

MICROSOFT ADVERTISING IMPRESSION SHARE



With the current economic crisis squeezing marketing budgets, it's no surprise that the digital marketing industry is facing changes that are impacting all types and sizes of businesses.

The challenge for many businesses is how to make those marketing budgets go further and uncover alternative cost-effective techniques. Aside from automation to reduce costs, another option is to seek alternative platforms to the standard industry giants.

The Microsoft Advertising Network is an obvious solution.



Reaches 8% of global search market

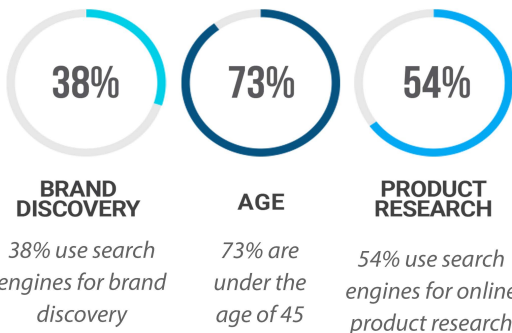
Formerly known as Bing Ads and rebranded in 2019, Microsoft Advertising is a viable option that reaches about 8% of the global search market. Of course, this is much less than Google's 84%, but it is the next biggest contender.



Unique users

By only concentrating on the market leader, advertisers are ignoring the billions of monthly searches and millions of unique users that are not handled by the Google platform. So, businesses looking to grow their advertising reach should always consider alternatives such as Microsoft Advertising.

MICROSOFT SEARCH NETWORK AUDIENCE DEMOGRAPHICS



Ideal for any business

There is also another preconception that Microsoft Advertising is only for older users and for B2B. Both of these are incorrect. In fact, globally, 73% are under the age of 45, 38% are doing brand research, and 54% are doing product research - something that translates well into interest and conversion, ideal for any type of business, including e-commerce.

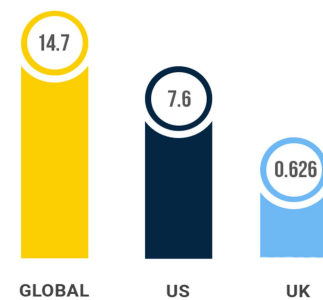


Reach a younger audience

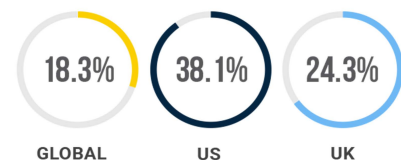
On top of this, through the Microsoft Audience Network, advertisers can reach Microsoft's Xbox audience, which typically features a much younger demographic, as well as users of MSN, Outlook, Microsoft Edge, LinkedIn and even Yahoo! users through its partnership in certain countries.

The numbers speak for themselves. Using the comScore market data for PC users, you can use the following audience data to help plan your Microsoft Advertising PPC campaigns.

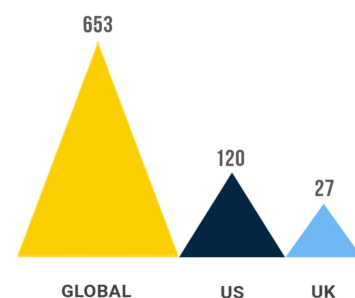
MONTHLY PC SEARCHES (BILLION)



PC MARKET SHARE



UNIQUE PC USERS (MILLION)



Source for all statistics: Microsoft Advertising Figures correct as of October 2022.

GET IN CONTACT

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