



Microsoft Ads™ Training Kit

TRAINING GUIDE

Step-by-Step **Tutorial Videos** To Start Using
Microsoft Ads For Your **Business & Boost Profits!**



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Introduction

The Microsoft Advertising platform powers sponsored listings, or “ads,” for search engine results across the Microsoft Search Network. Small businesses bid for ad placement in the results that appear when users search on the Microsoft Search Network. Ads appear next to non-paid results when people search for a topic related to your business and direct them to your website, phone line, or physical location.

There are no setup or maintenance fees to use the Microsoft Advertising platform. You pay only when someone clicks your ad. To help save you money, show your ad to only the people that matter to your business with Microsoft Advertising's rich audience targeting capabilities.

The Microsoft Search Network connects you with customers in your service area while they search online for topics related to your business on Microsoft Bing, Windows 10, Cortana, and Office using any device.

If you're looking to kick-start your PPC campaign to increase traffic to your site, Microsoft Ads is a great place to start. This guide will help you launch your campaign on the site.

Let's get started...



Microsoft Ads™

Training Kit

CHAPTER 1



Overview: What Are Microsoft Ads And How does Microsoft Advertising Works?

Microsoft Ads — formerly Bing Ads — offers pay-per-click (PPC) campaigns that allow businesses to pay only for website traffic that is interested in the products they sell. By utilizing PPC ads via Bing, a business only shows its ads to people searching for keywords relevant to their target market.

For example, a company that specializes in flannel shirts would bid for keywords like “flannel shirts” or “flannel clothing,” and Bing would only show their ad to customers who searched for these or closely related keywords. The business pays for each “click” they get from these ads — the higher the competition for the keyword, the more the click costs.

Microsoft Ads vs. Google Ads: What's the difference?

Both Microsoft Ads and Google Ads (formerly Google AdWords) use the PPC model for digital advertising, so they function in pretty much the same way. The main difference is that Google has higher overall traffic to offer; however, Bing Ads usually offers more than enough traffic for most small businesses. Due to lower competition for keywords, you might get a lower price through Bing.

How to set up and use Microsoft Ads for your business

If you're looking to start targeting your customers better and feel that Bing is the best place to do that, here's how to set up an account for your business and get started placing ads.

1. Create a Microsoft Ads account

Visit ads.microsoft.com and click on the “Sign Up Now” button to get started. Follow the prompts and provide the required information, such as phone number, email address, and other contact details.

2. Create your ad campaign

Once you're in the main dashboard, click on the "Campaigns" tab. This will show you what campaigns you've created, both currently running and inactive. Click on the green "Create Campaign" to create your campaign.

3. Choose your campaign goal and type

Select the goal of your campaign, such as "Visits to my website" or "App installs." Then, choose whether you want "Search" ads or "Audience" ads. Search ads appear in search engine results, while audience ads are shown next to content based on what the audience in question is interested in.

4. Select campaign settings

Now, you'll choose specifics for your campaign, such as title, daily budget, where you want ads to appear, and other nuances.

5. List keywords to target

The next step is to choose which keywords to target. Provide a list of keywords you wish to target in the box provided. You can enter your website URL in the box to the right to get some recommendations.

6. Write the ad

Fill out the ad copy text and preview how it will look in the search results.

7. Choose your bid strategy

Choose how much you want to bid for the ads and determine your bid strategy. For example, you can adjust the bid to increase conversions or focus on keeping your cost per click as low as possible.

8. Save and activate your campaign

Once you save, your campaign is now ready to run. You may need to add funds to the account before it starts running. You can view the campaign on your main dashboard and monitor its performance as it runs.

4 tips for using Microsoft Ads to advertise your business

OK, so you've started your campaign. How can you ensure you get the best results? These four tips will help you get there.

Start wide then narrow focus

Initially, you should cast a wide net with many potentially relevant keywords and see which ones seem to generate the best results. Once you've identified the highest-performing keywords, you can narrow your focus and further lower your cost per conversion.

Do your homework with keywords

If you aren't targeting the right keywords, your campaign will fail. Before you launch the campaign, research which keywords are relevant to your business and see which ones might be most cost-effective to pursue based on the competition for those keywords. Use Microsoft Ads' keyword planner tool to do your keyword research.

Use retargeting ads

Microsoft Ads offers additional tools to businesses, such as remarketing or retargeting ads. This gives you a second chance to land a visitor after they leave the website or abandon a shopping cart. Essentially, it shows an ad for your business in front of those same customers on a different webpage in an attempt to coax them back to your site.

Play with location targeting

One sneaky and simple way to increase conversions while driving down costs is to target specific geographic locations. Microsoft Ads allows you to focus on certain counties, ZIP codes, or even a specific mileage radius. This ensures you're not attracting a lot of traffic from areas where you are not likely to get customers.

While this may seem like it's only useful for brick-and-mortar businesses, you might also find that targeting specific cities or neighborhoods where you know interest in your product is higher can work to your advantage.

Being effective with Microsoft Ads requires constant tweaking

If you're looking to increase the flow of leads into your marketing funnel, PPC advertising through Microsoft Ads is a great way to do it. It's a way to ensure you're getting the most bangs for your buck by only paying for clicks from people who are already interested in what you have to offer.

However, it's not a set-it-and-forget-it operation. You may run into issues, like some keywords being more expensive than others or certain keywords bringing in unwanted and unexpected traffic. As a result, you must constantly monitor the performance of your ads to determine which keywords are working for you and which aren't.

Experiment with different keywords and different strategies. Try out different ads to see which get a better click-through rate. It's a constant process if you want to be successful, so don't neglect this aspect of your marketing efforts.

How do keywords trigger ads?

Keywords are the words or phrases that you associate with your ads so that potential customers who are searching the web can find your ads. 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 Microsoft Search Network search results page.

You can choose how closely you want the words or phrases a customer searches to match your keywords. You can use exact match, which is just that—the search query must match your keywords exactly for your ad to show. Using exact match gives you the ability to show your ads to specific audiences, as your keywords are targeted more precisely. If Paul

chooses his exact match keyword to be "lunch takes out," the search query has to be exactly "lunch take out" as well.

On the other hand, you can use broad match, which means that your ads can show even when a relevant variation of your keyword is included when a customer searches. Using broad matches can show your ad to a wider range of customers without having to spend a lot of time building keyword lists. So, if Paul decides to use broad match for his campaign, his keyword of "lunch take-out" could be triggered by a search query for "lunch delivery."

Where do ads show up?

Now that you know what can trigger your ad and where it can appear, let's take a quick look at the ad position. When a customer searches Bing, AOL, or Yahoo, an auction determines which ads are shown and where they're placed on the page. This placement is what we call ad position, and it's where your ad appears on the Bing, AOL, or Yahoo search results page—on top of the search results, on the side of the page, or at the bottom of the page. It's generally more desirable to have your ad appear higher along with the page, as it's more likely that customers will be able to see it.

Ad position is determined by a variety of factors:

- The amount you bid for your keyword.
- The amount of the competitive bid for that keyword.
- Your ad's relevance.
- Your ad's performance.

How much will it cost?

How much you want to spend is up to you. You decide on the bid amount for keywords, which is the price you want to pay each time your ad is clicked. Then, every time someone

searches the Microsoft Search Network, an auction determines which ads are shown and where they'll appear on the search results page. If your ad is eligible and appears on the search results page, you'll only be charged when the ad is clicked.

The actual pay-per-click (PPC) amount is, at the most, the bid amount you set and never more than that and you can pay now (prepay) or later (postpay) for those charges. When you prepay for your clicks, charges are deducted from the funds you add to your account. Once you run out of funds, your account is put on hold until more money is added. When you pay later, charges accumulate as your ads are clicked. You then pay either on your monthly billing date or when you reach your billing threshold (a spending limit before we automatically bill you), whichever comes first.

How does Microsoft Advertising work?

With Microsoft Advertising you can:

- Create ads tailored to your unique customers.
- Customize your ads to grab customers' attention with ad extensions.
- Capture customers who are searching on any device by fine-tuning your ads and bids.
- Target local customers, who can drop by your store or make an appointment.
- Track where people go online after clicking on your ad and discover which pages and features on your website are most popular.

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CHAPTER 2



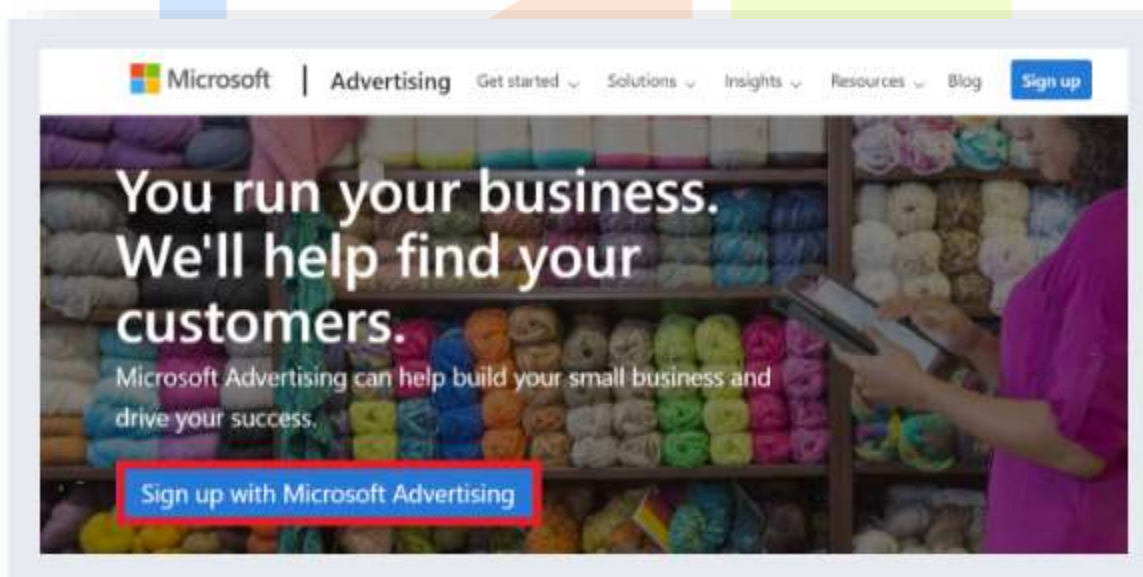
Step-By-Step Process To Set Up Microsoft Ads
And Best Practices For Running Campaigns

Google is the biggest search engine ad platform in the world. But Microsoft Advertising has potential advantages, including lower CPCs and less competition on Bing.

It's worth a look, and this article shows you how to get started. We will walk through the step-by-step process to set up Microsoft Ads as well as best practices for running campaigns.

How to set up your Microsoft Ads account

The first step is to create an account on Microsoft Advertising.



When first creating your Microsoft Advertising account, you have the option of importing campaigns from Google. If you don't currently have any Google campaigns or simply want to start fresh, proceed with "Create a new campaign."

Create Account Import/Create Campaign Go Live

Congratulations! Now that you have a Microsoft Advertising account, let's get your campaign set up so that your ads can go live. [Skip campaign creation](#)

☒ **Import from Google AdWords**

Save time by importing your campaigns directly from Google AdWords. Don't have an AdWords account? Then select Option 2 to create a new campaign.

Sign in to Google

To import your campaigns, Google Ads requires you to sign in to your Google account. You will import into this Microsoft Advertising account: Sapoori - F148W9FE


Sign in to Google

Choose your Google Ads account

Choose Google Ads campaigns

☐ Create a new campaign

You can create an ad campaign during the account creation process, but I recommend skipping it for now.

 Microsoft | Advertising

Not sure which match type to use, or how to add negative keywords? [Learn more](#)

Budget

Now tell us the maximum you want to pay for each click on your ad, and how much you're comfortable spending on a daily basis. [Learn more](#)

Max. cost per click USD **Get performance estimates**

Campaign budget USD per day

Daily budget options

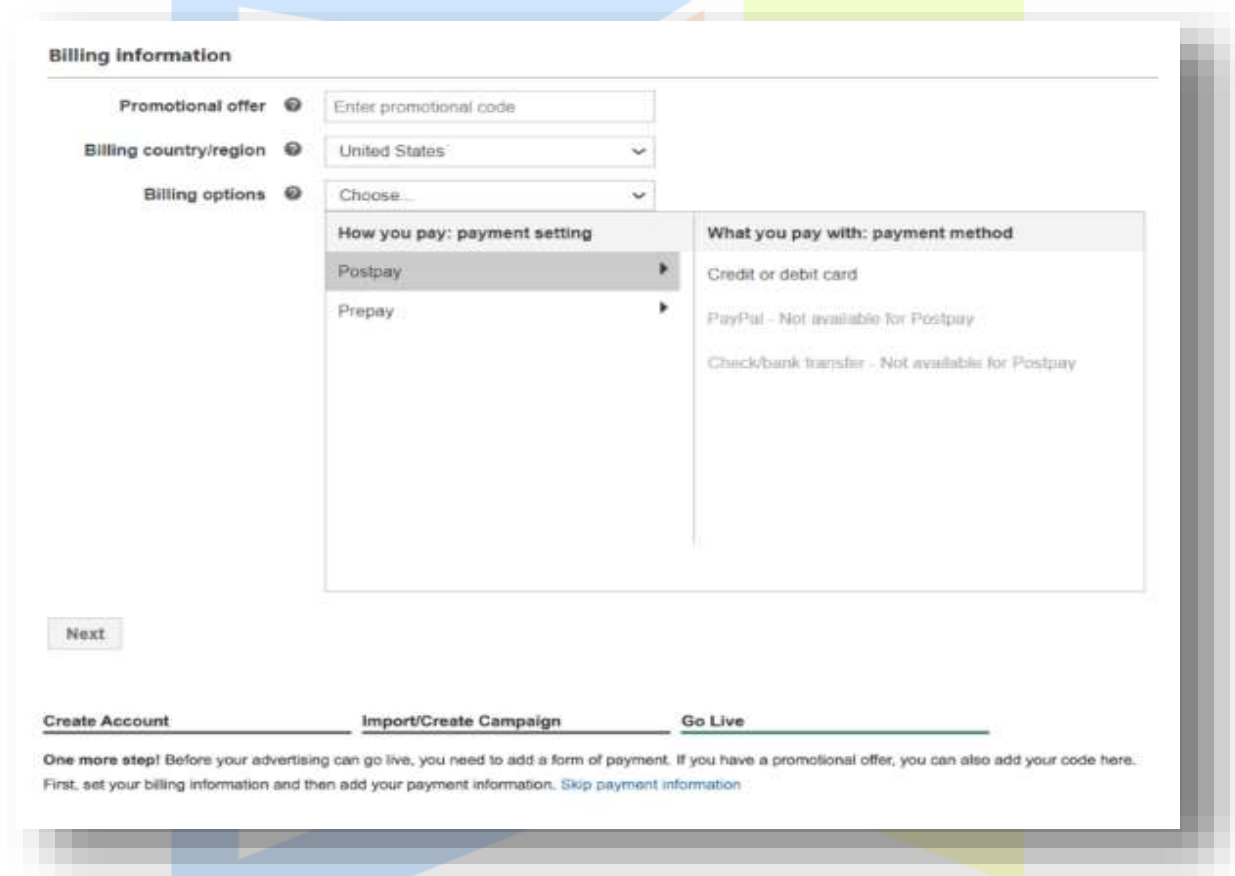
As of November 1, 2019, all search, shopping, and dynamic search ad campaigns use standard budget delivery regardless of the budget type that you have set. [Learn more](#)

Save **Skip campaign creation**

Next, add your billing information. There are two ways to pay for ads:

- Prepay allows you to add funds to your account and have charges deducted from those funds. You have the option to pay with PayPal, check/bank transfer, or credit/debit card.
- The postpay option allows you to pay after charges accrue. You must use a credit/debit card for the postpay option.

If you want to skip the additional payment option, you can come back to it later.



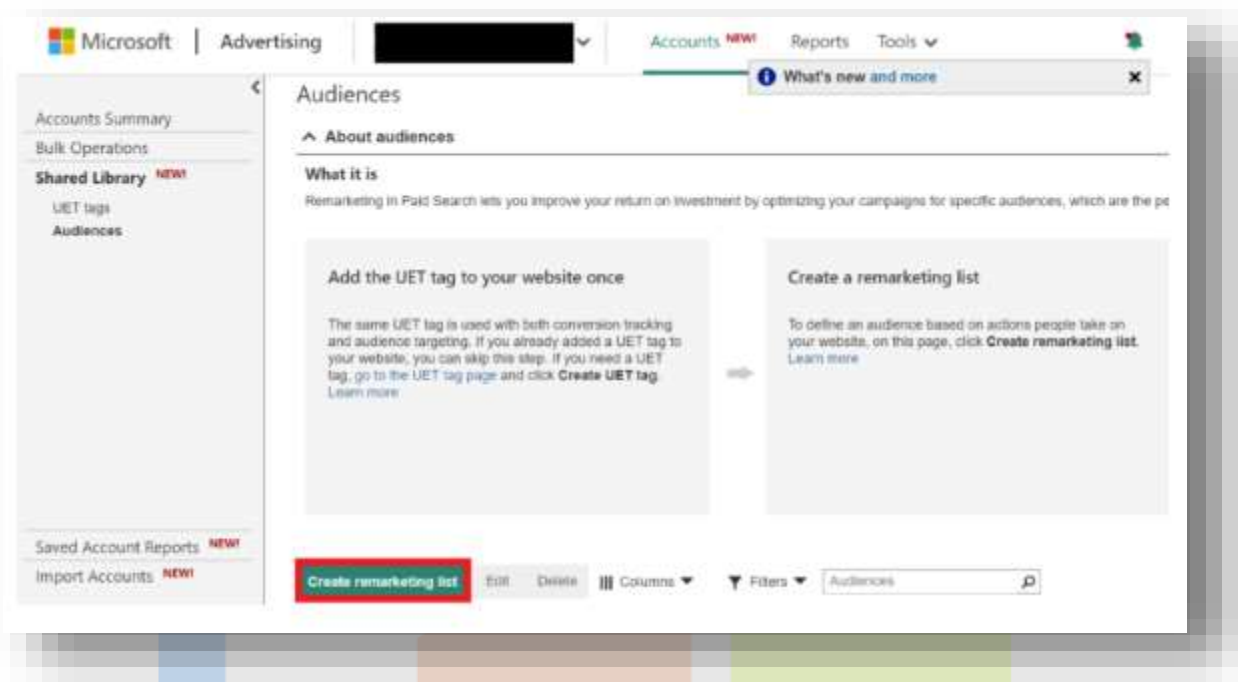
The screenshot shows the 'Billing information' form in the Microsoft Ads setup process. It includes fields for a promotional offer, billing country (set to United States), and billing options. Under 'How you pay: payment setting', 'Postpay' is selected. To the right, under 'What you pay with: payment method', 'Credit or debit card' is listed, while 'PayPal' and 'Check/bank transfer' are marked as 'Not available for Postpay'. A 'Next' button is at the bottom left. At the bottom, a progress bar shows 'Create Account' as the current step, followed by 'Import/Create Campaign' and 'Go Live'. A note at the bottom states: 'One more step! Before your advertising can go live, you need to add a form of payment. If you have a promotional offer, you can also add your code here. First, set your billing information and then add your payment information. [Skip payment information](#)'.

That's it. You just created your account.

How to set up a Microsoft Ads campaign

First, go to the “Campaigns” tab and click on the “Create campaign” button:

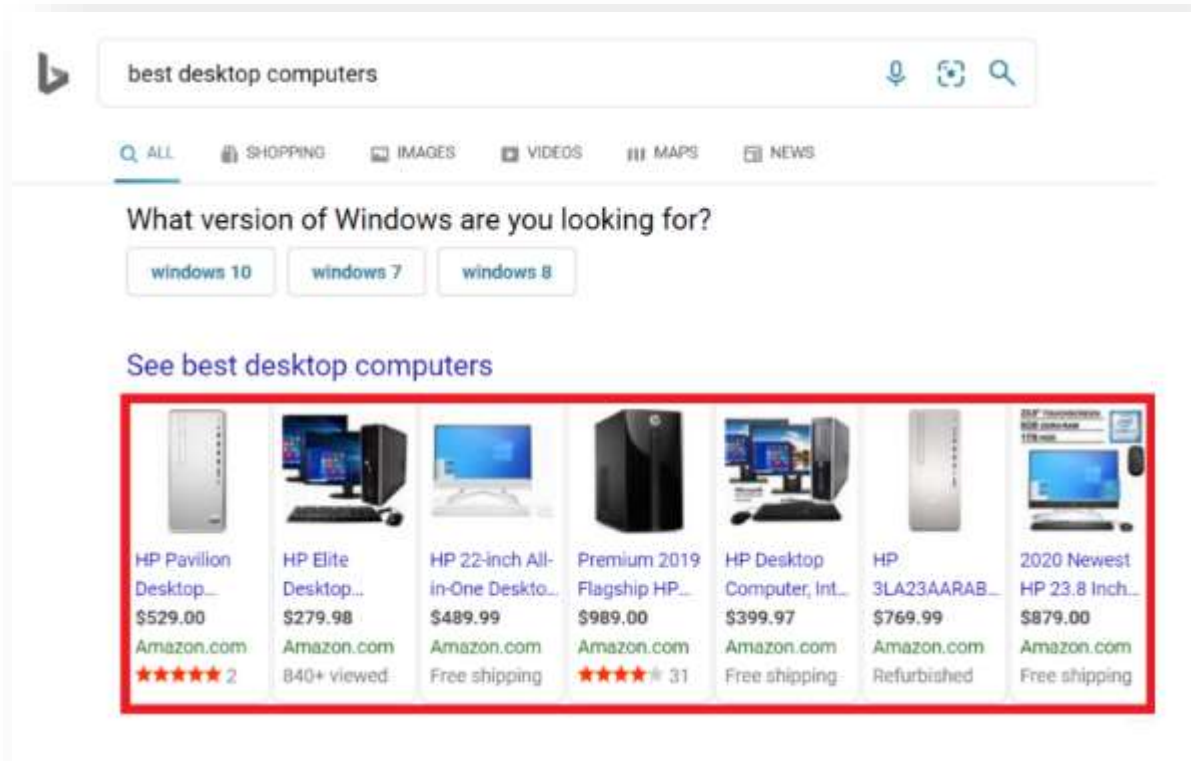
Click Here To Grab [Microsoft Ads Training Kit](#) HD Training Video



Campaign goals

You have six options for your campaign goal:

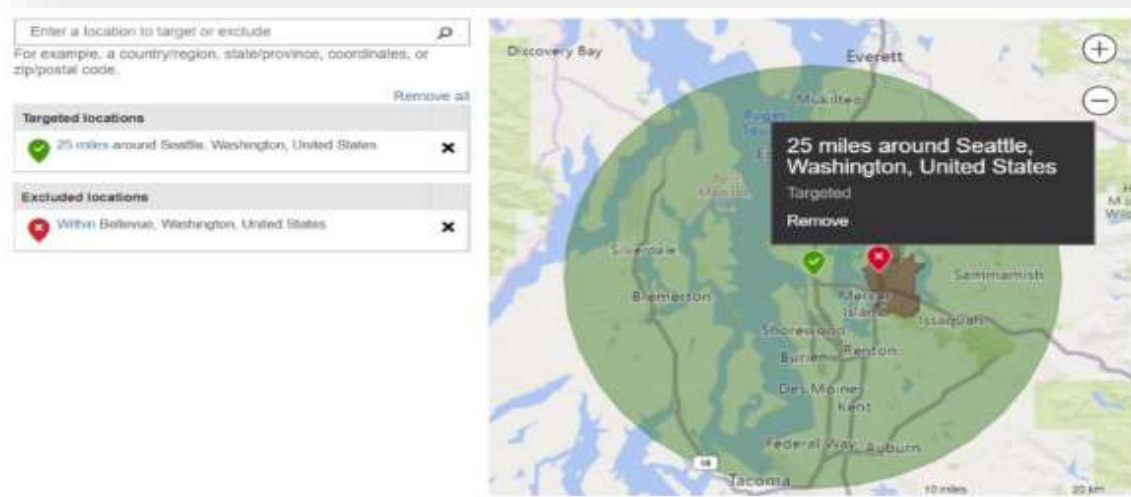
- Visits to my website. Choose this option if your main goal is to drive traffic to your website.
- Visits to my business location. Select this goal if you have a brick-and-mortar business, and you want people to visit your store, office, or event.
- Conversions. Pick this option if you want to track the actions people take on your website, such as purchasing a product or signing up for your email list.
- Phone calls. Use this option to drive more phone calls to your business.
- Dynamic Search Ads. With dynamic search ads, your ads are automatically customized based on the content of your site; you don't even choose keywords for your campaign. Check out this article to learn when dynamic search ads may make sense.
- Sell products from your catalog. Showcase your inventory with product images on the search results page. This feature is equivalent to Google Shopping.



Campaign settings

Next, it's time to define your campaign settings.

- Campaign name. It's important to name your campaigns sensibly, especially if you'll be running a large number of campaigns within your account. Here's an excellent guide that covers best practices for naming your campaigns.
- Campaign budget. Here, you can set how much money you're willing to spend per day on your ads. Learn more about how your budget is calculated here.
- Location. You can set locations for your ads based on a country or you choose states, cities, coordinates, or zip codes you want to target. Additionally, you can exclude locations you don't want to target.



- Who should see your ads? If you want to show ads to people who live in your target location, check “People in your targeted location.” In most cases, you wouldn’t check “People searching for or viewing pages about your targeted location,” although there are exceptions (e.g., tour business).
- Language. Select a language consistent with your location targeting.

Ad groups and keywords

The next step is to name your ad group and choose the right keywords for your ads.

Ad group name ?

241 characters remaining

Enter keywords ?

+teeth +whitening +dentist

+professional +teeth +whitening

+best +teeth +whitening

+teeth +whitening +treatment

+teeth +whitening +procedure

+cosmetic +teeth +whitening

You probably noticed the plus sign in front of each word in the image above. That's called a broad match modifier, and it's one of four match types:

- **Broad match.** With a broad match type, someone could type your keywords out of order in the search bar, and your ads will still display. Your ads also show if the searched words are loosely related to your keywords, even if they don't exactly match (hence "broad" match). Broad matches will generally generate the most traffic, but your ads will be less targeted.
- **Broad match modifier.** When you use broad match modifier keywords, your keywords must be in the search query, although the order can differ. You will get less, but more relevant, traffic.
- **Phrase match.** Phrase match keywords generally bring highly targeted traffic to your website since the search query has to contain all of your keywords in the exact order they're written. You also get exposure to new audiences who type in long-tail keywords that contain your keywords.
- **Exact match.** The exact match requires the search query to match your keywords with no deviation, and the search query can contain no other words. The exact match is the most targeted but will provide the least traffic.

	Your keyword	Search Terms
Broad Match	Teeth Whitening	Dental whitening How to whiten teeth Teeth bleaching
Broad Match Modifier	+Teeth +Whitening	Is whitening teeth bad?
Phrase Match	"Teeth Whitening"	Teeth whitening cost Teeth whitening kit
Exact Match	[Teeth Whitening]	Teeth whitening

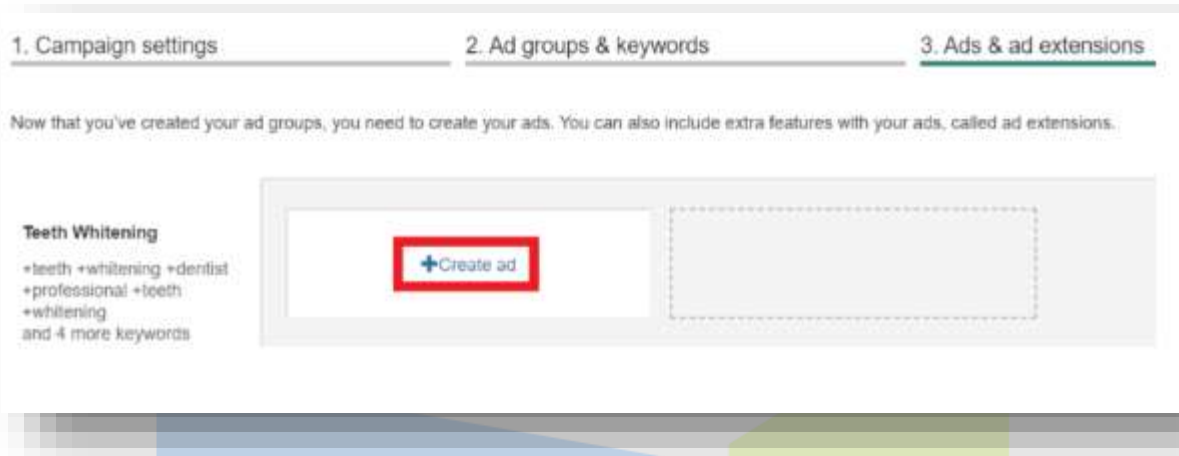
If you need inspiration for keyword ideas, use tools such as Wordtracker, SEMrush, Adzooma, or Moz.

Suggestions	↓ Monthly searches ?	Monthly avg. cost per click ?	Competition ?
« Dentist Near Me (Ad group)	68,370	0.68	Medium
dentists near me	30,790	0.69	High
top dentists near me	26,240	0.38	High
+ 80 keywords			
« Dental Implant Cost (Ad group)	50,370	0.59	High
average cost dental implants	23,750	0.67	High
cost dental implants	17,700	0.72	High
+ 6 keywords			
« Dentist (Ad group)	48,950	2.09	Medium
dentists	33,730	2.19	High
kids dentist	1,480	1.69	High
+ 184 keywords			
« Dental Implant (Ad group)	48,000	0.99	High
best dental implants	12,020	1.21	High
full dental implants	10,720	0.67	High
+ 36 keywords			

Once you've chosen your keywords, click "Save." Next, we'll get into the ad creation process.

Ads

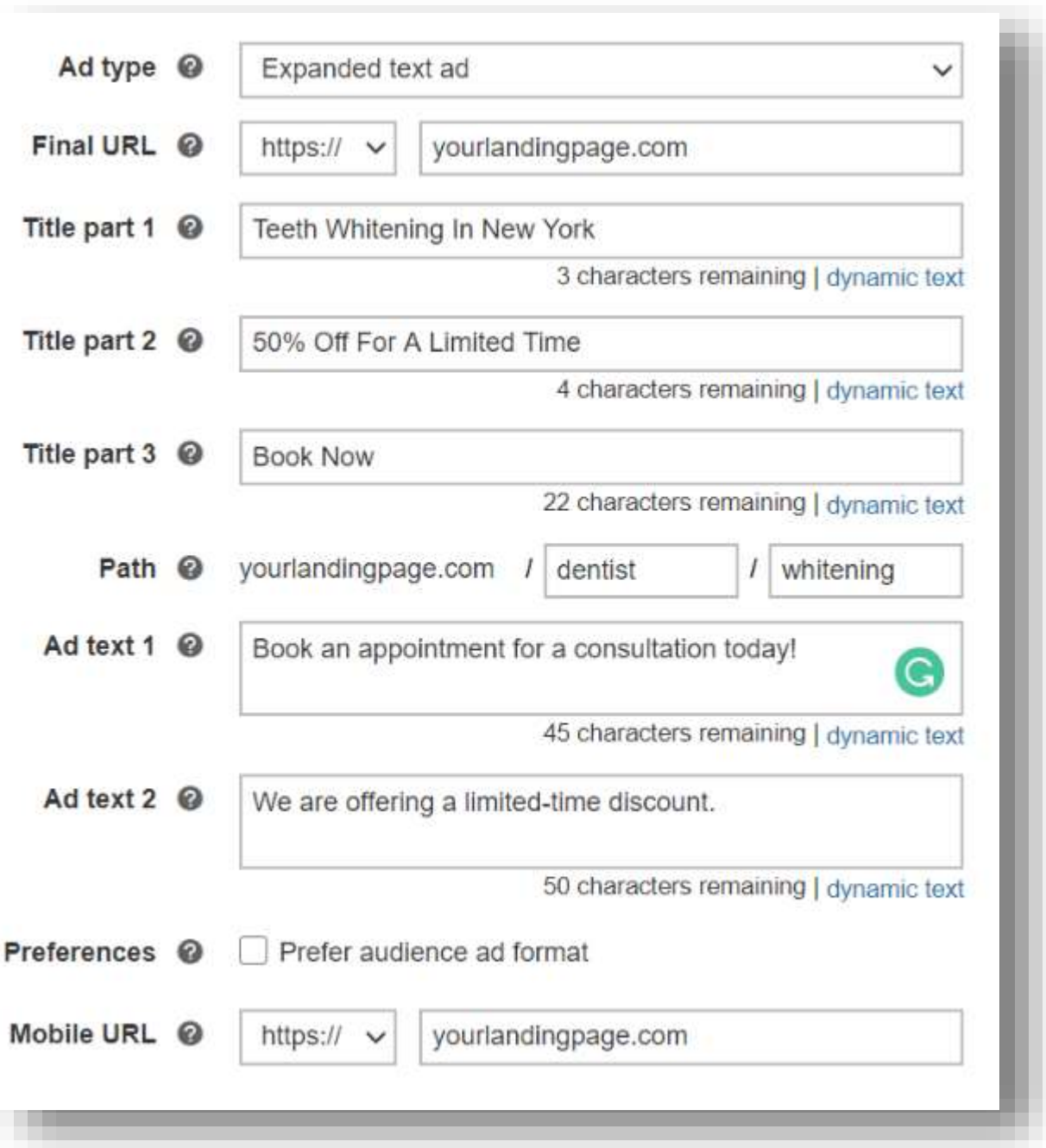
Click on "Create ad."



Next, fill in the following information:

- **Ad type.** Choose between expanded text ads and responsive search ads. If you go with expanded text ads, you have to write your headline and description for each ad you create. With responsive search ads, Microsoft Advertising automatically combines headlines and descriptions.
- **Final URL.** Enter the URL of your landing page.
- **Title part 1.** People usually notice your title first to decide if your ad is relevant. It's a good idea to include keywords in your title.
- **Title part 2.** This is a subheading for your ad, separated from the first title by a vertical bar.
- **Title part 3.** The last title is less important and may not appear in your ad at all, but it still provides helpful context.
- **Path.** Name your path with relevant keywords. For example, if you're a dentist, you may name your first path as "teeth" and the second path as "whitening," so the path is relevant to the search query. Your display URL will show as "domain.com/teeth/whitening." Each path comes with a 15-character limit.
- **Ad text 1.** Include important information with your first ad text. If you want examples of good PPC ad copy (with explanations), check out this article.
- **Ad text 2.** The second ad text is not guaranteed to show in your ads.

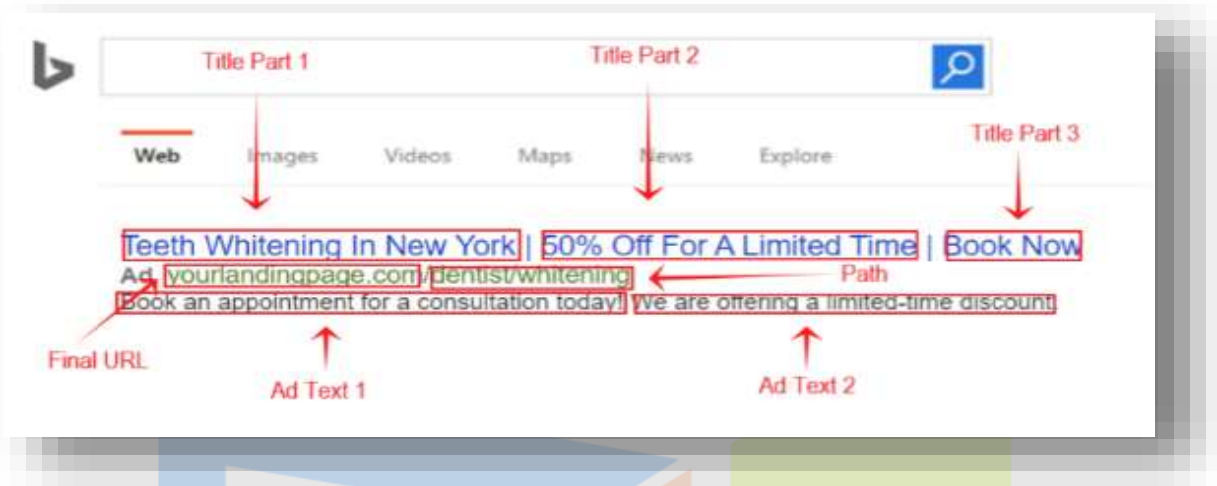
- Mobile URL. This should be the same as your final URL unless you have a different URL for mobile users.



The screenshot shows the Microsoft Ads campaign setup form with the following fields and values:

- Ad type**: Expanded text ad
- Final URL**: https:// yourlandingpage.com
- Title part 1**: Teeth Whitening In New York (3 characters remaining | dynamic text)
- Title part 2**: 50% Off For A Limited Time (4 characters remaining | dynamic text)
- Title part 3**: Book Now (22 characters remaining | dynamic text)
- Path**: yourlandingpage.com / dentist / whitening
- Ad text 1**: Book an appointment for a consultation today! (45 characters remaining | dynamic text)
- Ad text 2**: We are offering a limited-time discount. (50 characters remaining | dynamic text)
- Preferences**: ☐ Prefer audience ad format
- Mobile URL**: https:// yourlandingpage.com

This is how your ad appears to search users.



How to use dynamic keyword insertion

If you type "{" into any of the title boxes, you have the option to choose "Keyword insertion."

Ad type ? Expanded text ad

Final URL ? https:// []

Title part 1 ? Teeth Whitening
15 characters remaining | dynamic text

Title part 2 ? {

Title part 3 ?

Path ?

Ad text 1 ?

Ad text 2 ?

Countdown
Insert a timer that counts down to an event

Ad customizer
Insert a custom attribute defined in the ad customizer feed

Keyword insertion
Insert the keyword that triggers your ad

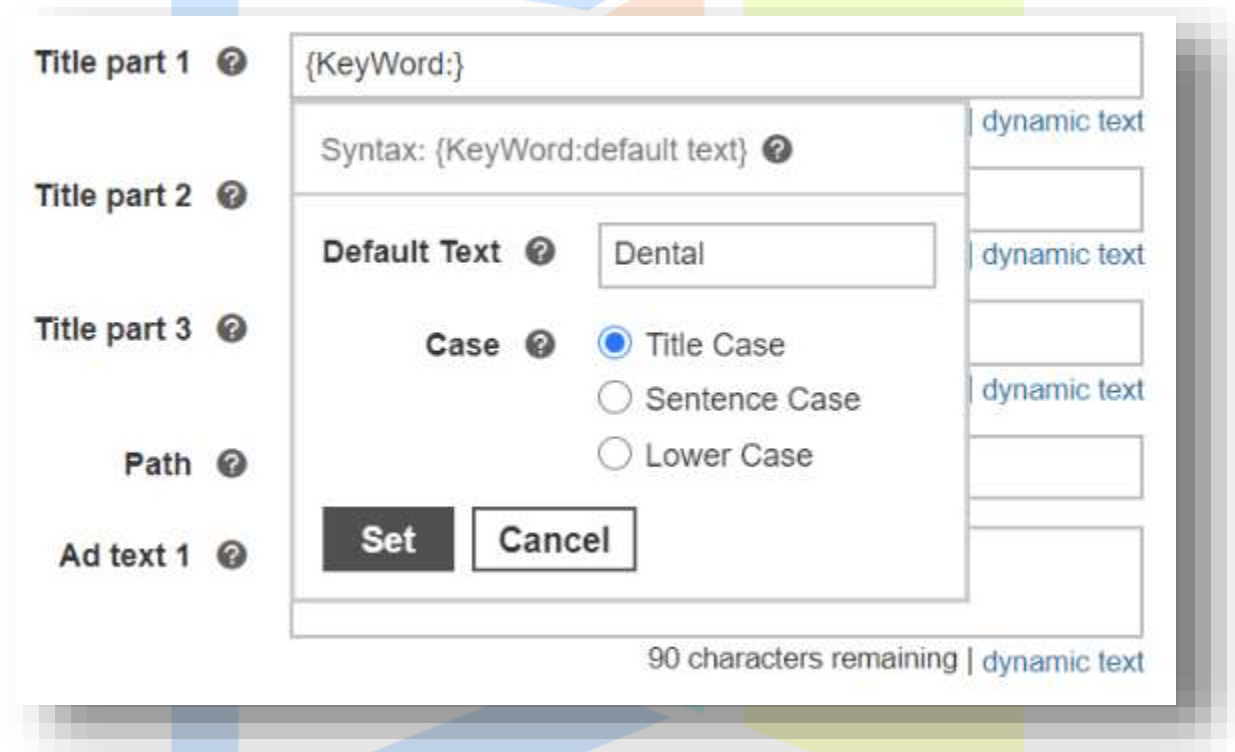
IF function
Insert text when a condition is met

90 characters remaining | dynamic text

The keyword insertion function matches the exact keyword someone typed in. For example, say you have keywords that include teeth whitening and dental bleaching, and you set your title as “Book Your {keyword: dental} Appointment Today.”

When someone types in “dental bleaching,” your ad displays as “Book Your Dental Bleaching Appointment today.” When the searcher’s keyword cannot be displayed in ads, your ad automatically displays default text (e.g., “Book Your Dental Appointment Today”).

(For your default text, choose something general that works for multiple scenarios.)



The screenshot shows the Microsoft Ads configuration interface for keyword insertion. On the left, there's a list of ad components: Title part 1, Title part 2, Title part 3, Path, and Ad text 1. Each component has a question mark icon. A modal dialog box is open, showing the configuration for 'Title part 1'. The dialog has a text input field containing '{Keyword:}'. Below it, the syntax is shown as '{Keyword:default text}'. The 'Default Text' field is set to 'Dental'. The 'Case' options are 'Title Case' (selected with a blue radio button), 'Sentence Case', and 'Lower Case'. There are 'Set' and 'Cancel' buttons at the bottom of the dialog. The background shows the 'dynamic text' label for each component.

Ad Extensions

There are nine core ad extensions, some of which are unique to Microsoft Ads. (There’s also the tenth extension to promote app downloads if you have an app.)

1. Action extensions

These allow you to embed a call-to-action button on your ads, which can help increase the click-through rate of your ads.

The Best Premium Dog Food - High Quality Food for Your Dog

<https://www.petcorean.com/best-dog-food> ▼

Find Store

Ad Treat your **dog** with Petcorean premium **food**. Find your nearest retailer today.
Treat your **dog** with Petcorean today!
We create the best dog food possible for your dog, because pet health and ...

HostGator.com® Official - 60% Off Hosting Packages

https://www.hostgator.com/hostgator/web_hosting ▼

Compare

Ad Powerful Web **Hosting** Made Easy and Affordable. Great Bundle with Every Plan.
Free Domains with Select Web **Hosting** Packages
With our QuickInstall tool, available on all Web Hosting plans, you can create any ...
Free Website Templates · Unmetered Bandwidth · Unmetered Disk Space
hostgator.com is rated ★★★★★ (10,258 reviews)
Popular Links: [About Hostgator](#) · [Press & Media](#) · [Company Blog](#)

Web Hosting

VPS Hosting

Free Domain with Hosting

App Hosting

2. Price extensions

With price extensions, people can see sample prices before they click. Price extensions help can increase the relevance and improve conversions of your ads.

50% OFF Big Deals 618 Buy Now - Dyson Airwrap Complete Styler

<https://www.pkhhairs.com/dyson-airwrap/on-sale> ▼

Ad Dyson Airwrap 2020 Top Sale Enjoy Free Shipping and fast delivery. Order Now! The most awarded hair styling tool, including the Allure Best of Beauty Breakthrough award.
You have visited pkhhairs.com once in last 7 days.

Dyson hairs - \$269.99 · Dyson Airwrap - \$349.99 · 3D Floating Splint - \$49.99

3. Site link extensions

Site link extensions allow you to include additional links to specific products or offers. They significantly increase the surface area of your ads, which can drive more clicks.

Top Contract Mgmt Software - Browse Highly Rated Software

<https://www.getapp.com> 13,400+ followers on Twitter

(Ad) Get the Contract **Software** your competitors are already using - Start Now! Don't Wait - Let GetApp Help You Find The Perfect **Software** For Your Business Needs.

Types: Open-Source, Free Trials, Enterprise, Small Business, Cloud

Business Performance Mgmt

Discover, Compare & Choose
The Best Software On GetApp!

Dashboard Software

Discover, Compare & Choose
The Best Software On GetApp!

Business Plan Software

Discover, Compare & Choose
The Best Software On GetApp!

Analytics Software

Discover, Compare & Choose
The Best Software On GetApp!

BI Software

Discover, Compare & Choose
The Best Software On GetApp!

[See results only from getapp.com](#)

4. Callout extensions

Callout extensions also increase the screen space of your ads. You can use them to highlight product features or benefits. But, unlike site link extensions, callout extensions don't add additional links to your ads.

Campaigner Email Marketing - Start Your Free Trial

<https://try.campaigner.com/start-your/free-trial>

Try Now

Ad Send emails that your customers with love using hundreds of responsive templates. Drive higher ROI with advanced email marketing features. First month free with 30-day FREE trial. Plans start from \$49.95 thereafter.

30-Day Free Trial · Easy-to-use · Free Email Templates · No setup fees

5. Structured snippet extensions

With structured snippet extensions, you can highlight aspects of your product or service. A structured snippet contains a header and a list of 2–10 words that relate to the header. For example, if your header is “services,” then the words that relate to your header may be “oil change” and “brake repair.”

Top Contract Mgmt Software - Browse Highly Rated Software

<https://www.getapp.com> 13,400+ followers on Twitter

Ad Get the Contract Software your competitors are already using - Start Now! Don't Wait - Let GetApp Help You Find The Perfect Software For Your Business Needs.

Types: Open-Source, Free Trials, Enterprise, Small Business, Cloud

6. Review extensions

Review extensions allow you to display customer reviews on your ads “from reliable, well-established and trusted sources.” For more information on Microsoft’s review extension policies, click here.

Star SP700 Printers On Sale - barcodebonanza.com

<https://www.barcodebonanza.com/star/sp700> ▼

(Ad) Buy the Star SP700 Online or Call A Trained Pro.

5/5 ★★★★★ (479 reviews)

7. Location extensions

These are useful if you own a brick-and-mortar business. With location extensions, you can add the physical location of your business for easy reference (instead of forcing potential customers to click your ad just to find your address).

Best Plumbers Vancouver - Fast, Reliable Service

<https://call.milani.ca/plumbing/vancouver> ▼

(Ad) Earn Air Miles® with Milani. Voted #1 Heating & Plumbing Company. Call Today!

For immediate 24 hour assistance please call our customer service line at .

24 Hour Emergency Service · Serving B.C. Since 1956 · Workmanship Guaranteed

Types: Single Stage Furnace, Dual-Stage Furnace, Variable Furnace

📍 803-1560 Homer Mews, Vancouver · 5.1 mi (604) 737-2603

8. Call extensions

Call extensions display your phone number on your ads. Your phone number can be displayed on all devices, including PCs, tablets, and smartphones. On PCs and tablets, people can make calls by using a free Skype call, which is an exclusive feature of Microsoft Ads.

On smartphones, people can make calls by tapping on your number. According to Microsoft, ads with call extensions have a 3–6% higher click rate than ads that don't.

Best Plumber Vancouver - Mr. Rooter® Vancouver, BC

<http://vancouver-bc.mr-rooter.ca> ▼

(Ad) Promo: Save \$20! 24/7 Same Day Plumber Vancouver.
Free Quote.

Sat/Sun Emergency Service · Plumbers Available Now

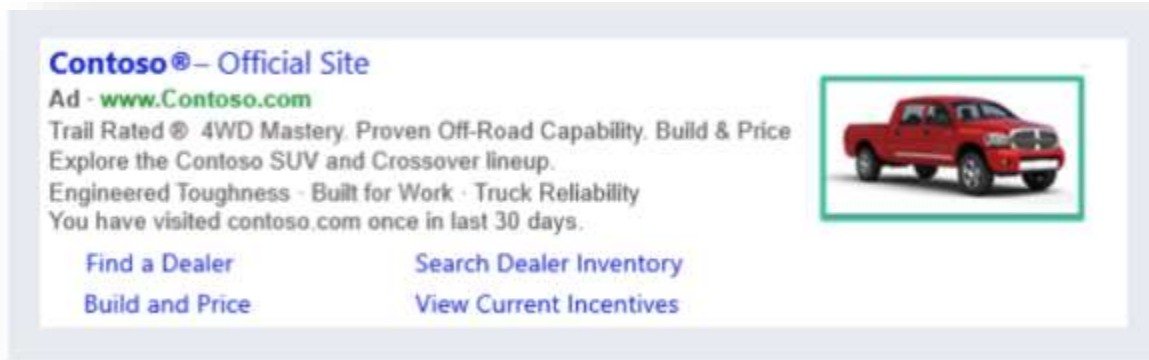
 Call (604) 757-7335

9. Image extensions

With image extensions, your search ads have a chance to appear on non-search placements.

There are a few requirements for images that you can use in ads:

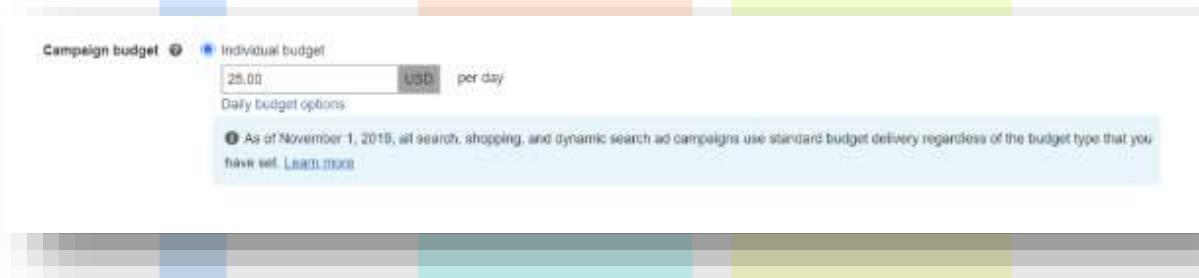
- Minimum image dimensions: 760 x 400 pixels;
- Maximum image dimensions: 1,900 x 1,000 pixels;
- Required aspect ratio: 16:9;
- File types eligible: .jpeg, .png, and .gif.



The next step is to set your budget and bids.

Budget

Your budget comes down to how much you're comfortable spending and the industry you're in. Know what kind of CPC you're looking at before you commit to a paid strategy.



To help get you started, Microsoft Advertising provides suggested bids when choosing keywords. It's their estimate of how much you'll have to spend to show up on the front page of Bing.

This bid is just an estimate. Keep a close eye on how your campaign performs and adjust your bids accordingly.

Ad group bid We have suggested bid values for your ad groups. Change the bid values to see how the performance estimates are affected.

Ad group	Bid	Estimated monthly clicks	Estimated monthly impressions	Estimated monthly spend	Estimated avg. position
Tooth Whitening	0.5 USD	0	0	0.00	0.00

Show rows: 20

Create campaign new Edit Details Automate Bid strategy type Download Labels Columns Segment

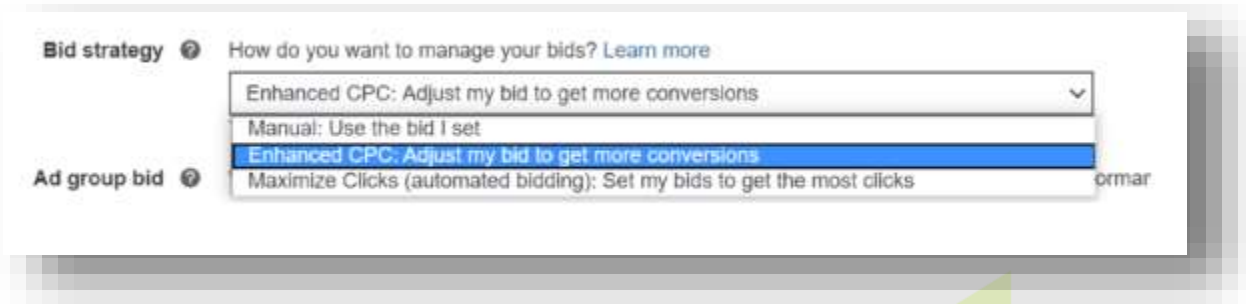
Campaign	Budget	Delivery	Campaign type	Bid strategy type
Test Campaign	20.00/day	Eligible	Search	Enhanced CPC
Search ads total				
Audience ads total				
Deleted items total				
Overall total - 1 campaigns	20.00/day			

Bid strategy

There are three main bid strategies:

- **Manual:** With a manual bid, you set bids for your ad groups and keywords, and these bids are set in stone unless you change them.
- **Enhanced CPC:** With Enhanced CPC, you set your bid manually, and Microsoft Ads automatically increases or decreases your bid when the conversion is more likely. Enhanced CPC ads come with certain geographic restrictions.
- **Maximize clicks:** Your bid is set automatically to a number that maximizes clicks while staying within your set budget. (You have an option to set a maximum CPC.)

While automated ads can save time, the tradeoff is you have much less control. And despite their potential, PPC automation isn't guaranteed to outperform manual bids.

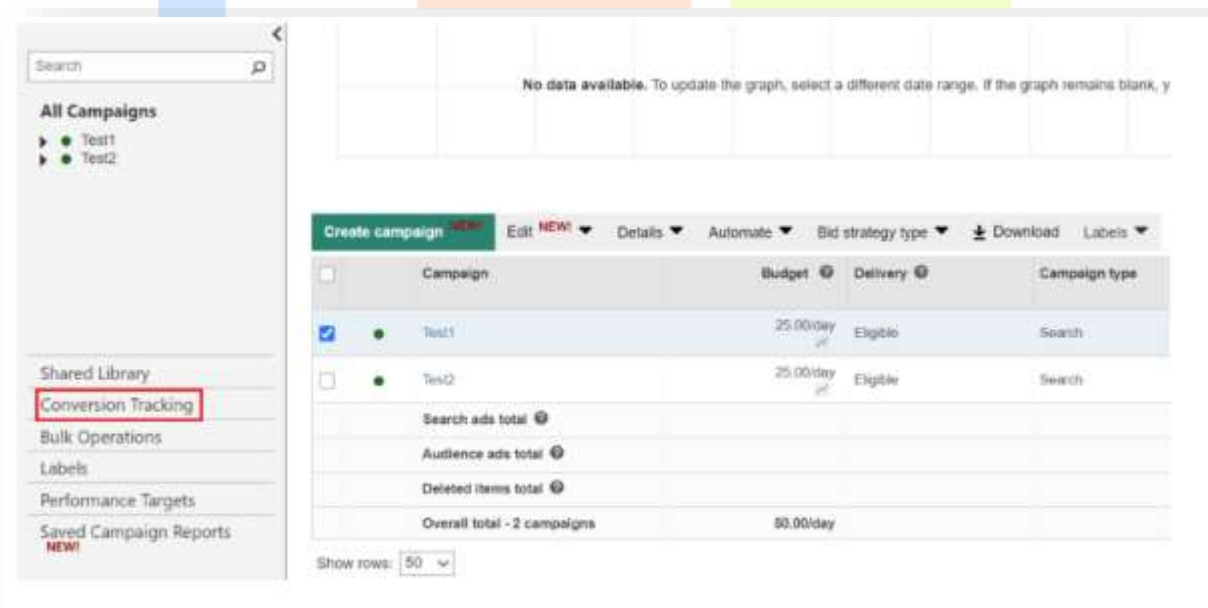


Conversion Tracking

You can only optimize what you measure, but conversion tracking is also vital to automation. Many Microsoft Ads features depend on the volume and quality of data from conversion tracking.

How to set up conversion tracking

Click on “Conversion Tracking.”



Then, click “Get started.”

- All Campaigns
- Shared Library
- Conversion Tracking**
 - UET tags
 - Conversion goals
 - Offline conversions
- Bulk Operations
- Labels
- Performance Targets
- Saved Campaign Reports **NEW!**

What it is

Conversion tracking measures the return on investment of your campaign by tracking actions people take. Note: If you are tracking mobile app installs as a conversion or tracking conversions offline, you don't have to create a UET tag.

Create your UET tag once

On the UET tags page, click **Create UET tag** to get the tracking code that you can use with both conversion goals and remarketing lists. [Learn more](#)

```
<script>
</script>
```

Add the tracking code to your website

Add the UET tag tracking code throughout your website, either directly or through your tag management solution. [Learn more](#)

Get started

Next, click on “Create UET Tag.”

- All Campaigns
- Shared Library
- Conversion Tracking**
 - UET tags
 - Conversion goals
 - Offline conversions
- Bulk Operations
- Labels
- Performance Targets
- Saved Campaign Reports **NEW!**

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>
```

Add the tracking code to your website

Add the UET tag tracking code throughout your website, either directly or through your tag management solution. [Learn more](#)

Create UET tag Filters Tag name

Tag name	Tag description	Tag ID	Tracking status	Owner

Fill in the “UET tag name” section. For your description, it’s recommended to either write the name of your page or the page URL.

Create UET tag

Enter a name and an optional description.

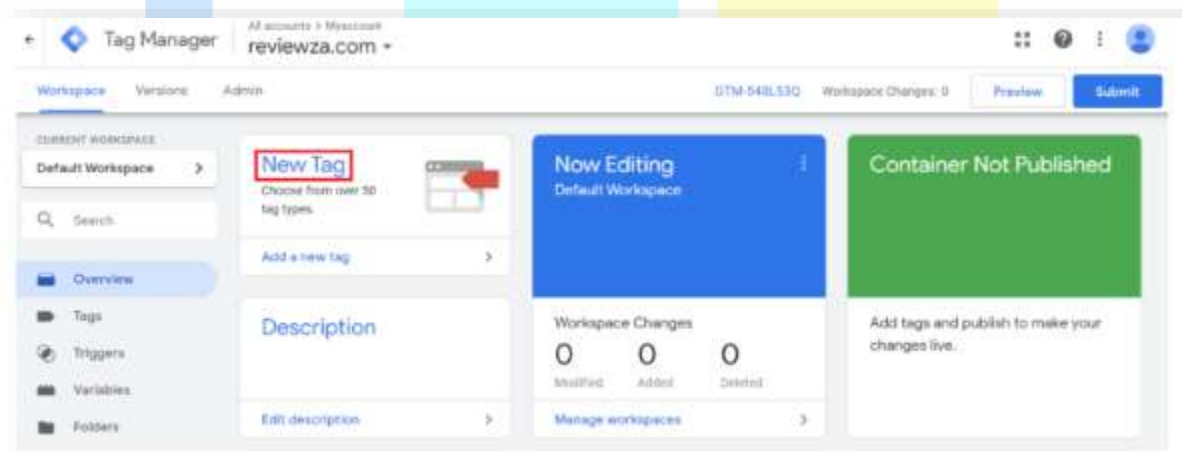
UET tag name

UET tag description

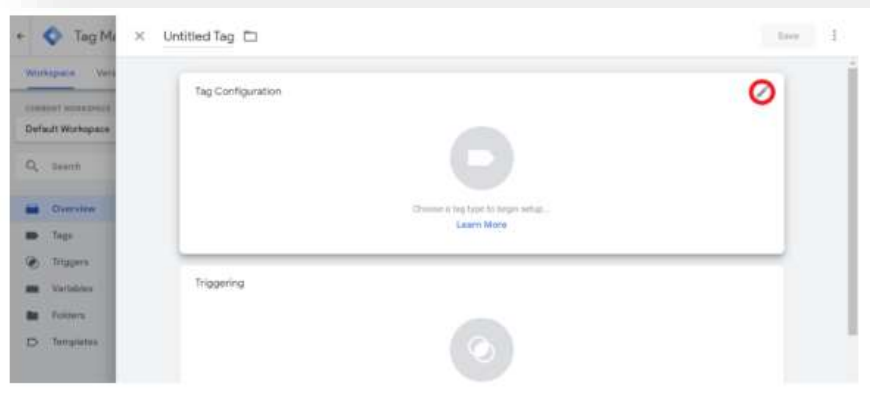
Save **Cancel**

In the following steps, I’ll set up a UET tag using Google Tag Manager (GTM), though there are other ways to implement the tag on your site.

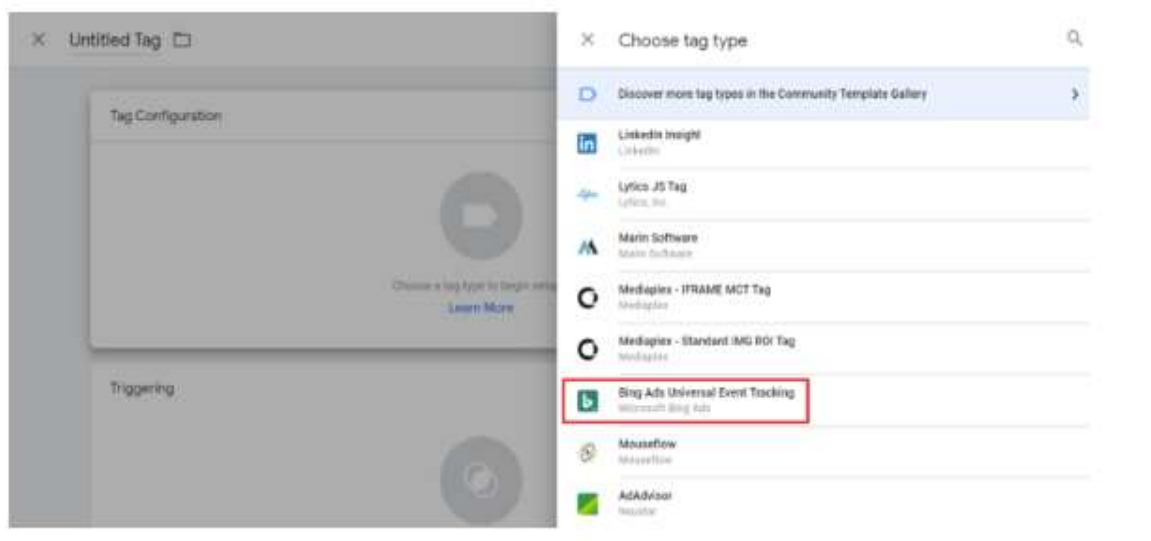
Go into your GTM container and click on “New Tag.”



Next, click on the pencil icon in the Tag Configuration.



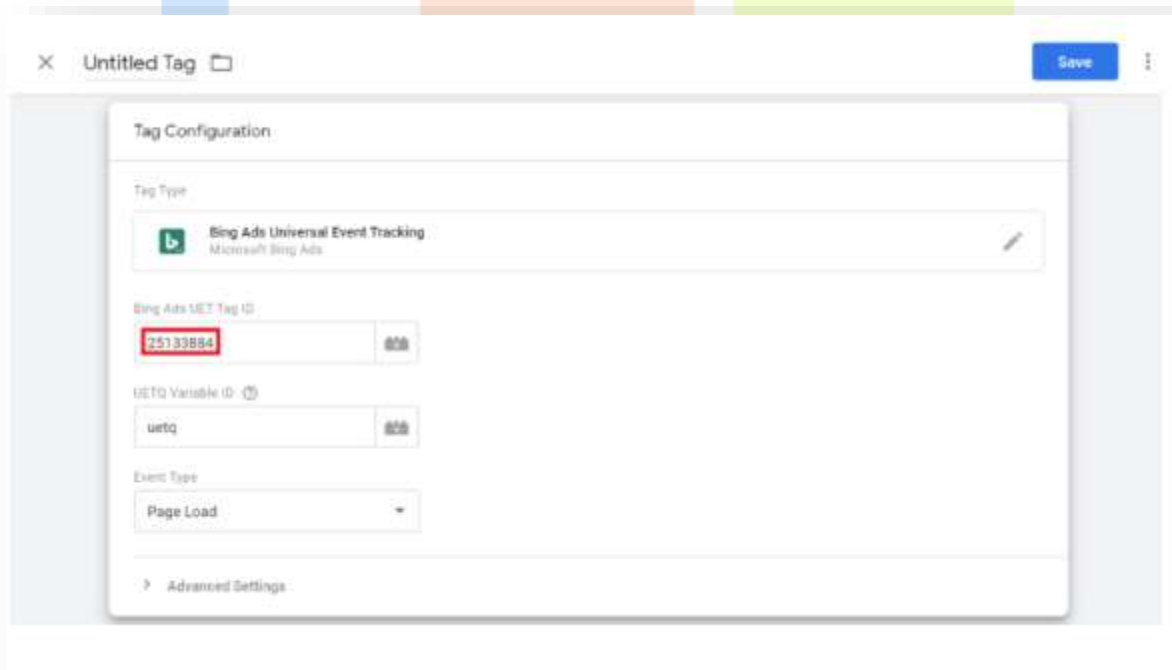
Scroll down and click on “Bing Ads Universal Event Tracking.”



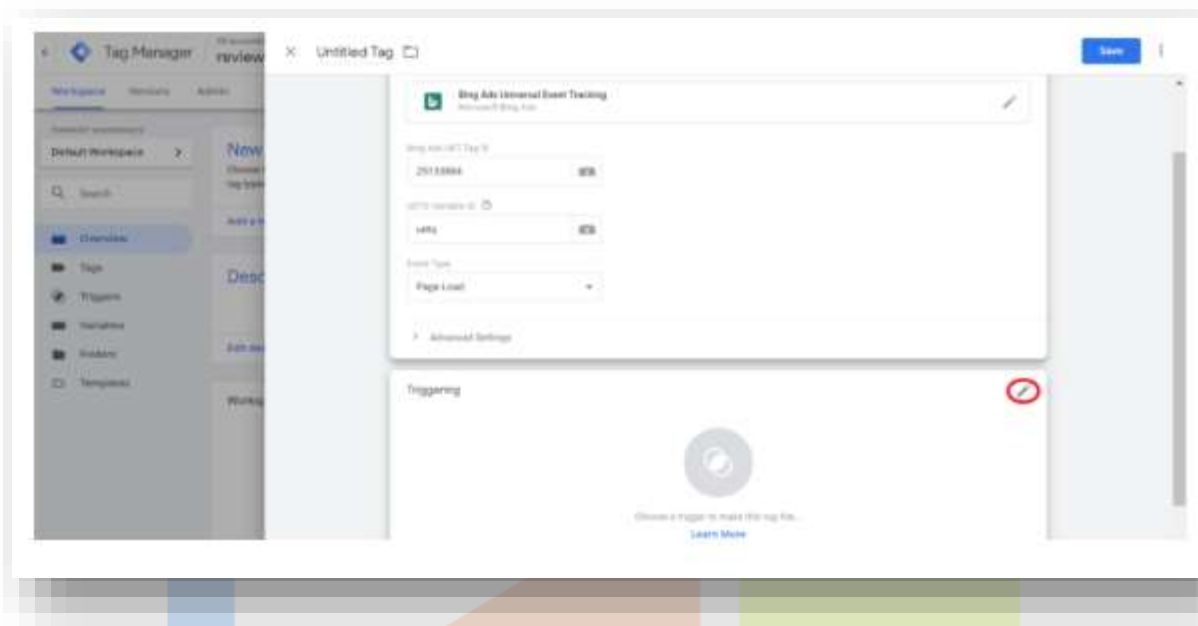
Go to your Microsoft Ads account and click on “UET Tags” under “Conversion Tracking.”
Copy the Tag ID from your UET Tag.



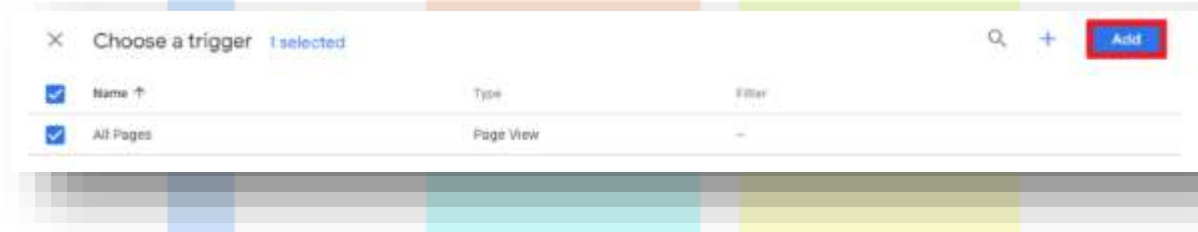
Go back to GTM and paste the Tag ID into the “Bing Ads UET Tag ID” section.



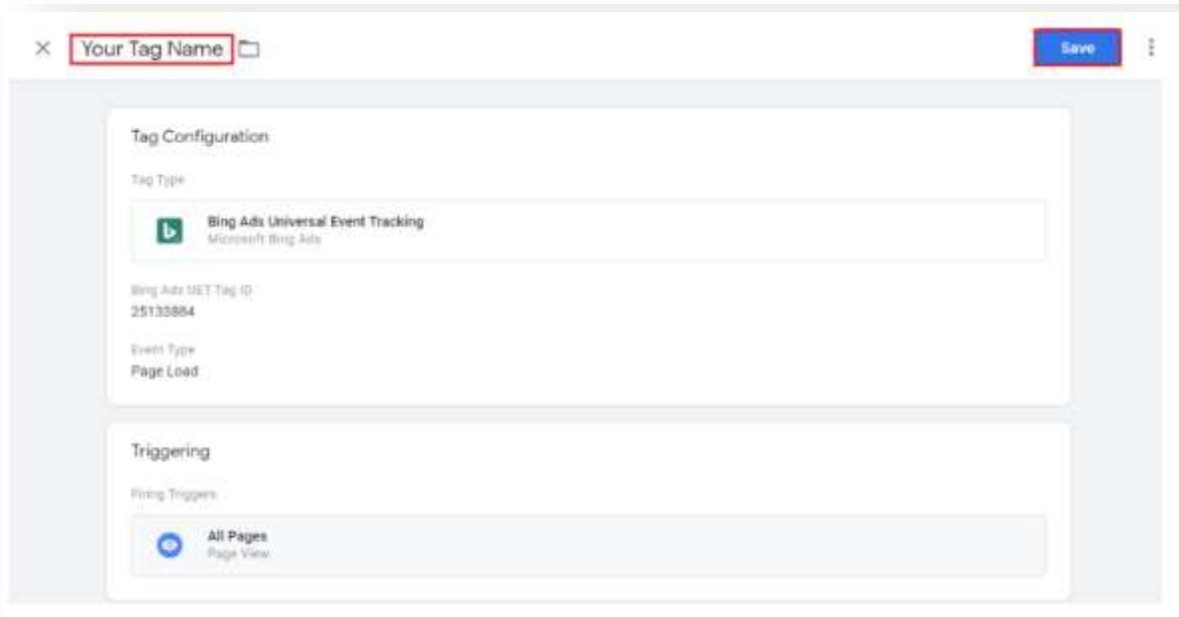
Click the pencil icon in the triggering pane.



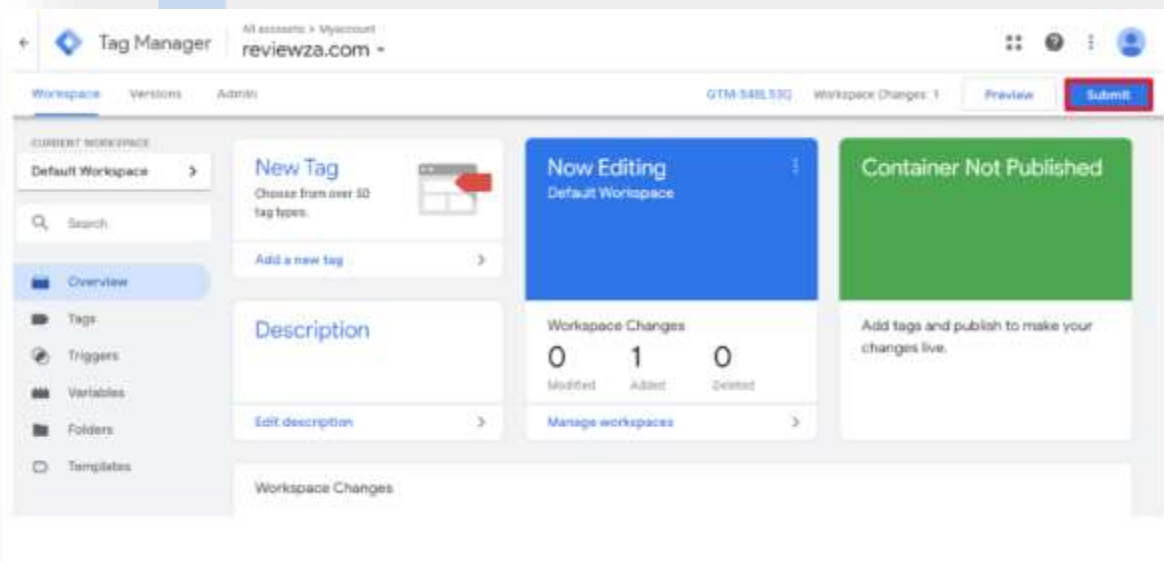
Select All Pages and click Add



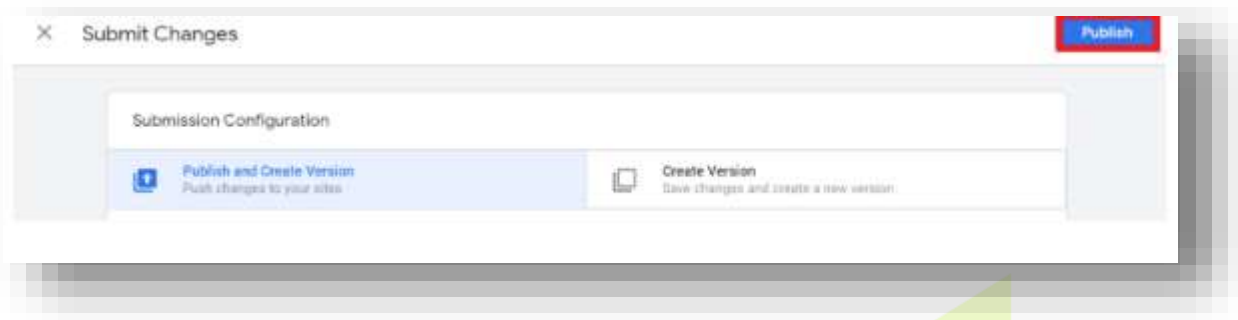
Enter a tag name and click Save.



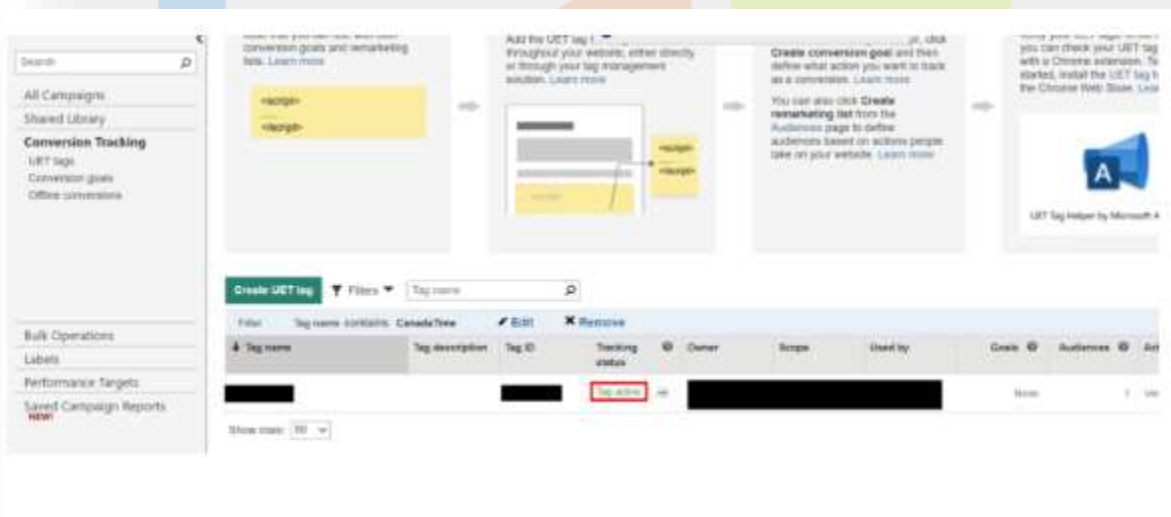
Click on Submit.



Finally, click on Publish.



You should see your tag verified under the UET tags pane in your Microsoft Advertising account within 24 hours.



Conversion goals

After you've added conversion tracking for your website, create conversion goals.

How To Set Up Conversion Goals

Go to "Conversion goals" and click on "Create conversion goal":

Search

All Campaigns

Shared Library

Conversion Tracking

UET tags

Conversion goals

Offline conversions

Bulk Operations

Labels

Performance Targets

Saved Campaign Reports
NEW!

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 conversion goal Edit ▼ All

Status	Goal name
?	

Name the conversion goal and select a goal that best describes the measure you want to track.

We'll walk through an example based on a destination URL (e.g., "thank you" page).

Name

Type ☒ **Destination URL** ⓘ
Track every time someone visits a web page as a conversion.

☐ **Duration** ⓘ
Track every time someone stays on a website for longer than a certain amount of time as a conversion.

☐ **Pages viewed per visit** ⓘ
Track every time someone visits more than a specified number of pages on your website as a conversion.

☐ **Event** ⓘ
Track every time someone completes a specific action such as, subscribing to newsletter or downloading whitepaper, as a conversion.

☐ **Mobile app install** ⓘ
Track every time someone installs your app as a conversion.

☐ **Offline conversions** ⓘ
Add offline conversions to Microsoft Advertising.

Add the destination URL to ensure your conversion gets recorded when the customer reaches, in this example, your thank you page.

Create conversion goal

Goal description Name: dd, type: Destination URL ✎

Goal details

Destination URL

ⓘ Only visits to this exact URL would be considered conversions. For example: If the web page URL you choose is www.contoso.com, a visit to www.contoso.com will count as a conversion. [Learn more](#)

For destination URLs, you have four options, similar to what you see in Google Analytics Goals:

- **Equals to.** The URL that users visit has to exactly match your destination URL to count as a conversion.
- **Begins with.** Any visit to a page that begins with your URL will count as a conversion. For example, “abc.com/example/abcd” will be recorded as the conversion if your destination URL is set to “abc.com/example/.”

- Contains. Any visit to a site that contains your URL or keywords will count as a conversion. For example, if you set your destination URL to “thank-you,” then both “abc.com/thank-you” and “abc.com/example/thank-you” will count as conversions.
- Regular expression. This is a useful option if you’re trying to track a purchase for a specific product. For in-depth details, check out this page.

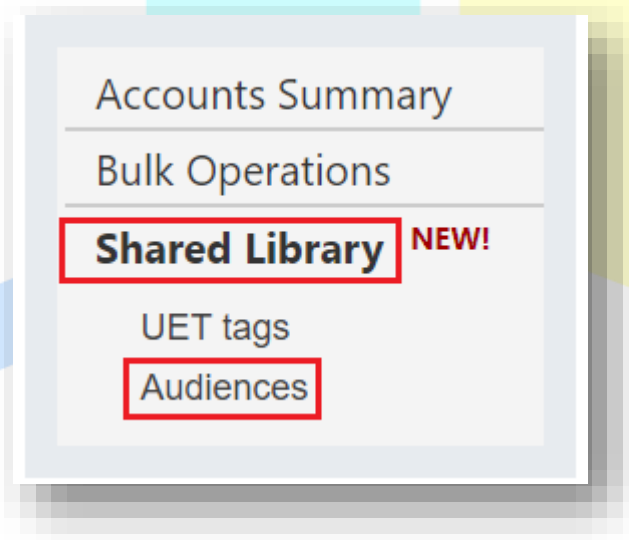
Once you set your destination URL, you can fill in the rest of the information, and click on save to complete the process. If you need additional help, check out Microsoft’s guide on creating conversion goals.

Remarketing with Microsoft Ads

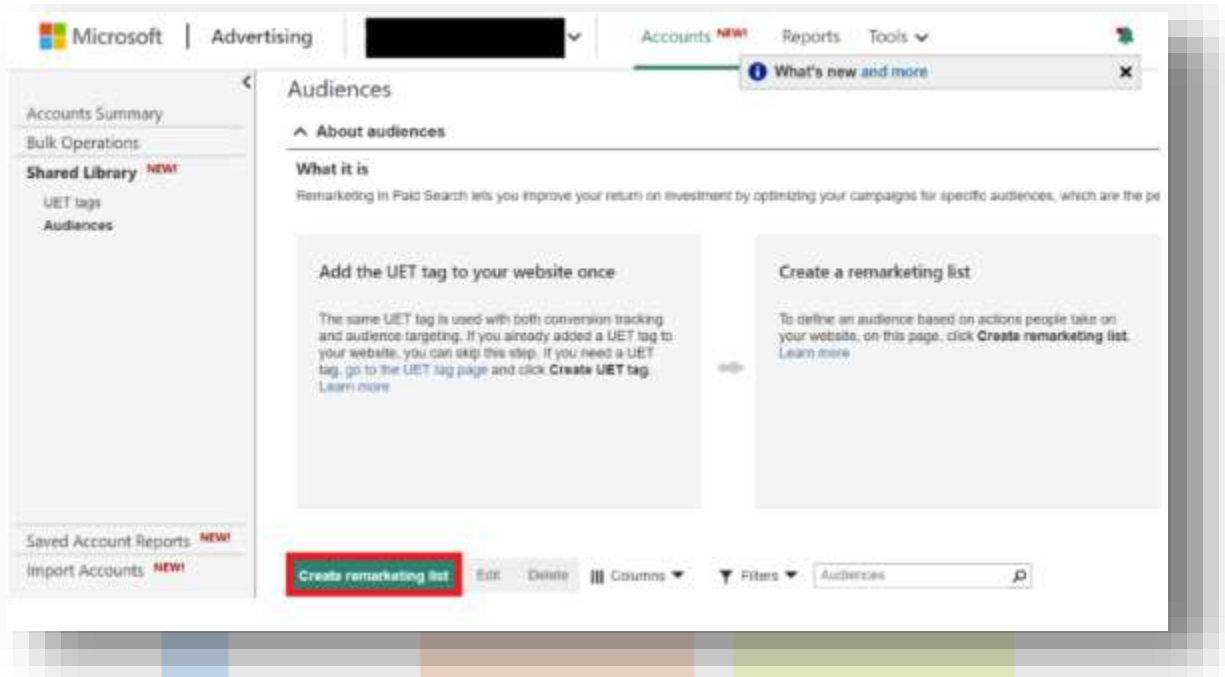
Remarketing can substantially increase your conversion rate for paid search marketing. It’s a way to re-engage website visitors who have visited your site but not yet converted.

How to create a remarketing list in Microsoft Ads

To create a remarketing list, go to “Shared Library” and click on “Audiences.”

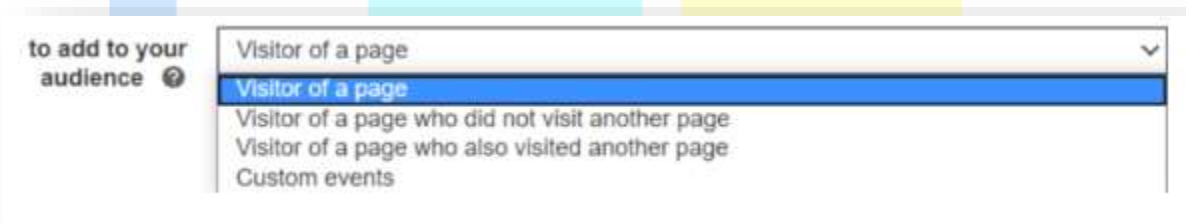


Click on “Create a remarketing list.”



Fill in the following sections:

- Remarketing list name. Write the name that best describes your remarketing list.
- Who to add to your audience. Pick one of the four rules.



For example, if you set the rule to “URL contains welcome,” your remarketing ad will target unconverted users who visited a page on your site that had “welcome” in the URL.



Whom to add to your audience: Visitor of a page

People who visited a page with any of the following:

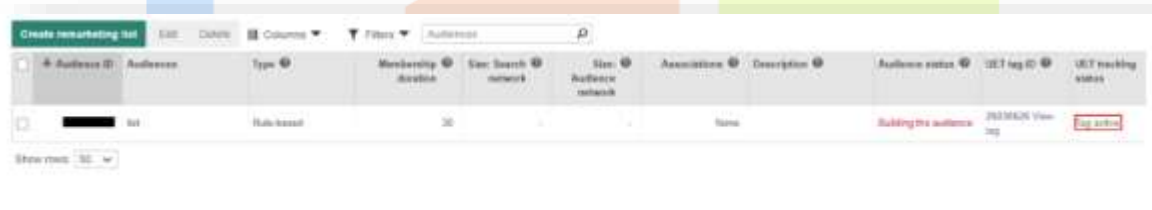
URL contains welcome X

Enter a value (ex: page.html)

+ Rule

See examples

- Membership duration: Type in how many days you're willing to wait before you give up on people who didn't convert. Recommendation says using a time lag report to match the membership duration to your sales cycle (e.g., 14 days).
- Tag name. Select the tag name that you verified during the conversion tracking step.



Audience ID	Audience	Type	Membership duration	Size	Associations	Description	Audience status	UET tag ID	UET tracking status
	Set	Rule-based	30			None	Building the audience	250 MINS View-tag	Tag active

Show rows: 30

Microsoft Ads: Exclusive features and benefits

While Google Ads and Microsoft Ads share a lot of similarities, there are features unique to Microsoft Ads. Additionally, you get access to Bing traffic, which owns close to 26% of the search market share for desktop searches in the United States (and its traffic is on the rise).

The following are some key features for Microsoft Ads.

Competition Tab

Inside the competition tab, you can peek at some of the key advertising performance metrics of your competitors, such as impression share, average position, and many more.

Additionally, you can view how your competitors perform across devices and over time.

LinkedIn profile targeting

With LinkedIn profile targeting, you can target users based on their:

1. Industry. Ex. Finance, health care, agriculture.
2. Company. Ex. Microsoft, Google, Facebook.
3. Job functions. Ex. Operations, real estate, administrative.

For example, say you sell PPC software and you want to reach decision-makers. LinkedIn targeting can help you reach a director of digital marketing instead of a PPC analyst.

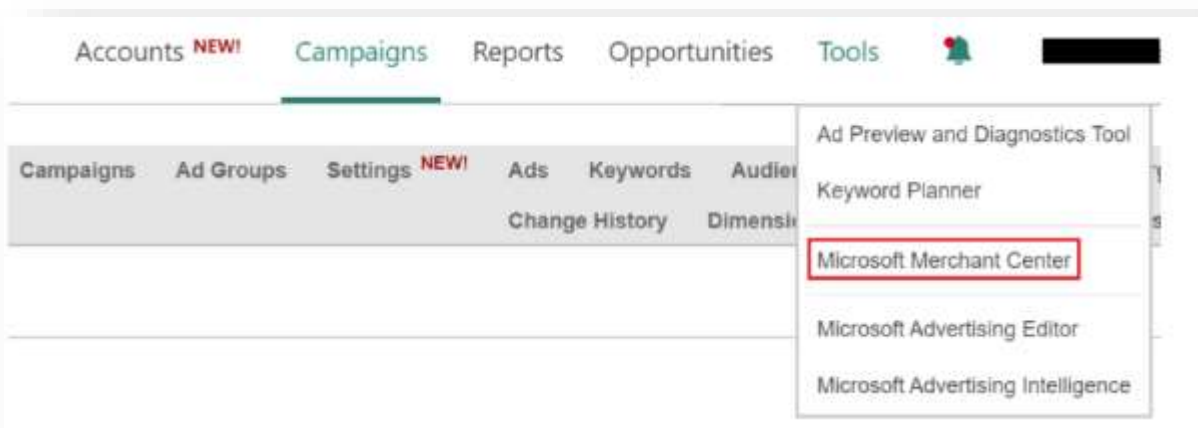
Importing campaigns from Google Ads

If you import campaigns from Google Ads into your Microsoft account, double-check location targets, as there are differences in supported cities and countries.

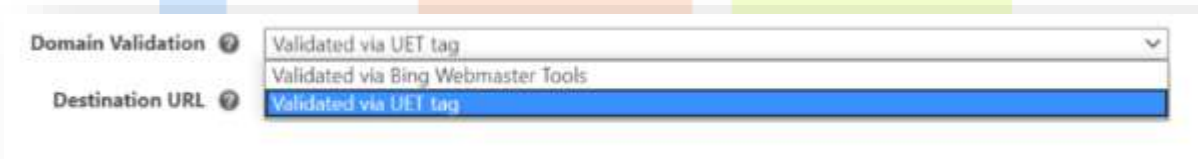
In most cases, you'll be fine if your targeting is based on the state and country level. But things can get tricky when you get down to DMAs and MSAs. Check out a detailed guide on how to import Google Ads [here](#).

How to import Merchant Center from Google

You can also import Google Merchant Center to Microsoft Ads if you have shopping ads set up in Google. First, go to Microsoft Ads and select "Tools." Next, click on "Microsoft Merchant Center":



If you haven't created your store yet, click on "Create a store." If you get stuck on the domain verification stage, follow the steps outlined in the conversion tracking section to copy and paste the UET code onto your website. Next select, "Validated via UET tag" from the destination URL.

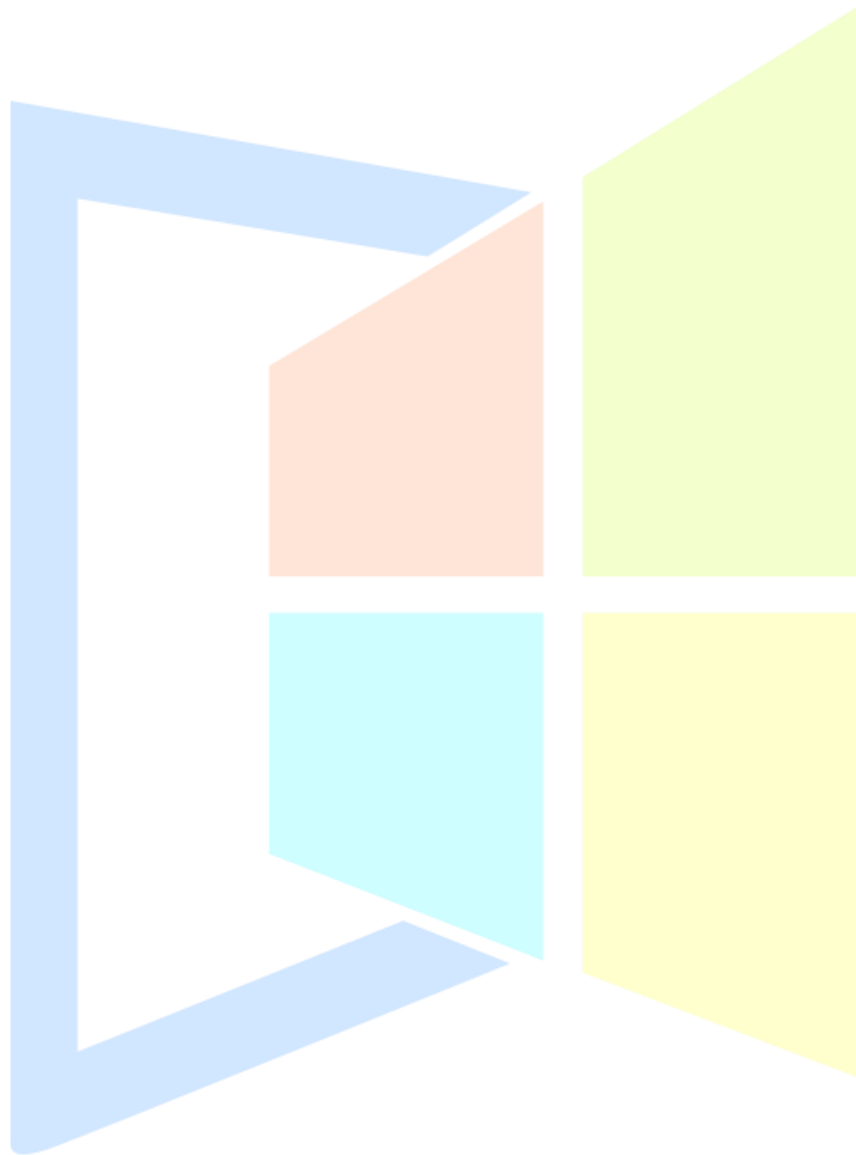


The next step is to import a merchant store from Google. You can access the tutorial with the entire process here.

Conclusion

If you've primarily relied on Google Ads for your advertising efforts, Microsoft Advertising is a great alternative to add to your mix. With so many marketers and organizations advertising only (or primarily) with Google, there's plenty of opportunities for those willing to learn a new platform.

With useful features such as LinkedIn profile targeting and a variety of ad extensions, Microsoft Advertising has exclusive opportunities, too. Even if you're setting up your Microsoft Ads from scratch, it should take only a few hours to go from nothing to a live campaign.



Microsoft Ads™ Training Kit

CHAPTER 3



Reasons Why You Should Use Microsoft
Ads For Your Business

Microsoft Ads, formerly known as Bing Ads, is the often overlooked PPC platform that many marketers and businesses treat as a lower-budget extension of their existing campaigns that are running on Google Ads.

But as Microsoft Advertising Partners and veterans of the platform, we know the value that Microsoft Ads can bring, especially in certain industries.

When recently split-testing the same campaign and keywords across Microsoft Ads and Google Ads, we found more value from Microsoft Ads in multiple KPIs.

You can see this for yourself in the KPI table below:

KPI	Bing	Google
Pages/Session	8.37	9.24
Bounce Rate	54.74%	64.44%
Account Creations	6	1
Account Creation Conversion Rate	1.95%	0.98%

Although Google eked out higher pages/session, Microsoft Ads had a lower bounce rate and much higher conversion rate.

Now that you're convinced Microsoft Ads is worth a try for your business, let's take a look at a few of the benefits and efficiencies we've found in our recent experiments.

Enjoy Lower CPCs & Scale

“But who even uses Bing search?”

That's one of the most common rebuttals when discussing advertising on Microsoft Ads. But in reality, Bing search accounts for 6.4 billion monthly PC searches and 36.9% of PC market share in the US.



Simply put, if you're not advertising on Microsoft Ads, you are missing out on a whole lot of traffic.

And, the fact that there are fewer advertisers on Microsoft Ads than on Google Ads, means less competition, which also means lower CPCs.

So, you could be also missing out on cheaper search traffic.

There are anecdotes all over the internet of companies and agencies who have achieved lower CPCs on Microsoft Ads than on Google Ads when testing the same keywords, but we have multiple first-person examples where this has proven to be true.

In the scenarios below, In both cases, CPC is lower on Microsoft.

Partner	Industry	Microsoft CPC	Google CPC
Xendoo	Accounting	\$3.39	\$15.76
CITI Program	Research Education	\$3.27	\$4.14

**Table excludes branded paid search traffic*

With more than enough search volume available and comparably low CPCs, experimenting with Microsoft Ads can help you identify opportunities to introduce your business via Search to a new audience that has the same high intent, but in many cases, costs a lot less to get to your site.

Access Premium Placements with Audience Ads

Although Microsoft Ads doesn't have a traditional display network in the same vein as the Google Ads Display Network, Microsoft Ads does boast access to some top-quality native ad placements, many of which are currently in beta, or 'pilot', for Microsoft Ads.

One such available pilot is the Audience ads pilot, which provides access to premium placements on msn.com, the Outlook inbox, and the Microsoft Edge browser.

Snag More Desktop Searches

You may have missed it earlier, but the chart linked earlier from Microsoft mentions that the Microsoft Search Network accounts for 36.9% of all PC aka desktop searches.

Here it is again, so we don't forget.

In a world where mobile traffic is ever-increasing, it can be easy to overlook desktop traffic as we continue to optimize campaigns, landing pages, and entire websites for a “mobile-first” world.

But in some cases, like that of our B2B partner, Vision33, desktop traffic is still incredibly important.

When analyzing Vision33’s primary conversion (form fills) from January – June 2020, I noticed that desktop traffic converts much higher, across every single channel than mobile traffic on the Vision33 website.

In fact, in some instances, desktop converts at a rate more than double that of mobile and/or tablet.

Channel	Desktop Conversion Rate	Mobile Conversion Rate	Tablet Conversion Rate
Paid Search	1.13%	0.28%	0.22%
Organic Search	0.43%	0.21%	0.00%
Direct	1.41%	1.07%	0.85%
Social	7.21%	3.72%	5.88%

Knowing what we know about form fill conversion rates and desktop performance on Vision33’s website, coupled with what we know about Microsoft Search Network’s search market share of 36.9%, it’s clear to see why Microsoft Ads is working well for this B2B business.

Every business has different performance on its website, so “mobile-first” may not always be the best approach. If your business is converting higher on desktop than other devices, it’s time to increase that traffic by increasing your search volume through Microsoft Ads.

Save Time By Importing from Google Ads

If you like saving time automating things as much as I do, Microsoft Ads makes this easy by allowing and even encouraging you to import your ads from Google Ads.

If you've already begun running ads on Google Ads and have a campaign structure set up that you're comfortable with, it is incredibly easy to import these campaigns into Microsoft Ads and even set the import on a schedule.

With this in mind, split testing Microsoft Ads vs. Google Ads, or even adding additional campaigns to your overall PPC mix becomes a lot easier. And, let's face it, building campaigns in Google is still a much cleaner and more familiar process (sorry, Microsoft).

The import feature has allowed us to experiment with the Microsoft Ads channel fast, while making sure we are still serving top-quality campaigns and ads, leaving more time for optimizations and data analysis.

Note: If you're ready to test Microsoft Ads for your business and decide to import your existing campaigns from Google Ads, be sure to double-check the fine details, like device bid adjustments, time and days of the week, audiences, etc.

Conclusion

Although Microsoft Ads may not be the first choice for businesses when deciding where to allocate their PPC funds, it certainly deserves a closer look, and preferably an experiment or three, to decide if it's right for you and your business goals.

Certain industries thrive on the platform, and the lower CPCs make it incredibly enticing for those who are running out of room to scale their core search campaigns on Google or are looking to increase high intent traffic for a lower cost through search campaigns.



Microsoft Ads™

Training Kit

CHAPTER 4



Steps To Create Successful Ads For Bing

Maximize your online reach with Bing and capture traffic you might miss with Google.

Here, you'll find:

- The benefits of advertising on both Google and Microsoft's Bing
- How the Microsoft Ads platform compares to Google Ads
- How to create top-quality ads for Bing

The importance of checking your Quality Score

Many businesses raise an eyebrow when first introduced to the idea of using Microsoft Advertising (formerly Bing Ads) to attract new customers. But you might be surprised to learn that all that the Bing search engine has to offer.

A recent report from 2019 found that 126 million unique users were behind around 6 billion Bing searches in March of that year alone. If you want to capture the millions of users out there who use Bing, it's necessary to explore Microsoft Advertising in addition to Google Ads.

Microsoft Advertising vs. Google Ads

Of course, there are plenty of similarities to be found between Google Ads and Microsoft Ads, which show up on the Bing search engine. They're both used to push highly relevant ads to users, to use targeted marketing to help attract more high-quality leads who are more likely to make a purchase. However, there are also a few key differences to keep in mind.

One notable difference is that, while Google Ads has a balanced network of both PPC (or paid search) and display ads, Bing has a much more limited display ad network that's relegated to Microsoft-owned products including Windows operating systems, Outlook, Microsoft Edge, and Xbox.

You may also find that each platform uses a different language to describe its functions and metrics. For example, Google tends to use cost per acquisition (CPA) along with the cost of conversion, while Microsoft Ads only uses the term CPA.

Using both platforms can provide a noticeable boost to your marketing campaigns. However, it's important to know how to use Microsoft Ads properly if you want to make the most of it and effectively supplement your Google Ads campaign. Below, we've laid out some best practices to help you create winning ads that attract the ideal customer on Bing.

1. Make sure all high-performing Google Ads campaigns are imported to Microsoft Ads

To make your job easier, Microsoft Advertising allows you to import Google Ads campaigns seamlessly. Simply use the import feature to bring your campaigns over to Microsoft's ad platform.

While you can test your most successful Google Ads campaigns using Bing, keep in mind that things may look and work a little differently when creating your ads on Microsoft. Knowing the subtle differences when importing can help you transition from one platform to the other and use both to your advantage.

2. Create high-quality copies and images for your ads

You should always optimize your ads for people, not search engines. Keywords are important, but you're ultimately creating ads to appeal directly to your target audience. With this goal in mind, try to:

- Use on-brand colors that attract attention
- Highlight a certain element of your product, service, or brand in your images
- Create ads using high-quality images without degradation or pixilation
- Use images of people without accompanying text or logos

- Keep your ads clean and simple without overwhelming the user
- Avoid long ad headlines and stick to concise, easy-to-read phrases

3. Start broad and specify your audience based on the results

To pinpoint the ideal audience, it's a good idea, to begin with, a broad ad campaign that targets as many users as possible without going over your available budget. From there, you can begin to narrow down your audience based on the demographics and other traits of users that are likely to click on your ads.

In the process, you can create more valuable ads that target the people who are most likely to be interested in your product or service offerings.

4. Make the most of your budget

Even if you've maxed out your Google Ads budget, you can still tailor your budget to help you perform well on Bing. Thanks largely to the lighter competition you'll find on Bing, you could discover that a smaller budget takes you much farther on the platform than it would with Google.

You're also likely to find less expensive CPAs with Microsoft Ads while targeting potentially millions of daily search engine users.

5. Know your target audience on Bing

You might find that your Bing audience is different from your Google audience. If so, you should tailor your campaign audiences accordingly. Bing's demographic tends to include older users who aren't as quick to go to Google if Bing as their default search engine.

While you may think this means your audience is potentially less tech-savvy, know that many of these users have accumulated more wealth and are willing to spend more money online than their younger counterparts. The fact that your audience on Bing is likely

different from your Google audience only further emphasizes the importance of using both.

6. Make use of the UET tag

Microsoft Ads enables you to set up customized event and conversion actions using Universal Event Tracking (UET). With the help of this tool, you can create custom audiences as people perform certain actions.

For example, you might create an audience that spends a certain amount of time on landing pages or visits only a few other pages before leaving your website after clicking on an ad. With a better understanding of user behavior through UET tags, you can cater campaigns to specific individuals to improve your campaigns' overall performance.

7. Keep an eye on your Quality Score

One key component of a successful Bing campaign is page or domain authority, which will help gauge the authoritativeness and popularity of a website. You can use Bing's Quality Score metric to determine how much influence your website has on the search engine, which can help you determine your ads' competitiveness.

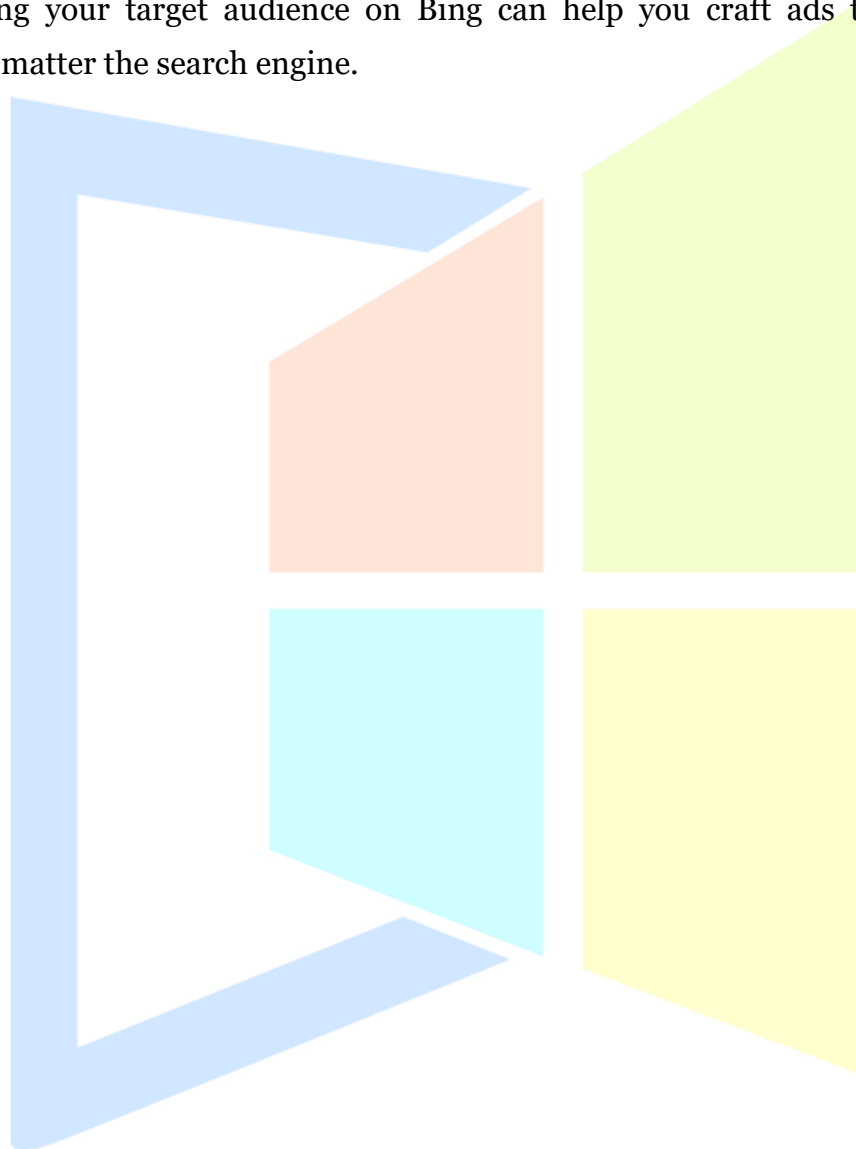
The Quality Score ranges from 1 to 10, with the best score being 10. If you notice that your Quality Score is suffering, try to adjust your ads by:

- Conducting more keyword research
- Ensuring your published content is always high-quality
- Optimizing your landing pages
- Checking your ad group targeting

The takeaway

Using a combination of Microsoft Ads and Google Ads can help you find better-paid search success and maximize your business's overall reach online.

Using these best practices, taking the time to develop high-quality ad campaigns, and understanding your target audience on Bing can help you craft ads that are highly effective, no matter the search engine.



Microsoft Ads™ Training Kit

CHAPTER 5



VS



Google Ads Vs. Microsoft Advertising: Which Is
Better For Your Business?

If you're considering paid search advertising as part of your marketing strategy, you might be thinking: Google Ads vs. Microsoft Advertising. Which platform will expand your reach, is less expensive, and will give you the most bangs for your buck?

However, it doesn't have to be Microsoft Advertising vs. Google Ads, a mighty competition between the two ad platforms. It should be more of a partnership, like Microsoft Advertising AND Google Ads.

Google Ads & Microsoft Advertising: Like Peanut Butter & Jelly

For a while, these two ad platforms were pitted against each other – with Google Ads almost always winning out due to Google being the most used search engine. However, times they are a-changing.

Bing (Microsoft's search engine) is growing in search engine share and making it difficult for small business owners to ignore its advertising potential.

Below we're reviewing the history of the two PPC advertising platforms, their similarities, their differences, and how they work together to increase your visibility and leads.

Google Ads (formerly Google AdWords)

Google Ads (formerly Google AdWords) first launched in 2000. Initially, Google Ads was modeled as a monthly subscription service, where Google would set up and manage ad campaigns. Over time, business owners wanted to run their ad accounts, which led to the AdWords self-service portal in 2005. This would serve as the foundation for what Google Ads is today.

Microsoft Advertising (formerly Bing Ads)

Microsoft Advertising is much younger than Google Ads. Microsoft was the last of the “big three” search engines to develop its system for PPC advertising. Up until 2006, MSN search engine ads were supplied by Overture (and later Yahoo!). Once Microsoft realized how much search marketing was growing, they started developing their system, MSN adCenter. In 2012, MSN adCenter became what we know today as Microsoft Advertising.

Due to Google holding a vast majority of Search Engine Market Share, Bing has placed more emphasis on targeting specific audiences, including 60 million searchers not reached by Google. In addition to that, 38% of Bing’s users have household incomes of over \$100,000 or more and 40% are between the ages of 35-54, which is useful information depending on your target audience.

Google Ads vs. Microsoft Advertising: Understanding the Two Ad Platforms

Search Volume

As one might expect, Google has by far the largest reach. Google holds approximately 74% of the global Search Engine Market Share, meaning that roughly 3 out of 4 searchers are using Google as we speak.

While Google does have the biggest reach, Bing has made several recent moves to expand its presence on the web. Microsoft (who runs the Bing search engine) recently announced that Microsoft Advertising is the single global platform for all search advertising campaigns on the AOL and Yahoo networks. This partnership means that ad campaigns targeting US searchers on the Microsoft Advertising platform could see an increase in clicks up to 15%.

Competition

With the amount of search volume on Google, it’s expected that you’re going to face an increased amount of competition when running campaigns. Campaigns on Microsoft Advertising face approximately 36% less competition than Google Ads.

This difference can have a massive impact on your Average Cost per Click (Avg. CPC), with Report Garden finding the average CPC on Bing to be \$7.99 vs. \$20.08 on Google. That's about 60% less Avg. CPC on Bing.

Cost

Because Microsoft Advertising tends to have a cheaper CPC than Google Ads, the overall cost of ad campaigns on Microsoft Advertising also tends to be lower. (Keep in mind, though, that ad spend does fluctuate by industry.)

Even though you get more for your dollar using Microsoft Advertising, the search traffic on the two platforms is vastly different. So while you may spend less, the traffic quality might not be the same as Google Ads.

Click-Through Rate (CTR)

According to a survey, the average CTR on Microsoft Advertising campaigns, across all industries, is 2.83%, which is almost a 50% higher CTR than Google Ads. Microsoft Ads saw particularly high CTRs in industries offering Employment or Career services, boasting an impressive 3.53% average CTR.

Now, what must be taken into consideration here is how much is CTR worth if you're not getting the search volume? Sure, having a great CTR is always a plus, but if you're only attracting 1000 impressions vs. 10,000 impressions, you're still going to be attracting less traffic to your website.

Targeting Options

Both Google Ads and Microsoft Advertising offer targeting options to make advertising campaigns more successful. Not only are these options great to encourage engagement, but they also cut down on ad spend. Google Ads' targeting options include things like audience targeting (demographics, custom-intent, similar audiences, remarketing, etc.) and content targeting (topics, placement, content keywords, and display extensions for search). These options can be applied at the account and campaign levels.

Microsoft Advertising's targeting options aren't as robust as Google Ads, however, you can target searchers based on geographic location, day of the week, device, demographics, and more. You can also get more granular with Microsoft Ads' campaigns by applying these options to the ad group level. You can even assign different ad campaigns to different time zones.

Language Options

Google Ads makes language targeting relatively easy, allowing you to target over 40 languages (everything from Arabic to Vietnamese). With Microsoft Ads, however, you can only target up to 12 languages.

Interface/Updates

When it comes to the interface/updates, Google Ads has a clear-cut advantage. Microsoft Ads typically follows Google's footsteps in this regard, examples being things such as Expanded Text Ads and Structured Snippets, with Microsoft implementing these into their accounts shortly after. After all, Microsoft Advertising has the option to import campaigns from Google, not vice versa.

Google Ads + Microsoft Advertising = Best PPC Ad Strategy for Your Business

Gone are the days of pitting Google Ads against Microsoft Advertising. The two PPC platforms work hand in hand to increase your visibility and generate leads across the two search engines. If you're ready to test out PPC, we recommend setting up campaigns on both ad networks to see what works best for your business.



Microsoft Ads™

Training Kit

CHAPTER 6



Microsoft Advertising Features You Might
Not Know About

With Google's dominance of the search market, PPC advertisers can easily forget to focus on Microsoft Advertising.

Too often, campaigns are simply copied over from Google Ads with no further thought going into the unique configuration for Microsoft Advertising.

The search marketers who win are the ones who put extra thought into tailoring campaigns for each platform.

Every ad platform has tools that set it apart from others, and users behave differently on each service as well.

In this chapter, we will cover five features you might not know about in Microsoft Advertising, some of which are unique to this platform.

1. Action Extensions

Unique to Microsoft Advertising, action extensions add a call-to-action button beside your ad in search results, linking to the landing page of your choice.

These extensions help your ads stand out and provide additional incentives for the user to click.



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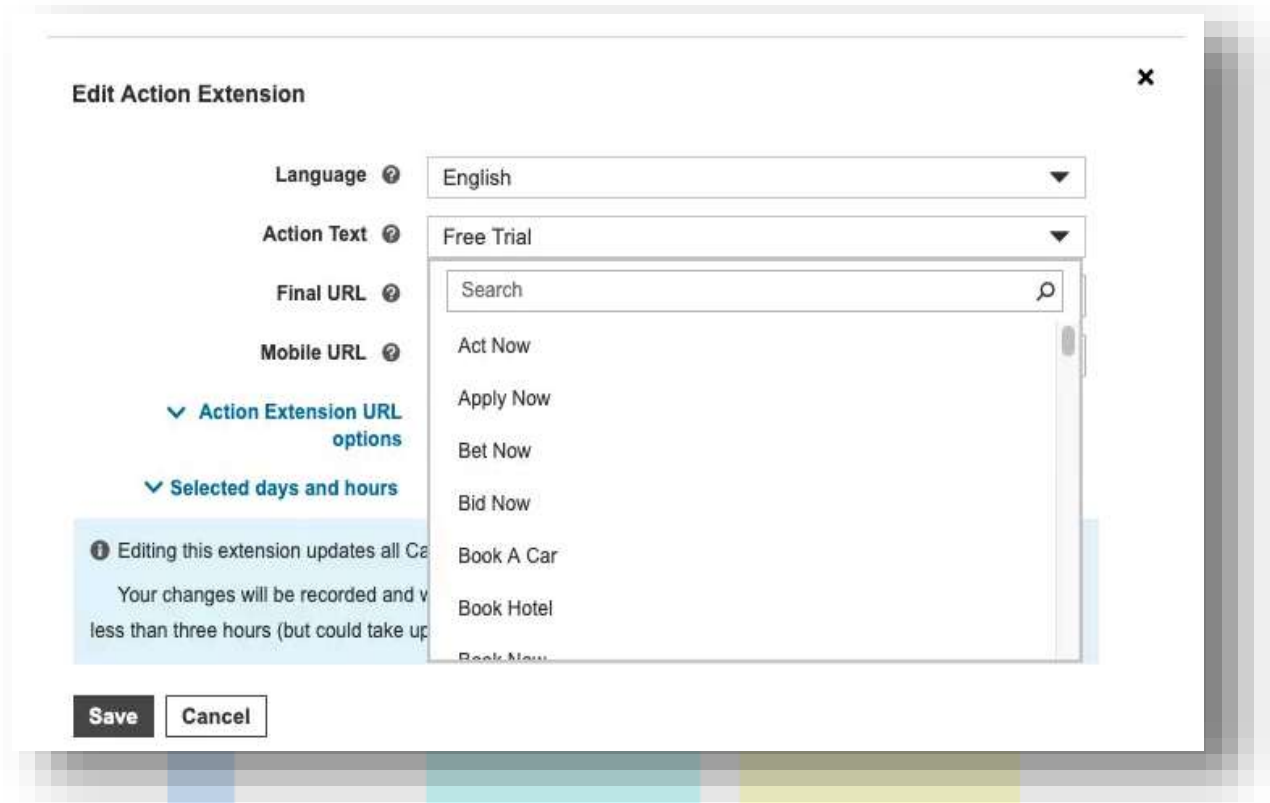
Ad Download McAfee® Instantly & Get Complete Protection For All Your Devices! Top Government Agencies Rely On Us. With 24/7 Support, Imagine What We Can Do For You! License(s) is(are) for personal use on all supported devices you own for the ...
mcafee.com has been visited by 100K+ users in the past month
Award-Winning Antivirus · Keep Your Identity Safe · PC Mag Editor's Choice
Service catalog: AntiVirus, AntiSpyware & AntiMalware, Parental Controls

2019 McAfee® Antivirus	1 Device Antivirus \$34.99
McAfee® Total Protection	5 Device Antivirus \$39.99

Buy Now

To set up action extensions in your account, go to the Ad Extensions tab and choose Action Extensions from the dropdown.

You can now choose to set up extensions at the account, campaign, or ad group level.



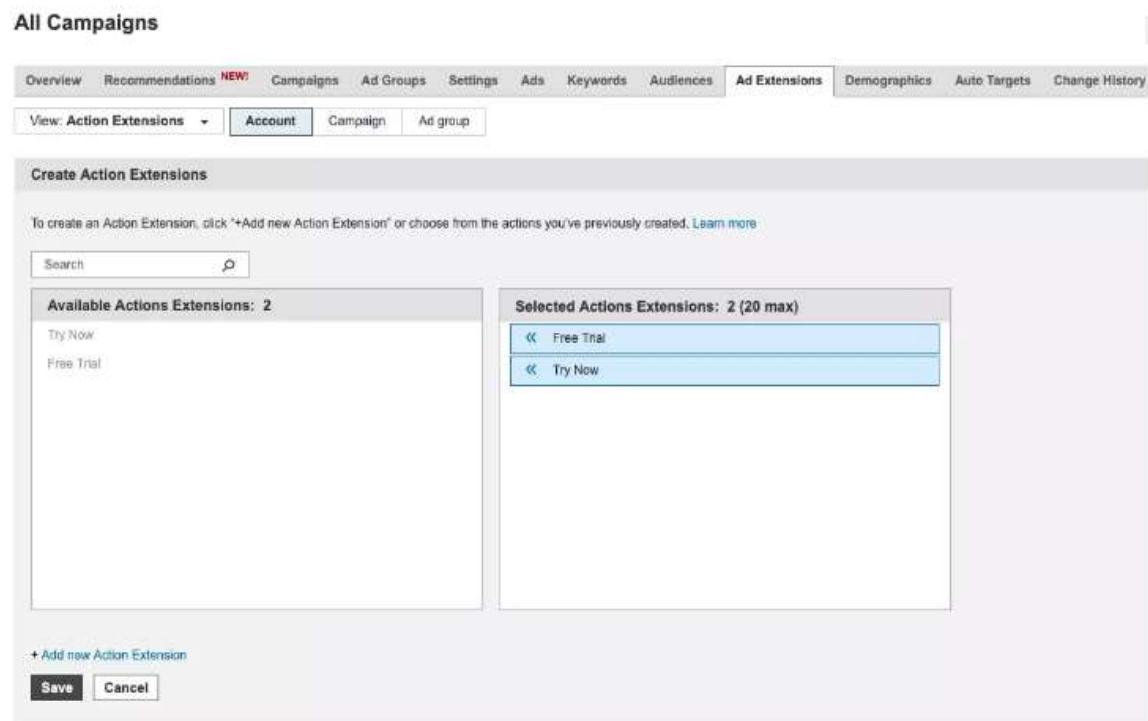
While you can't completely customize the copy, Microsoft offers many pre-established text options.

You can also change the language to suit your target audience.

If you want users to try the software, you could use "Free Trial."

If you're offering a discount, you could use "Coupon."

To drive people to a physical store location, use "Directions."



Ideally, test multiple extension variants against each other to see what performs best.

The only one will show at a time, and you can review the data on the Ad Extensions tab.

2. Review Extensions

You may recall that Google Ads sunsetted review extensions at the beginning of 2018. Well, these extensions are still alive and well in Microsoft Advertising!

Review extensions allow you to feature brand mentions from third-party sites, helping to establish credibility via outside sources.

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Ad Download McAfee® Instantly & Get Complete Protection For All Your Devices! Top Government Agencies Rely On Us. With 24/7 Support, Imagine What We Can Do For You! License(s) is(are) for personal use on all supported devices you own for the ... Award-Winning Antivirus · Keep Your Identity Safe · PC Mag Editor's Choice
Service catalog: AntiVirus, AntiSpyware & AntiMalware, Parental Controls

Rated **ADVANCED+** 6 times in a row! – www.av-comparatives.org

2019 McAfee® Antivirus
McAfee® Total Protection

1 Device Antivirus \$34.99
5 Device Antivirus \$39.99

However, note that you can't just grab a quote from a review aggregator site like Yelp.

Semrush's SEO Content Template tool allows you to build tailored briefs, create relevant content, and outrank SERP rivals for your target keywords.

According to Microsoft's guidelines, "individual consumer reviews" are not allowed, and "reviews may only come from reliable, well-established and trusted sources."

For instance, say you sell toothbrushes. An article from a dental association site, ranking your toothbrush brand as the top choice for removing plaque, would be a potential fit for a review extension.

To set up a review extension, go to the Extensions tab and select Review Extensions from the dropdown.

You can then create a review extension at the account, campaign, or ad group level.

Now, define the text, select whether it's an exact quote or paraphrase, add the source, and include the source URL.

Note that the review text and source name combined must not exceed 67 characters.

Finally, once you've added the extension, keep checking in to make sure it got approved.

The Microsoft team is fairly selective about approving extensions, so you may need to check with support for clarity if it's disapproved.

After a review extension is active, you'll see performance stats appear on this tab.

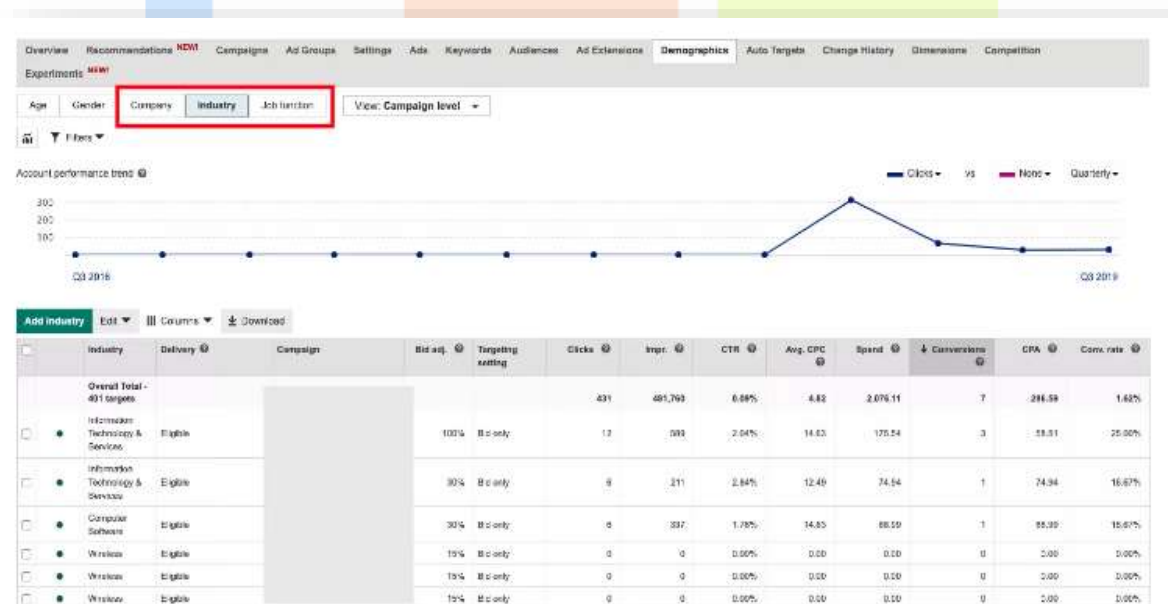
You can run multiple extensions against each other to compare data here.

3. LinkedIn Profile Targeting

Trying to target B2B professionals?

Test LinkedIn targeting within Microsoft Advertising to help zero in on the right audience.

To add LinkedIn audiences, go to the Demographics tab.



Right above the graph, you'll see Company, Industry, and Job Function options.

You can now select your desired parameters to add at the campaign level.

LinkedIn audiences function strictly as Bid Only for search campaigns.

The campaign will continue to reach anyone searching your targeted keywords, but you can view data for the LinkedIn audiences and add positive or negative bid adjustments based on performance.

However, when using the Microsoft Audience Network, you can choose between Target and Bid (solely targeting the LinkedIn audiences) or Bid Only.

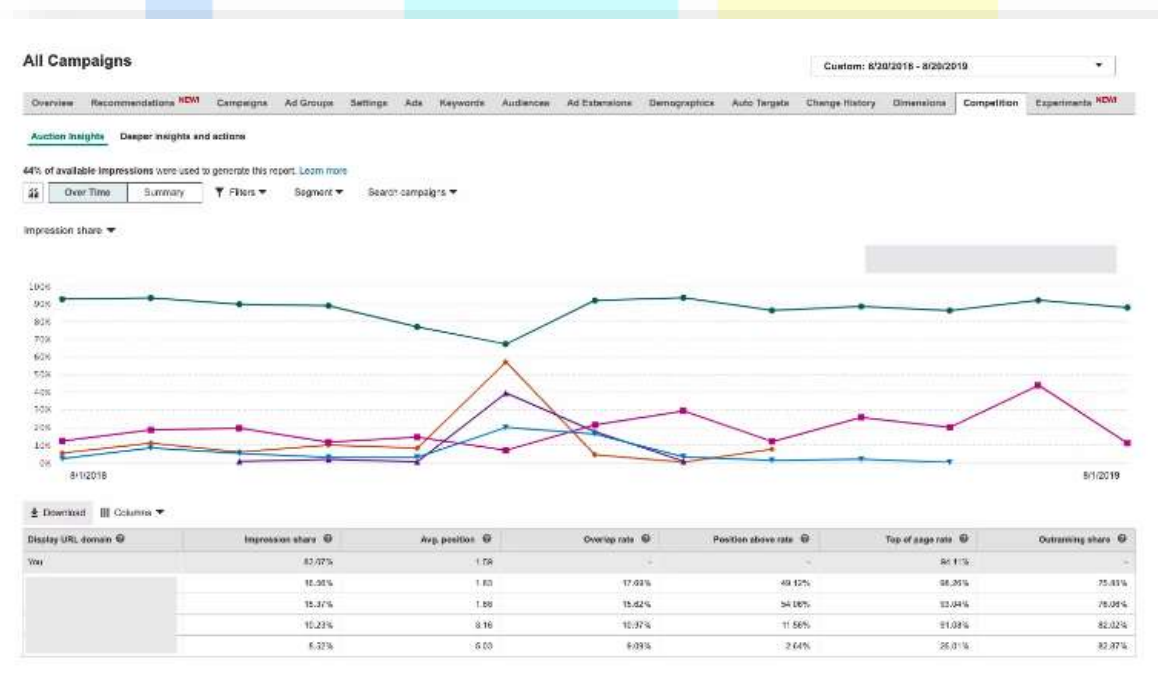
This choice allows the potential for a display campaign reaching people with a select job function and industry.

4. Competition Tab

Want to keep an eye on how aggressive your competitors are in search?

Often, the landscape in Bing can differ significantly from that on Google, and you should pay attention to the competitive space in both platforms.

Microsoft's Competition tab offers detailed insight into your top search competitors.



First, you can see a breakdown of metrics demonstrating how your visibility compared to competitors who showed up for the same search queries.

You can see

- Impression share: Percentage of available impressions each brand received.
- Avg. position: Average position of ads in search results (lower numbers are higher positions).
- Overlap rate: Percentage of times your brand overlapped with competitors in the SERP.
- Position above rate: Percentage of times a competitor's ad showed up above yours.
- Top of page rate: Percentage of times an ad showed above organic search results.
- Outranking Share: Percentage of times your ad showed higher than a competitor's ad.

Next, you can see historical data in the graph at the top.

Set the date range back to gauge how aggressively competitors have been bidding over time.

You can also flag date ranges where they stopped bidding, as well as identifying seasonal trends.

In this example, we can see a peak in bidding around January, likely capitalizing on an influx of research for the New Year.

5. Experiments

Experiments allow you to test performance between two campaign variants.

While Google Ads has offered Experiments for many years, this feature is new to Microsoft Advertising.

For instance, you may want to test if Target CPA bidding can outperform Manual CPC, so you could keep your original campaign on manual bidding and set the experiment campaign to use Target CPA.

Or you may want to test if limiting ad scheduling to weekdays 9-5 drives a better CPA than keeping the campaign active all the time.

To access this feature, select the Experiments tab within your account and click “Create Experiment” to start defining your parameters.

First, select the campaign you wish to use as the control.

Next, name the experiment and set what percentage of traffic goes to the experiment version.

You can also choose to either define an end date or let the experiment run indefinitely until you're ready to stop it.

Once the experiment becomes active, you can review see performance data on this same tab.

Dive into Your Microsoft Advertising Account!

If you haven't used these features, take the time to think about how you can implement them in your account.

Test an action extension to promote an offer. Find a quote to feature in a review extension. Both of these extensions don't appear to be used by the majority of advertisers and can help your brand stand out.

Identify LinkedIn audiences relevant to your brand. At the very least, layer them on as bid-only to gain future data for bid adjustments.

Take a look at the competition tab; you might be surprised what brands are bidding aggressively for Bing vs. Google. Finally, think of a test for which you can use Experiments to compare performance.

In short, as digital marketers, we need to take the time to learn the nuances of each platform.

Blindly carrying over campaigns from one platform to another won't help you stand out from those who are taking the time to customize campaigns.

Become familiar with unique features, and test them for your business or clients!

Microsoft Ads™ Training Kit

CHAPTER 7



Tips To Optimize Your Microsoft Ads

In this chapter, we look at the best ways to optimize your Microsoft Ads and get the most visibility on Bing with added tips and advice.

Although it controls a far smaller share of online traffic than Google, Bing has value to offer and some advantages over the competition. As a pay-per-click platform, Microsoft Ads is proving itself to be a near-rival to Google Ads, a rich source of high-quality search traffic and excellent value, particularly for businesses with tighter budgets.

With that in mind, our guide looks at 7 ways to optimize your Microsoft Ads and get the most visibility on Bing.

1. Optimize your keywords and research

Keyword research and optimization are fundamental elements of any Microsoft Ads campaign. Despite this, many business owners tend to undervalue keyword optimization, favoring a set-and-forget approach.

Keyword optimization can be a frustrating and challenging process at times but it's a necessary task for the following reasons:

- A well-optimized keyword strategy will drive qualified traffic to your website by matching your ads with select search queries on Bing
- Analytical tools like SEMrush and Mangools Keyword Research Tool can make the job easier by measuring potential traffic and analyzing popular keywords in your industry
- Writing compelling ads that incorporate those keywords will allow you to connect with potential customers

Find the best keywords to build out your ad groups to boost your campaign performance.

2. Optimize your ad copy

After you've identified your keywords and ad groups, you can begin the process of developing the ad copy. The importance of effective ad copy and the associated landing

pages can't be understated. Here are 5 tips I've extracted from our "14 PPC Copywriting Tips to Write Better Ads" article to help you:

- Know your target audience – Demographic data can help you cater your ads to the right users. Whether your product or service is universal or niche, you can use certain words or phrases to personalize ads and increase your CTRs.
- Address users directly – Narrowing the scope of your copy creates a friendlier experience for the user. By using a conversational tone, it can help potential customers convert and turn those impressions into clicks.
- Maximize your space – Include as much information in your allotted space (see table below) and accentuate the copy with ad extensions where possible.
- Showcase your USP – What is your unique selling point? Highlight what makes you unique to your competition and stand out from the crowd. You can do this explicitly or by using quirky copy (but only if appropriate and after split testing)
- Use powerful CTAs – Make your CTAs strong and clear. Use time constraints to encourage users to get in touch quickly. Avoid clichés and give them reasons to click rather than navigate away.

Ad element	Standard text ads	Expanded Text Ads
Ad title	25 characters	90 characters to support three headlines (up to 30 characters each), separated by a space and a vertical bar ()
Ad text	71 characters	180 characters to support two descriptions (up to 90 characters each)
Display URL	35 characters	Domain/subdomain automatically generated from your final URL + two customisable URL paths

Alongside that, you want to make sure there are relevant keywords in your headline and the opening line of your ads. You should also maintain a level of consistency across all platforms. The style, tone, and descriptions, as well as the offers, should all be coherent and pull in the same direction. Concentrate on the specific benefit of a product you offer rather than a general description, know your customer and speak to them directly in their language.

3. Optimize your demographic targeting

Paying attention to audience demographics can vastly improve the success of your marketing strategies. The more you know about your audience, the more successful you will be when appealing to them during an ad campaign. Furthermore, a more targeted Microsoft Ads campaign is more likely to produce results since your audience is in categories most likely to convert.

Researching your target audience demographics will offer you invaluable information such as:

- Online behavior
- Device usage
- Shopping habits
- Age
- Gender
- Geolocation

The style, tone, and marketing strategies of the ad campaign can then be optimized for that targeted demographic of your audience. Similarly, the sub-category of behavior will determine what style of remarketing you want to employ. Since 96% of site visitors leave without converting, you will need to analyze how long they stayed and what they clicked on to get a clearer picture of how to approach them in your retargeting ads.

4. Optimize your remarketing strategy

As illustrated above, it's essential to implement effective remarketing strategies to follow up on buyer curiosity or target a specific segment of your audience. Microsoft Ads allows you to optimize your remarketing strategy quite easily with options or In-Market Audiences and Custom Audiences.

In-Market Audiences

In-market Audiences are curated user lists that desire a certain type of product. This is known as being “in-market”. They may have clicked on an ad and found your landing page, then left, or maybe they navigated to your website via an organic listing on Bing. These are called purchase intent signals, and these signals are noted by Microsoft Ads. Some of the benefits include:

- You can set up In-market Audiences in 5 minutes and you don't need to tag your website
- Easily grow your audience with high-quality searchers who are ready to buy
- Focus on the bottom of the buying funnel

- Ads shown to In-market Audiences saw up to a 28% greater click-through rate and 48% greater conversion rate than non-In-market Audiences ads

Custom Audiences

Custom Audiences are similar to In-market Audiences but have certain segments you can use in remarketing lists, such as:

- Purchase history
- Time since last purchase
- Tenure
- Subscriber type
- Customer referrals

Customer Audiences are also compatible with Google Ads and other ad platforms so you can scale your efforts by managing audience lists for all platforms rather than one. Other benefits include:

The ability to use data from sources like your CRM databases which are tailored to you (since it's your data).

Custom Audiences can also help lower your cost per acquisition (CPA) while increasing your conversion rate and return on ad spends (ROAS).

5. Optimize your bidding strategies

Now you need to organize your bidding strategies. Automation is an underrated feature of the Microsoft Ads platform and there are 6 bidding strategies to keep in mind:

- Enhanced CPC
- Maximize Clicks
- Maximize Conversions
- Target CPA
- Target ROAS
- Manual

You must monitor your ads during the campaign and optimize them as necessary. Microsoft's algorithm will encourage more successful ads, but manual alterations can refine the process and ensure you are getting the best value for money.

Microsoft Ads has an excellent customization feature that allows you to set distinctive bids for individual ad groups, user location, device, and time of day.

6. Optimize your ad relevance

Ad relevance relates to how your ad copy and landing page match up with a customer's search query. This is particularly important because it determines your quality score.

Ad relevance is scored as follows:

- Above Average
- Average
- Below Average

The lower the score, the lower the quality score and that will lead to your competitors outperforming you.

To optimize your ad relevance, you need to grab the user's attention with ads that match their search query and meet their demand. For example, if you're selling ski equipment, you could create ad groups for each equipment type and add relevant keywords and ad copy:

- Create an ad group called Ski Boots
- Add related keywords like "ski boots women" and "ski boots for wide feet"
- Include compelling ad copy like "50% off women's ski boots"
- Link the ad to your women's ski boots landing page

Tailored actions like this can go a long way to optimizing your quality score and, by association, your Microsoft Advertising campaigns.

7. Optimize your ad groups

Ad groups on Microsoft Ads work in the same way as Google Ads and you can even import them from Google Ads. You have an account, create a campaign and add as many ad groups as you need, containing both the ad copy and keywords you want to target.

But there's more to it than that. Your ad groups need to be well organized. For example, a good structure is essential. Order everything in a way that reflects how you organize your inventory.

Also: know your limits. Microsoft Ads has restrictions on how many items you can have at each campaign level. This is especially important if you plan to import a campaign from Google Ads.

Level	Limits
Customer	15 users, 6 accounts, and 50,000,000 keywords
Accounts	10,000 campaigns, 5,000,000 keywords (and product targets combined), 5 million negative keywords, 20 negative keyword lists (max. 5,000 keywords per list), 200,000 Sitelink Extensions, and 150,000 Ad Extensions (excluding Sitelink Extensions)
Campaigns	20,000 ad groups, 20,000 negative keywords, 10,000 location targets, 5,000 shared negative keywords, 2,500 website exclusions, 100 IP exclusions, 1 Call Extension, 20 Sitelink Extensions, and 6 Image Extensions
Ad groups	100 ads, including text or product, 20,000 keywords (and product targets combined), 20,000 negative keywords, 10,000 location targets, and 6 Image Extensions

Conclusion: is Microsoft Ads worth it?

In 1962, Robert Townsend, chief executive of Avis, the car rental company, put out an ad campaign titled “Avis is only No. 2 in rent a car. So why go with us?” It was a risk as it openly admitted the gulf between themselves and the No. 1 car rental company, Hertz. Avis never overtook Hertz but that didn’t stop them from succeeding and promoted Hertz to respond with their campaign.

Microsoft Ads is in a similar position compared to Google Ads in that sits behind the online advertising giants but can still offer a great deal to its advertisers. By optimizing your Microsoft Ads in the right way, and using the cross-compatibility features, you can also manage your ads efficiently.



Microsoft Ads™

Training Kit

CHAPTER 8



Top PPC Tips For Microsoft Advertising

Microsoft Advertising, previously known as Bing Ads, is a power-packed fusion of data-driven marketing, automation, and AI. According to Microsoft, Bing powers 36 percent of U.S. desktop searches and 11 billion monthly searches globally and also connects you with 53.3 million searchers that Google can't reach.

In a recent Simplilearn webinar, Brad Geddes, co-founder of the award-winning company Adalysis and John Lee, Microsoft Advertising's Learning Strategist, discussed the growing and evolving ecosystem of Microsoft Advertising. This chapter includes analytical discussions on expanding advertising beyond Google Ads, easily importing campaigns, PPC ad best practices, expanding audience reach, and targeting efficiently and effectively.

Why Microsoft Advertising?

Microsoft Advertising is a robust network of powerful benefits that helps you reach out to the customers looking for your business. It works like a pay-per-click advertising system. With its reach across devices, you can easily connect with users who are searching for your offers and services from home, at work, or on the go.

The Microsoft Search Network and Microsoft Audience Network together reach over half a million people worldwide today. Microsoft Advertising effortlessly imports ads, especially if you are already using another product like Google Ads. You can comfortably transfer most if not all of your existing PPC data into your new Microsoft campaigns.

Global Search Share

	2015	2019
 United States	31%	36%
 United Kingdom	17%	23%
 Australia	11%	16%
 Canada	15%	22%
 France	11%	16%
 Germany	7%	23%

Getting Started With Microsoft Advertising

Microsoft Advertising allows you to manage your ads virtually — on the web, desktop, as well as your mobile device. You can also target millions of unique searchers through the Microsoft Search Network, by geography, country, city, postal code, or within a specified distance. It is estimated that in the U.S. alone, the Microsoft Search Network has 125 million unique searchers.

Growing mobile



increase in
search volume
on mobile



increase in
mobile clicks



of the Microsoft
Search Network
search volume is
mobile

Partnerships

Grow our mobile volume
through syndication and
distribution partners

First-party apps

Grow our presence on iOS
and Android through the
development of first-party
apps –Edge, Cortana and
Microsoft Search Network
App.

Ad quality & ad products

Improving relevance
and creating new mobile
ad products

Microsoft Audience Network

Microsoft Audience Network is an advertising solution that combines user intent from search and user profile data. This combination creates a strong match between a person's need and an advertiser's product to deliver higher performance.

Microsoft Audience Ads offer a massive reach by connecting you to millions of searchers through premium sites that are brand-safe. These include MSN, Outlook.com, Edge browser, and other partners, with more to come. These high-quality native ad formats naturally blend into the core user experience.

Thanks to Microsoft's purchase of LinkedIn, Microsoft Ads now allows you to use LinkedIn profile targeting data. This unique capability lets you target ads based on searchers' job function, industry, company name, age, and gender (as they appear in their LinkedIn profiles).

Microsoft Graph

The Microsoft Graph is comprised of reliable data sets, including search and web browsing activity, LinkedIn profiles, demographics, and more. The data is regularly updated based on user actions. This Graph allows marketers to spot trends and uncover insights by mapping audience data on a large scale.



Import Your Campaigns from Google Ads

If you are already running Google Ads, you can easily import existing advertisements into Microsoft Advertising and run the same ads on Bing without extra editing. This feature is one of the easiest ways to expand your online reach. Once you have initiated the import sync, you can schedule ads as well.

Google Ads vs. Microsoft Advertising

Time Zones and Ad Schedules

In Google Ads, the ad schedule is based on the advertiser's time zone while Microsoft Advertising is focused on the user's time zone for scheduling ads.

Location Targeting

For location targeting, Google Ads and Microsoft Advertising are similar. However, there are minor differences in the ways the two platforms support specific cities, countries, zip codes, etc. Therefore, you should be cautious while importing data and always double-check location targets.

Search Partners (Syndication)

Search syndication happens when a search engine offers its services to an approved third party, which has been vetted and on boarded by a specific team in need of search capabilities for their digital properties (websites and apps). These syndication partners then showcase the search results and ads on their sites. You also can exclude and eliminate irrelevant or poorly-performing search partners.

Bids and Automated Bids strategy

Bid strategy	Google Ads	Microsoft Advertising
Enhanced CPC	Yes	Yes
Maximize Clicks	Yes	Yes
Maximize Conversions	Yes	Yes
Target Impression Share	Yes	No
Target CPA	Yes	Yes
Target ROAS	Yes	No
Bid rules	Yes	Yes

- Another key to writing good ads is using your visitors' language. This includes words, phrases, and styles that are popular and likely to attract your typical customer.
- Be clear and specific. For instance, a "50 percent off" offer works better than "big discounts."
- Offer customers a justification for clicking your ad instantly. Provide a specific call to action, like offering customers a brochure or consultation; download a free eBook, or a newsletter subscription.

GOOGLE ADS SCRIPTS EXAMPLE SCRIPT

```

1 function main() {
2   //get all campaigns with name containing "brand"
3   var campaigns = AdWordsApp.getCampaigns()
4     .withCondition("Name CONTAINS 'brand'")
5     .get();
6   //get the first result
7   var campaign = campaigns.next();
8   //get labels
9   var labels = campaign.labels();
10 }

```

- Account structure taxonomy and value differences (i.e., bid or budget values) may need to be adjusted as necessary. For example, "Name CONTAINS 'x'" may need to be substituted with Bing taxonomy.

COPIED AND PASTED INTO BING ADS SCRIPTS

```

1 function main() {
2   //get all campaigns with name containing "brand"
3   var campaigns = BingAdsApp.getCampaigns()
4     .withCondition("Name CONTAINS 'brand'")
5     .get();
6   //get the first result
7   var campaign = campaigns.next();
8   //get labels
9   var labels = campaign.labels();
10 }

```

- Notice how "AdWordsApp" in line #3 is automatically replaced by "BingAdsApp."
- Also, the method name "labels" is marked as unrecognized (notice squiggly line) as we don't support labels yet.

Automatic find/replace occurs when running Scripts:

- ✓ **Name of classes**
AdWordsApp and MccApp
→ BingAdsApp and AccountsApp
- ✓ **Unsupported features in Google Ads Scripts API**
Automatically flagged as an unrecognized symbol




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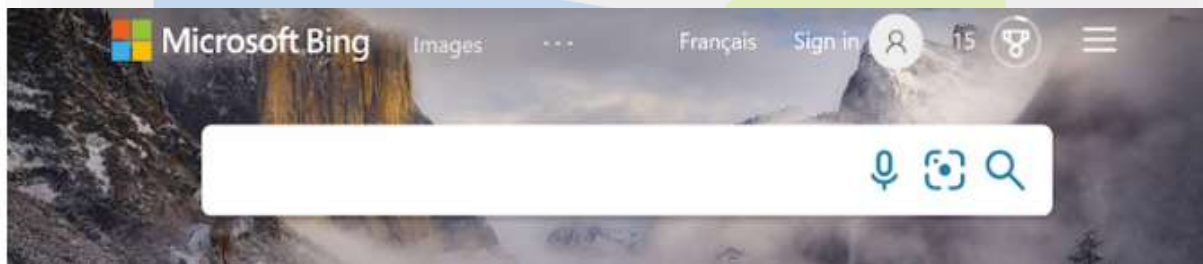
CHAPTER 9



Microsoft Ads Tips To Get More
Clicks And Conversions

With more than 7.3 billion monthly PC searches in the United States, there's a good chance that your potential customers are on Bing.

Although Bing doesn't get as much recognition as Google, it still ranks as one of the world's top search engines. One study shows that Bing has the highest conversion rate out of all advertising channels for purchases that cost more than \$200. In other words, it probably makes sense for you to advertise on Bing if your business is selling higher-priced products or services.



The Microsoft ads (formerly known as Bing ads) are ads shown in Bing's search results. When you're creating and optimizing your Microsoft ads, there are many different things you can tweak and improve, such as targeting, keywords, and the ad itself, to enhance the performance of your ads.

In this chapter, we'll primarily focus on things you can potentially improve in your ads to increase clicks and conversions. Moreover, many of the points in this article are also universally applicable to creating well-thought-out ads.

Let's get started.

8 ways to optimize your Microsoft ads for more conversions

Here are 8 different ways you can optimize your Microsoft ads for better conversions.

1. Pre-qualify your prospects

It's important to keep in mind that the goal of ads isn't to get more clicks. In most cases, the goal is to convert people into becoming paying customers.

For example, if you use controversial or provocative words in your headline or an ad copy (that aren't related to your business), you'll certainly get more clicks on your ads. But how many of those people will turn into your customers? Most likely not too many.

Since you don't want to waste your advertising budget on useless clicks, it's a good idea to pre-qualify prospects in your ads to ensure you get targeted traffic.

If you look at the image below, there's no confusion about who the ad is for. The ad doesn't try to target all dog food buyers. It explicitly states "best dog food for boxers" in the headline to specifically target people looking for the best dog food for their boxers. So you can be quite confident that most people who click the ad likely fit that description.



2. Add a strong call to action

It's no secret that a strong call to action (CTA) prompts people to take action. As Thomas Edison once said, "There is no expedient to which a man will not go to avoid the real labor of thinking." In other words, you want to make things as easy as possible for people to follow.

Not only is it important to state your offer clearly in your ads, but you also want to include a call to action in your ads, telling people precisely what you want them to do next.

You can include a CTA button in your Microsoft ads using an action extension. The action extension displays a CTA button next to your ad's description, making it easy for people to spot and click.

Contoso.com | Contoso Official Site

www.contoso.com

Ad Get All Your Contoso Products Now!
Free Shipping · Fast Service · Fabulous Deals

Browse

According to Microsoft's internal data, action extensions positively impact both click through rates and conversion rates, so we highly recommend you try your hand at implementing these features.

You can also use a site link extension as your CTA, like the example below, to encourage customers to take the next step. Besides, the site link extension helps your ad take up more space in search results, positively influencing click through rates.

Injury Claim Specialists - Call Mussio Goodman First

<https://www.mussiogoodman.com/injury/lawyer>

Ad Fair settlements and genuine service. No fee until we win. Call our lawyers.

Mussio Goodman Injury Claim Estimate. Recent News. Get your ICBC and legal news ...

We Handle the Stress · No Fees Unless We Win · 24 hr Injury Line · Free Initial Consultation

Popular Links: Our Firm · Personal Injury · Estate Litigation

Injury Lawyers Who Care

Call Us First And
Get a Free Consultation.

Get a Free Consultation

We Are Injury Claim Specialists.
Speak to a Lawyer Within 24 Hours.

Contact 24/7

For The Fair Settlement You Deserve
We Act For You.

No Upfront Fees

Focus On Getting Better And
Get Connected to Leading Doctors.

3. Leverage social proof

Any competent marketer understands that social proof is one of the most powerful tools you can utilize in marketing. Many of us naturally turn to others to help us decide when we have limited information about certain products or services.

If there's strong evidence that other people find what you sell valuable, that will often serve as enough catalyst to convert people.

While it's difficult to provide convincing enough social proof in your search ad where there's limited space, you can still include some social proof to your ad using a review extension. The extension allows you to display a positive review from your existing customer.

How To Create A Landing Page - Create Landing Pages Fast

<https://www.wix.com/how-to-create/landing-pages> ▼

Ad Pick A Landing Page Template, Customize & Get Online. It's That Easy.

100s of Templates · Easy Drag N' Drop · 1000s of Free Images · Top Industry Hosting

Service catalog: App Market, Mailboxes, Online Stores, SEO Wizard, Blog

"Offering users the ultimate customization potential" – Website Planet

Alternatively, you can simply add a social proof element to your ad text. For instance, the example below shows how the company tries to communicate the credibility of their advice by stating that their research helped millions of people make purchasing decisions.

Top Kitchen Knives 2021 - Our Top Pick Will Surprise You

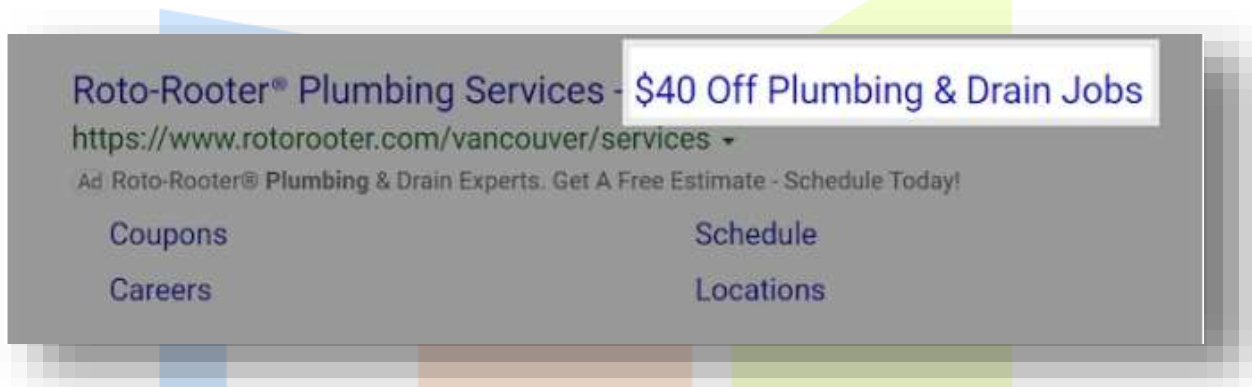
<http://bestreviews.com> ▼

Ad View the Top 5 Kitchen Knives 2021 of 2021. Free 2-Day Shipping & Free Returns. Our Research Has Helped Over 200 Million People To Find The Best Products.

4. Be specific with your offers

This is an important point for any type of advertising that you do, and you'd think most people would've caught on to the importance of being specific in advertising. But that is unfortunately not the case in many instances.

Many ads are still vague and don't showcase what they offer. For instance, if your business offers a discount, you want to communicate exactly how much discount the customer is getting rather than writing vague statements, such as "huge discounts."



You only get limited space in the Microsoft Ads' search engine, and it takes less than a few seconds for customers to decide if they will bother with your ads. So make sure you display the most enticing offer that'll grab their attention.

5. List the price of your product

When people search for products or services on Bing, many are quickly scanning for information that will help them make decisions in split seconds.

Depending on the type of service or product you offer, it can be worthwhile to test the Microsoft ads' price extension feature.

It all goes back to making things as easy as possible for your potential customers. By listing the price in your ads, you help customers make decisions quickly while filtering out those who can't afford your product.

Relecloud Official Store Printers - Shop the Relecloud Official Store

Ad · www.relecloud.com/printers

Produce high quality images with cutting-edge technology from Relecloud. Shop now!

24/7 support · Save 20% on ink and toner · Free shipping and returns.

Types: Laser printers, design printers, office printers, desk printers

Notebooks - From **\$169.99** - Customize your PC - View more items ▼

Relecloud laser printers

Check out our newest laser printers and accessories.

Find Relecloud printer ink

Find the right toner and ink for your printer and get free shipping.

Relecloud design printers

Produce high-quality images with our cutting-edge design printers.

Desktops From **\$429.99**

Gaming, business and more

Business PCs From **\$279.99**

Secure, premium machines

Monitors From **\$99.99**

Thin, energy-efficient LED

or under **\$150**

tridges and delivery.

Printers

and super-sharp shipping.

ance deals

y to create

eye-catching images.

That said, always test to confirm if the change you make improves clicks and conversions.

6. Create multiple ads

It's highly unlikely that the first ad you create in your Microsoft ads account will bring the best results. For this reason, you want to create several different ads before you start your ad campaign to see which one performs the best. This will greatly increase your chances of finding an ad that will yield positive returns.

New York General Dentist | Acceptin-

Ad · bestnewyorkdentist123.com

Call Now or Book Your Appointment Today!

[Copy ad](#) | [Edit](#) | [Remove](#)

Local New York Dentist | Accepting -

Ad · bestnewyorkdentist123.com

Call Today to Book an Appointment

[Copy ad](#) | [Edit](#) | [Remove](#)

[+ Create ad](#)

When you create multiple ads for your campaign, Microsoft will evenly rotate all of your ads to ensure they all get the same level of impression. Give some time, and let each of your ads receive some impressions before you decide which one's the winner.

One thing to note is that you don't want to prematurely pick one ad over the other after only receiving a few impressions and conversions. We suggest you use a calculator to determine if your results are statistically significant.

7. Refer to your customers directly

This is a simple yet effective way to connect with people who view your ads. Consumers want to know what's in it for them before they buy something, but many businesses make the mistake of babbling about why they're so great rather than directing their message to customers.

Instead of focusing on "I" and "we" when creating your Microsoft ads, it's better to shift your focus to customers and use more "you" in your ads. This will help your ads resonate better with people.

Improve Your Skin - Try Aveeno Face Cleanser

https://www.walgreens.com/skin_care ▼

Ad Make Your Skin Look & Feel Better Behind the Mask with Aveeno Face Cleanser. Made to Help Calm and Restore Your Skin with Nourishing Oat on Daily Basis.

Made for Sensitive Skin · Behind the Mask Skin Care · Aveeno Calm & Restore

More importantly, write your ads as if you're talking to another human (which you are), and you'll likely draw more people to your ads.

People like to buy from people, so it's generally a good idea to add some personal touch to your marketing. Try to avoid sounding like a faceless corporation when you write your ads.

8. Speak their language

You need to know your target audience to craft a compelling marketing message and communicate to them in a way that they can resonate. Are you talking to a 30-year-old man who's looking for a reliable web hosting provider for his business website? Or are you talking to a 20-year-old woman who's trying to get rid of her annoying acne?

If your primary target audience is younger people, for example, you wouldn't want to talk to them as if you're giving a lecture at university. A better way would be to write your ads in a casual tone.

Specifically, suppose you are selling an acne product to a younger audience. In that case, you may write something along the lines of, "Looking to get rid of your pimples fast for your next party?" over "Are you looking for an acne treatment that will successfully help keep your acne problem under control?"

With that said, there is never "one" right way to communicate to people in your ads. It will depend on many different factors, such as your audience's age, gender, and background, so thorough research, along with many split tests, is imperative to creating good ads.

Get Rid of Face Acne - Improve Your Skin

https://www.walgreens.com/neutrogena_acne ▼

Ad Neutrogena Acne Wash Is the #1 Dermatologist Recommended Acne-Fighting Face Cleanser. Buy Neutrogena Acne Products & Use Them as Part of a Regular Skin Care Routine.

Neutrogena Acne Products

Neutrogena at Walgreens

Make Your Skin Acne-Free

Take Care of Your Skin

Top Anti-Acne Treatment 2021 - Actually Works. Start Now.

https://www.rekze.com/best_acne_cream/proven ▼

Ad Clear Acne Fast With Our Most Advanced Acne Treatment System Yet. Bring Clear Skin Back w/ Italian Premium Formula Clinically Proven

Apply REKZE Laboratories anti-acne cream on acne lesions and inflamed areas, twice ...

Produce better Microsoft ads with these 8 optimizations

It takes time and many testings to optimize your Microsoft ads to their fullest potential. Let's recap the eight optimizations covered in this post:

- Pre-qualify your prospects
- Add a strong call to action
- Leverage social proof
- Be specific with your offers
- List the price of your product
- Create multiple ads
- Refer to your customers directly
- Speak their language

These optimization techniques are intended to give you different ideas for improving your ads. But at the end of the day, the surest way to improve your ads is to split-test these ideas to find the one that yields the best return on every dollar you spend.

What you believed would work well may not turn out so great in practice, and what you thought would flop may work wonder.



Microsoft Ads™

Training Kit

CHAPTER 10



VS



Bing Ads Vs. Google Ads: The Pros & Cons
Of Each Platform

When it comes to PPC advertising, it's not uncommon to think: Bing Ads vs. Google Ads. On top of that:

- Which platform has more reach?
- Is Bing less expensive?
- Which has more targeting capabilities?
- Which will produce more conversions and revenue?

While many PPC advertisers view the two platforms as competitors, they work best hand-in-hand. Google undoubtedly has the majority of the search market, but Bing advertising certainly shouldn't be forgotten. Rather than Google Ads vs. Bing Ads, marketers should be thinking Google Ads plus Bing Ads.

Let's take a look at the relationship and dynamics between the two powerful advertising platforms; most importantly, how they're best used together.

The difference between Google Ads and Bing Ads

The concept behind both platforms is the same. Both are pay-per-click advertising platforms designed to help businesses reach specific audiences, drive traffic, and increase revenue.

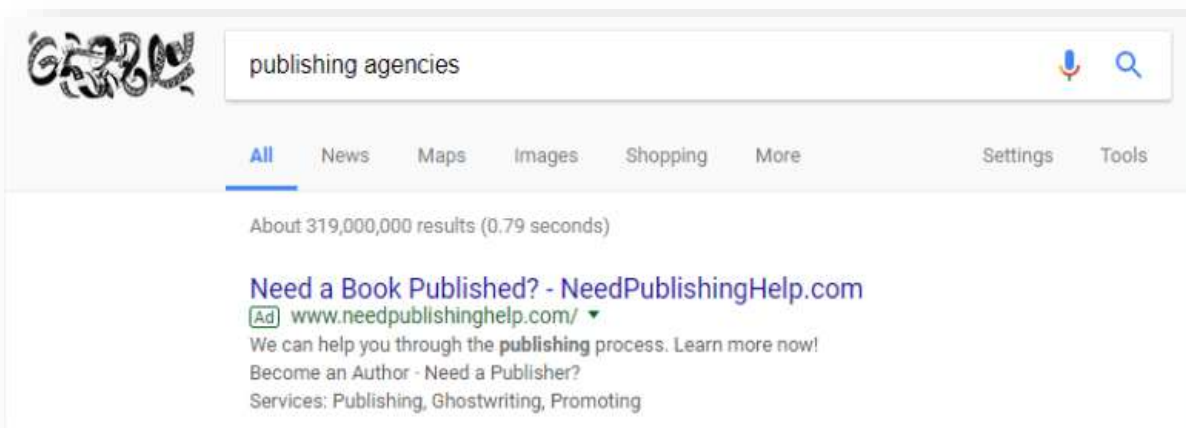
At the same time, each platform possesses specific features and benefits, making it unique and advantageous over the other.

Here's a tidbit on each platform before we highlight the differences between the two.

Google Ads

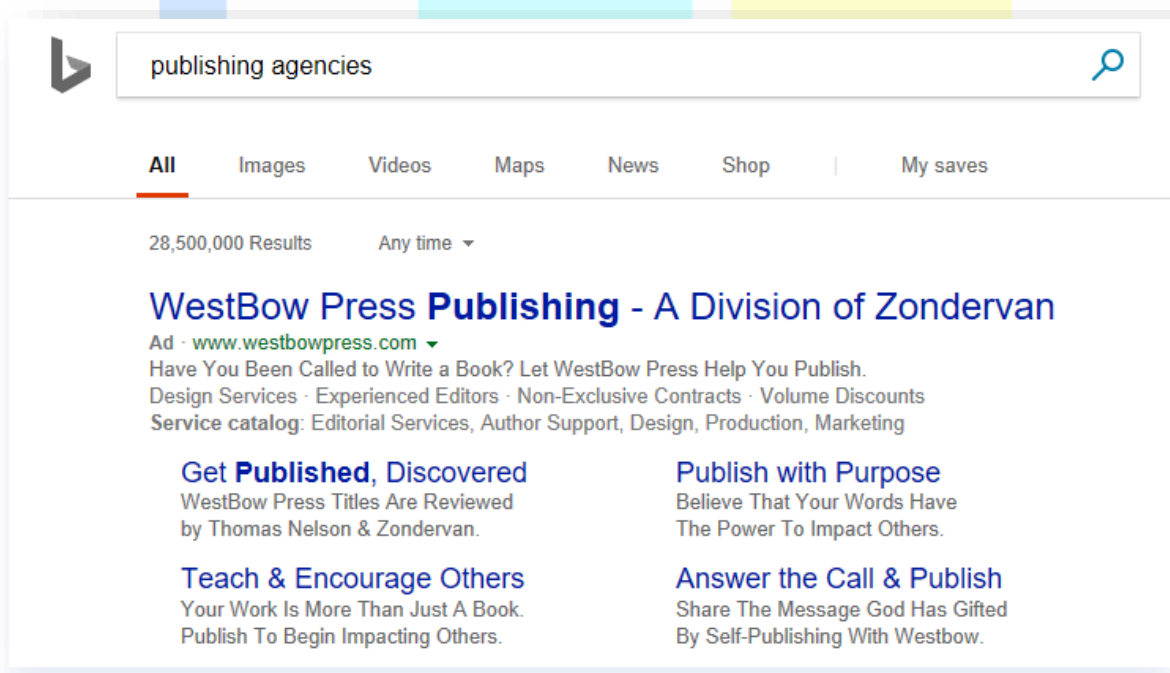
Google Ads is comprised of two advertising networks:

- The Search Network: Advertisers create text ads to appear on the search engine results page (SERP), example below
- The Display Network: Advertisers create display ads to appear on a vast number of websites across the internet



Bing Ads

Bing, which is owned by Microsoft, has three search engines — Bing, Yahoo, and AOL — so when you advertise on one platform, your ad is seen on all three. This opens up campaigns to searchers across all Bing, Yahoo, and AOL owned and operated sites, as well as various partner sites:

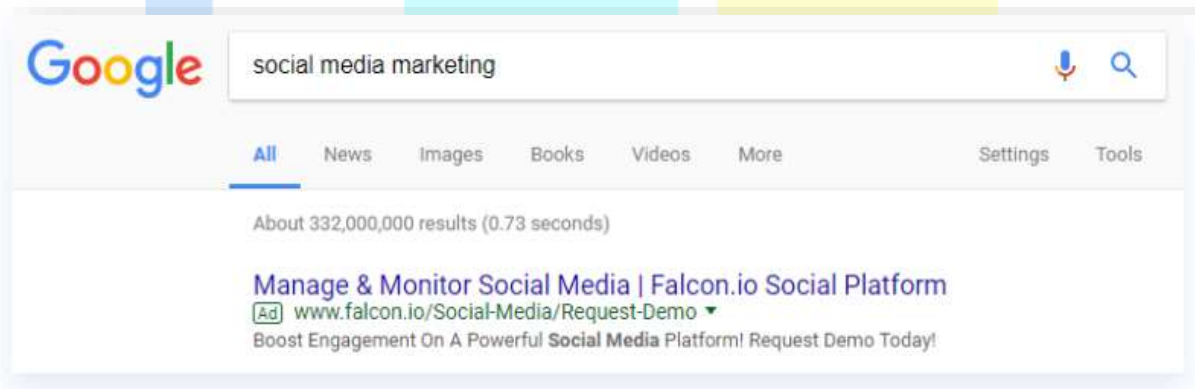
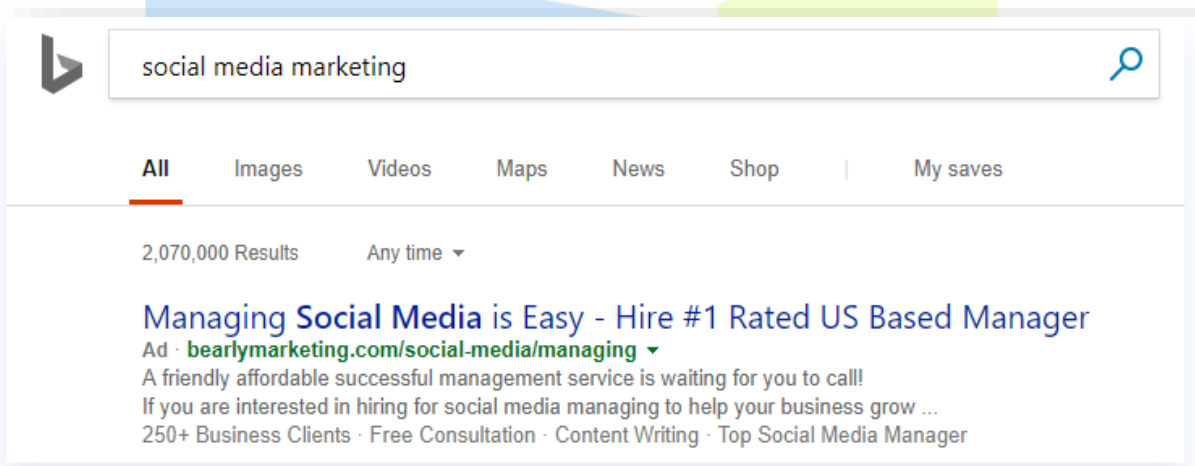


Bing Ads vs. Google Ads

Let's see how Google Ads and Bing Ads compare in some basic aspects, such as display URLs, description text, keywords, and click-through rate.

Display URL

Google and Bing both show display URLs underneath the ad headline. Bing highlights their display URLs with bold formatting. Google Ads does not:



Description text

Previously, Google allowed two separate description lines limited to 35 characters each, and Bing offered one line with a maximum of 71 characters. Now, both Google and Bing allow 80 characters in one longer description field.

Keywords

Both Google and Bing offer a keyword research tool, broad match, and negative keyword targeting. The main difference between the two platforms is that the traffic volume for keywords is much lower on Bing.

Click-through rate

Since Yahoo and MSN both offer financial reporting, Bing ads tend to have higher CTRs for shopping and financial services search verticals. That's because they offer many shopping and financial resources and ads in those search verticals on those platforms reach highly interested prospects, receive more engagement, and have higher CTR.

This list didn't mention reach or cost — two of the essential factors to consider when choosing an advertising platform. That's because we feel they deserve their sections.

Reach: Bing Ads vs. Google Ads

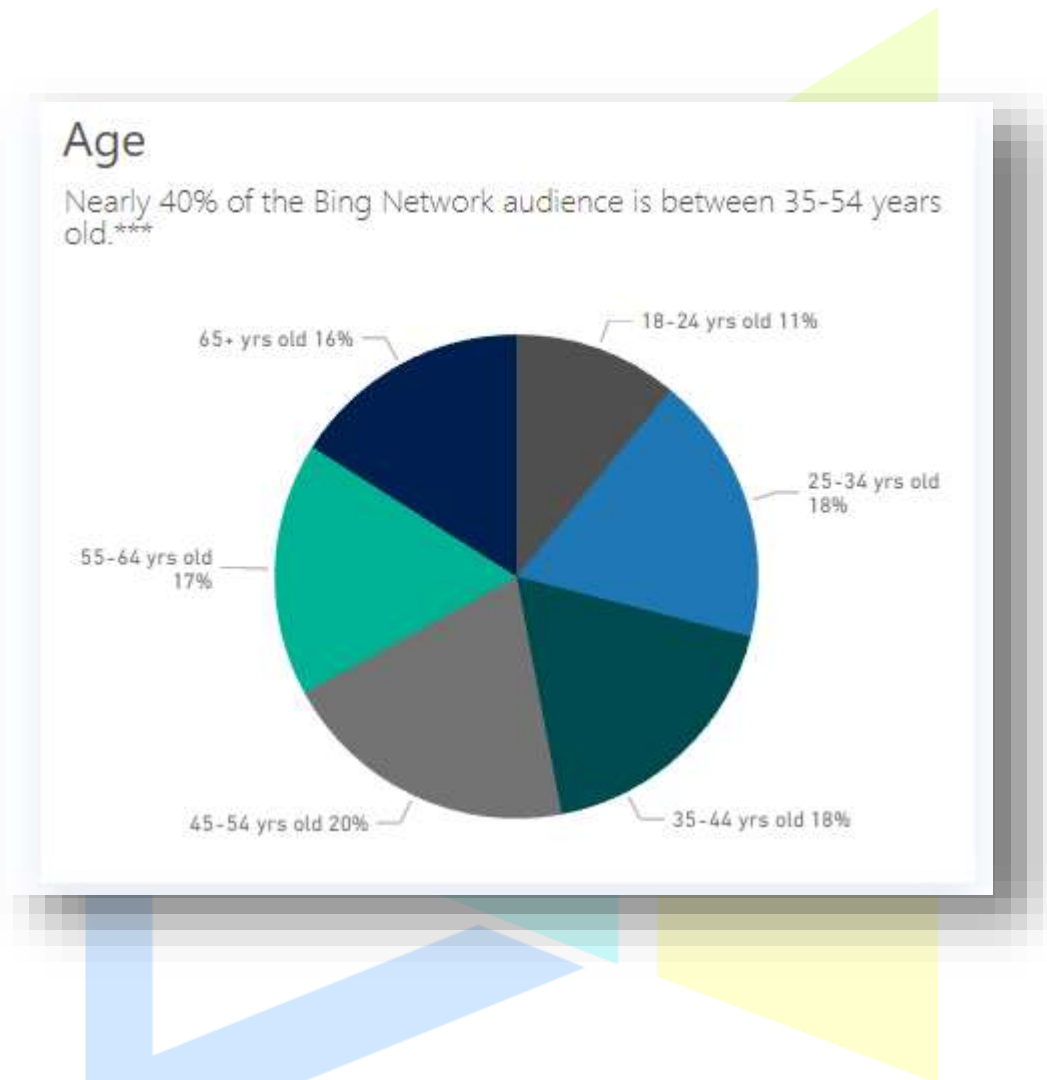
It's well-known that Google has dominated the search engine market, and therefore has a larger search volume and more reach. By no means are they the only search engine worth investing in. The Bing network is growing quickly, too. Just take a look at the numbers:

- Bing now has 34% of the desktop search engine market share worldwide
- There are 5.4 billion monthly searches conducted on the Bing Network
- 136 million unique searchers use the Bing Network

Most importantly, Bing Ads reach 63 million searchers that aren't reached with Google AdWords. So if you aren't using Bing Ads, that's a substantial amount of missed opportunity.

Bing Ads reach 63 million searchers that aren't reached with Google AdWords.

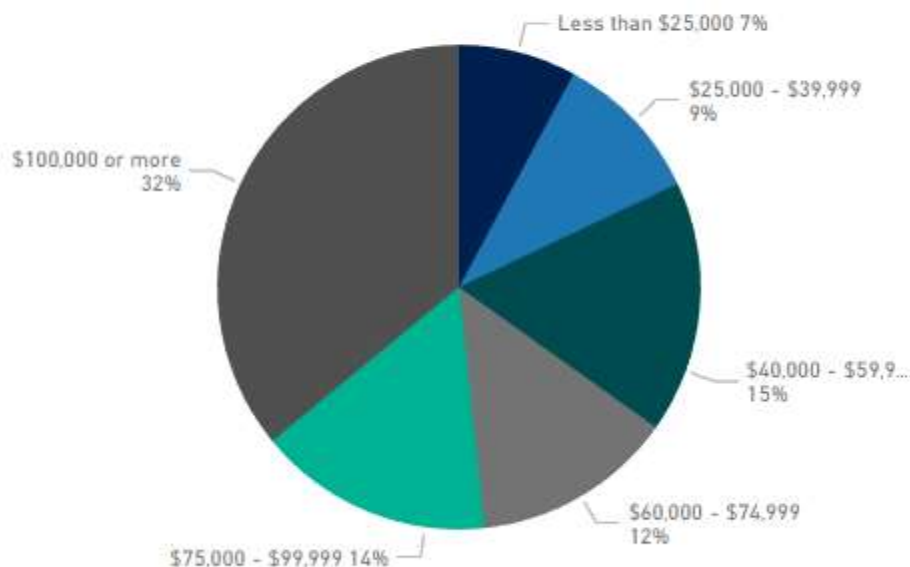
In addition to increased visibility, Bing allows advertisers to reach an older and more educated audience. As the pie chart shows, almost 40% of the Bing Network ranges from 35 to 54 years old, and nearly three-quarters of Bing users are over the age of 35:



Also, about one-third of the Bing Network has a household income of over \$100,000, and almost half of the Network has a household income of \$75,000 or more:

Household income

Nearly one-third of the Bing Network audience has a household income of \$100,000 or more.***



The point here is that despite Ads reaching more people and having higher search volumes, Bing allows you to reach an even wider audience — a specific demographic of customers — and produce even better results than simply AdWords alone.

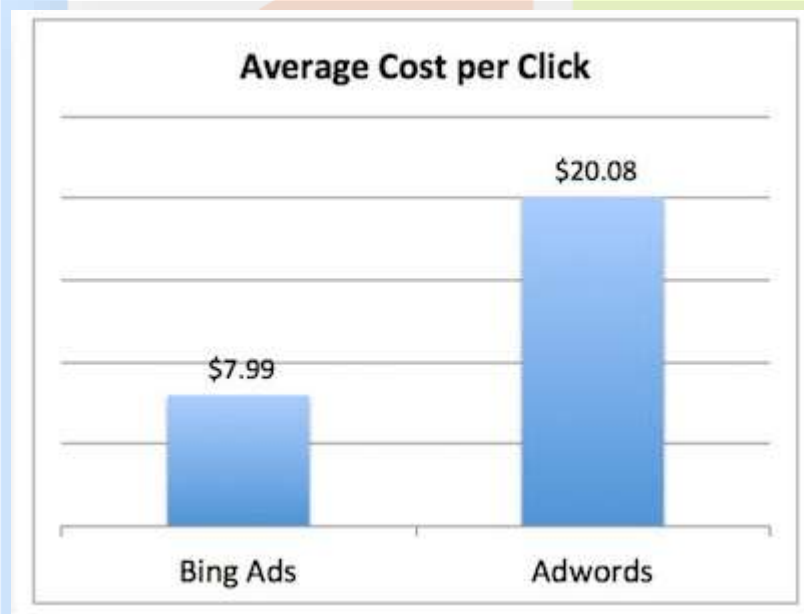
Cost: Bing Ads vs. Google Ads

What Bing lacks in volume, it certainly makes up for in performance. Although budgets fluctuate by industry and every single advertiser, one particular digital marketing agency found that Bing only spent 20%-35% of their AdWords campaign equivalent:

Advertising Platform	Budget
Google AdWords	\$2,000
Bing Ads	\$400 - \$700

This example is possible because Bing PPC has far less competition for advertisers bidding. So clicks are cheaper, and advertisers get more for their dollar.

According to a report, CPC averages \$7.99 on Bing Ads and \$20.08 on Google AdWords:



The average cost-per-click on Bing Ads can be up to 70% lower compared to AdWords. A Search Engine People study found that in the automotive industry, CPCs were 32.5% lower on Bing PPC than Google, and in the insurance industry, 59.2% lower.

When comparing the costs of each ad platform, it's important to remember that Bing and Google don't always get the same traffic. In some instances, Bing Ads CPC is lower, but the traffic quality is also lower, so advertisers end up paying more for a conversion than

they do on AdWords. The opposite can also be true, though — with the right traffic, Bing PPC can generate more sales and at a lower CPC. Fortunately, since competition is lower on Bing, it's easier to get the traffic you need at a low cost, resulting in better ROI.

The average cost-per-click on Bing Ads can be up to 70% lower compared to AdWords.

More benefits with Bing PPC

Bing Ads isn't just about extended reach, an older and higher-income audience demographic, less competition, lower CPC, and potentially better ROI. Other benefits come into play.

Import your Google Ads campaign

After creating a Bing Ads account, the platform offers advertisers the option to directly import their existing Google AdWords campaigns into Bing Ads. With just a few clicks, your campaign is up and running without having to recreate everything from scratch:



Increased granular control

Bing offers more granular targeting at the ad group level. While Google allows advertisers to set their network, location, language, ad scheduling, and ad rotation settings at the campaign level, the ad groups remain limited to their campaign-level settings. Bing Ads, on the other hand, allows for adjustments to be made at the ad group level as well. Bing also enables advertisers to assign different ad campaigns to different time zones — a function that AdWords doesn't offer.

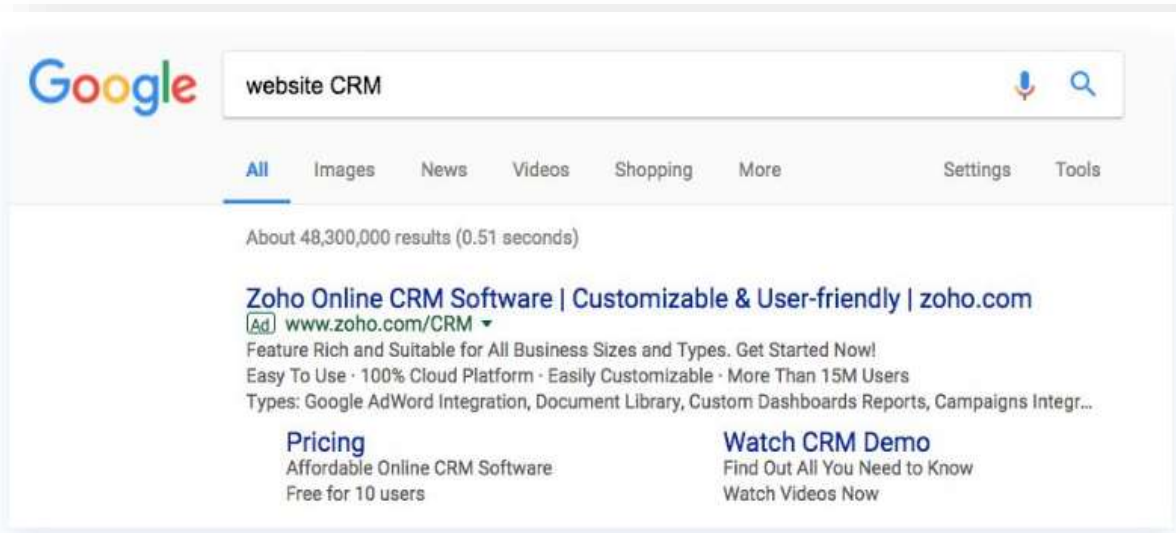
Improved device targeting

Bing Ads has Google AdWords beat with device targeting, because of how limited mobile ad targeting can be with AdWords. Bing allows advertisers to target specific audiences based on their device type and OS. It also provides the option not to display campaign ads on desktops, when you only want to target mobile users.

Site link extensions

Just like AdWords, Bing PPC offers advertisers a chance to add additional information that can persuade search users to click through. These extra links can vary from pricing, demos, content downloads, free trials, and more. Not every paid search ad is guaranteed to show site link extensions, so when they are displayed; they catch the user's attention more because the overall ad is much larger than others in the SERP list.

Here is an example from AdWords; "Pricing" and "Watch CRM Demo" are site link extensions with their respective URL:



Greater transparency

Bing is fully transparent when disclosing details about its search partners, allowing advertisers to see exactly where their traffic is coming from. The platform provides detailed reports on the performance of each search partner in a campaign, including details on all metrics, from impressions to conversions.

Higher engagement and conversion rates

Bing users that click PPC ads tend to be more engaged with the sites and post-click landing pages they're sent to. They also convert at much higher rates. The Search Engine People study mentioned above found that in the automotive industry, users were converting at 10%-56% higher rates than Google ads.

The benefits of Bing Ads certification

Similar to AdWords' certification program, Bing Ads customers can take a training course followed by an accreditation exam (must score at least 80%), to receive a Bing Ads Accreditation. Once earned, displaying this badge can be particularly useful when closing a new business.

Hallam Internet marketing agency is an example of a brand that became Bing Ads certified. See the member badge on the bottom-right?



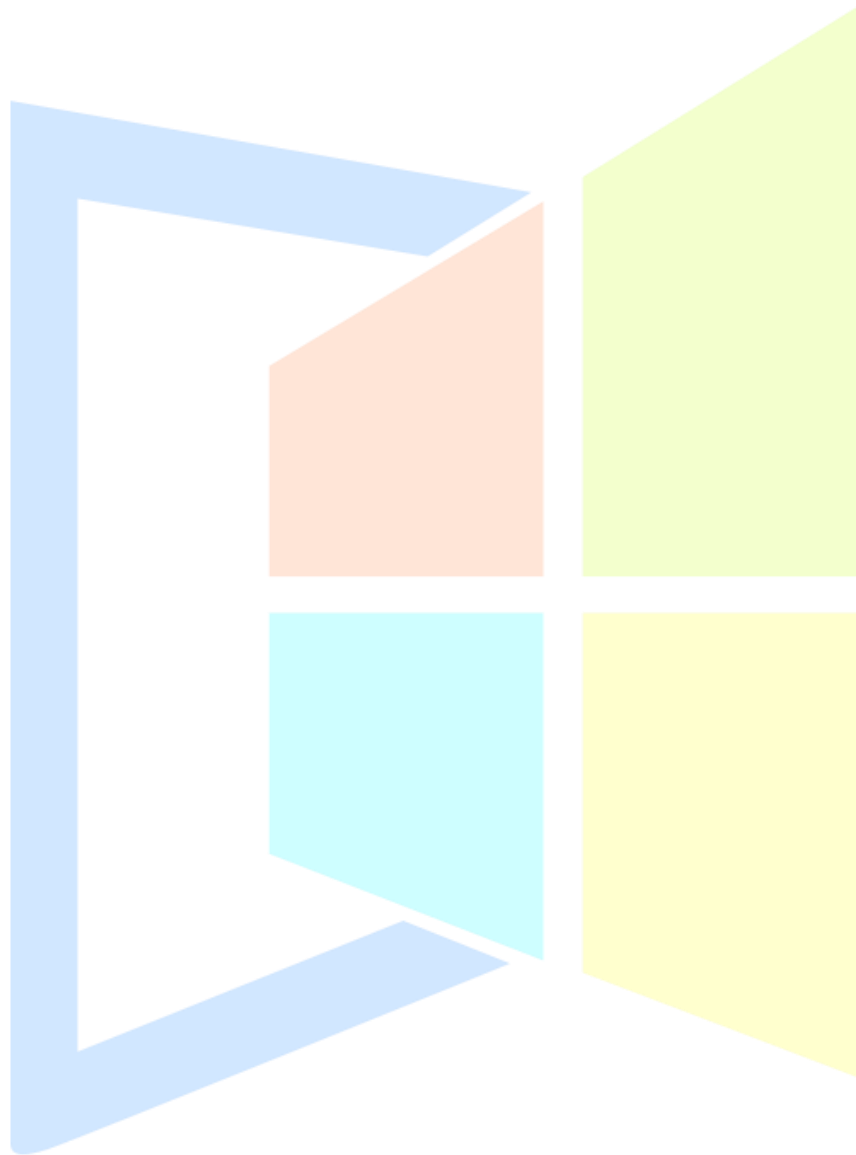
By becoming a Bing Ads Accredited Professional, advertisers gain several benefits, including:

- Recognition as a Bing Ads expert with an official member badge on websites, business cards, stationery, resumes, and other marketing materials
- Placement in the Accredited Professional membership directory
- Updated Bing Ads profiles that include social media platforms and sharing sites
- Resume-building

So, should you use Bing or Google ads?

Hopefully, by now, it's understood the best digital advertising strategy is to leverage both platforms simultaneously, provided your budget allows it.

Google AdWords may be top-of-mind with digital ads, but Bing is perfect for complementing your PPC strategy and filling any gaps in your online presence. With Bing Ads accompanying your AdWords campaigns, you can expand the reach into new and unique territories. And even though Google has more search volume, Bing boasts higher positioning, less bidding competition, and generally a lower cost-per-click.



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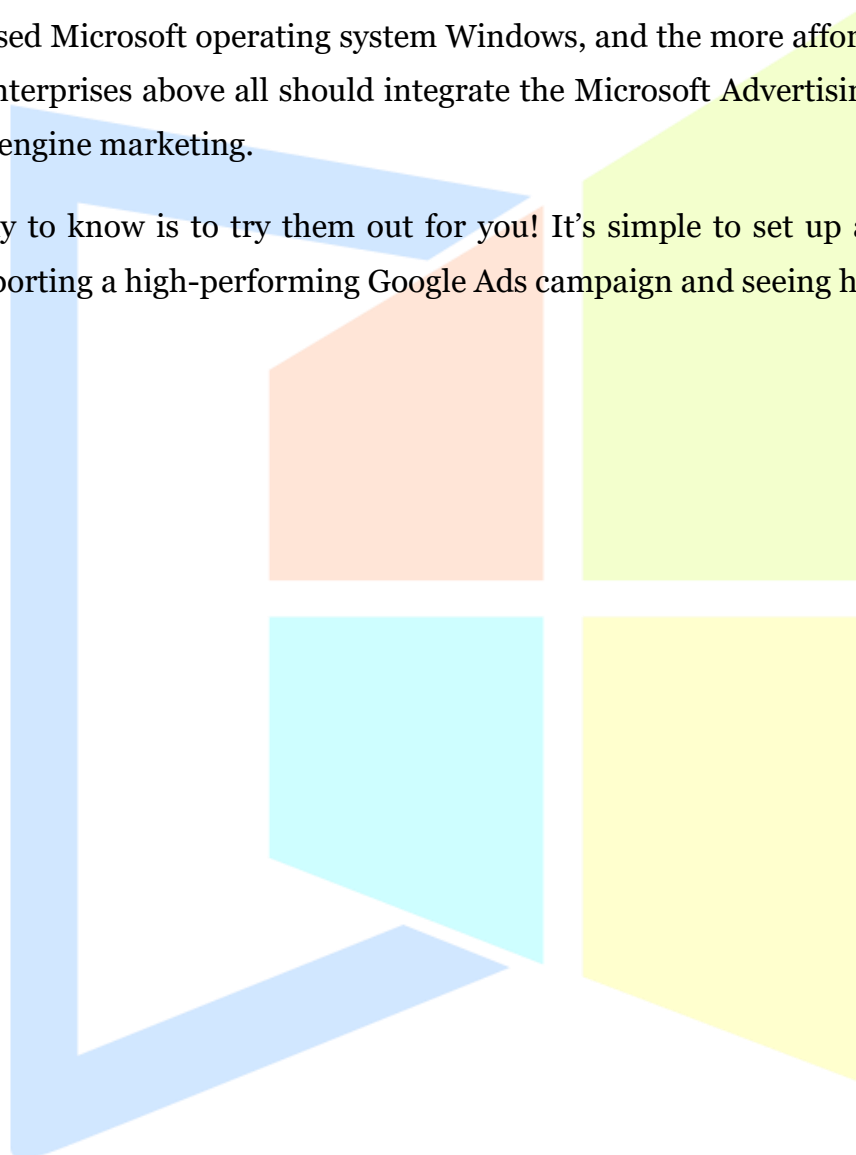


Conclusion

While Bing Ads aren't for everyone, they're worth a closer look. For many businesses, they offer a cost-effective alternative to Google Ads, while others might find it's best to run PPC campaigns across both platforms.

Microsoft Advertising is not an alternative to Google Ads 100 percent – Google's reach is far too high. But leaving Bing out of the equation would be wasting potential. Thanks to the widely used Microsoft operating system Windows, and the more affordable costs per click, B2B enterprises above all should integrate the Microsoft Advertising channel into their search engine marketing.

The only way to know is to try them out for you! It's simple to set up a campaign, so consider importing a high-performing Google Ads campaign and seeing how it goes.





[Click Here To Grab Microsoft Ads Training Kit HD Training Video](#)