

Extend Reach, Increase Impact

ADDING MICROSOFT ADVERTISING TO A DIGITAL STRATEGY DELIVERS BIG RESULTS

The Microsoft Advertising network has a number of unique benefits for businesses of all sizes. While Microsoft's monthly search volume is less than Google's, its users are motivated buyers with spending power.

HOW MICROSOFT USERS STAND OUT



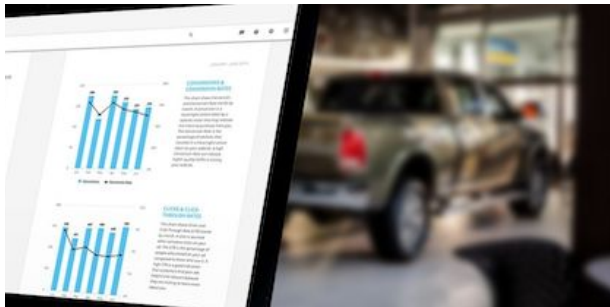
33% EARN OVER
\$100,000 A YEAR



50% HAVE A
BACHELOR'S DEGREE



35% MORE SPENT BY USERS
WHEN SHOPPING THROUGH BING



A CASE STUDY

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During a two month period, Netsertive trialed a focused investment to Microsoft Advertising for a CDJR dealership. The results? A significant decrease in cost-per-click (CPC) and cost-per-lead (CPL) when using both Microsoft Advertising and Google Ads.



12% COST-PER-LEAD SAVINGS

On average, leads costs 12% less when using a blend of Microsoft Advertising and Google Ads, compared to solely using Google Ads.

A MORE EFFECTIVE AD SPEND

Extending search ad spend to Microsoft Advertising allows businesses to target an additional qualified audience of consumers ready to purchase. This drives down costs and increases performance, for a higher return on ad spend.

