So you want to become a Bing Ads Accredited Professional – we’ve got you covered.

Bing Ads Accreditation Study Guide

Use this study guide to prepare yourself to ace the Bing Ads Accreditation test.

How to use this searchable study guide:

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

- What is Bing Ads
- Introduction to Campaigns and Ad Groups
- Quality Advertising Experiences
- Choosing Key Words
- Bing Ads Intelligence
- Keyword Match Types
- Bidding
- Writing an Effective Ad
- Editorial Review
- Introducing Dynamic Text
- Importing Campaigns, Ads and Keywords
- Campaign Analytics
- Intro to Campaign Optimization
- Campaign Optimization
- Bing Ads Budgeting
- Bing Ads Billing
- Bing Ads Editor Overview
- Exporting & Importing
- Account Management Tips
- Bing Ads Customization
- Bing Ads Editor Campaign Optimization
- Campaign Exclusions

Ok let’s get started...
What is Bing Ads

Thanks to the global presence, Microsoft — and by extension, Bing and Bing Ads — offers amazing, diverse opportunities for advertisers and consumers.

Bing is the only search engine that searches across all devices, creating a user-centric experience that delivers the information people need, where and when they need it. Our goal is to leverage our partnerships with Facebook, Twitter and Yahoo, and to create new experiences for searchers like Bing Smart Search in Windows 8.1. The sophistication of our platform, combined with the strength of our partnerships and the scale and diversity of the Yahoo Bing Network audience, lets us offer an innovative search experience to both customers and advertisers.

Search Engine Marketing Basics

With search advertising, you create ads and bid on keywords. Whether customers want to purchase a product, request a service or sign up for information, your goal is to get customers to see your ad, click and then visit your website. You can accomplish this by having your ad appear at the top of the search results page, in the “sponsored links” sections.

When customers view and click your ad, they're sent to your website. This is also knows as pay-per-click search advertising and you are only charged when a customer clicks on your ad. When customers click through to your site and either they make a purchase, request your service or sign up for more information, these actions are called conversions. Think of conversions as turning a potential customer into an actual customer.

Targeting

To get your ads in front of the right audience, apply advanced targeting options to your campaigns. Instead of blasting your ad across the Internet, target a specific segment of the population. Targeting strategies center around these attributes:

- Geographical location
- Day of week
- Time of day
- Age and gender
- Device
- Operating system

Keywords and keyword bids

You’ve created your ads and targeted the right audience. Now your goal is to get your ads to appear on websites, so now it’s all about keywords and keyword bids. When creating your campaign, choose keywords that are relevant to your product or service and match your customers’ needs.

You can create your own keyword lists, or use the keyword tools to identify effective keywords and keyword bids. Creating an effective keyword list is important. You may have a great targeting strategy, but without an effective keyword list, customers may never see your ads. Keyword tools help you:

- Identify the right keywords.
- Choose optimal keyword bids.
- Track conversions.
- Improve campaign performance.

### Optimization

If your ultimate goal is to get a conversion, you want to drive more traffic to your website. Identifying the right keywords is step one. Optimization is step two. Choosing the optimal amount to pay (keyword bid) for each keyword, keeping track of how well each keyword performs, and then using the reporting tools to review, study and adjust your keywords and keyword bids are the steps to optimization. Running reports and refining your keywords and ads is how you continually optimize your ad performance, increase your conversions and grow your business.

### Account Basics

#### Introduction to Campaigns and Ad Groups

Campaigns and ad groups make it easy to organize, manage and monitor your search advertising in Bing Ads. After this section you’ll want to be able to describe Bing Ads account structure, create new campaign and ad groups, and manage existing campaigns and ad groups.

Think of the structure of your advertising as a family tree. At the top of the tree are Accounts, which act as the container (or parents) of campaigns. There can be multiple campaigns in your account. Similarly, Campaigns are the parents or containers for your ad groups. You can have multiple ad groups in each campaign. Ad Groups are the containers or parents of ads and keywords. You can have multiple ads and keywords in each Ad Group. Within this structure, you can build your advertising campaigns any way you wish. For example, you can align them to how you manage your advertising budget or with themes of products. This will help you easily identify the relationship between the ad dollars you spend and the results found in the reporting tools.

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**Campaign organization**

A campaign usually centers around one theme or objective. For example, if a travel company sells Caribbean cruises, spring break trips and scuba diving packages, it would not want to create one campaign to advertise all three products. Just as you wouldn’t want to mix and match the accounting and logistics of each vacation package, you wouldn’t want to mix and match the ads, keywords and budgeting of all three products. You would want to set up three campaigns so each would have its own budget allocation, ad groups, ads, keywords and targeting parameters. Aligning your
campaigns to your business organization along with implementing conversion tracking will help measure campaign effectiveness and is a best practice for billing clarity and performance.

Managing campaigns and ad groups

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

- **Edit campaigns**: To quickly change the campaign name, status or budget, go to the Campaign page, click the checkbox in the row of the campaign, then click the Edit link. Alternatively, from the Campaign page, you can hover over the field in the row you wish to change and click the Pen icon. To change more advanced settings, like campaign targeting, budget options and exclusions, go to the Campaign page, click the name of the campaign, and click the Settings link.

- **Edit ad groups**: To quickly change an ad group name, status, search bid or run dates, go to the Campaign page, select the Ad groups tab, choose the checkbox in the row next to the ad group name, then choose the Edit link. Alternatively, hover over the field you wish to change in the ad group’s row, and click the Pen icon. To change more advanced ad group settings, like the ad group targeting, ad distribution, pricing, schedule and ad rotation, click on the name of the ad group, then choose the Settings link.

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

- Use descriptive names to organize your ads and keywords.
- Align your campaigns with your business groups or products.
- Manage your campaigns and ad groups quickly from the Campaign page tabs.

## Intro to Campaign Optimization

With Bing Ads, it’s important to continually learn about and improve your campaigns. You do this by evaluating how your ads, keywords and targeting choices are performing. We call this refinement process **campaign optimization**. Bing Ads gives you many tools to continually optimize your campaign performance. This training gives you an overview of the tools necessary for optimizing your Bing Ads campaigns. After reading this training, you’ll learn about the following topics:

- Performance measurements
- Quality advertising experiences
- Click quality
- Bing Ads reports
- Editorial review
- Campaign Analytics
- Bing Ads Intelligence tool

### Performance measurements
Bing Ads helps you learn how your campaign engages with users by tracking three performance measurements:

- **Impressions**: The number of times your ad is displayed.
- **Click-through rate (CTR)**: The ratio of ad clicks to the number of ad displays.
- **Conversions**: The number of times users complete the desired outcome.

Charts and reports can help you track performance measurements, as well as the factors influencing them. The charts on the Bing Ads home page can provide a quick, visual snapshot of your campaigns.

The Bing Ads Reports page can provide detailed information about your impressions, CTR and conversions. You can run performance reports for an account, campaign, ad group, keyword, destination URL, ad, ad dynamic text, website placement, publisher and search query.

**Quality advertising experiences**

When it comes to ad content, Bing Ads focuses on quality. The commitment to quality helps deliver maximum benefits to both advertisers and search users. Bing Ads regularly evaluates ads, advertisers and search results to determine whether ads are providing the best value for users. This includes assessing whether:

- Ads align with keywords, landing page and offer.
- Advertisers offer unique and valuable goods, services or information.
- Bing and Yahoo search results set is unique, relevant and high quality.

Your ad’s position on the Yahoo Bing Network is determined by how your ad ranks amongst competing ads. Two factors determine your ad’s rank: keyword bid and ad quality (which includes ad performance). Higher ratings on these factors mean a higher ad ranking.

**Click quality**

Click quality is an important issue for pay-per-click advertisers. Accidental clicks and clicks on ads that are not legitimate can waste advertisers’ budgets. Bing Ads uses **real-time** and **post-click** systems to limit your exposure to low-quality, budget-wasting clicks.

Bing Ads categorizes clicks as standard-quality, low-quality or invalid. They are defined as:

- **Standard-quality** clicks are normal customer ad clicks. These are the clicks for which you are billed.
- **Low-quality** clicks exhibit characteristics of low or unclear commercial intent, and can exhibit patterns of unusual activity. You should not be billed for low-quality clicks.
- **Invalid clicks** fall into the low-quality category, and are identified as having characteristics typical of user error, search engine robots, or fraudulent activity.

Bing Ads provides tools that can help you identify, monitor, prevent, and report suspicious click activity.

**Bing Ads reports**
Once you’ve done all the work creating your campaigns, writing your ads, and honing your keywords lists, evaluate what is working and what is not.

Bing Ads reports allow you to track your online advertising budget and spend, evaluate ad and keyword performance, and develop insights for optimizing your campaigns.

Bing Ads reports are categorized by five report types:

- **Performance** reports track how an advertising campaign is performing at the account, campaign, ad group, ad or specific keyword levels.
- **Change history** reports track the changes made to your campaigns.
- **Targeting** reports track which audiences a campaign is reaching.
- **Campaign analytics** reports track conversions, revenue from conversions, advertising costs and visitor behavior on your website.
- **Billing and budget** reports track how much is being spent against the campaign budget.

**Editorial review**

Editorial review is an essential part of online advertising. With many rules and laws that govern ads and keywords, it can be difficult to remember all of them. Bing Ads simplifies guideline adherence by providing tools throughout the campaign building process. These aid in keeping your ads compliant. The tools include:

- Style-related alerts and messages that appear inline while you create ads and choose keywords.
- A comprehensive initial review that grants your ad as either “Active” or “Pending” upon saving.
- Additional editorial checks that may be done after initial checks.
- Means for requesting editorial disapproval when possible.

**Campaign analytics**

Bing Ads campaign analytics provide powerful insights to help you measure the return on investment of your ads, to monitor and analyze your site traffic, and to decide how to run third-party ad campaigns.

The power of analytics comes from inserting tracking code on web pages. This code allows you to see cause and effect of website structure, keywords and ads. They do this by reviewing data showing customer behavior, like how visitors click through your site, and what clicked keywords lead to the most conversions.

**Bing Ads Intelligence tool**

Bing Ads Intelligence is a robust keyword research and optimization tool that operates seamlessly in Microsoft Office Excel. With this tool you build keyword lists and gauge how they will perform. Being able to view, select and bid on the best performing keywords makes this tool critical for maximizing your ad spend.

**Summary**
Campaign optimization is not only important for your advertising success, but Bing Ads also provides you with many different ways to approach campaign improvement. This has been an overview of those options and tools. In subsequent trainings, we will cover each topic in more detail.

Quality Advertising Experiences

Customers care about quality when they consider where to do business. Bing Ads helps meet that expectation in cooperation with advertisers. This training will help you understand how you, as an advertiser, contribute to the Bing Ads commitment to quality advertising experiences.

In this training, you will understand:

- The factors that determine your ad’s position on the Yahoo Bing Network.
- The methods you can use to improve your ad’s display position.

Quality advertising experience basics

Bing Ads focuses on quality so that we can deliver maximum benefits to both advertisers and users. Bing Ads regularly evaluates ads, advertisers and Bing and Yahoo search result listings to determine whether they provide the best value to users. This includes assessing whether:

- An ad aligns with its keywords, landing page and offer.
- The advertiser offers unique and valuable goods, services or information.
- The overall Bing and Yahoo search results set is unique, relevant and high quality.

Factors that affect your ad position

How your ad ranks against competing ads determines its position on the Yahoo Bing Network. Two factors determine your ad’s rank: ad quality and keyword bid.

Your ad’s **quality score** is measured by assessing its **relevance** and **performance**. Relevance is determined by your keywords and landing page content, and the value of your goods or services to the customer. Your ad’s **performance** is measured by its click-through rate.

Bing Ads provides a quality score for each of your keywords. This score helps you understand each keyword and landing page’s relevance to the user’s intent. If the **quality score** merits, the ad will show up on either the **mainline** or **right-rail**, above and beside the organic results, respectively.

The value of improving your ad rank

Following best practices for ad ranking helps maximize the efficiency of your search campaigns. Making ads highly relevant can be an inexpensive way to improve your ad performance, allowing you to lower your bid.

You have the most control over your ad’s relevance because you control keyword choice and attributes, ad copy, and landing pages. The more relevant your keywords, ad, and landing page, the greater the probability of achieving a high rank. Having a relevant, high-ranking ad helps to improve performance and increases the opportunity to convert users into customers.
You improve your ad rank by checking your Bing Ads account regularly and adjusting your bid amounts, keywords, ad copy, and landing pages. In addition, you can fine-tune other key attributes, such as keyword match and targeting options.

**Improving your bids**

A **keyword bid increase** is the quickest way to boost ad position. You can also take advantage of the targeting features that let you place an extra, optional bid for targeted customer segments. Placing **incremental bids** increases the likelihood that your ad will be displayed in a better position to customers who meet your targeting criteria. Click-through rates improve when qualified searchers view your ads.

**Understanding your quality scores**

Your quality scores indicate your ad rank. You can use your quality scores to determine the best ways to optimize your keywords, ads, and landing pages to help improve your ad rank.

Quality scores appear on the **Keyword** tab. Click the arrow next to the value in the **Quality score** column to view the components of your quality score. If the total quality score is between seven and 10, the keyword is competitive in the marketplace. If the total quality score falls below six, the keyword is underperforming.

Each keyword’s score is calculated using these three measures:

- **Keyword relevance** score reflects the competitiveness of your ads for the specific keyword. It’s calculated by comparing the click-through rate of your keyword with the average click-through rate of the same keyword across the marketplace.

- **Landing page relevance score** indicates the relevance of your ad and landing page to users. This score helps to determine whether your landing page has sufficient information to engage with user intentions.

- **Landing page user experience score** is an assessment of the quality of all of the landing pages in your site. This score measures the uniqueness and originality of your site content, and how well your landing pages adhere to Bing Ads Editorial Guidelines.

**Improving the relevance of your keywords**

To improve the relevance of your keywords, select only keywords that are highly related to your products or services. You can use the Bing Ads keyword research tools to help you identify relevant keywords.

Use keyword match options, negative keywords and targeting to display your ads to customers who are most interested in your products or services. These keyword features can dramatically improve your click-through rate.

Delete underperforming and irrelevant keywords. Use **keyword performance** reports to help you determine the click-through rate and conversion rate of your keywords.
Improving the relevance of your ads

To improve the relevance of your ads, use your customers’ **most popular keyword** in the ad title and ad text. Or, use **dynamic text** to display your customers’ search terms in your ads.

Organize your ads into ad groups around **lists of highly related keywords**. This enables you to write ads that are most relevant for a set of keywords, and to send your customers to landing pages that are optimized for those keywords.

Improving the relevance of your landing pages

A landing page with relevant content will also help improve the relevance portion of your ad rank. Landing pages should clearly provide the product or services being offered in the ad. An easy way to send customers to targeted and specific landing pages is to use dynamic text in your destination URL.

One way to ensure a quality experience for the user is to align your landing page with any special offers that you’ve included in your ad. Your landing page should offer unique and valuable goods, services or information. Work with your website designer to ensure that he/she is using best practices for web design. Applying general search engine optimization techniques will help Bing Ads effectively rank your site.

Improving the performance of your ad copy

Writing compelling ad copy can greatly improve your ad rank. Be sure to follow the Bing Ads Editorial Guidelines. In addition, research the demographics of your customers, and then use that knowledge to write ads that attract them. Address your customers directly by using the words "you" or "your" in your ads.

Describe what sets your product apart, clearly stating your product’s benefit. The more specific and clearly written your offer, the better. Give customers a reason to click your ad right now, such as best rates or a limited-time discount. Or, offer a specific call to action, such as booking a room or requesting a brochure.

You can also test different versions of the same ad. Change only the text, the targeting, the keyword **list, or another aspect of the ad**. Put each ad in its own ad group (because **performance is tracked by** ad group). After a while, determine what works best and write an ad that combines the winning attributes.

Performance scenarios

It’s best to continuously assess your campaign’s performance. Use the Bing Ads **data tables** and **reports** to assess the performance of your ads. You may find that some of your ads are exhibiting uneven behavior. Here are some common issues and how to resolve them.

<table>
<thead>
<tr>
<th>Low ad rank</th>
<th>High ad rank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Summary
Bing Ads is committed to quality advertising experiences for both the advertiser and the customer. When you create keywords and ads that are relevant, you'll provide customers with a good user experience because they can easily find what they're looking for. A quality experience means more conversions and better ROI on your campaigns. When striving for a quality ads experience, remember these key points:

- Use the quality scores to determine what elements to improve.
- Creating relevant keywords, ads and landing pages is critical for high ROI.
- Use the Bing Ads keyword research tools and Keyword performance reports to increase the relevancy of your ads.

Choosing Key Words
Keywords are single words or phrases that, when typed by a customer, trigger ads to display. Obviously, choosing the right keywords is an important part of any campaign's success.

After reading this training, you will understand how to:

- Choose keywords following best practices.
- Create and manage your keywords list.
- Use Bing Ads keyword research tools to optimize your keywords list.

The basics
Before you select your keywords, you should spend time solidifying your destination page and ad copy. Bing Ads will leverage both of them in order to help you build your list with highly relevant keywords.

Keyword tools
Bing Ads offers several keyword tools, like Bing Ads Intelligence as an Excel Plugin, to help you build a more effective keywords list. These tools can:

- Search your web page and your competitors’ web pages for relevant keywords.
- Find keywords that are similar to a word or phrase that you enter.
- View performance and demographic data by keyword.

Creating a new keyword list

<table>
<thead>
<tr>
<th>Low CTR</th>
<th>Reassess keyword selection, improve creative.</th>
<th>Reduce keyword bid price, emphasize better-performing keywords and creative.</th>
</tr>
</thead>
<tbody>
<tr>
<td>High CTR</td>
<td>Increase keyword bid prices.</td>
<td>A winning combination!</td>
</tr>
</tbody>
</table>
With your destination page and ad copy completed, create a new campaign. In the Choose your keywords section of the page, you’ll find the tools to begin building your list. You can type them manually with enter keywords selected, or you can let Bing Ads suggest keywords by way of the research link. This link helps improve the effectiveness of your keyword choices.

With Research selected, you can start with your own keyword then let Bing Ads find others that include yours. Or, you can choose to let Bing Ads scan any web page, including your destination page, to extract keyword suggestions.

Either way, you’ll have a list of keywords to choose from. Select your preferences by clicking the checkbox and clicking Add. The number of searches on that keyword also appears in the list of suggestions.

After you have selected your keywords, be sure to click Save at the bottom of the page, and continue following the prompts to finish setting up your campaign.

Negative keywords

Negative keywords are a way to define exceptions to when your ad will be triggered. When creating your campaign, click the enter keywords link, and then manually enter your negative keywords using the special characters syntax. Later, you can view, edit and delete keywords from your list.

Setting bid amounts

When setting up your campaign or adding to your keyword list, Bing Ads will set your bid amount to the ad group’s default setting. You can adjust this amount to make sure that your most relevant keywords are seen on the first search results page. (See Bidding Section for more detail)
Keyword tools

There are additional tools at your disposal for research and optimization of your keyword lists. Click the Tools link at the top of the page to find Research keywords and Ad preview tools.

The Research keyword tool begins with similar capabilities you experienced when adding keywords to a new campaign or ad group. However, it goes even further by adding refining filters, such as language, market, gender, age group and business category.

After you’ve generated suggested keywords, your list contains performance data that helps you select the best keywords for meeting your marketing strategy. Columns such as search frequency, click-through-rate (CTR) percentage and average cost-per-click (CPC) give you important insights about what will work for you. Clicking on the keyword link reveals a graph of audience distribution that displays gender and age percentages.

After you select your keywords, you can identify your preferred match types for each keyword and designate others as negative keywords.

Additional settings

If you continue with the Research keyword tool, you’ll come to the Set pricing screen. After entering a bid, the tool shows you information on performance and estimated spend at that price level. You can experiment with different bid values until you find the bid value that will perform to your goal.

Continuing further, you’ll come to the Add to ad group screen, where you can choose the account, campaign and ad group in which to add these keywords.

You’ll use the Ad preview tool to see what your ad looks like against other pay-per-click (PPC) advertisers and organic search results. This tool is a simulation. It is not an active web page where you could affect data or accidentally charge yourself for clicking an ad.

Disapproved keywords
Keywords that do not meet Bing Ads editorial guidelines are given a **disapproved** status. You will be alerted to any issues with your keywords in the **Delivery** column of your keywords list.

### Bing Ads Intelligence

An even more powerful tool for working with keywords is Bing Ads Intelligence. To download and install, click the **Tools** menu and find it under **Application downloads**. This tool seamlessly operates in Microsoft Office Excel 2007 and 2010, and provides many features and templates for researching keywords. For more training on the Bing Ads Intelligence tool you can read more here, or just continue on with the study material directly after this, which goes into more detail.

### Summary

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

- Search different web sites, in addition to your own, to find more keywords.
- Set keyword match types and add negative keywords.
- Use the “Find keywords containing a word or phrase” option to find synonyms for the keywords you’ve already chosen.
- Use Bing Ads keyword tools to help optimize the keywords in your campaigns.

![Bing Ads Intelligence](image)

Bing Ads Intelligence is a powerful keyword research and optimization tool that operates seamlessly in Microsoft Office Excel. Once installed, open Excel and you’ll see a new tab on the menu bar called Bing Ads Intelligence. Click the tab to start building your keyword lists and gauging keyword performance on the Yahoo Bing Network. Being able to view, select and bid on the best performing keywords makes this tool critical for maximizing your ad spend.

After reading this training, you will understand how to:

- Download Bing Ads Intelligence.
- Apply the keyword suggestion and keyword analysis features.
- Create customizable keyword research workflows.
- Download and use the keyword research templates.

### Tool installation

Before you install the tool, be sure you have Office Excel 2007, 2010 or 2013 installed and closed, in addition to Microsoft Visual Studio Tools installed. Also, you must uninstall any previous versions of Bing Ads Add-in for Excel, or Bing Ads Intelligence. Next, sign in to your Bing Ads account and navigate to the **tools**, found in the right hand corner of the page. Under **Application Downloads**, click the Bing Ads Intelligence **download** link and follow the **Install Wizard** prompts.
Bing Ads Intelligence interface

Once installed, launch Excel and click the Bing Ads Intelligence tab. Across the top, you’ll notice a “ribbon” of buttons. This ribbon was designed to match a good workflow. On the far left is the Sign In button where you enter your Bing Ads credentials to get started. The functionality buttons are next, and last is the Refresh All button. The functionality buttons are where you do your work within the tool. They are organized into the following two groups:

- Keyword Research & Account.
- More Research Options.

Let’s take a closer look at these buttons and their functions.

Keyword research & account

These buttons help you build or expand keyword lists with additional relevant keywords. Newly generated keyword lists also provide related data on keyword traffic, historical performance and suggested bids. The three buttons in this group are:

- Select Campaign: Click to choose which campaign’s ad groups to import.
- Keyword Suggestions: Click to generate new keywords from seed keywords.
- Create Bulksheet: Click to create a .csv file from any open template or keyword suggestions worksheet.

With one click, the Keyword Suggestions button creates large keyword lists from one or several seed keywords. The fastest and easiest way to use this button is to select a keyword(s) from your Account Keywords worksheet, and simply click the button. Bing Ads Intelligence generates a Keyword Suggestions worksheet containing a long list of similar search terms, as well as the data (impressions, clicks, CPC, etc.) related to those terms.

You can gain more control over generating suggested keywords by clicking customize in the Keyword Suggestions drop-down menu. With customize, you can select specific seed keywords, filter how lists are generated, and most importantly, choose the keyword de-dupe option exclude my duplicate account keywords.

More research options

The buttons in this group let you dig deeper into your lists by providing important data, such as historical traffic, historical performance, geography and demographics. Learning how to navigate these buttons and employ their data output is the foundation for effectively using Bing Ads Intelligence. Let’s look at what each button does.

- Traffic: Reveals daily, weekly and monthly search query counts for each selected keyword.
- Keyword Performance: Presents historical performance data for the specified keywords, including clicks, impressions and costs.
• **More Research Options:**
  - **Webpage keywords:** Generates keywords from a website that you specify.
  - **Keyword expansions:** Generates compound keywords from a core keyword.
  - **Searches with your keyword:** Generates a list of search queries containing your keyword.
  - **Associated keywords:** Generates new keywords based on other advertisers' bidding behavior.
  - **Related searches:** Creates a list of search queries based on the Bing Related Search results.
  - **Keyword categories:** Displays a list of business categories for specified keywords.
  - **Search-user location:** Generates a list of locations (within a country, state/province or city) with the most searches on specified keywords.
  - **Age group & gender:** Generates age group and gender percentages over the last 30 days.
  - **Bid estimation:** Displays bid suggestions and estimated performance data for selected keywords.
• **Keyword Research Templates:** Opens pre-generated keyword research ideas in the form of dashboard spreadsheets.

**Templates**

Templates are pre-generated keyword research ideas in the form of dashboard spreadsheets. They allow you to quickly research keywords using a best practice.

Accessing these templates is easy. Click **Keyword Research Templates** to open the **Template** panel. Scroll to the desired template, and click to open.

Most templates contain instructions, but in general, they are easy to use. You enter information into highlighted cells and click on the **refresh all** button.
Templates are powerful and flexible. You can extend existing templates with additional Bing Ads Intelligence and Excel features, or create custom templates based on your own unique workflow. Templates can be saved and shared with colleagues.

Create a template

Bing Ads Intelligence lets you choose where to display results in your workbooks. In addition, you can manipulate data with favorite Excel features, like pivot tables, filters, sorts and graphs.

Summary

Bing Ads Intelligence is a powerful keyword research tool that helps you build, expand and research keyword lists in Excel.

Bing Ads Intelligence helps you:

- Build lists of relevant keywords with query data from the Yahoo Bing Network.
- Increase your ROI by identifying affordable keywords with high performance potential.
- Discover competitive bids that can help increase traffic.
- Create customizable keyword research templates that let you analyze data for your business.

Keyword Match Types

Bing Ads keyword match options and campaign exclusions can improve the performance of your advertising campaigns by exposing your ads to a wider audience, targeting your keywords to specific search queries, and excluding keywords or websites that do not further your advertising goals.
After reading this training, you will understand how to:

- Describe the keyword match options available.
- Choose the appropriate match option or options for your keywords.
- Set match options for new and existing keywords.
- Set negative keywords and website exclusions at the campaign and ad-group levels.

**Keyword match option basics**

With Keyword match options, you specify how closely a user's intent must match your keyword before it triggers the display of your ad on the Yahoo Bing Network. There are four keyword match options: broad, phrase, exact, and content.

Broad match triggers the display of your ad when all of the words in your keyword appear in a user's input, in any order. The user's input may include additional terms before, after and between your keywords.

<table>
<thead>
<tr>
<th>Broad match keyword</th>
<th>Trigger search term</th>
<th>Non-trigger search term</th>
</tr>
</thead>
<tbody>
<tr>
<td>winter vacations</td>
<td>winter vacation</td>
<td>winter</td>
</tr>
<tr>
<td></td>
<td>vacations winter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>tropical winter vacations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>winter ski vacation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>winter trips (synonym)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>winter ski villa vacation</td>
<td></td>
</tr>
</tbody>
</table>

Broad match modifier gives you the ability to fine-tune or restrict how liberally Bing Ads matches closely related broad match terms. To add a modifier, simply add the “+” sign to your keyword. In the example below, the modifier tells Bing Ads that the word “ski” must be in the query in order for your ad to be eligible to be served.

<table>
<thead>
<tr>
<th>Broad match modifier</th>
<th>Trigger search term</th>
<th>Non-trigger search term</th>
</tr>
</thead>
<tbody>
<tr>
<td>winter + ski vacations</td>
<td>winter ski vacation</td>
<td>Winter</td>
</tr>
<tr>
<td></td>
<td>winter ski villa</td>
<td>winter trips (synonym)</td>
</tr>
<tr>
<td></td>
<td>ski trips</td>
<td>winter vacation</td>
</tr>
</tbody>
</table>
Phrase match triggers your ad when all of the words in your keyword match in a search query, in exactly the same order, even if other words are present in the search term.

<table>
<thead>
<tr>
<th>Phrase match keyword</th>
<th>Trigger search term</th>
<th>Non-trigger search term</th>
</tr>
</thead>
<tbody>
<tr>
<td>winter vacations</td>
<td>ski winter vacations</td>
<td>vacations winter</td>
</tr>
<tr>
<td></td>
<td>tropical winter vacations</td>
<td>tropical vacations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>summer vacations</td>
</tr>
</tbody>
</table>

Exact match triggers your ad when the exact words in your keyword appear in a customer’s input, in exactly the same order.

<table>
<thead>
<tr>
<th>Exact match keyword</th>
<th>Trigger search term</th>
<th>Non-trigger search term</th>
</tr>
</thead>
<tbody>
<tr>
<td>winter vacations</td>
<td>winter vacations</td>
<td>Winter</td>
</tr>
<tr>
<td></td>
<td>winter vacation</td>
<td>Vacation</td>
</tr>
<tr>
<td></td>
<td>topical winter vacation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>vacation winter</td>
<td></td>
</tr>
</tbody>
</table>

Content match are pages in websites that are part of the content network, when those pages contain a word or words in your keyword, your ad title, or ad text.

Note: In all cases, Bing Ads considers the singular and plural forms of a keyword to be synonymous to each other, such as “bag” and “bags.”

**Choosing the best match option**
When you select a match option, consider your advertising goals, as well as the audience you've targeted.

Use broad match when you want to expose your ads to a wider audience. With broad match you'll get more impressions with a shorter list of keywords. Broad match is also a good option when you've targeted a very specific customer segment. Use broad match modifiers to give your keywords more focus without going as far as using phrase or exact matches.

Use phrase match to help prevent your ad from being displayed for irrelevant variations of your keyword.

Use exact match to precisely match your keyword and lower your costs. While you'll get fewer impressions, you may get a higher click-through rate (CTR), because your ad is shown to an audience looking for exactly what you are advertising. Use content match for better targeting on content networks.

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

**Negative keywords and website exclusions**

Negative keywords allow you to specify words that you want to ignore. Negative keywords can help prevent your ad from being displayed when a search query is similar, but unrelated to what you’re advertising. For example, if you specialize in tropical winter vacations, you do not want the keyword “winter vacations” to match searches for “ski winter vacations.” In this case, specify “ski” as a negative keyword. A useful way to discover and manage more nuanced negative keywords is to run the Search Query report. This report presents search queries in their entirety, including words such as “from,” “where,” and “how.” For example, if you are a business based in New York City, you may want to set high bids for consumers searching “travel to New York City” and create a negative keyword for “travel from New York City.”

Website exclusions can prevent your ads from appearing on websites that do not further your advertising goals. Website exclusions can be specified at either the campaign or ad-group level.

**Summary**

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

- Broad match exposes your ads to a wider audience.
- Broad match modifiers fine-tune your broad match target.
• Phrase match helps prevent your ad from being displayed for irrelevant variations of your keyword.
• Exact match precisely matches your keyword and lowers your costs.
• Use negative keywords when you know a term doesn’t apply to your business.
• Website exclusions prevent your ads from appearing on websites that do not further your advertising goals.

Bidding

Studies show impressions have a much greater impact when they achieve a higher rank on the page. Making quality bids is one way to influence a higher page rank. To assist with bidding decisions, Bing Ads has tools that suggest bid amounts and estimate click traffic. The heart of online advertising is matching relevant ads with potential customers. Bids are just one of several factors that affect your ad’s position. Along with bids, keyword relevance and quality score are critical variables that determine ad rank.

When creating your bids, keep in mind:
• Your keyword or website placement bid is the maximum price you are willing to pay each time your ad is clicked. Your actual cost may be much lower.
• Your budget affects the number of times your ad can be clicked in a given day or month.

Flexible bidding tools

In order to get the best performance at the lowest cost, Bing Ads provides the following tools and techniques for customizing your bid strategy.

• **Control bidding** by separating default bids for the search network and content networks.
• Choose **individual keywords bids**, overriding the default bid set at the ad-group level.
• Bid on individual keywords based on how closely a search query matches your keyword, using **match types**.
• Use **suggested bid amounts** to help meet a specific placement on the page.
• Set **incremental bids** if the user meets one or more of your targeting criteria.

Estimating for best bid levels

Bid and traffic estimation tools can access and analyze all auction data and then suggest optimal bid amounts for your keywords. Once you have chosen the best suggested bid amount, the estimation feature gives you a performance estimate for that keyword, showing **approximate impressions**, **clicks** and **total spend** for that keyword.

It’s important to remember that estimation is based on all auction data from the previous seven days. For example, if your keyword bid is $0.50 U.S. dollar, traffic estimation shows you how your $0.50 U.S. dollar bid would have performed based on data from the last seven days. For comparison purposes, if you change your bid to one U.S. dollar, you’ll see what your results would have been with a one U.S. dollar bid. Although traffic estimation does not predict future performance of bids, looking at hypothetical bids in relation to real data can give you valuable insight into trends and probable results.

Bid and traffic estimation tools provide the estimated bid to reach your desired location on the search result page, or in the content network. This includes:
• **Best position:** The first position in the mainline location. Mainline ads appear just above the organic search results in the center column of the page.

• **Mainline:** Any position in the mainline location.

• **First page:** Any position on the first page, including the mainline or sidebar locations.

Let’s look at these three positions in more detail.

### Setting keyword bids
When you first create a new campaign or ad group and define your initial set of keywords, you’ll also enter the ad group default bids for the search and content networks.

When creating a new keyword list, you can override the ad group default bid by selecting unique bids for chosen keywords. After clicking the **add** button, you can choose bids based on the various page positions: **first page**, **mainline** or **best position**. You can also set a **custom value**.

![Keyword Bidding Interface](image)

### Updating keyword bids
Search engine marketing is not a “set it and forget it” activity. You should monitor and adjust your campaigns as needed. Sooner or later, you’ll want to change your bid amounts for keywords. When that time comes, there are two estimation methods to help you decide keyword bid amounts. You can adjust your bid amounts by:

- Choosing a results page location and letting the tool set the bid amount.
- Setting your own bid amount in relation to traffic estimation.

If you want to target a page position, click the **estimation** drop-down option and select one of the three page estimation choices. For example, if you choose **first page estimation**, the bid amount in the **Current Bid** column will change to a close approximation of what it costs for that keyword to achieve a **first page** placement.

![Keyword Estimation Interface](image)

If you prefer to enter your own bid amounts and then increase or decrease based on potential traffic, you can work that way as well. To see bid estimations, click the **estimation** drop-down option, then **traffic estimation**. On this screen, when
you enter bids for individual keywords, you see the traffic performance estimates for those bids. This allows you to experiment and discover bid settings that work for you. For bulk traffic estimation changes, click the make bulk changes button.

**Incremental Bids**

Whether you’re using ad group default bids, or you’ve customized your bids based on estimations, you can also set incremental bids at the ad-group level to increase the chance that your ads are seen by your target customers. The incremental bid amount can be set to either increase or decrease (in 1 percent increments) your keyword bid when a targeted customer triggers the ad.

**Summary**

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

- Use the bid and traffic estimation tools to help you place optimal bids.
- Monitor and adjust your campaigns as needed.

**Writing an Effective Ad**

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

In this training, you will understand important guidelines, tips and techniques to help you write ads that are effective and relevant. This training will help you understand how to:

- Write effective ads that meet the Bing Ads Editorial Guidelines.
- Submit your ads for approval.
Character limits
Each ad consists of four components: title, text, display URL and a destination URL. Each component has character limits so all ads across the network remain consistent. As you type your ads, a counter shows how many characters you have remaining for each component, making it easy to stay within the limits. If you happen to exceed the character limit, you’ll need to make wording adjustments before you can save the ad.

General editorial guidelines
Microsoft can refuse to accept any advertising content that does not meet the Bing Ads Editorial Guidelines. When writing ads, it’s most efficient to adhere to the guidelines so your ad is not disapproved. Disapproval can inhibit the execution of your campaign, so it’s best to read the Editorial Guidelines article in Bing Ads online help to become familiar with the list of acceptable ad content.

Four of the most important general guidelines that you must adhere to when writing ads are:

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

The following are several other guidelines and practices that you should commit to memory.

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

Landing pages
The landing page for your ad should provide clear content that is relevant to your ad text and keywords. If the landing page is inaccessible, is under construction, generates pop-up ads, or has content that is not relevant to your ad text, your ad could be disapproved.

Tips and techniques
First, always make your ads are relevant. When you write ads, think about what interests your customers, and be sure to use the words they are likely to use as search terms. A great strategy is to include a strong keyword in the first line of your ad or title.
Be specific. An effective ad will mention a specific discount or offer. Avoid generic phrases like "big savings" or "great deals." Use compelling action words that encourage customers to click your ad. For example, don't use "Click here."

Highlight your company's products and benefits rather than using excessive promotional language and superlatives. Describe a unique feature, product or service that you offer. When you're finished writing, pretend you're a customer and review your ad and landing page. Ask yourself:

- Is the content on the page relevant to the ad?
- Will my customers understand the page right away, or will they need to read carefully?
- Does the landing page prominently display the offer mentioned in the ad?

**Submitting your ad for approval**

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

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

**Disapproved content**

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

**Summary**

When it comes to writing effective ads that get noticed, remember these key points:

- Keep your customer in mind at all times.
- Keep your ad concise, relevant and specific.
- Review and follow the Bing Ads Editorial Guidelines to help your ad go live as quickly as possible.

**Editorial Guidelines**

Bing Ads guidelines help advertisers learn what makes a great ad, as well as what is and isn’t allowed in them. We review ads and keywords based on these requirements to provide you and your customers with a great experience on our advertising network. Please use these hyperlinked guidelines to help you learn the nuances for each heavily regulated industry and ensure that your ads are approved quickly.
Ad content and style
Get help with writing and formatting your ad, and learn what content and user experiences are allowed.

Adult content
See guidance for advertisers who are accepted into the adult advertising program.

Financial products and services
Review our requirements related to advertisements for financial products and services.

Gambling and contests
Learn what markets allow ads for online gambling, lotteries, sweepstakes and contests and how to advertise them.

Intellectual property
Find requirements related to the use of trademark, logo and copyrighted content in your advertisements.

Pharmacy and health care products and services
Get assistance with advertisements for surgery, medications, supplements and family planning.

Product Ads and media formats
Find guidance about Product Ads, as well as ad extensions and other formats.

Relevance and quality
Get help with improving ad quality, such as keyword relevancy, ad copy and landing page experiences.

Restricted and disallowed content
Learn about specific types of content, products and services that are regulated or banned.

User safety and privacy
Learn about privacy protection, misleading ads and proper software and download experiences.

Editorial Review
The Bing Ads Editorial Guidelines are rules for style, content and functionality for ads, keywords and landing pages. They are designed to ensure the quality and consistency of Bing Ads. Guidelines can differ from country to country, but no matter where you are, Bing Ads offers in-tool features and online help documentation to create compliant, successful ads. Market-specific policies relating to these guidelines can be found in the Editorial Guidelines.

After reading this training, you will understand how to:

- Write ads that meet our Editorial Guidelines for capitalization, punctuation, spelling, character limits, and promotions.
- Write ads, select keywords and link to landing pages adhering to Bing Ads content guidelines.
- Discover and appeal disapproved keywords in Bing Ads Editor.

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

**Style guideline highlights:**

- Capitalization is allowed for proper names, branded words and legitimate acronyms. Don’t use random capitalization, even if you’re trying to emphasize part of your ad copy.
  - **Allowed:** Purchase Cheddar cheese from England.
  - **Not allowed:** Find GREAT deals on soFTwaRe.

- Special characters or symbols are acceptable, including currency, trademark, copyright, model numbers, acronyms, ISBNs and trademarks containing special characters. Non-standard character sets for the language, superscripts or subscripts, or enhanced fonts, like bold and italic, are not allowed.
  - **Allowed:** Games & software at A*DATUM for $99.
  - **Not allowed:** Find great deals on software *restrictions apply

- Use correct punctuation at the end of your ad. Multiple exclamation points or question marks are not allowed. Exclamation points are not allowed in the title.
  - **Allowed:** Great deals on software! 50% off all titles.
  - **Not allowed:** Great deals on software!!!! 50% off all titles!!!

- There are character limits to each part of the ad. Factor in how dynamic text affects each part of your ad.

<table>
<thead>
<tr>
<th>Ad placement</th>
<th>Text ad</th>
<th>Mobile ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad title</td>
<td>25</td>
<td>18</td>
</tr>
<tr>
<td>Ad description</td>
<td>70</td>
<td>18</td>
</tr>
<tr>
<td>Display URL</td>
<td>35</td>
<td>20</td>
</tr>
<tr>
<td>Destination URL</td>
<td>1022</td>
<td>200</td>
</tr>
<tr>
<td>Phone number</td>
<td>N/A</td>
<td>20</td>
</tr>
<tr>
<td>Business name</td>
<td>N/A</td>
<td>20</td>
</tr>
</tbody>
</table>

- For effective ads, use correct spelling and grammar. Common abbreviations or substitutions, like ampersand, are acceptable. Gimmicky spelling and jargon should not be used.
• **Allowed**: Big sale on all 4X4, 4WD and Jeeps.
• **Not allowed**: Tell your friends to git their carz here.
• **Allowed**: Save 50% on wicker chairs & tables.
• **Not allowed**: $ave! $ave! $ave!

• Keep your pricing and discount language accurate. Price quotes may appear in ads if they are also visible on the landing page. Pricing must accurately reflect the actual offer that users will find on the site.
• **Allowed**: Get cable for as low as $9.95 per month.
• **Not allowed**: All items 20% off. (*If only a portion of the landing page items are 20% off.)

### Disapproved ads

While advertisers may do their best to adhere to our Editorial Guidelines, mistakes may still occur. Bing Ads includes a number of validation steps and features to assist with editorial compliance. For example, when building an ad, you may come across an inline alert or character limitation.

If you don’t receive an inline alert and submit an ad, Bing Ads will confirm adherence to the other guidelines. If there is a concern, your ad or keywords will not be displayed, and are labelled as “Disapproved.” By understanding the Editorial Guidelines, you can avoid, and more quickly address, ad disapprovals.

### Common causes of disapprovals

There are some business types that require special attention, primarily due to their industries’ unique set of governing laws. Be sure to review any special circumstances pertaining to your target market. Here is general guidance to avoid common editorial disapprovals:

#### Intellectual property guidelines
Avoid writing ads that infringe on the rights of a trademark or copyright owner, like brand names. As an advertiser, you are responsible for ensuring you don’t misuse another party’s trademark or copyrights in your ads.

#### Pharmacy and prescription-only medicine
Advertisers who sell or facilitate the sale of prescription drugs online must have up-to-date certification in the markets they advertise.

#### Adult content
If your ads, keywords or destination website include adult content, like sexually explicit content (pornography, sexually oriented dating sites, prominently featured sex toy sites, etc.), then you must participate in the Bing Ads Adult Advertising Program — contact Bing Ads Support to apply.
Gambling and contest guidelines
Advertisers who promote or facilitate online gambling, including links to online gambling and contests, must ensure they comply with all applicable local laws and regulatory requirements.

Disallowed content guidelines
Disallowed content generally refers to content for products and services that are sensitive or illegal, like hate speech, pyramid schemes, alcohol, drugs and related paraphernalia, tobacco and electronic cigarettes, weapons, counterfeit products, fireworks and explosives. These policies may vary by region.

Financial regulation
Advertisers who promote financial products and services must comply with all applicable local laws and regulatory requirements.

Introducing Dynamic Text
Using dynamic text empowers your campaign with customizable ads. For example, when a customer searches for a term, Bing Ads inserts that term into your ad’s title, text or destination URL, making your ad more relevant. Relevant, targeted ads can help increase the click-through rate (CTR) and the conversion rate of your ad campaign.

After reading this training, you will understand how to:

- Create an ad using dynamic text.
- Associate parameter text with keywords.

Create an ad using dynamic text
Let’s use an example to see how dynamic text works.

This ad for an online florist mentions a flower sale, but it isn’t specific.

<table>
<thead>
<tr>
<th>Fresh flowers online</th>
<th><a href="http://www.contoso.com">www.contoso.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>All flowers on sale and ready to ship anywhere!</td>
<td></td>
</tr>
</tbody>
</table>

In contrast, this ad, which uses dynamic text, provides specific information about roses and how much they are discounted.
This level of detail is accomplished by establishing “flowers” as a placeholder for multiple keywords, one of which is “roses.” When a customer searches for “roses,” the placeholder, “flowers,” is replaced by what the customer has typed — in this case, “roses.” Also notice how the keyword is displayed in bold in both the title and the ad text.

Now, let’s look at the Bing Ads interface to see how to add dynamic text. (Note: you can’t add dynamic text to your ad when you create a new campaign or ad group; only after you have saved the new campaign or ad group.)

From the Ads page, click an ad in the left column to open the ad build page. Click the dynamic text link, choose the Placeholder{KeyWord} and position it within the text where you want your keyword to be inserted. Remember, the keyword “roses” will only appear if you have roses in your keyword list.

Default text and capitalization
Be sure to consider character limits when you use dynamic text. For example, the keyword “chrysanthemums” may cause your ad title to exceed 25 characters. If an ad exceeds the character limit, it won’t be displayed.

To avoid this, simply add default text to your dynamic text keywords. To set a default keyword, insert a colon after (KeyWord) and add the default text you want to appear in place of a dynamic keyword. In the case of (KeyWord:flowers), “flowers” becomes the default keyword and displays instead of “chrysanthemums” if the character limit is exceeded.

Furthermore, you can control how your dynamic text keywords are capitalized. For example, say you want all lowercase “fresh fruit” in the ad text, but would like to see uppercase “FRESH fruit” in the title. You can capitalize several ways by adjusting the capitalization of the {keyword} variable.
Associate parameter text with keywords

The "roses" ad also displays custom information — the flower sale discount of “15% off” — by using a parameter placeholder. A parameter is variable information, such as the discount value or shipping information, that you can associate with each of your keywords.

For example, the keyword "roses" in ad No. 1 below displays the parameter value “15% off and shipped anywhere!” while the keyword “tulips” in ad No. 2 displays the parameter value “50% off and free shipping!”

When you set up your dynamic keywords, you also set up parameters for your dynamic ad text. Notice that we’ve added {param2:on sale} to the ad text. This establishes where the dynamic ad text will insert in the ad text: All {KeyWord:flowers}{param2:on sale} and ...
Now, we need to add the dynamic text content: 50% off and free shipping! To add the columns necessary to enter parameter values, on the **Keywords** page, click the **Columns** icon. From the drop-down, select the **Placeholder** checkboxes you plan to use. Click OK and those placeholder columns are now available for editing.

Simply click the edit fields for each keyword and enter your dynamic text content. In the example below, 15% off will be inserted where `{param2}` is located in the ad text for the keyword “roses.” For the keyword “tulips,” wherever there is a `{param2}`, 50% off will be inserted.

**Summary**

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

- Dynamic text displays customer search keywords so keywords should be chosen carefully.
- Dynamic ads will only display keywords that have been chosen.
- Keywords can be paired with unique parameters so ads display different promotions, sale and shipping information.
- Default text ensures ads display if dynamic text exceeds character limits.
Importing Campaigns, Ads and Keywords

If you have advertising campaigns on other search engines, or old campaigns that you’ve exported and saved as CSV/Excel files, Bing Ads makes it easy to import these external campaigns into your Bing Ads account. The import feature will save you a lot of time and effort as you extend or expand your search advertising initiatives with Bing Ads.

After reading this training, you will understand how to:
- Use the import from a file wizard to import campaigns, ad groups, ads and keywords.
- Use the import from Google Wizard.
- Stop and resume the import process.

Basics of importing campaigns

The easy-to-use campaign import wizard, and Google AdWords import are two tools that allow you to bulk import your campaign, ad group, ad and keyword data into Bing Ads. Get ready for importing into Bing Ads in one of two ways:

Create your import file by exporting data from Google.
Download and fill out an import template.

Importing from Google AdWords

Advertisers that have an existing Google AdWords account will choose the Import from Google AdWords feature by clicking either the link in the top navigation bar, or the links on the Tools page. Then, click through the wizard steps until you finish and have a saved file.

Importing from a file

Access the Import from file wizard by way of the Tools page or any tab from the Campaign page. You can import either a Microsoft Excel or comma-separated values (CSV) file. The wizard will walk you through all the steps necessary to import your file.

The Import from a file wizard imports campaigns of up to 10,000 keywords. If you have campaigns with more than 10,000 keywords, you’ll need to use Bing Ads Editor for importing.

Import template

One issue with importing new Bing Ads content is that if the data is not aligned to the data columns of Bing Ads, you can waste time trying to fix the formatting or organization of the data later. The import template provides a simple way to prepare a file of campaign data so it imports into Bing Ads correctly.

To start, go to the Import from file page and click the Download the import template link. This file is a template with properly named and formatted columns that will conform to Bing Ads on import. Create new, or paste information from other sources into the file. Once populated, you can import your campaigns into Bing Ads by way of the Import from file feature.
Summary

Remember these key points about importing into Bing Ads:

- Use the campaign import wizard to import campaigns, ad groups, ads and keywords.
- Import campaigns from other online search advertising programs.
- Use the import template to create new campaigns.
- Stop and resume the import process at any time.

Targeting Ads

Radius Targeting Improvements

When it comes to targeting local audiences, accuracy and flexibility crucial, which makes radius targeting an attractive option. To improve accuracy, flexibility and the overall customer experience, radius targeting offers the ability to target a more precise geographical area. Specifically, you can target down to one mile or one kilometer, and can also combine a location target (e.g. city or zip codes) with a radius target in the same campaign or ad group.

Improved map control in the web interface visually outlines the area your campaign and ad group is targeting or excluding, helping you to quickly validate the targeted region for the campaign.

It’s especially important to have a clear view into targeting settings when dealing with a large number of campaigns. To streamline this experience, we redesigned the targeting experience in Bing Ads Editor so that all of your settings are visible at a glance in the new Targeting tab.

We have added an advanced location targeting option which allows you to target campaigns or ad groups based on a user’s location intent (such as location in the query) versus a user’s physical location. For example, if you are a hotel owner in Dallas, you can select this option to serve your ads only to users searching for Dallas hotels, but not physically located in Dallas.

Enriched City level Targeting

In addition to the U.S., UK and France, we will soon be adding more city level locations in several countries that will allow the ability to target your audience at a more granular level. This will be rolled out in waves, so stay tuned for further updates.

A reminder to API users: these location targeting improvements are available through LocationTarget2 object, and 15 minute ad scheduling is available through DayTimeTarget object of V9 API.

In addition to these user-facing updates, there are also several improvements in the Bing Ads platform to improve location targeting. Most notably, we have made significant improvements in accurately detecting searcher’s location through various location signals. This will you help reach your target audience with greater precision.

These updates to our targeting feature set are not designed in isolation, but rather in a comprehensive and all-inclusive manner.

Bing Ads Reports
We recently launched a new Geo Location Report, which provides an intuitive view of locations where impressions occurred. In conjunction with the old Geo Location Report, this helps you determine whether to expand your targeting to reach the interested audience OR narrow it down.

Click Quality

Click quality is an important issue for pay-per-click advertisers. Accidental or illegitimate clicks waste advertisers’ budgets. Bing Ads uses real-time, pre- and post-click systems to protect from low-quality, budget-wasting clicks.

After reading this training, you will understand how to:

- Recognize how Bing Ads categorizes clicks.
- Monitor low-quality clicks.
- Report low-quality clicks.

Basics of click quality

Clicks can be categorized as standard-quality, low-quality, or invalid. There are tools you can use to identify, monitor, prevent and report suspicious click activity. The clicks are:

- **Standard-quality**: normal customer ad clicks.
- **Low-quality**: clicks that exhibit characteristics of unclear commercial intent, and patterns of unusual activity.
- **Invalid**: clicks that fall into the low-quality category and exhibit characteristics of user error, search engine robots or fraudulent activity.

You are billed for standard-quality clicks, and should not be billed for low-quality, invalid clicks.

Bing Ads monitors low-quality clicks

Bing Ads uses real-time and post-click systems to identify potential low-quality clicks.

You can learn how many clicks Bing Ads has identified as low quality by adding low-quality click values to your account and campaign performance reports. You can also add other metrics, like clicks Bing Ads identifies as low-quality, but still result in conversions.

You can monitor low-quality clicks

To minimize invalid clicks and make the most effective use of your advertising spend, it’s important to monitor ad click traffic for uncharacteristic changes in click volume, click-through rate, and conversion rate.

There are many ways you can monitor click activity on your website. First, keep a close eye on click traffic patterns. In general, you should be aware of your average click volume per day, per week and per month. When you identify typical traffic patterns, you can spot questionable click activity.
Increased traffic alone doesn’t necessarily indicate low-quality clicks. To account for natural fluctuations, set up a daily or monthly budget that allows for trends and fluctuations, as well as promotions and sales.

**Conversion tracking** is another useful strategy to monitor click activity. You can easily spot trends or spikes in traffic corresponding with low conversion rates. High click counts with low conversions can indicate low-quality click activity.

Finally, you can use **commercial web-tracking software** to monitor website traffic. This software helps you analyze traffic behavior on your site as well as highlight potential low-quality clicks.

**Reporting low-quality clicks**
If you’ve identified low-quality click activity Bing Ads has not detected, contact Bing Ads Support. A Bing Ads representative will contact you once they receive your inquiry. Depending on the outcome of the investigation, your bill may be adjusted.

**Summary**
Click quality is important to all pay-per-click advertisers — it directly correlates with campaign performance. While working with your campaigns, remember these key points about click quality:

- Look for unexplained changes in traffic volume.
- Monitor ad click-through and conversion rates.
- Identify average click volume.
- Set up a monthly budget allowing for trends and fluctuations.
- Use conversion tracking.
- Use web-tracking software.
- Contact Bing Ads Support to report suspected low-quality click activity.

**Campaign Analytics**
Campaign analytics provides powerful performance data — data that helps you measure your return on investment of ads, monitor and analyze site traffic, and decide how to run third-party ad campaigns.

After reading this training, you will understand how to:

- Access the campaign analytics tool.
- Enable conversion tracking.
- Create conversion goals in just a few steps.
- Generate and insert tracking code into webpages.
- Add custom report dimensions to track the performance of third-party ad campaigns.
- Generate campaign analytics reports.

**Importance of conversion tracking**
Conversion tracking is an optional but very useful reporting metric that measures the success of your pay-per-click (PPC) ad campaigns. By understanding how many people who click your ad also complete a desired action on your website, you can more easily optimize your campaigns. We’ll help you learn how to implement conversion tracking and then create reports about the site visits that resulted in conversions.

How does it work?
When a potential customer clicks your ad and navigates to your website, a cookie is placed on that person’s computer and records that click. If the same person then completes a transaction (e.g., makes a purchase, signs up for an account), conversion tracking retrieves the stored information from the cookie and records the conversion.

Before we look at how to access and use campaign analytics, it’s important to review key definitions:

- **Conversion** is the action you want someone to complete on your website, like purchasing a product or signing up for a newsletter.
- **Conversion tracking** provides data about visitors who click your ad, and then continue to complete the action (conversion).
- **Campaign analytics** provides data about conversions, like visitor behavior on your website leading up to a conversion.

Please keep the following requirements in mind for conversion tracking:

- Cookies must be enabled on your site visitors’ computers. Many computer users disable cookies, and conversion tracking does not work for these visitors.
- The campaign or account (if using campaign analytics) must be active.

Accessing the tool
On the **Campaigns** tab, click **manage your analytics settings**. On the **Campaign Analytics** page, click the **account** dropdown menu to choose an account. Next, adjust the **Analytics** status by clicking the **edit** link. In this example, we want conversion tracking and campaign analytics **enabled**.

To create the tracking code, click **create goal**. Here, you’ll create a conversion goal and define its steps.

Creating a goal
The **Create Goal** page is where you create your campaign analytics criteria. This is done by setting up the steps, or user clicks, that you want to track. There are three main attributes you can use to analyze campaigns:

- Goal settings.
- Conversion step revenue and cost tracking.
- Conversion period.
Goal settings

A conversion goal defines what you track to measure campaign success. Each goal can have up to six steps, but only the conversion step is required. Remember, the conversion step occurs when a visitor has both clicked your ad and converted — in other words, taken an action. When naming your goal, use a descriptive name that makes sense to you.

If you want to add more steps, click add step. Above add step, a new step appears where you can choose one of three types of steps:

- A land step tracks when a visitor arrives on your landing page after clicking your ad. (Only one land step per goal.)
- A browse step tracks when a visitor browses to a specific page, like a page listing a set of products. (Up to five browse steps per goal.)
- A prospect step tracks when a visitor is close to making a conversion, like placing a product in the shopping cart. (Up to five prospect steps per goal.)

Revenue and cost tracking for conversion steps

Revenue and cost tracking settings allow you to track earnings and costs for each conversion.
Revenue to track
Select **none** if you don’t want to track earnings per conversion. Select **constant** if you earn the same amount for each conversion. An example of earning the same amount is a website registration fee. Enter the fee amount collected per conversion in the **value** box. Do not use currency symbols. Conversion reports calculate revenue based on the number of conversions and the fee amount.

Select **variable** if you earn a variable amount for each conversion. An example of a variable amount is a sales total. Write a JavaScript function to return the transaction amount. Next, call the function from the tracking code generated for your webpage. The revenue totals based on these options will appear in your Conversion tracking reports.

Cost to track
To track costs associated with conversions, select the checkboxes for items you want to track. You will need to insert the specific costs into the tracking code, or call JavaScript functions to return the costs, like so:

```javascript

taxcost:"",shippingcost:"",nonadvertisingcost:""
```

The different costs include:

- **Non-advertising related costs**: Expenses related to transactions, like credit card processing fees.
- **Tax**: Sales taxes collected on transactions for reporting and payment.
- **Shipping**: Costs related to the delivery of items.

Conversion period
The **conversion period** is the number of days you track a customer prior to a conversion. In this example, Bing Ads will track customer activity on your website seven days after clicking your ad.

After making your selections, click **save and generate code** to create the tracking code.

Tracking code
Under **tracking code**, pick one of your steps from the drop-down menu. The unique tracking code for this step appears in the window. Click the **copy code** button. Next, open the page you want to track, and paste the tracking code.

After copying and pasting the code for each step, click **close**. Your goals appear in the **Goals** table. You can create up to six conversion goals per account.

Helpful hints
- You should identify a conversion page on your website. A conversion page is one that represents a business transaction — such as a purchase or sign-up confirmation page, since this page appears only after a customer has
completed a transaction. You will place the tracking code on this webpage, so make sure that the webpage is associated with the transaction you want to track.

- How to locate the <body> tag on related webpages. After you enable conversion tracking, you'll paste the tracking code that was generated into the related webpage on your site. Paste the tracking code between the <body> and </body> tags on each webpage that you want to track, immediately above the </body> tag. For example:

```html
<body>
...

<script type="text/javascript">if (!window.mstag)
mstag = {loadTag : function(){},time ...
</body>
```

Custom report dimensions

Custom report dimensions track the performance of ad campaigns served through third-party services. These might include display campaigns, email campaigns offering product discounts, or campaigns running through other search engines. Append the dimension parameters to the third-party ad's destination URL.

When a visitor views a webpage containing tracking code, the data is logged, including dimension parameters. To set up a custom dimension, click add custom dimension. This will define the type of information you want to track.

Select the dimension type from the drop-down menu. The options include:

- Tactic to specify the type of advertising service, like affiliates, email or pay-per-click.
- Channel to specify the advertising channel, like Microsoft Media Network.
- Third-party campaign to specify the name of the third-party campaign.
- Third-party ad group to specify the name of the third-party ad group.
- Third-party term to specify the term that generated the visit.

Follow the on-screen instructions to set up key-value pairs. Once you have saved a dimension, you cannot delete the dimension or the saved key values. You can, however, edit the dimension. Add additional dimensions as needed. When finished, append each dimension's key-value pair to the third-party ad's destination URL.

Reports

If you've enabled campaign analytics, you'll find five new campaign analytics reports on the Reports page under the Report Type drop-down. They include:

- Conversion reports that provide data on impressions, clicks, conversions and revenue. Conversion reports reveal whether ad campaigns are meeting sales and revenue goals.
- **Goals** reports that help track visitor behavior on your website between clicking your ad and reaching your conversion goal.
- **Traffic sources** reports that provide conversion and goal data by sources of traffic to your website.
- **Segments** reports that provide data by geographic and demographic attributes.
- **Tactics and channels** reports that provide data by custom report dimension.

![Image showing campaign analytics interface]

**Summary**

Campaign analytics provides you with valuable tools and resources to help optimize your search advertising campaigns.

**Key takeaways:**

- Conversion tracking allows you to track visitor activity on your website, and know how many visitors take a desired action on your site, such as make a purchase.
- You can access reports that help you gauge campaign performance and optimize existing and future campaigns.
- You can optimize your ROI with reports that show costs and revenue associated with conversion tracking.
- Using custom dimension settings allows you to track your campaigns on third-party ad services.
Campaign Optimization

Find research and reporting tools here that can help you improve the performance of your search advertising campaigns.

After reading this training, you will understand which tools can help you increase your:

- Impressions.
- Click-through rate.
- Conversions.
- ROI.

Performance measurements

The goal of your search advertising campaign is to engage with users. When you’re successful at this, customers view your ad, click to visit your website, and then become loyal, satisfied customers.

You can learn how your campaign engages with users by tracking three performance measurements:

- **Impressions**: The number of times your ad is displayed.
- **Click-through rate (CTR)**: The ratio of the number of times your ad is clicked to the number of times it is displayed.
- **Conversions**: The number of times users complete the desired outcome on your site (e.g., make a purchase, sign up for a newsletter).

**Top Tip**: Save time with the Change History graph. It lets you quickly see how your search ads are performing, so you can maximize what’s working and change what’s not.

Charts and reports

Charts and reports can help you track performance measurements, as well as factors that influence them. The **Multi-Metric Trend graph** on the Campaigns page can help you track the trends of multiple metrics at the same time, providing a visual comparison of key performance data.

The **Change History graph**, accessible from the Change History tab on the Campaigns page, displays performance trends and campaign attribute changes together. You can quickly and easily see what factors influenced the performance of your ad, and when. It shows how the changes you’ve made affect your account, a specific campaign or a set of keywords.
The **Reports** page can provide detailed information about key performance metrics, such as impressions and click-through rates. You can run **Performance** reports for an account, campaign, ad, ad group, keyword, destination URL, ad dynamic text, website placement, publisher and search query. With this data, you can analyze the performance of your campaign, and determine if you need to make adjustments.

You can also run **Targeting** reports that provide data about the performance of your ads for a specific audience demographic. **Campaign Analytics** reports provide statistics about conversions and revenue, as well as visitor behavior on your website.

### Optimizing for low impressions

Let’s review an example scenario: Carol from Tailspin Toys has reviewed a **Campaign Performance** report and realizes that one of her campaigns has low impressions. If Carol is losing impressions due to budget, she can consult the **Opportunities** tab (on the **Campaigns** page), a central location for addressing critical budget issues. The **Budget Suggestions** page can help her avoid missed impressions and clicks by identifying campaign budgets that are depleted or almost depleted, so she can take immediate action.

If she’s losing impressions due to rank, she can go to the **Reports** page and run a **Keyword** report to identify which keywords have generated impressions during specific time periods, and evaluate their performance. And she can use the **Search Query** report to see the search queries that resulted in impressions and clicks for her ads. Then she can create new lists based on the successful keywords.

There could be other reasons Carol’s campaign has a low number of impressions, such as:

- Disapproved keywords.
- Negative keywords that are blocking her keywords.
- Low keyword bids.
- Inaccurate targeting settings.

### Optimizing for low click-through rate

Let’s look at another scenario: Simon from Fourth Coffee optimizes a campaign that has a high number of impressions...
but a low click-through rate. From his Campaign report, he can see the number of impressions, overall customer traffic and click-through rate.

Two common reasons for low CTR are vague ad copy and a generic value proposition. Simon may want to rewrite his ad to include his customers' most popular search keywords in the ad title and text. Or he may want to use dynamic text so that his ad displays the actual terms people use in their search queries.

These two methods would help make his ad concise and specific. If he needs additional help, he can use the Bing Ads Editorial Guidelines to make his copy more compelling.

An ad's performance history affects its current performance because Bing Ads serves better performing ads more frequently. So Simon should delete the existing low-performing ad and write a new one. If he were to simply edit the existing ad, the low CTR rating would still apply and the problem would persist.

Simon can also improve his click-through rate by targeting his ads to certain customers. To increase the chance that his ads will be seen by his target audience, he sets incremental bids and uses negative keywords.

**Optimizing for low conversion rate**

Optimizing a campaign with a high number of impressions and clicks but a low conversion rate is critical because you’re spending the money, but not getting the desired results.

In another scenario, after running a Conversions report, Michael from Coho Winery concludes he’s not getting the return he anticipated. He decides he’d like to know how visitors behave on his website after clicking his ad.

He uses the Campaign Analytics reports to track customer clicks through his site. After a few weeks, Michael runs a Goals report. Studying the results, he sees that he’s losing people on the landing page, and that his landing page relevance and user experience scores are poor.

To improve these scores, he adds dynamic text to his destination URL and sends customers to a specific landing page based on their search keywords. On each landing page, he includes well-organized, relevant content that directly relates to the search keyword and the product.

Although increasing conversions is the ultimate goal, there are many ways to fine-tune different aspects of your campaign. Here are some other tools and reports that can help you increase ROI:

- The Keyword distribution graph above the Keywords tab allows you to identify best performing keywords quickly.
- The estimation tools in the Keywords tab can help you optimize your keyword bids for the search position that meets your campaign goals. A Keyword report can help you identify expensive, underperforming keywords that you may want to delete.
- Finally, the Keyword Research tools can help you find additional keywords that are relevant to your ads and landing pages.
Summary
Bing Ads offers a robust set of tools and features to help you create and improve your campaigns. This training has illustrated numerous ways to optimize your online campaigns.

Key takeaways:
- View the Change History graph for a visual representation of the changes you've made to your ads and campaigns, then pinpoint the adjustments that influenced your campaign's performance over time so you can optimize accordingly.
- Measure campaign success with Performance and Campaign Analytics reports.
- Find keywords that are highly relevant to your ads and website with our keyword research tools.
- Optimize your keyword bids with bid and traffic estimation tools, or by adjusting targeting, match types and negative keywords.

Bing Ads Budgeting
Bing Ads is equipped with budgeting functionality to help control your advertising spend. This training will explain available budgeting options and show you how to set up a daily or monthly campaign budget.

After reading this training, you will understand how to:
- Describe the campaign budget options available in Bing Ads.
- Determine the most appropriate budget option for your campaign.
- Set your campaign budget.

Budgeting basics
Your campaign budget is the total amount covering expenses across your campaign's ad groups. Bing Ads allows you to budget on a daily or monthly basis. The daily option lets you control how quickly your budget is spent. If you choose the monthly option, you set a monthly maximum that depletes as customers click your ads. There are, however, variations of the two options, and ways to quickly and easily modify them.

Daily standard budget
The daily standard budget is the default option when you set up the ad group. This budget option offers several benefits:
- The budget is spent smoothly throughout the day.
- If the click rate is higher than expected, the rate of spend may be slowed to ensure budget is available at the end of the day.
- Your budget limit is a general target, allowing the actual daily spend to be slightly higher or lower.

Daily accelerated budget
Sometimes you may not want to “smooth out” clicks across the entire day. With the **daily accelerated budget** option, Bing Ads spends the daily budget as quickly as clicks occur. With this option, the entire daily budget could be spent in the first few hours of the day. When the daily accelerated budget limit is reached, ads stop serving until the next calendar day.

**Monthly budget**
The monthly budget functions similarly to the daily accelerated budget only over the duration of a month. Your budget is depleted as clicks occur. When the limit is reached, ads pause until the first day of the next calendar month.

**Choose an appropriate budget option**
When you select a budget option, consider whether you will monitor and change your budget frequently. Evaluate your advertising goals and total available budget. Set a **daily** budget if you want to monitor and change your budget frequently. For example, you may want to adjust your daily budget for increased demand during a promotion or a holiday season. If you don’t want to monitor your campaign budget each day, choose **Daily Standard** to reduce chances your budget is depleted before the end of the day.

If you monitor your campaign each day, choose **Daily Accelerated** to maximize your impressions. This option is recommended when you have a high budget and can accommodate ad traffic occurring throughout the day.

Set a **monthly** budget if you don’t anticipate changing your budget very often. The monthly budget option works well when you have a high or unlimited budget, and can accommodate all potential ad traffic.

If you are running a new campaign, or are a new search marketer, use the default **Daily Standard** budgeting for a week or two. Collect enough data to evaluate your performance and campaign needs.

**Setting a daily or monthly budget**
At the time you set up a new campaign, you’ll be asked to make your budgeting selections.

To choose the daily budget option, select **Daily** from the drop-down menu next to the **Campaign budget** box. In the **Campaign budget** box, enter your daily amount. When you set a daily budget, the Bing Ads system multiplies the daily amount by the number of days in the current month and automatically calculates the maximum monthly budget. Expand **Daily budget options** to select how you want the budget spent, Standard or Accelerated.

### Changing your budget

![Change budget interface](image)
Your budget is directly affected by your keyword bid amounts. Since keyword bids can vary, be sure to monitor the bid amounts and frequency of clicks. If you notice unfavorable bid amounts and click frequencies, change your budget settings. To make edits:

- Go to the Campaigns page and hover over the Budget column of the Campaign row you want to update. Click the pen icon to proceed. You can only change the budget amount this way.
- Change the budget type and the amount by selecting the campaign and choosing the settings tab. Under campaign settings, alter the Campaign budget information.

**Budgeting suggestions**

To conveniently manage budget issues, access the Budget Suggestions tool from the opportunities tab. For each campaign with a depleted, or nearly depleted budget, Bing Ads provides a recommended budget, along with an estimated increase in clicks.

Using this tool, it’s easy to make adjustments to budget recommendations, and apply the new budgets to your campaigns.

**Summary**

Bing Ads gives you flexibility on how to serve ads. Your choice depends on how active you are monitoring and modifying your campaign. Consider these options as you set up your budgeting:

- Choose the Daily Standard budget option to divide your daily budget across the day. This option may reduce the chances of your budget depleting before the end of the day.
- Choose the Daily Accelerated option if you want to spend your daily budget as quickly as clicks occur.
- Choose the monthly budget option if you don’t anticipate changing your budget frequently.

**Bing Ads Billing**

Billing features in Bing Ads make payments flexible and easy. There are multiple payment methods, easy access to statements, and ways to share your payment instruments across multiple accounts.

After reading this training, you will understand how to:

- Recognize billing methods and schedules.
- Change your payment method.
- View your Bing Ads bill.

**Billing basics**

Bing Ads billing is flexible, giving you the choice between pre- and post-pay options, as well as multiple payment methods. You can also spend time getting familiar with your Bing Ads account and the Bing Ads interface prior to setting
up payment information. When ready, enable your account for live activity by establishing a billing method. Remember, with Bing Ads search engine advertising, you are not charged until someone clicks your ad.

**Pre-pay and post-pay options**
You can pay ahead of time or in arrears, whichever is more convenient. It’s important to remember once you choose an option during the account setup, you cannot change the preference for that account. You can, however, have different accounts if that fits your business model. If so, some can be pre-pay and some can be post-pay.

**Billing date**
For post-pay accounts, the day you set up your Bing Ads account becomes your billing cycle start date. If you create an account on May 5, your credit card is billed on the fifth day of every month. Once established, billing dates cannot be changed.

**Billing threshold**
A billing threshold is a credit limit Bing Ads assigns to your account. Initially, your billing threshold is $50 dollars USD. You can supplement your post-pay account by being billed when you reach a certain billing threshold.

Bing Ads automatically bills you on your billing date, or when your billing threshold is met, whichever comes first. As you make timely payments, your billing threshold can increase to $100, $500, even $2,500 dollars USD.

**Payment options**
Payment can be made using a credit or debit card, bank transfer, coupon, personal check and PayPal (U.S. only and USD only). If you pay by credit card, but don’t want your credit card account to be charged, you can pay immediately by clicking the Bill Me Now option.

Remember, with Bing Ads you only pay when someone clicks your ads, and there is no minimum payment required to keep your account active.

**Managing your payment method**
You can add, remove or change the payment method on your account at any time. (Note: You cannot change between pre-pay and post-pay options.)

Go to the Accounts & Billing page, choose the payment methods tab, and follow these steps:

- To change to an existing payment method, click the Set button.
To establish a new payment method, click the **ADD** option of your choice.

To edit a payment option, click the **Edit** button.

To remove a payment option, click the **Delete** button.

For pre-pay accounts, you can click the **Add funds** link to draw money from the payment method.

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### Review your billing statements

You can review your billing statements at any time in several ways:

- Click **Accounts & Billing** and select the account. Look for the “Payment Info” in the right column to immediately find recent statements.
- Click the **Billing tab** to see more detail and statements.

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### Summary

Bing Ads makes it easy to set up your account with the payment method that best fits your business model. Remember these key points about the Bing Ads billing process:

- Select either the pre-pay or post-pay option when you set up your account. Once the account is established, the payment option cannot be changed.
- The day you set up your Bing Ads account becomes your billing cycle start date (for post-pay accounts). You cannot change the billing cycle date once established (for post-pay accounts).
- Bing Ads charges your credit card or PayPal account monthly, based on your billing threshold and your monthly billing date (for post-pay accounts).
Bing Ads Editor Overview

Bing Ads Editor is an easy-to-use tool that allows you to manage your Bing Ads account in bulk and offline, and then upload your changes with one click. The advantage of Bing Ads Editor is that you can try multiple “what if” scenarios without committing your work to your online account. In addition, it saves you time by enabling fast synchronization, advanced copy and paste, and more.

After reading this training, you will understand how to:

- Install Bing Ads Editor.
- Navigate the intuitive interface.

Installing Bing Ads Editor

To install Bing Ads Editor, first sign in to your Bing Ads account and click the Tools tab. Under Application Downloads, click the Bing Ads Editor download link. Next, click the orange Download button and choose Run. The installation wizard will guide you through the installation process. When finished, launch the Editor and sign in with your Bing Ads credentials.

When you launch the Editor, a welcome screen with resources opens:

- Get started links to an overview video of Bing Ads Editor.
- Google import helps you import your Google AdWords campaigns.
- The New features option reveals updates to the current release.

The first time you launch Bing Ads Editor, you must choose the account you want to work with, or select specific campaigns, which can save time and space.

The Bing Ads Editor has an intuitive user interface that can help you work faster. Let’s take a look at some key elements of the interface and how to use them.

Navigating the Editor user interface

The Editor ribbon includes a set of buttons. Hovering over a button will reveal a tooltip that describes its function.

- Get Changes menu: Get changes and resolve conflicts between the Editor and Bing Ads online.
- Post Changes menu: Post changes from Bing Ads online, and undo any unsaved changes you’ve made on the Editor.
- Import menu: Import campaigns from spreadsheets or other online advertising programs.
- Export menu: Export accounts, campaigns, ad groups, ads and keywords to a spreadsheet.
• **Show Statistics** menu: Show performance statistics from a specified date range.

To get started, select an account from the Browser drop-down list. The Browser pane can only display one account at a time. Click an item to view its contents in the Manager pane.

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**Manager pane**

The Manager pane is a customizable workspace for viewing and editing the contents of the item selected in the Browser pane. This is where you’ll be able to perform time-saving tasks such as editing multiple items, and advanced copy and paste.

Tabs allow you to view campaigns, ad groups, ads or keywords. If you’d like to filter your displayed items, search for specific criteria. You can edit items inline or in the Editor pane.

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**Editor pane**

In the Editor pane, you can bulk-edit items — budget, targeting, exclusions, start and end dates, keyword bids — that you selected in the Manager pane. Save even more time by using **Find and replace** for ad copy, URLs and negative keywords.
Updates and errors

While working in Bing Ads Editor, it’s easy to identify updates and errors. Special icons and text in the Manager and Browser panes clearly indicate items that have been added, modified or deleted, or that contain errors, warnings or opportunities. The Sync state column of the Manager pane displays icons that alert you to errors or unsynchronized offline changes.

In addition to a set of icons, Notification bars can appear to inform you of conflicts, errors, warnings and opportunities in your data. These bars help you resolve issues quickly because they link to Manager pane views that tell you which errors need to be fixed.

Summary

Bing Ads Editor is a powerful tool that enables you to bulk-manage your Bing Ads accounts while offline. The intuitive user interface makes navigation simple as you create and edit multiple campaigns, ad groups, ads and keywords. In summary, Bing Ads Editor enables you to:
• Bulk-manage your Bing Ads accounts.
• Work offline and try “what if” scenarios without affecting your online settings.
• Easily identify updates and errors.

Exporting & Importing

The export and import features of Bing Ads Editor can help you save time performing common tasks. By exporting and importing, you can bulk-edit campaign data, quickly create new campaigns from existing campaigns, and import campaigns from other online advertising programs.

After reading this training, you will understand how to:
• Keep Bing Ads Editor data synchronized with your online data.
• Export and import campaigns and ad groups to and from Bing Ads Editor.
• Import Google campaigns using Google AdWords sign-in credentials.

Synchronizing offline and online Bing Ads data

When working in Bing Ads Editor, remember that you’re working offline. In order to affect your live campaigns, you must move your offline edits to your online account. To do this, simply click Post Changes. If you’ve only made a few edits, you can save upload time by clicking Post Changes, then Settings, and selecting the specific campaigns you’ve worked on.

Just as important as posting changes is getting changes. Before working in Bing Ads Editor, retrieve your current live campaign data by clicking Get Changes. By getting changes, your offline data will match your online data, ensuring you’ll be working on the most current campaign versions. The Get Changes drop-down menu gives you two choices. You can retrieve your entire account, or just your recent changes. Again, selecting and retrieving your recent changes saves time.

Exporting data from Bing Ads Editor

When exporting data, the tool allows you to be selective. Export data from entire accounts, individual campaigns or specific ad groups. Let’s take a look at how to export and import data.
There are two ways to start an export. Either click **Export** in the top ribbon, or right-click the desired campaign or ad group, and select **Export**. This opens the export dialog where you select your export preferences:

- Export an entire account or only the selected campaign or ad group.
- Include or exclude additional data: targeting, negative keywords, and ad extensions.
- Choose to work on the data immediately.

If you don’t plan on working with the data immediately, don’t export it as it will significantly increase the file size. If you want to work on your data right away, choose the **Open file after export** option upon saving — the data automatically opens in an Excel workbook. Click **Export**, and in the **Save as** dialog box, specify the folder, filename and file type.

There are times, however, when you’ll want to edit just a few items and not run a full export. To do so, copy rows directly from the grid and paste them into your Excel workbook. While working in Excel, keep in mind the same advanced Excel functions, such as charting and pivot tables, are available.

**Default import settings**

Before importing data, be sure you’ve set default values, such as time zone, ad distribution and keyword match type. You can change your defaults at any time, but once saved, every import gets the same default settings until you change and save the settings again. To set defaults, click **Tools**, click **Options**, and select **Defaults**.
Importing campaigns

To import campaigns into Bing Ads Editor, click **Import** in the top ribbon. From the four choices, choose **From a custom spreadsheet** and follow the **Dialogue Wizard** prompts.
Importing Google campaigns

If you already have Google campaigns you’d like to run, you don’t need to recreate all your work. Using your Google AdWords credentials, it’s easy to import those campaigns directly into Bing Ads Editor.

As with importing a custom spreadsheet, click Import and choose From Google. In the dialog, enter your Google AdWords username and password. Google credentials are saved onto your local computer only.

Click next to see a list of your Google accounts. Select the desired account and click next.
You can save time and space by importing only the campaigns you plan to use. Select one or more campaigns, and click **add**. Click **next** to select import options. If you import updates to existing items, you can choose not to import specific settings. For example, if you’ve changed some keyword bids in Bing Ads Editor and you don’t want to overwrite them, uncheck the **Apply changes to ad group and keyword bids** check box.

You can bulk-edit your keyword destination URLs when you import them. For example, if your destination URLs include Google as a source, you may want to change this text to Bing Ads. When you finish setting your import options, click **Import**.

The **Import Completed** dialog informs you that your campaign data successfully imported. Just like importing from a file, the dialog lists the type and number of new, updated, deleted and skipped entities.

Bing Ads Editor import function has been designed to quickly recognize the occasional new Google AdWords feature. Even though the import function updates to accommodate new Google features, you’ll still want to review your data after importing. Once you’ve reviewed and fixed any possible import errors, you can start working. When finished, be sure to post changes so the new or updated campaigns you’ve just worked on go live.

**Summary**

Bing Ads Editor features help you manage your campaigns more efficiently. Remember these key tips and suggestions while working with the tool:

- Set default values for campaigns, ad groups and keywords before importing.
- Use your Google credentials to quickly import those campaigns directly into Bing Ads.
- Bulk-edit exported campaigns in Excel, and then re-import the data to update or create new campaigns.

**Account Management Tips**

Bing Ads Editor is a powerful offline tool with features designed to make creating and updating campaigns quick and simple. These features allow you to efficiently make bulk changes to campaigns, ad groups, ads and keywords.

After reading this training, you will understand how to:

- Create a new campaign by copying and pasting an existing campaign.
- Create campaigns, ad groups, ads, keywords and negative keywords with the Multiple Changes wizard.
- Find and replace ad copy.
- Opt into additional match types.
- Use advanced search to filter the items displayed in the **Manager** pane.

Let’s see how to perform these tasks.
Copy a campaign

Similar to copying a Word file to modify and save as a new file, you can create a new campaign by copying an existing campaign from one account to another. This is a great time saver when you want several similar campaigns. Here’s how to do it.

In the Browser pane, select the account containing the campaign you want to copy. In the Manager pane, click the Campaigns tab. Find the campaign, right-click, and select Copy. This campaign is now on your clipboard. In the Browser pane, select a different account, right-click, and select Paste. The entire campaign, including its properties, ad groups, ads and keywords, is now duplicated in a different account and ready for your changes.

Copy campaign functionality

You can also copy and paste ad groups, ads and keywords from one campaign to another. Suppose you want keywords in a new ad group to be the same as keywords in an existing ad group, but with a few changes. The Multiple Changes wizard makes this task simple.

In the Manager pane, select the keywords you want to edit (to select multiple keywords hold the Control key while you make selections). Then, in the Manager pane ribbon, click Copy to Excel. In the spreadsheet view, make your changes and additions. When finished, copy the spreadsheet data.

Return to the Keywords tab and click Multiple Changes to launch the wizard. Select the location by clicking the ad group checkbox where you want to paste the keyword data. Next, paste the keyword data into the main window. If your data includes Bing Ads headings, just click Import and you’re done.

Note that if you copy data from a custom spreadsheet, you may need to map your columns to the appropriate Bing Ads
column headings. In this case, click **Edit** headings. If you know you’ll use this custom spreadsheet again, save it so you won’t have to map the columns again. When finished, click Import. Your keywords may appear across several columns, based on whether they are new, updated or deleted. Skipped keywords will not be created.

Find and replace

The **Find and replace** feature lets you update ad copy, like a holiday name, in seconds.

Begin by selecting the ads you want to update from the **Ads** tab. In the **Editor** pane, click the **Replace** button. In the **Find** box, type the words you want to change. In the **Replace** box, type the replacement text. Then, click **More**. From the **Search In** drop-down menu, select which parts of the ad copy you would like to update. Now, click **Replace All**. The specified ad copy is updated in all selected ads.

Opt into match types

Perhaps you created all of your keywords with the **broad match** type, but would also like to test the performance of your ads using the **exact match** type. It’s easy to opt into additional match types for one or more keywords at a time.

From the **Keywords** tab, just select the keywords to which you want to add the additional match type. Right-click and select **Add a Match type**, then, **Exact** from the drop-down menus.

If you’d like to change the keyword bids for these new keywords, use **Advanced search** to filter the items displayed in the **Manager** pane.

Advanced search
Advanced search allows you to set multiple parameters in order to find items with several attributes. For example, suppose you want to update only the bids for the **exact match keywords** that are also set to the **default ad group bid**. Here’s how to do it.

Click the **Advanced search** button. From the **Search for items that match these criteria** section, select values from the column drop-downs. In this example, we choose: Keyword, Match Type, Equals, Exact.

Because we are looking for the keywords that also have default ad group bid amounts, we click the **Add Criteria** link and enter values into the new, second line of drop-down menus.

If you think you’ll use this filter again, click the **Save as custom view**. Once saved, you can use it anytime from the **View** drop-down above the **Manager** pane.

![Advanced search interface](image)

Click **Search**. The filtered keywords display in the **Manager** pane. Now, select the keywords and change the bid amount in the **Editor** pane. Notice how the bid changes for all keywords, and the **Sync state** column signals the changes with updated icons.

**Summary**

We’ve just covered five powerful features of Bing Ads Editor that allow you to create and edit campaigns, ad groups, ads and keywords quickly and efficiently. To maximize your efficiency while using Bing Ads Desktop, remember to:
- Copy and paste between campaigns.
- Use the Multiple Changes wizard.
- Find and replace ad copy and negative keywords.
- Opt into match types.
- Filter using Advanced search.

# Bing Ads Customization

Bing Ads Editor is a powerful application that you install on your computer. This local tool allows you to download your campaign, make changes offline and synchronize with your active campaigns with one click. Although the interface is simple and intuitive, the tool is robust enough to allow customizations. This training shows several customizations that can help you manage campaigns more efficiently.

After reading this training, you will understand how to set:

- Default values for new and imported campaigns, ad groups and keywords.
- Default keyword bids at the ad-group level.
- Specific columns to view in the Manager pane.
- Custom device or demographic targets for campaigns and ad groups.
- Custom date ranges for downloading performance statistics.

## Default values

You can set default values for new campaigns, ad groups and keywords. Default settings save you time when importing or using bulk-creation features, such as the Multiple Changes wizard.

In the top navigation bar, begin by clicking tools, followed by options and then defaults. In the pop-up window, the Campaigns section allows you to select the budget type, daily budget additional settings and a time zone. The Ad Groups section lets you set ad distribution and language.

Scroll down to the Keywords section and select a match type. The default values you set in this dialog box will be applied each time you import or create new campaigns, ad groups and keywords.

## Default keyword bid

If you'd like to set a keyword bid, specify the bid at the ad group level. Simply select the ad group and enter the default search and/or content keyword bids that will be applied each time you import or create new keywords.
Setting Manager pane columns

Displaying columns through the Manager pane is another useful customizable feature in Bing Ads Editor. For example, you may like being able to see which ad groups were recently modified. To set up that columns view, select a tab in the Manager pane, and click the Select Columns option. Select the columns you want to view, and clear the ones you don’t. If you no longer need custom columns, click Reset to defaults.
The **Select Columns** drop-down menu also offers two options to automatically resize the columns in the grid: **fit to content** and **fit to window**. In addition, double-clicking on the right border of a header column resizes the column to fit its contents. The **Manager** pane retains the column settings, including column selection, order and size.

**Search and replace text**

Sometimes after a sale or a holiday, you need to change one word across many text ads. Similar to the search and replace feature in Word, Bing Ads Editor provides a replace text feature. The **replace text** button is at the bottom of the **Edit** pane of the **Text Ads** tab. To replace text across multiple ads, from the **Manager** pane, select the ads you want to change, and then click the **replace text** button. In the **replace text** dialogue box you can specify what part of the ad you want to change: title, copy, URL or all text and URL fields.

**Custom device and demographic targeting**

Presenting your ads to the right people on the right devices is a key component of a successful campaign. Bing Ads Editor gives you the flexibility to target your campaigns and ad groups to specific devices and demographics.

By default, text ads run on all platforms. On the **Text Ads** tab, however, you can choose to run your ads only on mobile devices. To do this, click the **Text Ads** tab and select your ad(s). In the **Device Preference** drop-down at the bottom of the **Edit** pane, choose **mobile only**.

To set targets for Campaigns or Ad Groups, click the appropriate tab, and then click the **Targeting** button at the bottom of the **Edit** pane. The **Targeting** button opens the properties window. In the left column, you can adjust several different targeting options, including demographics and devices. When configuring targets, a best practice is to also adjust your bids for each target.

Bid adjustments are extremely flexible. The adjustment range for demographics is -90% to 900%, and the range for devices is -90% to 300%. In addition, now you can adjust your bids in 1% increments. In the past, you could only adjust in 10% increments. This increased flexibility gives you almost infinite control over how you manage your budget across different targets.
Custom date ranges

Sometimes you want to see how your campaigns, ads or keywords performed during a holiday season, special promotion or significant time period. Each date range on the Download Statistics drop-down menu displays the exact dates that will be included in your query.

Also appearing in the menu is the last custom date range you selected. Simply click any of the date ranges to view that data.

If you need to see a different date range, select new custom range at the bottom of the drop-down menu. Calendar buttons allow you to set the range. Click OK and it appears in the list. When selected, statistics for this new date range download into Bing Ads Editor.

Summary

Bing Ads Editor provides customization options that help you create and monitor campaigns according to your needs and workflow. While working in Bing Ads Editor, remember:

- Setting default values for new and imported campaigns, ad groups, and keywords saves time.
- Employing device preference targeting at the ad level can greatly improve ROI.

Bing Ads Editor Campaign Optimization

Bing Ads Editor makes it easy to optimize and refine campaigns while offline. Anytime, anywhere you can quickly adjust your campaign performance criteria using these features: keyword estimation, keyword research, and targeting.

After reading this training, you’ll understand how to:

- Use the keyword bid estimation feature to place optimal keyword bids.
Use the keyword research menu features.
Bulk-edit target and incremental bid settings.
Copy targeting from one campaign or ad group to another.

Let's see how these features work.

Keyword bid estimation

Bing Ads Editor bid suggestions help you determine which keyword bids will place your ad higher on a search results page.

To get bid estimations, choose a keyword. Then, in the drop-down next to the Choose Columns tab, select Get Bid Estimates. The Editor displays recommended bids for four different targeted positions: first page, mainline, search, and content networks. If keywords don't get suggested bids, it's because they are already competitive or data may be unavailable.

Now, select the keywords with bid amounts that you want to change. From the same drop-down, click the Apply est. bid for first page. A sub drop-down menu makes the mainline or best position available.

The Tools menu provides the following three areas of functionality:
- Keyword suggestions can help expand keyword or negative keyword lists.
- Traffic history and demographic data can help target the most relevant audience.
- Get bid suggestions can help improve ad impressions and click-through rates.

Let's take a closer look at how these feature groups work.

Keyword suggestions

From the account, campaign or ad-group level, select a keyword and choose find similar keywords. A list of similar keywords appears with additional performance data such as impressions, CTR and CPC.
Make your selections by clicking the check boxes next to the terms. In the **Add selected keywords** drop-down menu, choose whether to add them as ad group keywords, a campaign or ad group negative keywords. As always when using Bing Ads Editor, remember to sync your changes to make them active.

Traffic and demographic research

Now, let’s look at how to use the traffic and demographic features.

When you select a keyword and choose **Show Traffic History**, you are given that keyword’s search data from the previous three months, and an estimate of its usage in the upcoming three months. This information can help you improve your bidding strategy. For example, you might want to increase your bid during the months a keyword performs better.

Click **Age Demographic** to display the percentage of keyword searches across six age ranges. Clicking **Gender Demographic** displays the percentage of keyword searches made by males, females, and unspecified gender. You can use age and gender data to increase ad delivery to your target audience. For example, you might use incremental bids to target a gender that searches more often for the keywords in an ad group.

**Targeting**

Bing Ads Editor makes it easy to simultaneously set targets and incremental bids for multiple campaigns or ad groups.

Select a campaign or ad group and, in the **Editor** pane, click **targeting**. In the **Properties** dialog box, choose a targeting option. In this example, we click **time of day**, and set the target at the ad group level. To set the specific times, simply click the check boxes.

Next, click the **set incremental bids** link. For each targeted time, select the percentage by which you want to increase the bid. Click **OK** The time of day targeting is now applied to the ads of this ad group.
Copy targeting

With Bing Ads Editor, you can quickly copy and paste target settings from one campaign to another. The same goes for ad groups. However, you can’t copy settings between campaigns and ad groups.

Simply right-click and copy the ad group with the target settings. Then, right-click the receiving ad group, and choose paste special. In the dialog, select paste settings only and the targeting check box. Click OK and you’re done. Two ad groups now have the same targeting settings.

Summary

Bing Ads Editor has powerful features that save time and make it easy to optimize multiple campaigns quickly. Remember these features when working in Bing Ads Editor:

- The keyword bid estimation tool gives bid estimates for three results page positions: first page, mainline, and best position.
- Keyword research tools can help you find additional keywords, view keyword statistics, and set optimal keyword bids.
- Target settings can be bulk edited and then copied and pasted across campaigns, or across ad groups.

Campaign Exclusions
Campaign exclusions allow you to control when and where you don’t want to display ads at the campaign or ad-group level, such as for geographical areas where you don’t do business, or for search terms that are similar, but unrelated to, your product or service.

After reading this training, you will understand how to:

- Recognize four types of campaign exclusions.
- Create campaign-level exclusions.
- Create ad-group level exclusions.

**Campaign Exclusions Basics**

So, what is the benefit of not displaying an ad? You want to be sure people who see your ad and visit your website are your target consumers. By utilizing a combination of excluded regions, negative keywords and website lists, you don’t waste ad impressions on customers who will never convert. In some cases, minimizing your audience is a more efficient solution than maximizing your audience.

Targeting and campaign exclusions are, in a sense, similar functions of Bing Ads. Both allow you to display your ads to a select group. The distinction is a matter of whether you’re adding to, or subtracting from, your target audience.

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

For example, let’s say your ecommerce site reaches everyone in the United States, but doesn’t ship to Alaska. Instead of using targeting to choose every state except Alaska, you can choose to display your ad across the United States and simply make one exclusion: Alaska.

**Exclusions at the campaign level**

Exclusions set at the campaign level will apply to all of the ads in your campaign. To set up campaign exclusions, start on the **Campaigns** screen and click **Settings**.

On the **Campaign settings** page, click **Locations**. The dropdown reveals three choices:

- All locations worldwide.
- Selected cities, metros, states/provinces and countries/regions.
- Near a business or other region.
Select the radio button **Selected cities**, and you will see **Search** and **Browse** tabs. The **Browse** tab provides a list of countries, many of which you can expand to display states/provinces and cities/regions. To quickly find a smaller region, use the **Search** tab.

For example, suppose you don’t want ads to display in Bellingham, Washington. Click the **Search** tab and type, “Bellingham, Washington.” When you select the city name, you’re given the choice to either **Include** (which would target the city) or **Exclude**. When you click the **Exclude** link, “Bellingham, Washington (city)” populates the “Do not show your ads in these locations” field.

If you want to add more exclusions, scroll down to **Advanced settings**. Click **Exclusions** and/or **Negative keywords** to enter specific websites, IP addresses or negative keywords into the text fields.

In the example below, ads will not be displayed on www.contoso.com or at the IP address 100.3.5.50 or the IP address zone 266.45.7.*. (The wildcard signifies all 255 IP addresses in the 266.45.7 zone.)

In the **Negative keywords** list, enter search terms that you do not want to trigger the campaign’s ads. Note that you can designate **Exact** or **Phrase** keywords as negative by adding the “* - ” symbol to the punctuation.

- Exact negative keyword: -[brake shoes]
- Phrase negative keyword: -“brake shoes”
The maximum number of campaign exclusions you can have for each type is:

- Locations: 255.
- Negative Keywords: 10,000 each for Campaign and Ad-Group levels.
- Website: 2000 (Syndicated, Contextual) both at campaign and ad group levels for all markets.
- IP Addresses: 100 (includes IP address zones).

Exclusions at the ad-group level

If you have certain ads in your campaign that you’d like to treat differently, you can override campaign exclusions with ad-group exclusions.

Click Settings at the ad-group level to adjust the exclusion properties of the ads just for this ad group. Select Define ad-group level setting for targeting. If you don’t click this radio button, the Location drop-down remains grayed out. Click Locations. From here, setting ad-group exclusions works the same way as for campaign-level exclusions.

Additional exclusions

Besides location exclusions, you can exclude websites and negative keywords. However, IP address exclusions are not available at the ad-group level. Negative keywords set at the ad-group level work in union with those set at the campaign level; both lists are displayed, allowing you to see the negative keywords already in place for the entire campaign.

Be sure to click Save when finished to enable your targeting and exclusions.
Campaign exclusions are powerful tools because they allow you to easily black out areas where you don’t do business. By eliminating potential ad clicks that probably wouldn’t convert, you reach more people who you can do business with, and lower your cost per conversion.

Remember these key points:
- Exclusions can be set at both the campaign and ad-group levels.
- You can exclude geographical locations, websites and IP addresses, and specific search terms.

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