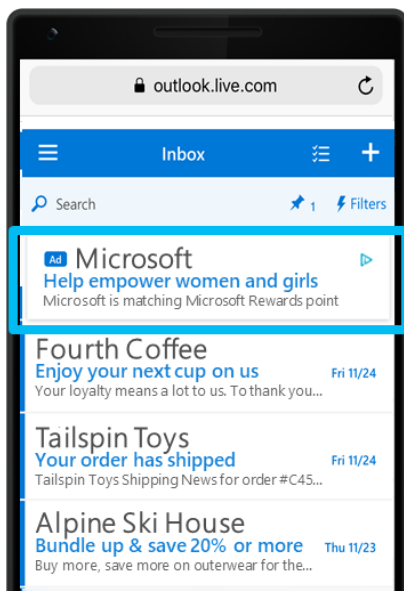
To set up Image Extensions, click **Ad Extension** from the campaign page. Select **Image** Extensions and the campaign or ad group. Click **Create ad extension**.

Select an existing image from your saved **Image Extension library** or upload a new image.

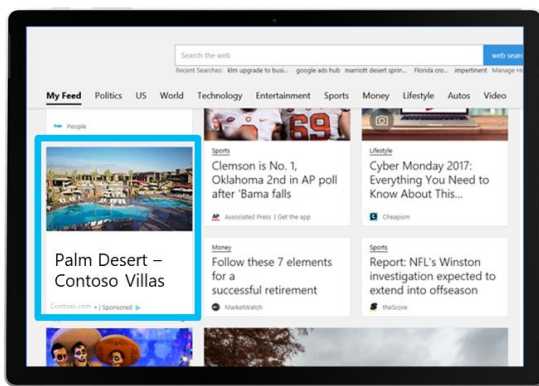
It is recommended that you upload the largest possible image. When you upload the image, it'll automatically be cropped to the four preset aspect ratios for your use. If you don't like how the smaller images are automatically cropped, you can re-crop them or replace them with other images that are the same size.



MSN (above image)



Microsoft Outlook (above image)



Microsoft Edge (above image)

Note: If advertising on Google Display Network, Facebook Audience Network or Yahoo Gemini, you can use the same creative assets you use on Bing Ads online.

Remember the following tips:

- Images must be relevant to ad and landing page. We recommend using images that can be found on the ad's landing page to ensure relevance.
- Text can't be embedded in images.
- High-resolution images only — they should not pixelate or degrade across screens.
- Before submitting images, ensure images look OK in all aspect ratios after smart cropping. If needed, provide separate images for each aspect ratio.
- Provide multiple images for maximum placement and to avoid user fatigue.

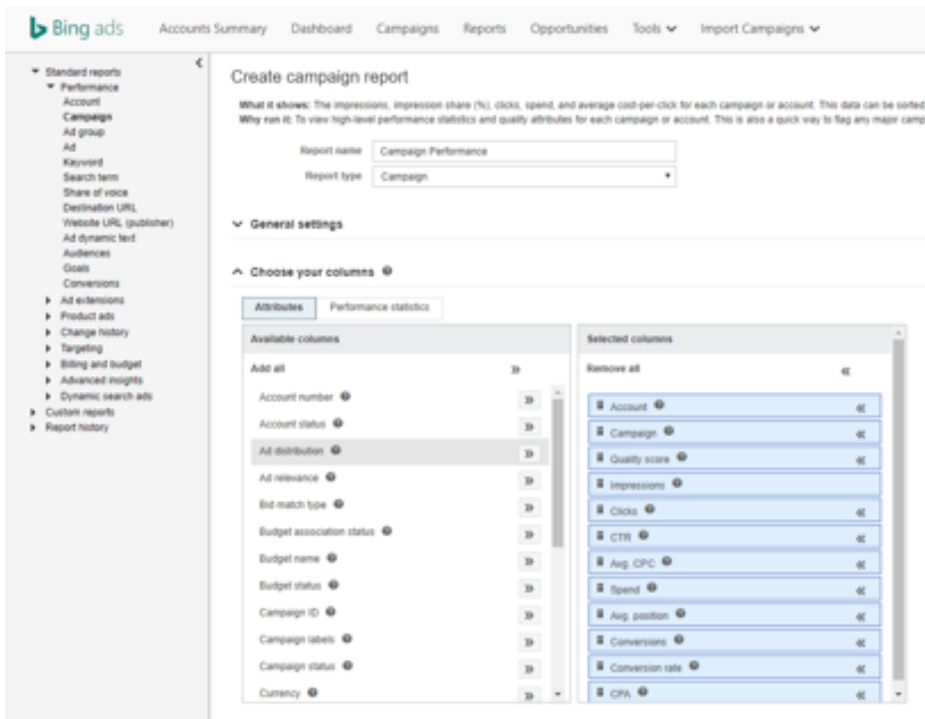
If your campaign is missing any of the following aspect ratios, this may result in fewer placements and less traffic, so we highly recommend submitting images in all ratios.

| Image dimensions  |                             |                             |
|---|-----------------------------|-----------------------------|
| Image dimensions are limited to: <ul style="list-style-type: none"><li>• Minimum: 760 x 400 pixels</li><li>• Maximum: 1900 x 1000 pixels</li><li>• Recommended: 1200 x 628 pixels</li></ul> |                             |                             |
| Aspect ratios   | Minimum dimensions (pixels) | Maximum dimensions (pixels) |
| 1.2:1   | 300 x 250                   | 1200 x 1000                 |
| 1.5:1   | 300 x 200                   | 1500 x 1000                 |
| 16:9  | 640 x 360                   | 1778 x 1000                 |
| 4:3   | 100 x 75                    | 1333 x 1000                 |

## Measure performance

It's easy to measure your performance for Microsoft Audience Ads. On the **Reports** page, click the report that you want to run. For example, Campaign performance report. Under **Columns**, under **Attributes**, you will find **Ad distribution**.

- This column will show **Search** for clicks and impressions that occurred on a search results page.
- This column will show **Audience** for clicks and impression that are applied to Audience Ads.



## Set up Universal Event Tracking (UET)

You can improve Bing Ads' understanding of users' interests by having Universal Event Tracking (UET) tags on your website and setting up remarketing lists. This will allow you to target your ads to people who have previously visited or interacted with your website. Remember, setting up UET tags is the only way to track conversions.

[Learn more](#) about UET tags and remarketing lists.

## Summary

Extending your search campaigns with Microsoft Audience Ads can help you reach audiences beyond search and get more high-quality clicks and conversions.

Remember these key points when considering your Microsoft Audience Ads options:

- Microsoft Audience Ads are unique because they're targeted to users based on our understanding of their interests via the Microsoft Graph and artificial intelligence.
- With search data capabilities used outside of search, Microsoft Audience Ads creates powerful matches between user intent and an ad's offering.
- With Microsoft Audience Ads, you can reach hundreds of millions of people through premium sites that are brand-safe, including MSN, Outlook, Edge browser and other partners.

## □ Microsoft Audience Network: Audience campaign workflow

The Microsoft Audience Network is a native advertising solution similar to Facebook Ads (FAN) and the Google Display Network, powered by the Microsoft Graph and Artificial Intelligence.

Advertisers can either manage their native advertising spend with their search campaigns — or manage their native advertising campaigns separately from their search campaigns.

MSAN allows advertisers to run ads on a new separate network directly targeting users' demographic, professional and interest profile native placements on brand-safe, premium global brands like MSN, Microsoft Outlook and the browser Microsoft Edge (US only).

After reading this Study guide, you will understand how to:

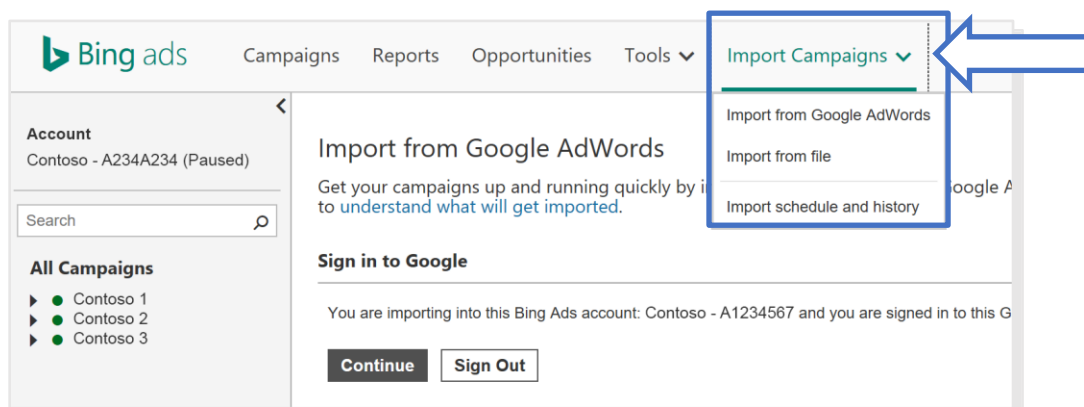
- Use the **Google Import** tool for Audience Campaigns
- Improve campaign and performance management
- Take advantage of feed-based ads to target customers outside of search

## Google Import for Audience Campaigns

The [Google Import tool](#) connects your Bing Ads account to your Google Ads account, so you can automatically import your search campaigns from Google Ads to Bing Ads as well as import your audience campaigns the same way from Google Display Network.

Google Import for Audience Campaigns has the same campaign and image limits as Google Import for search campaigns. That is, there are limits of 20,000 campaigns and 3,000 images per import operation. The account limits are also 20,000 campaigns and 3,000 images.

- **Save time setting up and managing your audience campaigns.** You don't have to build your Microsoft Audience Ads campaigns from scratch. Simply import your display campaigns from GDN into Bing Ads, including all images, either to get started or to manage existing campaigns more efficiently.
- Stay on top of your audience campaigns across Bing Ads and the Google Display Network (GDN) by **scheduling your imports from GDN**. Sync your imports automatically, including importing all your images. This helps you save time so you can focus on what's really important.
- **Import campaigns easily**  
Import directly into Bing Ads online using your GDN login information — no spreadsheets needed. Schedule imports to automatically occur once, daily, weekly or monthly, and review the import history.
- **Transfer audience campaigns at scale**  
Import 20,000 display campaigns, and bring over new entities, such as audience campaigns, ad groups, responsive display ads and images.



**Import from Google AdWords**  
Get your campaigns up and running quickly by importing them directly from Google AdWords. Before you start, make sure to understand what will get

Bing Ads Account: Contoso USA - A1234BC5

Google Account: admin@contoso.com [Sign Out](#)

AdWords Account: Contoso USA

**Choose AdWords Campaigns**

Select if you want to import existing and new campaigns from your AdWords account or specific campaigns in that account.

Import all existing and new campaigns  Import specific campaigns

Search campaign

| Campaign  | Type    | Status |
|---|---------|--------|
| <input type="checkbox"/> Contoso Coffee - Search                          | Search  | Active |
| <input type="checkbox"/> Contoso Hot Chocolate - Search                   | Search  | Active |
| <input type="checkbox"/> Contoso Tea - Search                             | Search  | Active |
| <input checked="" type="checkbox"/> Contoso Coffee - Display              | Display | Active |
| <input checked="" type="checkbox"/> Contoso Hot Chocolate - Display       | Display | Active |
| <input checked="" type="checkbox"/> Contoso Tea - Display                 | Display | Active |
| <input type="checkbox"/> Contoso Coffee - Shopping Cart Abandoners        | Display | Active |
| <input type="checkbox"/> Contoso Coffee - Coffee Fans                     | Display | Active |
| <input type="checkbox"/> Contoso Coffee - Top Locations                   | Display | Active |
| <input type="checkbox"/> Contoso Hot Chocolate - Remarketing on Search    | Search  | Active |
| <input type="checkbox"/> Contoso Hot Chocolate - Shopping Cart Abandoners | Display | Active |

Show paused campaigns

**ⓘ** Your selection includes Google Display Campaigns. These campaigns may contain targeting that cannot be imported. [Click here to review what will get imported.](#)

**Continue** **Cancel**

Here are a few key things to keep in mind when using Google Import for Audience Campaigns:

- **Campaign placement exclusions:** To import campaign placement exclusions from Google Ads, select Website exclusions in your Advanced Import Options.
- **Location targets and bid adjustments:** If the Google Ads location can't be mapped, we use the parent location and show a warning during import. If there is no parent location, we'll show an error during import.
- **Negative location targets:** If the Google Ads location can't be mapped, we'll show an error during import.
- **Ad extensions:** Ad extensions will be imported to your account's library, but Bing Ads doesn't currently support associating any ad extensions with audience campaigns. Associations won't be imported.
- **Google Import for In-market Audiences:** available to the closed beta participants in separate audience campaigns.

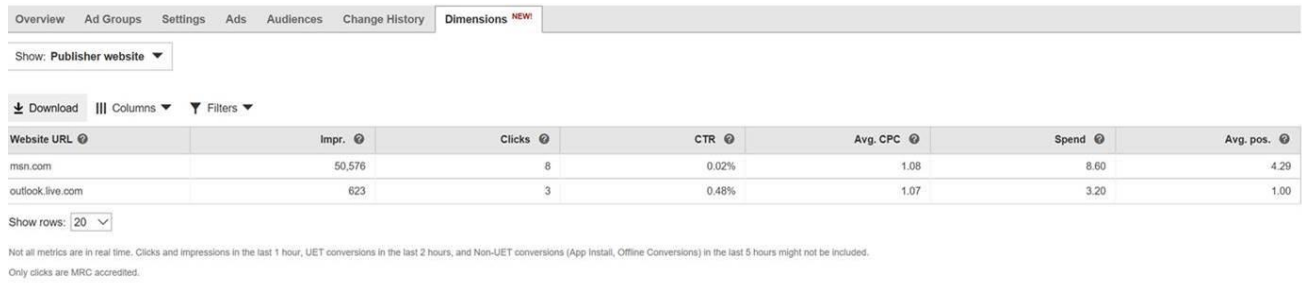


# Performance and campaign management

In search advertising, the smaller the average position number, the greater the performance (CTR) may be.

For the Microsoft Audience Network, if your average position isn't a number of 3.5 or smaller, you're likely not showing on our premium placements like the MSN info pane on the homepage.

You can use the **Publisher Website Report** in **Dimensions tab** or **Reports tab** (website URL column) to view average positions by publisher individually; Outlook may show as "average position 1" already, while MSN may be lower, so increasing your bid can help increase your average position for MSN, and ultimately performance.



The screenshot shows the Microsoft Advertising interface with the 'Dimensions' tab selected. The table displays performance metrics for two publisher websites: msn.com and outlook.live.com. The metrics include Impressions (Impr.), Clicks, CTR, Average Cost Per Click (Avg. CPC), Spend, and Average Position (Avg. pos.).

| Website URL      | Impr.  | Clicks | CTR   | Avg. CPC | Spend | Avg. pos. |
|------------------|--------|--------|-------|----------|-------|-----------|
| msn.com          | 50,576 | 8      | 0.02% | 1.08     | 8.60  | 4.29      |
| outlook.live.com | 623    | 3      | 0.48% | 1.07     | 3.20  | 1.00      |

Note: The volume you get will depend on your targeting and bid.

## Feed-based Microsoft Audience Ads

Bing Ads recommends you use shopping campaigns with **Product Audiences** and **Product feed-based campaigns** for your Microsoft Audience Ads. Both offer powerful targeting and increased performance, while you get access to hundreds of millions of customers on premium sites outside of search.

### Product Audiences targeting (product-based remarketing)

- Product Audiences, also known as "dynamic remarketing," consists of remarketing lists for products. You can target customers, based on the specific product IDs they interacted with, and promote those same product IDs to them.
- Updated Universal Event Tracking (UET) tag required. (Page Type, Product ID)
- Target based on website activity.

To get started, **Update your UET tag** with two additional parameters:

1. Product ID
2. Page Type

These are required for Product Audiences and will help you target a specific audience, as you need a product ID before anything else. Choose "**Product Audiences**" as a targeting dimension for your Microsoft Audience Ads.

## Product feed-based targeting

- Product feed-based campaigns are audience shopping campaigns and can be used to engage customers who haven't visited your site recently.
- No UET tag required (although it is recommended – see below notation).
- Target based on activity on the Microsoft Audience Network. Artificial Intelligence (AI) is used to identify users who are interested in your SKU based on their activity and show them the right product at the right time.

Note: Bing Ads recommends using a UET tag as a great way to start if you can't yet update your UET code and are waiting on Product Audiences.

To get started, **create a new shopping campaign** to target audiences with Microsoft Audience Ads campaigns. **Target** your feed. If needed, apply audience targeting dimensions to improve performance; start broadly.

| Requirements   | Product Audiences targeting | Product feed-based targeting         |
|--|-----------------------------|--------------------------------------|
| 1. Set up <b>Bing Merchant Center</b> account.   | ✓                           | ✓                                    |
| 2. Upload <b>product feed</b> .<br>(or <a href="#">import from Google Merchant Center</a> ). | ✓                           | ✓                                    |
| 3. Implement <b>Universal Event Tracking</b> . Update UET with "Product ID" and "Page Type." | ✓                           | ✗<br>(Recommended, but not required) |
| 4. Set up <b>shopping campaign(s)</b> .  | ✓                           | ✓                                    |

## Summary

The Microsoft Audience Network is an AI-powered advertising solution similar to Facebook Ads and the Google Display Network. It's powered by the Microsoft Graph which helps boost performance in high quality native advertising. The Microsoft Audience Network offers brand-safe placements and unique targeting types, such as LinkedIn Profile Targeting.

Key takeaways:

- Get access to hundreds of millions of customers on premium sites outside of search with MSAN.
- Schedule and sync your imports using the Google Import tool.
- Feed-based Microsoft Audience Ads can help improve your campaign performance.

## □ LinkedIn Profile Targeting

Bing Ads is the only advertising platform (other than LinkedIn) that allows you to target potential customers based on their LinkedIn profile information. You can target customers based on their **Industry** and **Job function**.

While Bing Ads does not have a **Company Size** as an official dimension, you can also filter companies available to target by the size you're looking to reach.

LinkedIn Profile Targeting will not narrow your ads' audience. For example, by targeting a specific company, you aren't excluding everyone who does not work for that company.

After reading this Study guide, you will understand how to:

- Set up LinkedIn Profile Targeting in a new campaign
- Set up LinkedIn Profile Targeting in an ad group
- Set up LinkedIn Profile Targeting in an existing campaign or ad group's Settings and Demographics tab

## Set up in a new campaign

When creating a campaign, click **Campaign targets**. Next, click **Edit target categories**. Select **Company**, **Industry**, and/or **Job function**.

For each target type, click **Edit target**. Search or browse for companies, industries, and/or job functions, and click **Target** for the appropriate ones. Click **Done** for each target type. Finally, set a bid adjustment for each target.

The screenshot displays the LinkedIn Campaign Manager interface. At the top, the 'Settings' tab is selected. Below it, the 'Campaign targets' section is visible, with the 'Edit target categories' link highlighted in blue. The 'Edit location targets' table shows the following data:

| Targeted locations             | Bid adjustment   |
|--------------------------------|------------------|
| Canada (country/region)        | Decrease by 30 % |
| United States (country/region) | Increase by 0 %  |

The 'Device' section shows the following data:

| Device           | Bid adjustment  |
|------------------|-----------------|
| Targeted Desktop | Increase by 0 % |

The 'Who do you want to target for this campaign?' section lists the following targetable criteria:

- Location: Show your ads to people in specific locations.
- Age: Show your ads to people in specific age ranges.
- Gender: Show your ads to people in specific gender groups.
- Device: Show your ads to people using specific devices.
- Company: Show your ads to people who work for specific companies.
- Industry: Show your ads to people who work in specific industries.
- Job function: Show your ads to people who have specific kinds of jobs.

Remember, LinkedIn Profile Targeting doesn't target individuals via LinkedIn, but a group of people who meet the criteria. For example, the user must be on Bing and have a LinkedIn ID.

Here is an example of the types of companies available to target. There are over 80,000.

|   |  |   |  |
|---|--|---|--|
| <ul style="list-style-type: none"> <li>• Microsoft</li> <li>• McDonald's</li> <li>• Adobe</li> <li>• LinkedIn</li> <li>• Macy's</li> <li>• Salesforce</li> <li>• Expedia</li> </ul> | <ul style="list-style-type: none"> <li>• Deloitte</li> <li>• Intuit</li> <li>• AT&amp;T</li> <li>• Ralph Lauren</li> <li>• Taco Bell</li> <li>• Phillip 66</li> <li>• Nielsen</li> </ul> | <ul style="list-style-type: none"> <li>• Holiday Inn</li> <li>• Bosch</li> <li>• Disney</li> <li>• United Airlines</li> <li>• General Mills</li> <li>• Samsung</li> <li>• Toyota</li> </ul> | <ul style="list-style-type: none"> <li>• GE</li> <li>• Louis Vuitton</li> <li>• Cisco</li> <li>• Starbucks</li> <li>• Audi</li> <li>• J.P. Morgan</li> <li>• Costco</li> </ul> |
|---|--|---|--|

Likewise, there are 145 industries available to target, and many job functions as well.

## Set up in an ad group

After you click **Create ad group**, look for the **Ad group targets** section and click **Edit target categories**. Select **Company**, **Industry**, and/or **Job function**.

If you have already set this target type at the campaign level, you'll see the **Use my campaign settings** toggle switched on. To edit this target type for this ad group, switch the toggle off and then click **Edit target**.

Search or browse for companies, industries, and/or job functions, and click **Target** for the appropriate ones. Click **Done** for each target type. Finally, set a bid adjustment for each target.

## Set up in an existing campaign or ad group's Settings tab

In the campaign or ad group's **Settings** tab, look for the **Campaign targets** or **Ad group targets** section and click **Edit target categories**. Select **Company**, **Industry**, and/or **Job function**.

If you are on an ad group's **Settings** tab and have already set this target type at the campaign level, you'll see the **Use my campaign settings** toggle switched on. To edit this target type for this ad group, switch the toggle off and then click **Edit target**.

Search or browse for companies, industries, and/or job functions, and click **Target** for the appropriate ones. Click **Done** for each target type. Finally, set a bid adjustment for each target.

## Set up in an existing campaign or ad group's Demographics tab

In the campaign or ad group's **Demographics** tab (not everyone has this tab yet), click **Company**, **Industry**, or **Job function**. Click **Add company**, **Add industry**, or **Add job function**.

Search or browse for a company, industry, or job function and then set a bid adjustment for it. Click **Save**.

Note: You cannot target more than 1,000 companies in a single ad group or campaign

For more information on adjusting bids, see [How to target my customers by adjusting my bids](#).

## Summary

In remarketing terms, think of LinkedIn Profile Targeting as "bid only," as opposed to "target and bid." It is available for Expanded Text Ad campaigns, dynamic search ad campaigns, and Bing Shopping Campaigns, and set up is easy.

### Key takeaways

- You can use LinkedIn Profile Targeting based on customers' **Company, Industry, and Job functions**.
- Set LinkedIn Profile Targeting, along with other targeting settings, in step 4 of the campaign-creation process.

## □ Hotel Ads

Hotel Ads is a search experience designed to showcase real-time room rates to potential customers on the Bing search results pages and within Bing Maps. Hotel Ads complement existing ad campaigns, allowing you to reach travelers who are looking to book now.

After reading this Study guide on Hotel Ads, you will understand how to:

- Organize Hotel Ads into five categories: customer, accounts, subaccounts, hotel groups, and hotels.
- Make bulk changes in Hotel Ads.
- Navigate the Bing Hotel Center.
- Meet the necessary requirements and adhere to Bing policies.

## Sign up with Hotel Ads

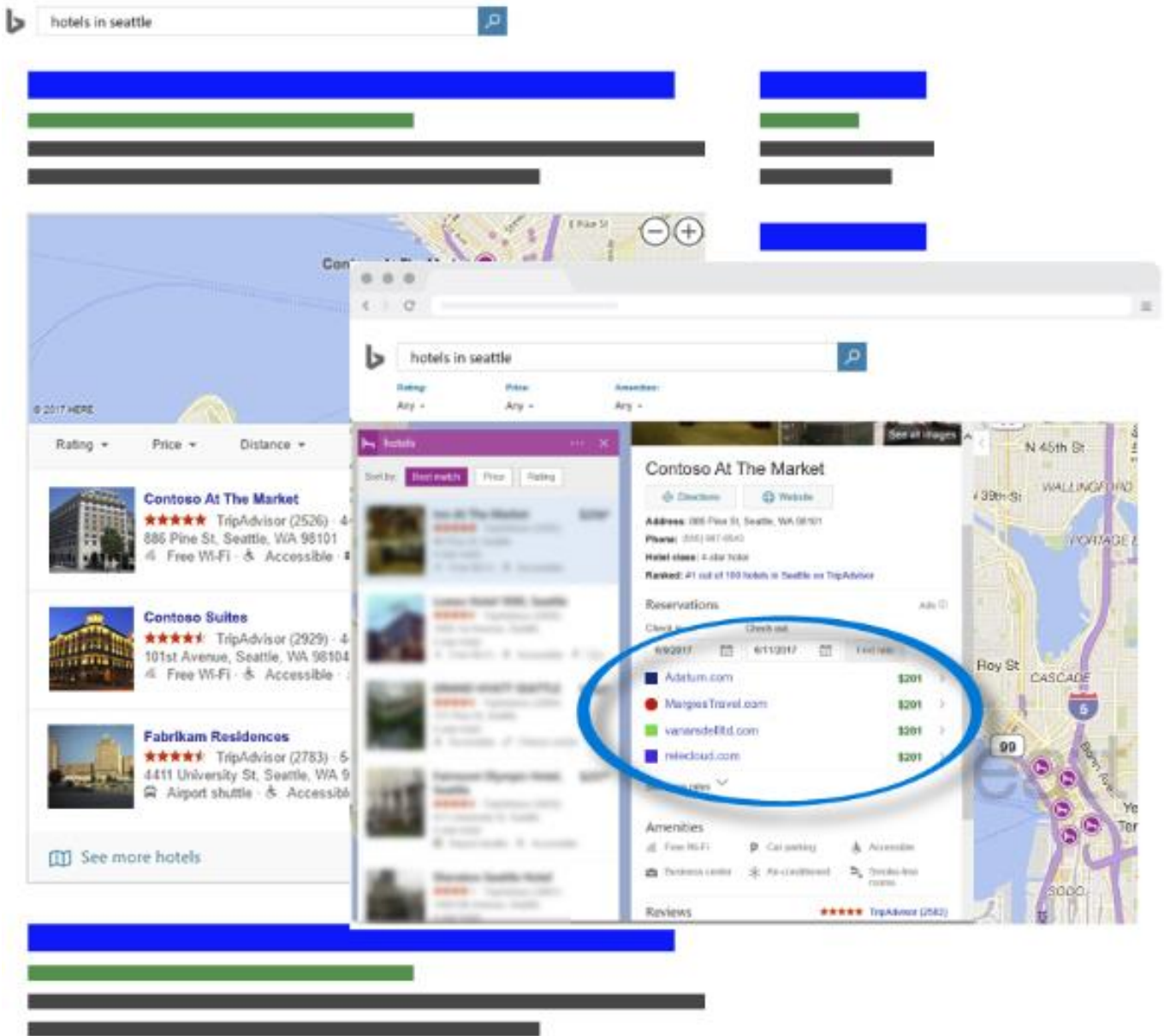
To use Hotel Ads, you need to sign up with your account manager. As part of the sign-up process, you decide how you want to send your itinerary data to Bing. Your options are pushing changes to Bing, having Bing send you requests for all itinerary data, or having Bing send you requests for itinerary data that you identify as having changed.

You also work with your account manager to import your hotel and points of sale data. The hotel feed is an XML document that describes the hotels that you want to advertise. The feed provides the hotel's name, address, telephone number, and geographical coordinates.

The points of sale feed is an XML document that describes the sites that users use to book rooms. The feed provides a point of sale (POS) for each booking site you support. A POS describes the POS's display name, URL, and criteria for matching the user to a POS.

After importing your hotel and points of sale feeds into Bing, you can begin sending Bing your itinerary data for your hotel properties. To specify the itineraries, you will need to use a [transaction](#) message to update your hotel data.

How you send the messages to Bing depends on the mode you chose when you signed up. If you chose the push mode, you will need to have Bing Ads create a push transaction message. If you chose one of the pull modes, you will need to have Bing Ads create pull transaction message.



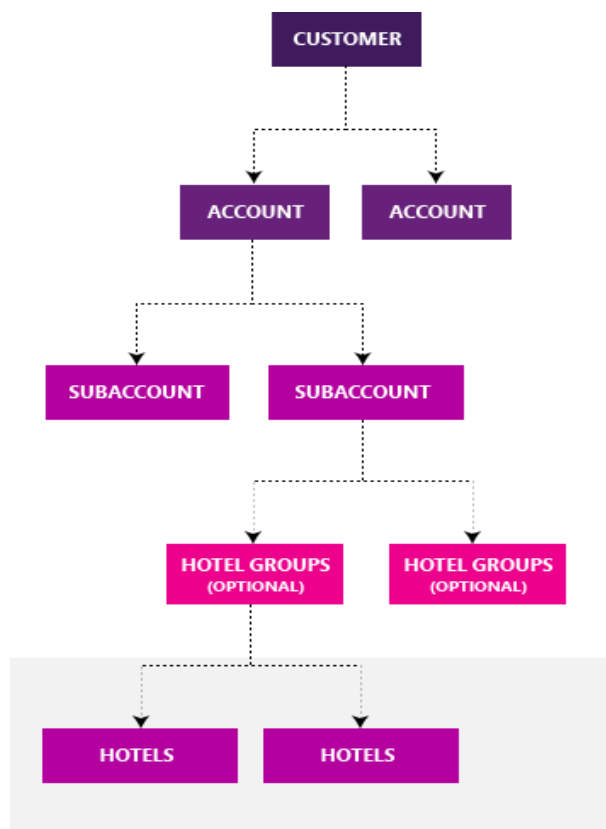
[Learn more](#) about how to create hotel ad campaigns and specify bids.

## Hotel Ads structure

Hotel Ads has five levels of organization: customer, accounts, subaccounts, hotel groups, and hotels.

- A **customer** contains one or more accounts. A customer has a customer ID, which is associated with your business name and your address. At the customer level, at least one person is designated as the Super Admin. Super Admins have administrative access to all accounts.

- **Accounts** contain one or more campaigns and include information about currency, time zone, whether you want to pay in advance (prepay) or pay later (postpay), your form of payment (primary payment method) and the people who have access to each account (users).
- **Subaccounts** contain one or more hotel groups and specifies your daily budget, default bid and bid multipliers, and a maximum bid cap for all of your hotels. Note: You can only have one subaccount for now and all hotels from your feed belong within this subaccount.
- **Hotel groups** are optional and belong within a single subaccount, containing one or more hotels. Once you've onboarded to Hotel Ads, all of your hotels will belong to the "Ungrouped" hotel group. A hotel group can override its subaccount's bid or bid multipliers, or inherit them.
- **Hotels** are at the lowest level where bids and bid multipliers can be set. Hotels can inherit bids and multipliers from a hotel group or directly from the subaccount. You can also specify bids and multipliers at the hotel level, which will override the hotel group or subaccount level settings.



## Making bulk changes in Hotel Ads

You can update your bids, bid multipliers, and hotel group associations in bulk via the Bing Hotel Center UI, CSV upload, as well as [Hotels API](#).

## How to bulk edit bid and bid strategy in Bing Ads

In the Overview tab, click View by... and select either Hotel or Hotel group. Select the hotels or hotel groups you want to edit in bulk by selecting the checkbox in the table. You can also search for specific hotels or hotel groups in the search box above the table.

Click Bulk edit and select Set bid and bid strategy. Enter the bid and bid strategy details. Click Save.

## How to bulk edit bid multipliers in Bing Ads

In the Overview tab, click View by... and select either Hotel or Hotel group. Select the hotels or hotel groups you want to edit in bulk by selecting the checkbox in the table. You can also search for specific hotels or hotel groups in the search box above the table.

Click Bulk edit and select Set bid multipliers. Enter the Device type, User country, Length of stay, and Check-in day details.

\*Optional: Check Use parent multipliers to use the subaccount bid multiplier setting. Click Save.

## How to bulk edit hotel group associations in Bing Ads

In the Group Editor tab, select or create the hotel group you would like to move hotels into or out of. If moving hotels into the group, select the desired hotels under "Other hotels" and click "<<" to move them into the group. If moving hotels out of the group, select the desired hotels under your group and click ">>" to ungroup them.

You can increase the maximum number of hotels that can be grouped or ungrouped in one operation by changing the number of rows displayed.

## How to make bulk changes using a CSV upload

[Click here](#) and scroll down to **download the Hotel Ads bulk upload template**. You can also download and edit a CSV list of your hotels by navigating to **Overview > View by: hotel > Download**. If making bulk changes to hotel group associations, you can similarly download a CSV list of your current associations by navigating to **Group Editor > Download associations as CSV**.

Prepare your spreadsheet for upload using the [tables referenced here](#) for guidance. Navigate to **Accounts Summary > Bulk Operations > Uploads**.

Click Browse to locate your updated spreadsheet, then click Upload and preview and finally Apply changes to complete your bulk changes.

[Learn more](#) about how to prepare your spreadsheet for bulk edits.

## Navigating Bing Hotel Center

Once you have been enabled for Hotel Ads, you can access Bing Hotel Center by clicking on **Tools** and



then **Bing Hotel Center**. After you launch Bing Hotel Center, you'll see three tabs that contain a set of core functionalities to assist with managing, scaling, and improving the performance of your hotel ads on Bing.

## The Overview tab

The Overview tab allows you **to** view hotel performance data and inline capabilities in order to set bids, budgets, and bid multiplier settings of your subaccounts. The table in the Overview tab will display your subaccount's hotel, hotel group, subaccount, date, device type, hotel country, length of stay, user country, and slot type data. You can view both active and inactive hotel performance and can download your subaccount's data directly from the table.

## The Hotel Assignment tab

Create new, rename, or delete hotel groups; assign ungrouped hotels to a group; or move hotels from one hotel group to another in the Hotel Assignment tab.

## The Intelligence tab

Access tools and reports to improve the quality of your feeds and feed coverage from the Intelligence tab.

- **Feed Status** allows you to track the latest updates regarding your feeds' processing.
- **Matching Report** helps you understand the data issues that may be preventing you from advertising on hotels.
- **Feed Upload** allows you to upload your hotel list in either CSV or XML format.

\*Remember, the same requirements apply for Hotel Ads as every other type of Ad:

- The referral experience must be user-friendly.
- It is recommended that the booking page is the landing page.
- If the landing page is not the booking page, the booking page cannot be more than one click away.
- The landing page must be branded as the Hotel Ads partner and must clearly display the name of the hotel.
- All mandatory rates, taxes, and fees must be disclosed and displayed on the booking page. If the landing page is not the booking page, the base rate, mandatory fees, and taxes must still be displayed.
- Taxes and fees may include, but are not limited to: Occupancy Tax, County Tax, City Tax, Tourism Tax, Value Added Tax, Resort Fees, Registration Fees, Service Fees, and any other fees that are collected directly by the hotel.
- Prices displayed in the ad must match the pricing on the landing page and booking page.

## Summary

When customers are searching for hotels, Hotel Ads will connect customers to you directly. When working with Hotel Ads, remember these key points:

- Hotel Ads' search experience showcases your hotel listings within the Bing search results page, as well as Bing Maps.
- Accessing hotels and bookings reporting helps you gain insight about your potential
- **Using Hotel Ads complement existing text and dynamic search ad campaigns.**