

Microsoft Advertising. Intelligent connections.

With one ad buy through Microsoft Advertising, in the U.S., you can potentially reach:¹

- **116 million** unique searchers on the Microsoft Search Network who represent
- **5 billion** monthly searches
- **36%** of the PC search market
- Searchers who spend **35% more** online

The Microsoft Search Network audience is diverse, educated and financially savvy²



50/50 are split evenly male and female



47% are between the ages of 18-44



50% of our audience has a college degree or higher



38% have a household income of \$100K or more

Access exclusive searchers not reached on Google³



Microsoft Advertising features help target your ideal customers



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



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



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



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



REMARKETING — Optimize your ads, bids and keywords for high-value customers, like those who visited your homepage or abandoned a shopping cart.



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

1. comScore qSearch, Explicit Core Search (custom), June 2019. The Microsoft Search Network includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites in the United States. Data represents desktop traffic only. 2. comScore Plan Metrix, U.S., December 2018; custom measure created using comScore indices and duplication and represents unduplicated visitors to Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites in the United States. Yahoo U.S. web search is at least 50% powered by Bing. 3. comScore qSearch, Explicit Core Search (custom), U.S., April 2019; industry categories based on comScore classifications. Data represents desktop traffic only.

