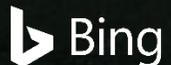


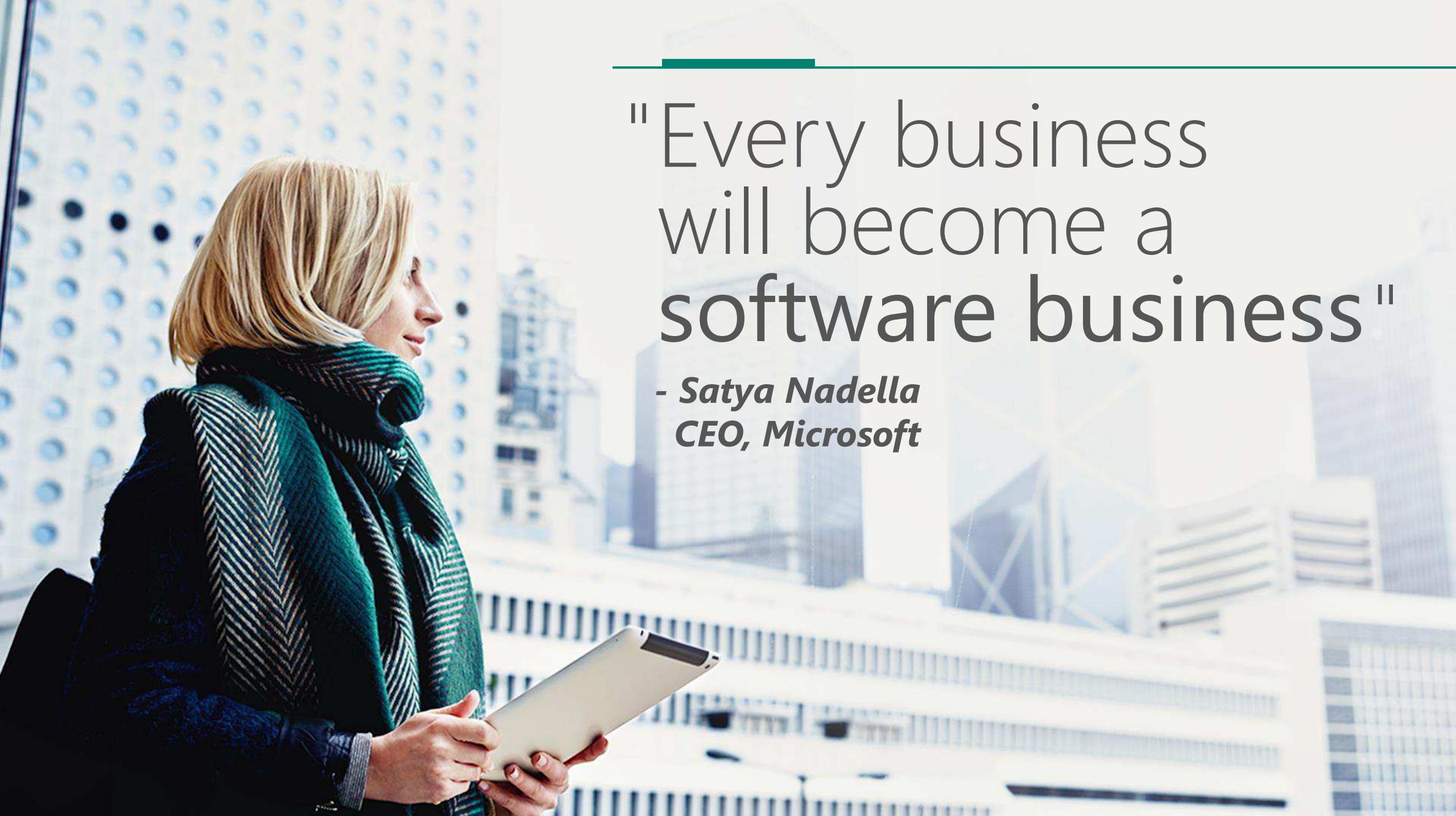


Microsoft macht Ernst. Bing als Alternative zu Google

Florian Trautwein - Microsoft
Online Marketing Club Augsburg – Jan 2017

Follow me @floxy_t





"Every business
will become a
software business"

- *Satya Nadella*
CEO, Microsoft

"Every marketer
will become a
digital marketer"

- Satya Nadella

How do you
think about search?



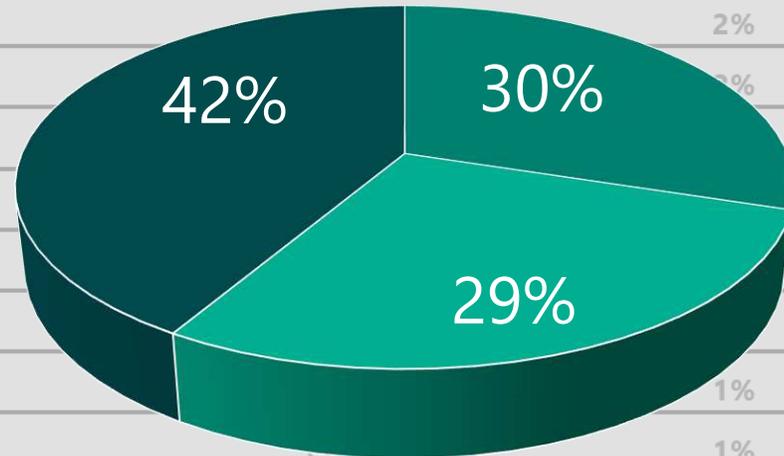
**A marketer's multi-tool
for digital transformation**

Microsoft nimmt das Thema Suche ernst



Three Months Ended September 30,

	Percentage Change Y/Y (GAAP)	Constant Currency Impact	Percentage Change Y/Y (non-GAAP) Constant Currency
Office commercial products and cloud services	5%	3%	8%
Office 365 commercial	51%	3%	54%
Office consumer products and cloud services	8%	0%	8%
Dynamics products and cloud services		2%	13%
Server products and cloud services		2%	13%
Azure			121%
Enterprise Services			2%
Windows OEM			0%
Windows commercial products and cloud services			2%
Phone		1%	(71)%
Gaming		1%	(4)%
Search advertising excluding traffic acquisition costs	9%	1%	10%



- Productivity & Business Processes
- Intelligent Cloud
- More Personal Computing



We are no longer a simple challenger.

'We're all in': Microsoft is committed to taking on Google

Max Slater-Robins [✉](#) [🐦](#)

🕒 Nov. 24, 2015, 12:10 PM 🔥 403 🗨️ 1



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

Microsoft invited 60 advertisers to an event called "Bing Ads Next" this week. The event is a briefing about the company's vision for its search products, namely Bing.

Bing, the company's search engine, has been growing in scale and revenue over the past few years, bringing in \$1 billion (£640 million) last quarter and grabbing 20% of the search market in early 2015. This figure does not include traffic from affiliate deals with



REUTERS/Jim Young

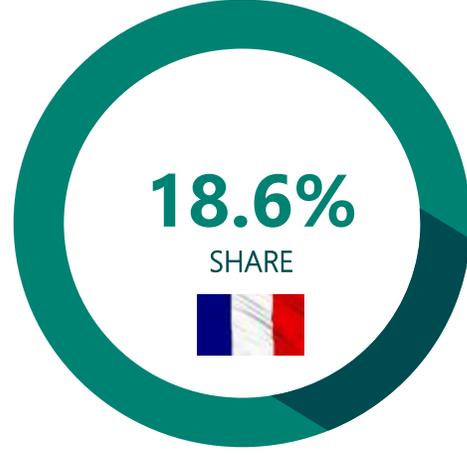
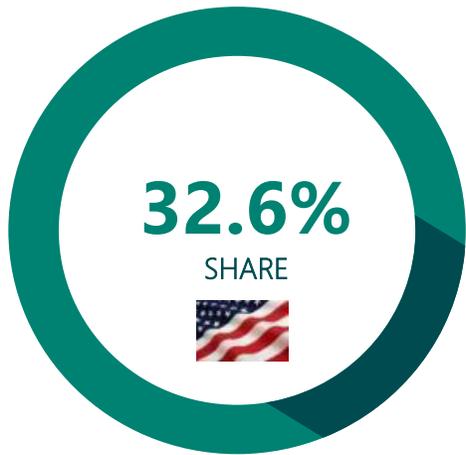
1. Reichweite

Lohnt es sich, in Bing zu investieren?



Consistently growing audience

Bing Network now captures significant reach in all major markets



400 +M
devices running Windows 10

35%
of Bing clicks and searches
are from Windows 10

30%
more Bing queries with Windows 10 vs.
prior versions

90%
Microsoft Edge users retain
Bing as their default



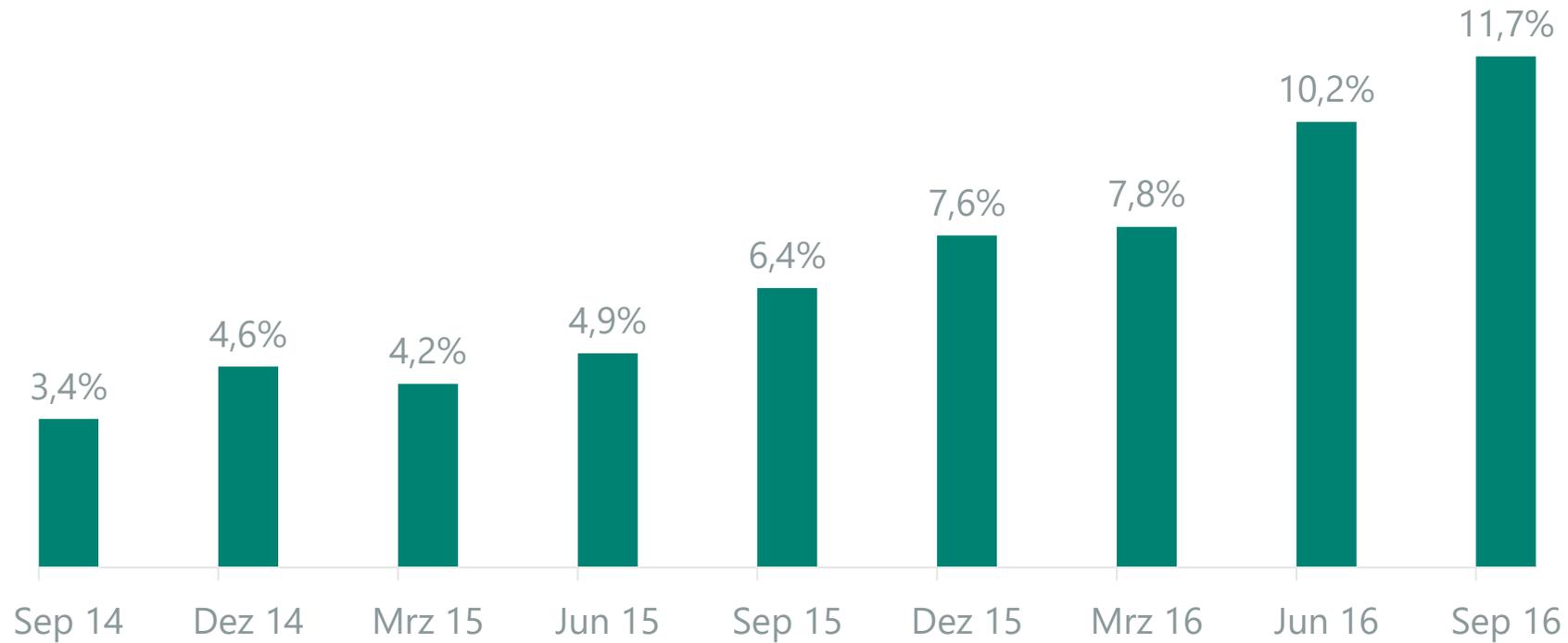
1 Source: comScore qSearch, September 2016 Bing Network includes Bing Search, AOL and Yahoo Search,

2 Source: Microsoft internal data: 400M+ Devices globally: Sep. 2016, 35% Clicks as of Mar 2016 in DE Microsoft Internal, 30% Queries & 90% Bing default on Edge retains: Microsoft Internal 2015



Windows 10 boosts our audience growth

Bing Network captures in September 2016 around 12% of all search queries in Germany



Queries
82%



Click Volume*
48%



400+M

devices running Windows 10

35%

of Bing clicks and searches are from Windows 10

30%

more Bing queries with Windows 10 vs. prior versions

90%

Microsoft Edge users retain Bing as their default



Source: comScore qSearch, September 2016 Bing Network in Germany, includes Bing Search, AOL and Yahoo Search, Source: Microsoft internal data: 400M+ Devices globally: Sep. 2016, 35% Clicks as of Mar 2016 in DE Microsoft Internal, 30% Queries & 90% Bing default on Edge retains: Microsoft Internal 2015, *Source: 48% EMEA Q1' 2015 vs. Q1 2016, Bing O&O Traffic only

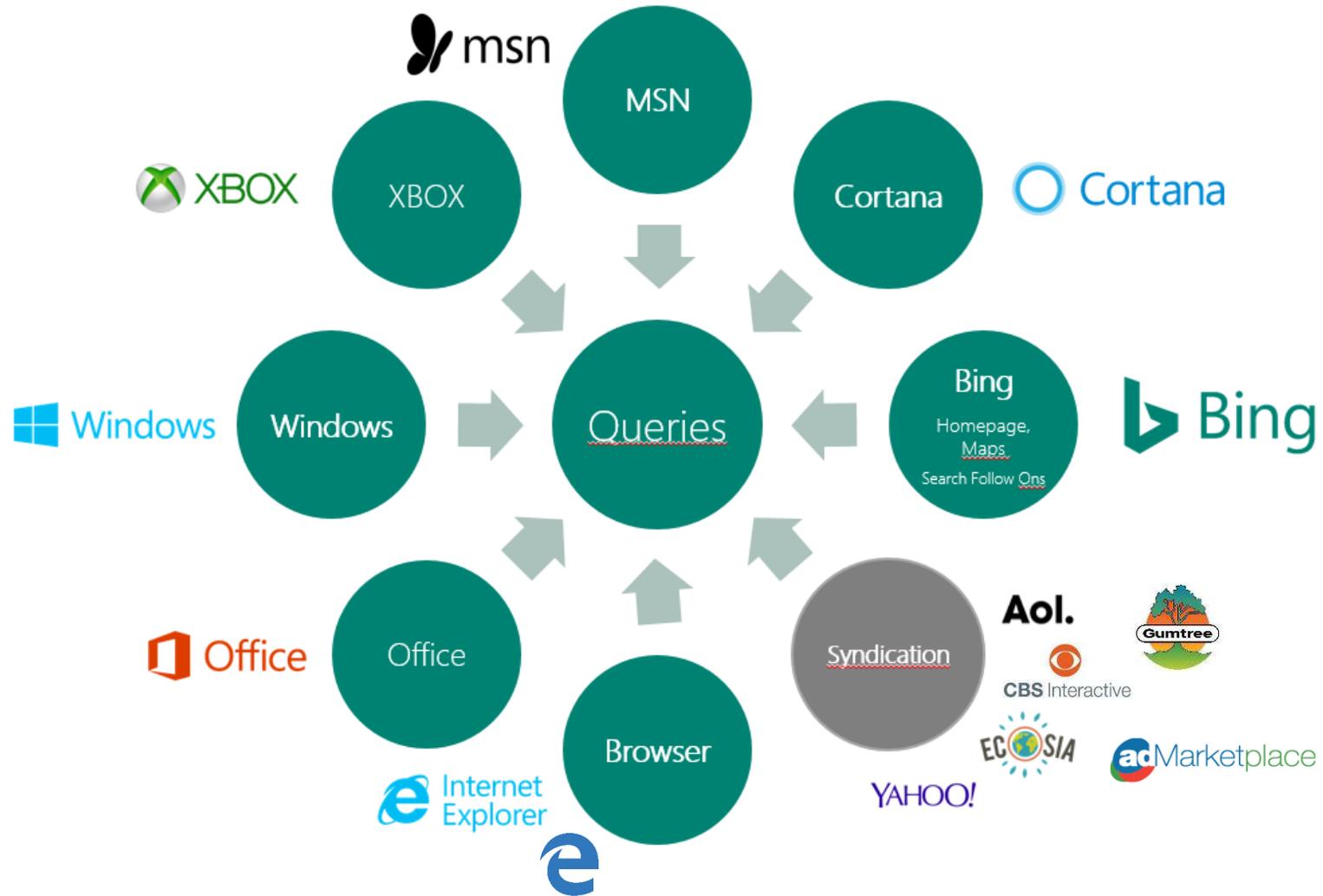


2. Entrypoints & Audience

Woher kommen unsere Nutzer?

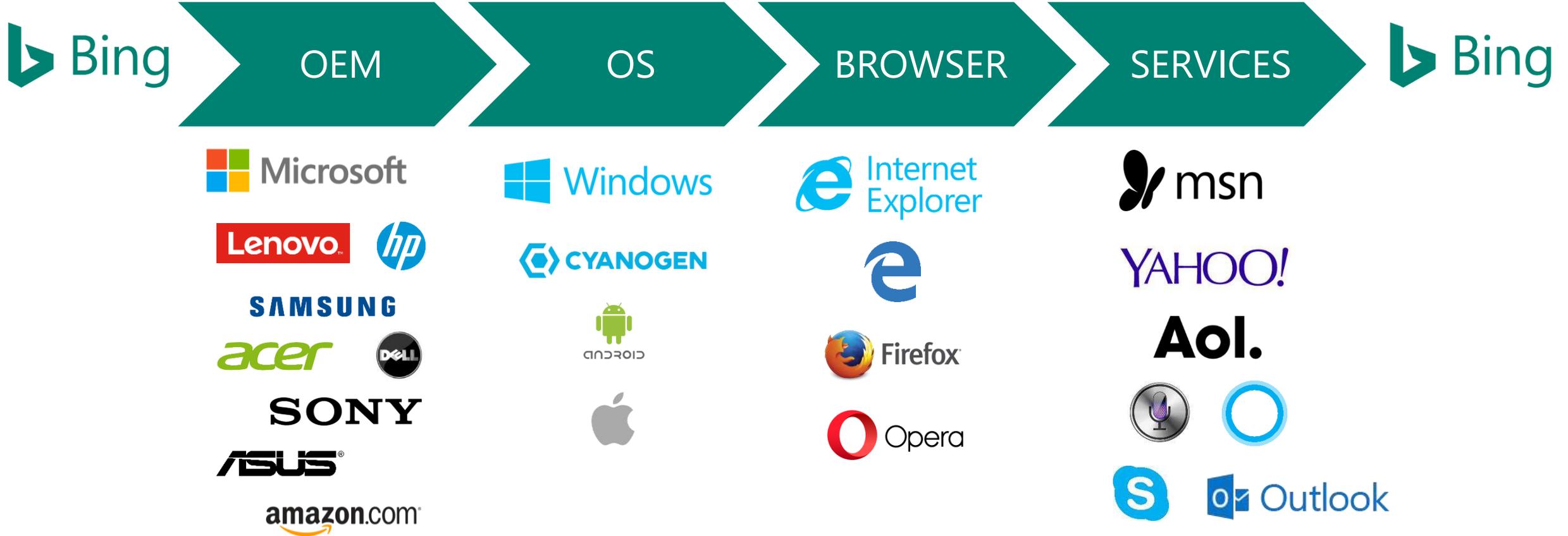


Audience View Bing Entrypoints



Distribution

How & Where Bing gets distributed



Entrypoints – OPERATING SYSTEM (Windows 10)

Features: Bing / Cortana Integration, Proactive Search Scenarios



The image shows a Windows 10 desktop with a blue background. A Cortana overlay is visible on the left side, displaying weather information for the current location: 4°C, Regenschauer, Niederschlag 50%. Below the weather, there is a calendar for today and a list of upcoming appointments: 'Field Marketing Communit...' at 17:00 - 18:30, 'Skype Meeting' at 17:00 - 18:30, and 'Bing Day Berlin'. At the bottom of the Cortana overlay, there is a search bar with the text 'Frag mich etwas'. In the center, a 'Project My Screen App' is open, showing a search interface with a list of results for 'hotels in berlin'. The results include 'Höchste Übereinstimmung', 'hotels in berlin Web durchsuchen', and several other search suggestions like 'hotels in berlin mitte', 'hotels in berlin charlottenburg', etc. At the bottom of the app, there are buttons for 'Meine Daten' and 'Web', and a search bar containing 'hotels in berlin'.

The image shows a Bing search results page for the query 'hotel in berlin'. The page displays a grid of local results for hotels in Berlin, including 'Hotel Adler Kempinski Berlin', 'Hotel Berlin', 'Best Western Hotel Berlin - Mitte', 'Hotel Albrechtshof', 'Regent Berlin', 'Gourmet Restaurant Lore', 'Berlin Marriott Hotel', 'Mikron Eastgate Hotel', 'Hotel Gendarmen', 'Arto Luise Kunsthotel', and 'MARITIM proforte Hotel Berlin'. Below the grid, there are several sponsored ads, including 'Preiswerte Hotels Berlin - Schnell und sicher online buchen.', 'Bestpreisgarantie', 'Online reservieren', 'Sofortige Bestätigung', and 'Budget-Hotels'. A map of Berlin is also visible, showing the location of the search results. The page includes navigation tabs for 'Web', 'Bilder', 'Videos', 'Karten', 'News', and 'Erkunden', and a search bar at the top with the text 'hotel in berlin'.



Entrypoints – BROWSER (Internet Explorer & Edge)

Features: New Broser tab contains search box, Cortana Integration*, Web Note*



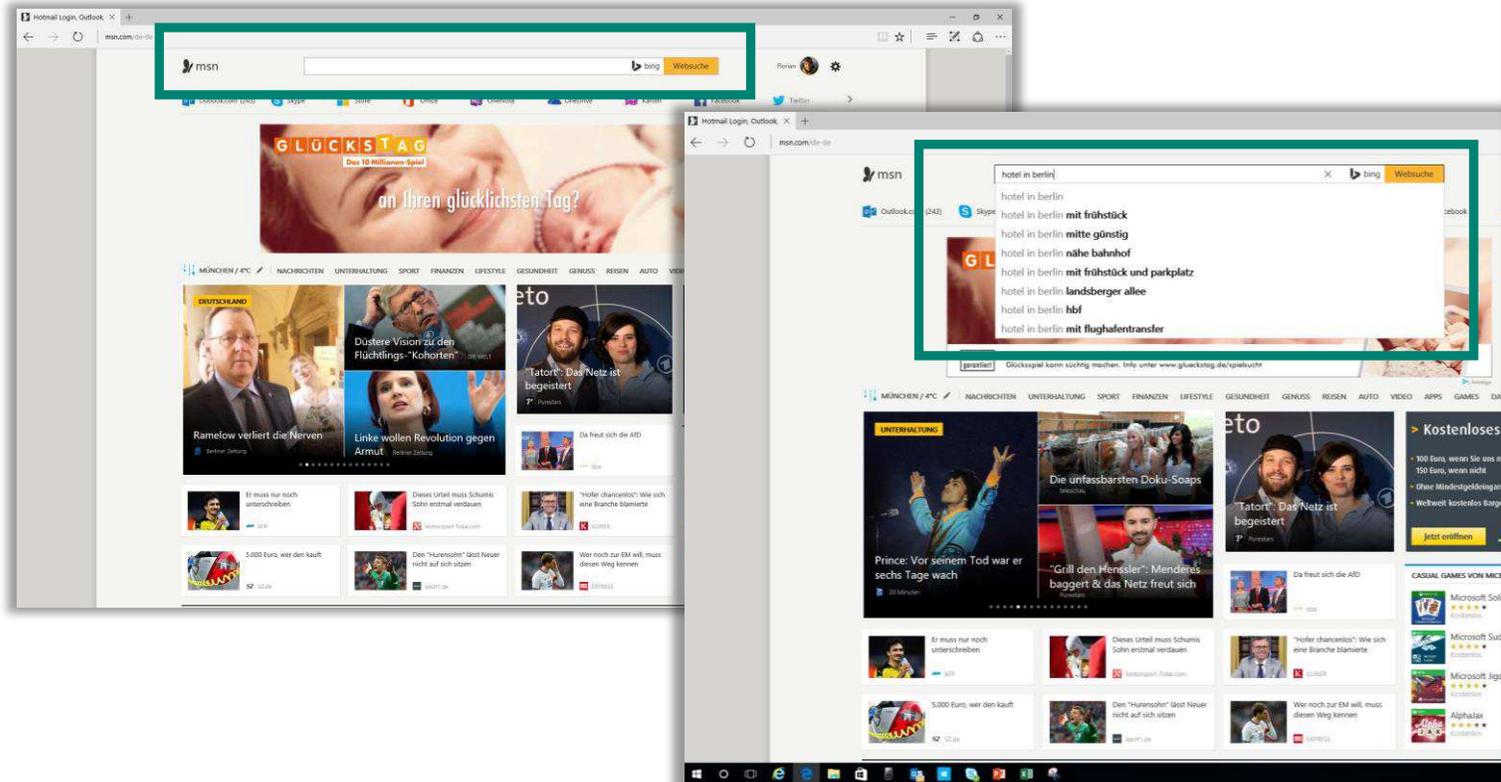
The image displays several overlapping browser window screenshots. The top-left screenshot shows the Bing homepage with a search bar and navigation links. The top-right screenshot shows the Bing homepage with a satellite view background. The middle-left screenshot shows a search bar with the text 'Im Web suchen'. The middle-right screenshot shows a search bar with the text 'Wohin geht's als Nächstes?'. The bottom-left screenshot shows search results for 'microsoft berlin', including a map and a listing for 'Microsoft'. The bottom-right screenshot shows a detailed listing for 'The Digital Eatery' in Berlin, including a map, address, and contact information. Red boxes highlight the search bars and the listing details in the bottom-right screenshot.

* Only available on Edge



Entrypoints – ONLINE SERVICE (MSN)

Features: Bing Search Box, Ad Integration*



msn travel

Recent Searches: home depot cadillac.com running shoes expedia homedepot Manage History

Today Trip Ideas News Video Hotel Search Flight Search Flight Status Fall Travel Weekend Warriors

AP
Associated Press
Get the app

By BETH J. HARPAZ,
AP Travel Editor
9/24/2015

SHARE
TWEET
EMAIL

NEW YORK — No need to dread long airport layovers. With planning, you can spend time between flights sightseeing. Here are some strategies and anecdotes from business travelers.

Blue Yonder Airlines®
Family Travel Deals
blueyonderairlines.com | Sponsored

FAVORITE LAYOVER DESTINATIONS

Carol Margolis actually tries to get layovers in Amsterdam, an easy airport to fly through for KLM or Delta flights in Europe. With six to eight hours to kill, she stows luggage in a Schiphol airport locker and goes into Amsterdam by train for "lunch along a canal, shopping and people-watching." Margolis refined her layover strategies over 30 years as a business traveler, first as a consultant for Deloitte and Oracle, now on her own as a business travel consultant at <http://smartwomentravelers.com> based in Orlando, Florida.

* Native Ads, Piloting US; 2016

Bing (Ads) Syndication – SEARCH ENGINE (AOL)

Features: Bing Ads Integration including Sitelinks, Enhanced Sitelinks, Merchant Ratings etc.



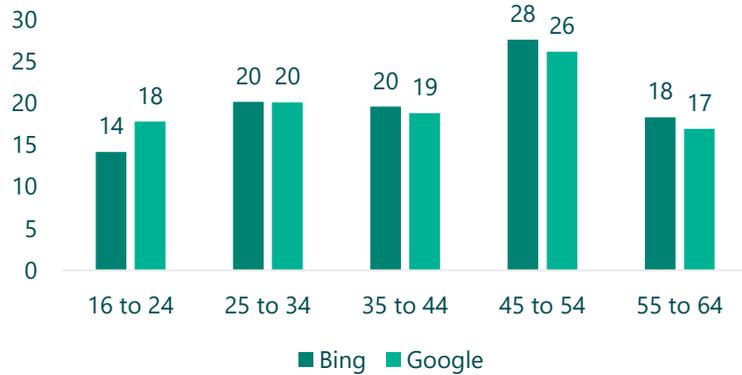
The screenshot shows the AOL search engine interface. The search bar contains 'hotel in berlin' and a 'SUCHEN' button. Below the search bar, there are navigation tabs for 'Web', 'Bilder', 'Videos', 'Nachrichten', and 'Suchoptionen'. The main content area displays search results for 'Anzeigen zu hotel in berlin'. A green box highlights the first result: 'Preiswerte Hotels Berlin - Schnell und sicher online buchen' from 'www.booking.com/Hotels-in-Berlin'. This result includes a star rating of 4.5 (92,719 Bewertungen) and several key features: 'Bestpreisgarantie', 'Online reservieren', 'Sofortige Bestätigung', and 'Budget-Hotels'. Below this, other search results are visible, including 'Hotels in Berlin ab 9€ - Hier beim Testsieger billig buchen!' and 'Hotel in Berlin - Enjoy Location, Design & Price?'.

The screenshot shows the AOL search engine interface on a mobile device. The search bar contains 'hotel in berlin' and a search icon. Below the search bar, there are navigation tabs for 'Web', 'Bilder', 'Video', and 'News'. The main content area displays search results for 'Anzeigen'. A green box highlights the first result: 'Preiswerte Hotels Berlin - Schnell und sicher online buchen' from 'www.booking.com/Hotels-in-Berlin'. This result includes a star rating of 4.5 (92,719 Bewertungen) and several key features: 'Sofortige Bestätigung', 'Budget-Hotels', and 'Hotels in Berlin ab 16€ - trivago® Hotels Berlin, bis -77%'. Below this, other search results are visible, including 'Hotels in Berlin - 735 Hotels in Berlin' and 'HOTEL BERLIN: 640 Hotels in Berlin günstig buchen...'.

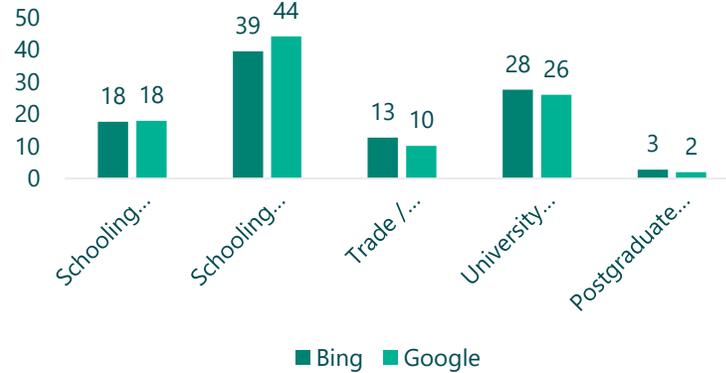
The Bing Network - Germany

Unsere Zielgruppe ist gebildeter und verfügt über ein höheres Einkommen

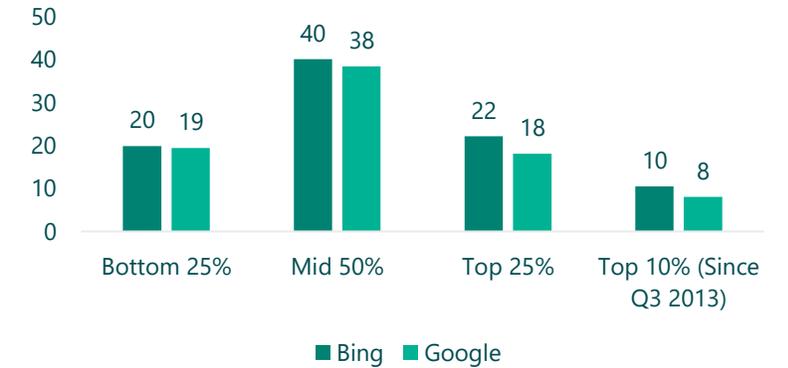
Age (%)



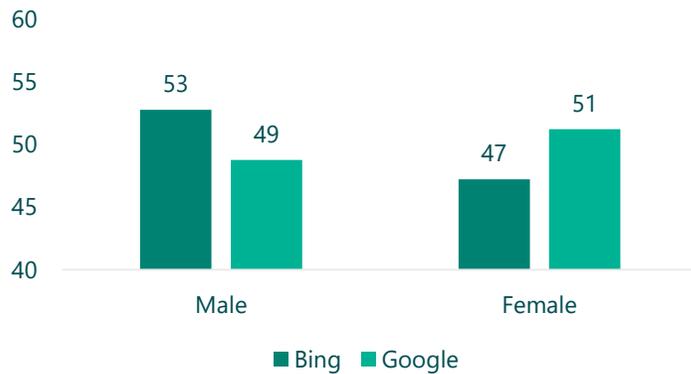
Education (%)



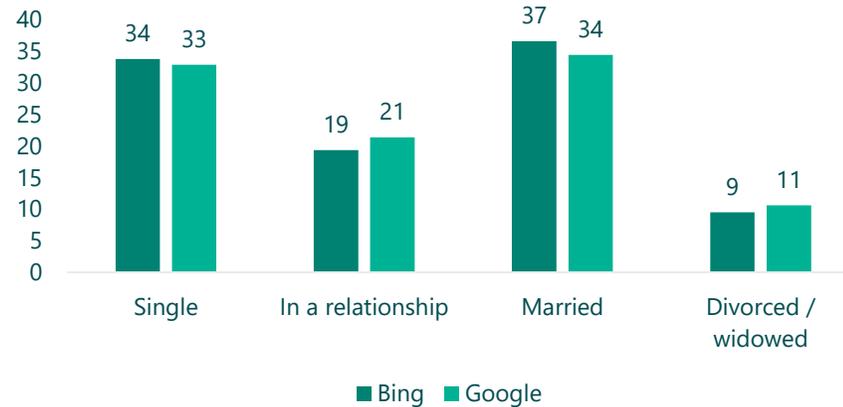
Income (%)



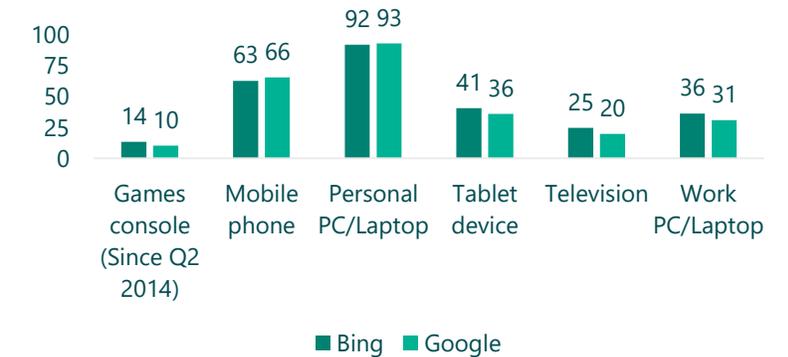
Gender (%)



Relationship Status (%)

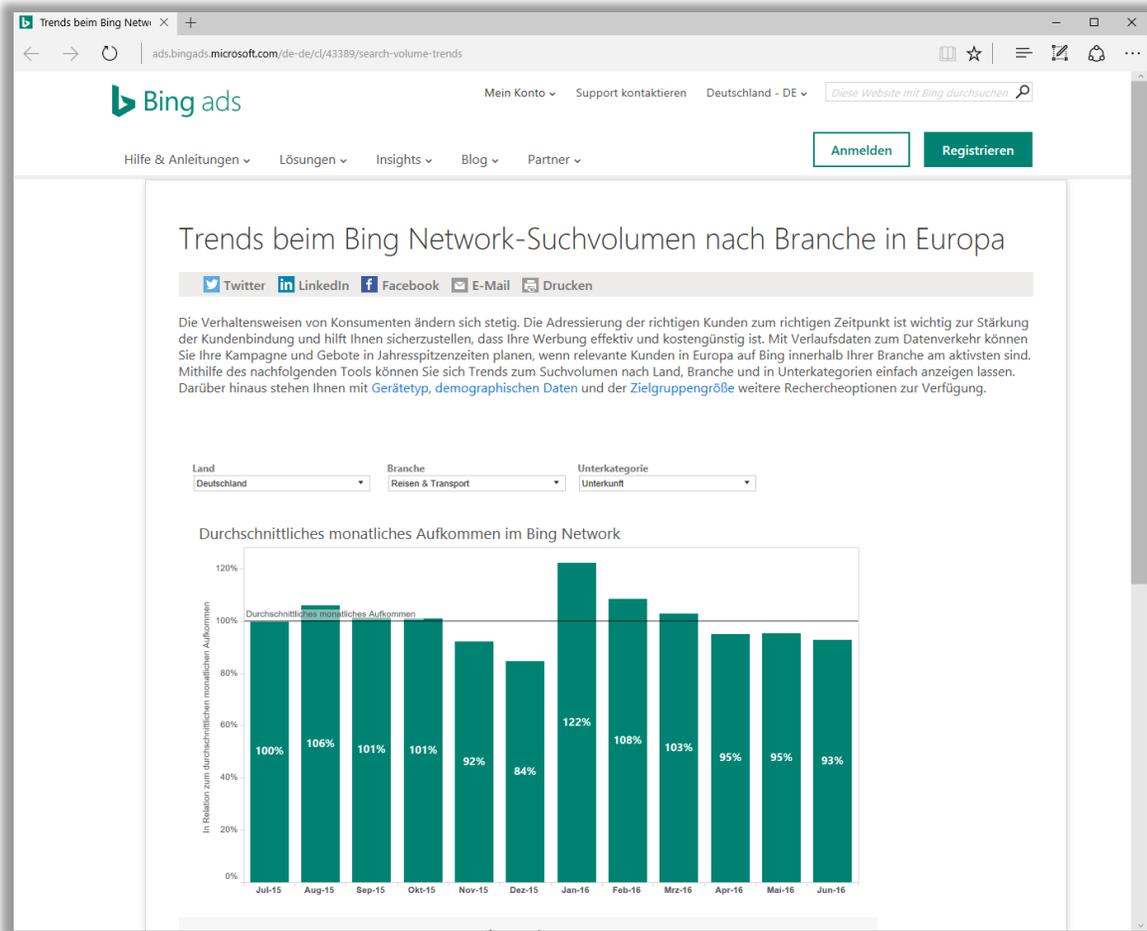


Devices Used to Access Web (last month)

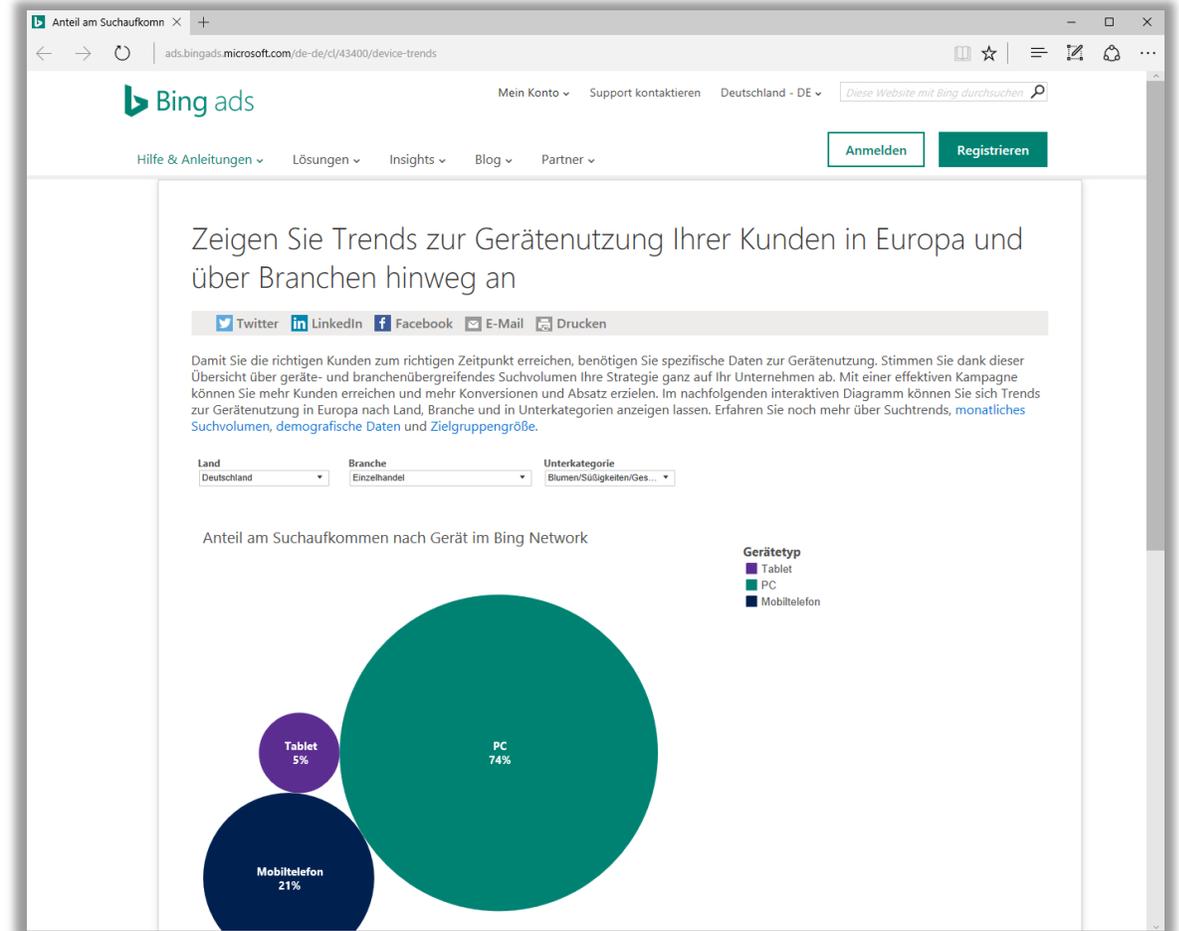


Tailor-Made Industry Insights

Wir geben tiefe Einblicke in unsere Daten, damit Sie Ihre Zielgruppe besser finden



<http://ads.bingads.microsoft.com/de-de/cl/43389/search-volume-trends>



<http://ads.bingads.microsoft.com/de-de/cl/47050/bing-audience-demographic>



3. Ad Formats

Welche Werbeformate kennt Bing Ads?



Some Bing Ads Extensions & Annotations

Marketing in Augsburg
Anzeige · www.gelbeseiten.de/Marketing
Branchen, Adressen, Nummern. Marketing in Augsburg finden!

Bing Ads Deutschland – BingAds.de
Anzeige · bingads.microsoft.com · 1.600+ Follower auf Twitter

Image Extensions: Millionen von Suchern ansprechen. Einfaches Setup. Nun Nun registrieren!

Local Extensions: **Walter-Gropius-Str.5, München** · Wegbeschreibung · 089 3176-0

Review Extensions: **★★★★★ (42.905 Bewertungen)**

Callout Extensions: **Merchant Ratings**

Enhanced Sitelinks: **FAQs**
Antworten über häufig gestellte Fragen über Bing® Ads

Enhanced Sitelinks: **Fangen Sie noch heute an**
SEM-Neuling oder –Profi? Erfahren Sie, wie Sie bei Bing Ads starten

Enhanced Sitelinks: **Aus AdWords importieren**
Importieren Sie AdWords Kampagnen direkt in Bing® Ads

Enhanced Sitelinks: **Melden Sie sich jetzt an**
Eine 50 € Bing Ads Gutschrift wartet auf Sie

App Extensions: **Bing Ads App öffnen**

Twitter Annotation: **Twitter Annotation**

Top Ad Annotation: **Top Ad Annotation**

4. It's easy

Einfacher Import bestehender Google Kampagnen



Bing Ads Useful Tools

Powerful Google Campaign Import Functionality in Bing Ads UI and Editor

The screenshot displays the Bing Ads interface. At the top, the 'Import Campaigns' menu is highlighted with a red box. Below it, the 'All Campaigns' table is visible, showing columns for Campaign, Budget, Delivery, Campaign Type, Clicks, Impr., CTR, Avg. CPC, Spend, Avg. pos., Qual. score, and Avg. CPM. An inset window shows the 'Import' process, with options to import from Google, Yahoo!, Bing Ads, or a custom spreadsheet. The 'Import' button is highlighted in orange. Below the inset, a table shows the imported campaigns with columns for Campaign, Status, Budget, Budget type, Spend, CTR (%), Clicks, Impressions, and Avg. CPC.

Campaign	Status	Budget	Budget type	Spend	CTR (%)	Clicks	Impressions	Avg. CPC
Digital cameras 1	Active	50.00	Daily	0.00	0.00	0.00	0	0
New campaign	Active	100.00	Daily	0.00	0.00	0.00	0	0
Best campaign ever	Active	25.00	Daily	0.00	0.00	0.00	0	0

You can now import from Google AdWords:

- 4 million keywords and ads combined
- 2 million ad group-level and campaign-level negative keywords combined
- 1 million ad group product partitions
- 200,000 all other entities combined



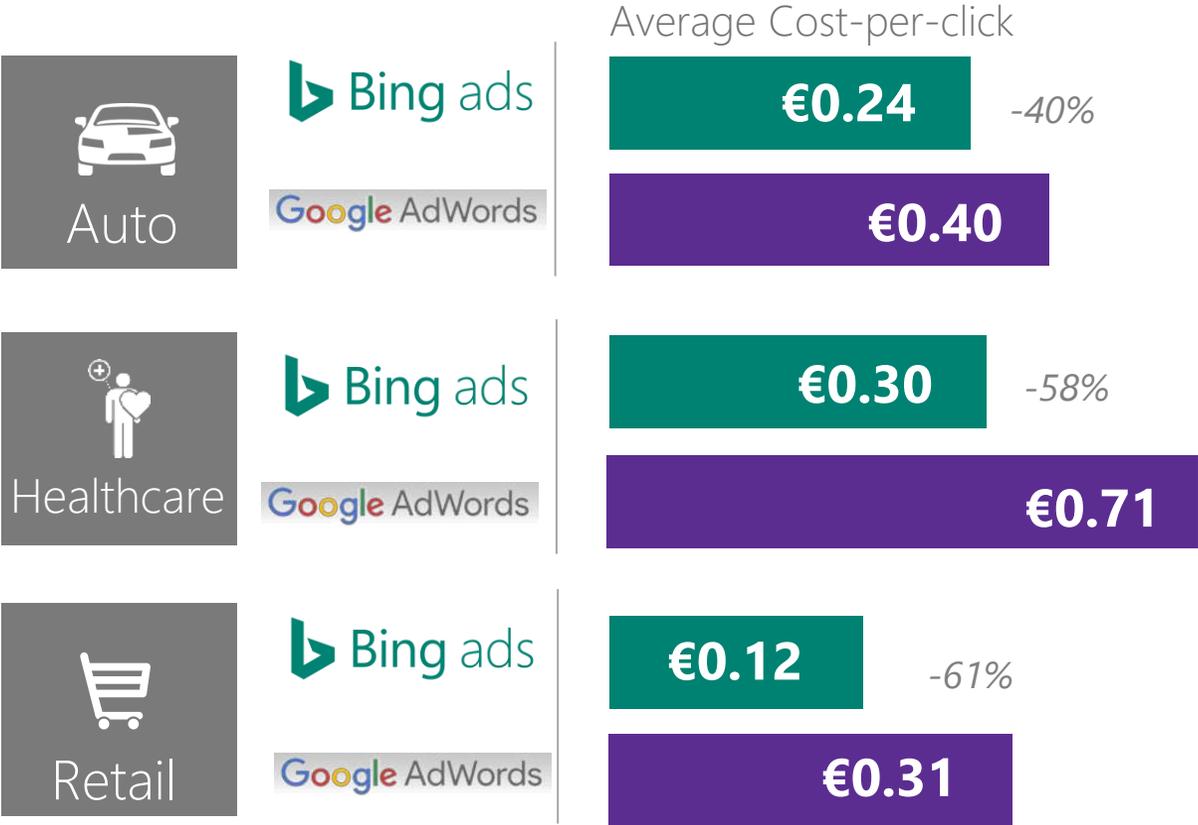
5. Our KPIs

Warum ist Bing effizienter als Google?



Neutral Sources say: Bing Ads delivers better CPCs than Google AdWords in key verticals

Ensure an efficient use of your budget



Sample of the Marin Global Search Index for Eurozone, customers buying in Euros, Q3, 2015. All devices, partner network excluded.

Bing delivers great Results

Some Partner quotes...

periscopix



iProspect^{IP}

further

Value

+65%

vs. Google's
ROI

+26%

vs. Google's
Conversion Rate

+361%

vs. Google's
ROI

+78%

vs. Google's
ROI

Cost

-45%

vs. Google's
Cost per Click

-16%

vs. Google's
Cost per Click

-56%

vs. Google's
Cost per Click

-48%

vs. Google's
Cost per Click



6. Statistics & Insights

Was können wir besonders gut?



Bing Ads Intelligence, Power BI & Co.

Bing Ads Intelligence Demo



Keyword	Device	Match Type	Campaign	Impressions	Clicks	CTR	CPC	Total Cost	Avg Bid
laptop	Desktops and laptops	Exact	Mainline 01	547	13,128	4.17%	\$0.31	\$167.38	\$0.55
laptop	Desktops and laptops	Exact	Mainline 02	156	9,865	1.58%	\$0.17	\$26.00	\$0.29
laptop	Desktops and laptops	Exact	Mainline 03	99	9,802	1.01%	\$0.15	\$14.88	\$0.22
laptop	Desktops and laptops	Exact	Mainline 04	179	148	3.27%	\$0.11	\$19.62	\$0.11
laptop	Desktops and laptops	Exact	Mainline 05	99	58	5.86%	\$0.17	\$16.82	\$0.18
laptop	Desktops and laptops	Exact	Mainline 06	10	8	80%	\$0.12	\$1.20	\$0.12
laptop	Desktops and laptops	Exact	Mainline 07	70	82	11.71%	\$0.09	\$6.30	\$0.09
laptop	Desktops and laptops	Exact	Mainline 08	106	77	7.26%	\$0.13	\$13.62	\$0.13
laptop	Desktops and laptops	Exact	Mainline 09	43	39	90.7%	\$0.11	\$4.73	\$0.11
laptop	Desktops and laptops	Exact	Mainline 10	5	6	120%	\$0.08	\$0.40	\$0.08
laptop	Desktops and laptops	Exact	Mainline 11	58	32	5.52%	\$0.18	\$10.56	\$0.18
laptop	Desktops and laptops	Exact	Mainline 12	9	8	88.89%	\$0.11	\$0.99	\$0.11
laptop	Desktops and laptops	Exact	Mainline 13	33,868	3,800	11.22%	\$0.37	\$475.54	\$0.37
laptop	Desktops and laptops	Exact	Mainline 14	29,521	2,090	7.08%	\$0.40	\$245.41	\$0.40
laptop	Desktops and laptops	Exact	Mainline 15	21,044	1,490	7.08%	\$0.41	\$129.15	\$0.41
laptop	Desktops and laptops	Exact	Mainline 16	18,084	900	4.98%	\$0.38	\$61.45	\$0.38
laptop	Desktops and laptops	Exact	Mainline 17	26,126	250	0.96%	\$0.30	\$19.94	\$0.30
laptop	Desktops and laptops	Exact	Mainline 18	22,235	210	0.94%	\$0.31	\$12.90	\$0.31
laptop	Desktops and laptops	Exact	Mainline 19	20,204	210	1.04%	\$0.27	\$6.55	\$0.27
laptop	Desktops and laptops	Exact	Mainline 20	18,812	180	0.96%	\$0.18	\$2.54	\$0.18
laptop	Desktops and laptops	Exact	Mainline 21	17,560	180	1.02%	\$0.19	\$2.32	\$0.19
laptop	Desktops and laptops	Phrase	Sidebar 06	15	11,296	0.13%	\$0.20	\$3.05	\$0.20
laptop	Desktops and laptops	Phrase	Sidebar 07	10	9,895	0.10%	\$0.26	\$2.57	\$0.26
laptop	Desktops and laptops	Phrase	Sidebar 08	7	9,380	0.07%	\$0.14	\$1.00	\$0.14
laptop	Desktops and laptops	Phrase	Sidebar 09	5	1,350	0.37%	\$0.08	\$0.45	\$0.08
laptop	Desktops and laptops	Phrase	Sidebar 10	4	0.43	10.7%	\$0.12	\$0.48	\$0.12

Row Labels	Exact	Phrase	Grand Total
Mainline 01	235	106	341
laptop	118	52	170
surface	8	5	13
tablet	109	49	158
Mainline 02	179	148	327
laptop	99	58	157
surface	10	8	18
tablet	70	82	152
Mainline 03	106	77	183
laptop	43	39	82
surface	5	6	11
tablet	58	32	90
Mainline 04	9	8	17

User: phaub1
Account: "

Sign In | Select Account | Select Campaign | Keyword Research & Account | Keyword Suggestions | Create Bulksheet

Traffic | Keyword Performance Research | More Research Options | Keyword Research Templates | Refresh All

Country/region: Germany | Language: German

Online Help | About | Give Feedback

Select Campaign and Ad Groups

Select a campaign and up to 50 ad groups. Then click Next to download the keywords to a worksheet.

Campaign: 5 - Surface Book

Ad group: Buy - Tablet

- Site/Store URLs
- Price - Tablet
- What/Where - Laptop
- Release Date - Laptop
- Best - Computer
- Promotional - Computer
- Primary
- Best - Tablet
- Reviews
- Specs - Tablet
- Reviews - Computer
- Best
- Buy
- Newest - Computer
- Newest - Tablet
- Promotional - Laptop
- Pre-Order

Buy - Computer

- Buy - Laptop
- Primary - Tablet
- Primary - Computer

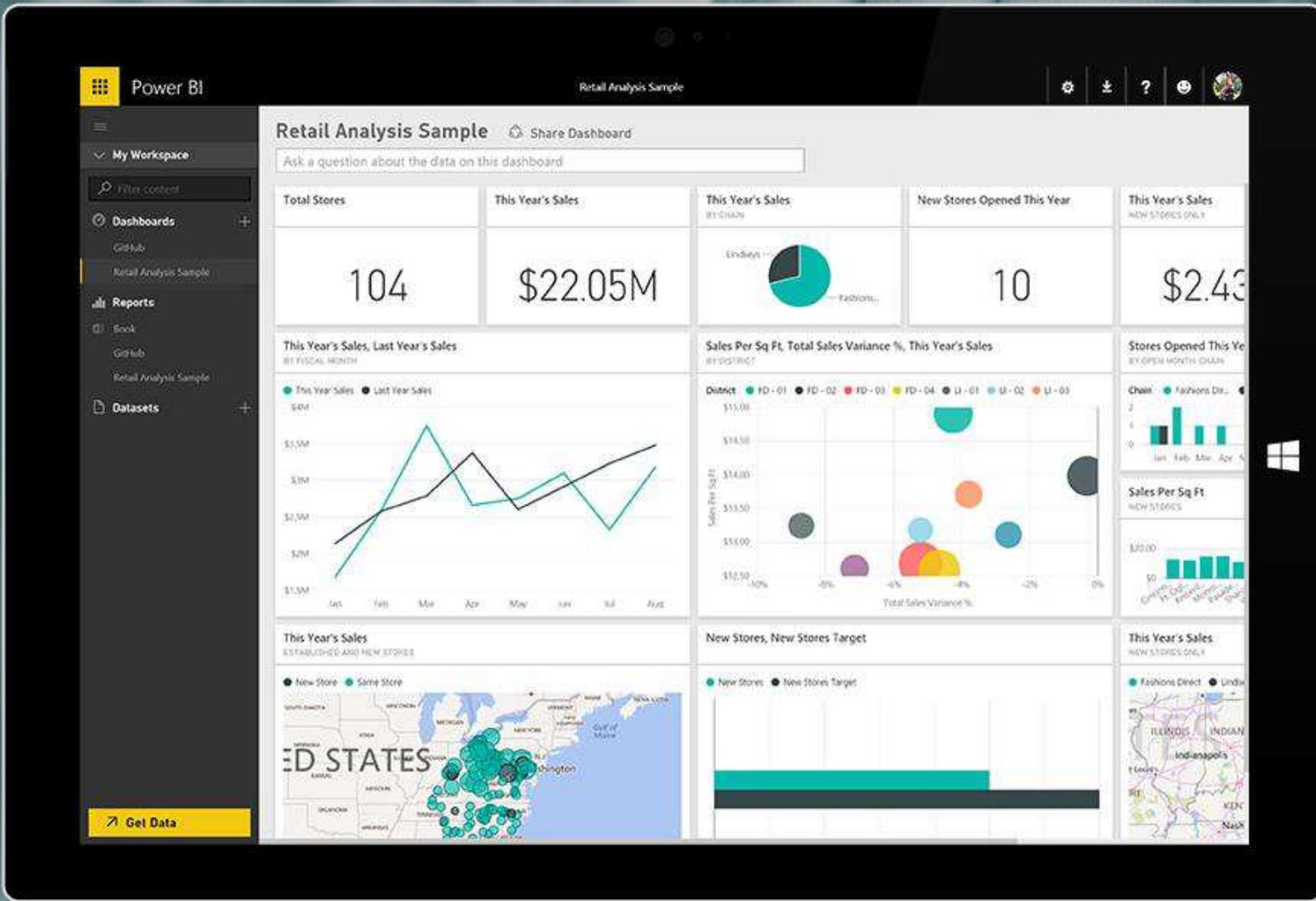
Add >> | << Remove

Next | Cancel

Kostenloser Download unter <https://ads.bingads.microsoft.com/de-de/bing-ads-intelligence> (Voraussetzung Bing Ads Account)



And we're using the latest technology
...that are providing additional value



The screenshot shows the Microsoft Power BI documentation website. The top navigation bar includes the Microsoft logo, 'Power BI', and links for 'Produkte', 'Lösungen', 'Partner', 'Lernen', and 'Anmelden'. The main heading is 'Power BI-Dokumentation'. Below this is a search bar and a list of categories: 'Power BI-Dienst', 'Power BI Desktop', 'Mobile Apps für Power BI', and 'Power BI-Entwickler'. The article title is 'Google Analytics-Inhaltspaket für Power BI'. The content includes:

- Erste Schritte:** A section describing how to create a connection with Google Analytics.
- Beispiele:** A section providing examples of reports and dashboards.
- Verbinden mit Diensten:** A section explaining how to connect Power BI to various services.
- Herstellen einer Dienstverbindung mit Inhaltspaket:** A section detailing the steps to create a service connection.
- Adobe Analytics-Inhaltspaket:** A section mentioning the availability of an Adobe Analytics content pack.
- Azure:** A section mentioning the availability of an Azure content pack.

On the right side, there is a sidebar with the text 'Themen in diesem Artikel:' followed by a list of topics: 'Herstellen der Verbindung', 'Systemanforderungen', and 'Problembearbeitung'.

And we're using the latest technology
...that are providing additional value

atletico bayern

Web Bilder Videos Karten News Erkunden

5.520.000 ERGEBNISSE Datum Sprache Region

Atlético de Madrid

1. in Champions League

Mi, 27. Apr Ergebnisse und Spielplan

Atlético Madrid Vorschau Mi, 27. Apr, 20:45 Champions League Bayern Munich

Bing sagt vorher: Atlético Madrid 80% · Unentschieden 2% · Bayern Munich 18%

Quelle: PERFORM LLC © 2016 · Alle Zeiten in Mitteleuropäische Zeit

Bayern München - Kehrt Boateng gegen Atlético zurück ...
www.sueddeutsche.de/sport/champions-league-bayern-hofft-auf-... · Vor 4 Stunden
25.04.2016 · Der FC Bayern hofft auf einen Einsatz von Jérôme Boateng in Madrid - und befasst sich weiter mit Mats Hummels.

Atlético Madrid - Bayer 04 Leverkusen 3:2, Champions ...
www.kicker.de/.../livematch_madrid-atletico_bayer-leverkusen-9.html
Atlético Madrid - Bayer 04 Leverkusen 3:2, Champions League, Saison 2014/15, 7.Spieltag - alle Spielereignisse und Live-Kommentare aus dem Live-Ticker

https://www.bing.com/search?q=atletico+bayern&q&s=n&form=QBLH&f... atletico bayern - Bing

atletico bayern

English Anmelden

Web Bilder Videos Karten News Erkunden

9.280.000 ERGEBNISSE Datum Sprache Region

Atlético Madrid - FC Bayern München

Mi, 28. Sep Ergebnisse und Spielplan

Atlético Madrid Vorschau Mi, 28. Sep, 20:45 Champions League FC Bayern München

Bing sagt vorher: Atlético Madrid 35% · Unentschieden 33% · FC Bayern München 32%

UCL - Tabelle

Quelle: OPTA © 2016 · Alle Zeiten in Mitteleuropäische Zeit

News über Atlético Bayern

FC Bayern bei Atlético Madrid in der Champions League - "Rache ist das falsche Wort"
SZ.de via MSN.de · Vor 6 Stunden
Die Bayern spielen die Bedeutung der Champions-League-Partie bei Atlético herunter.

Atlético Madrid gegen FC Bayern im Live-Stream: So sehen Sie die Champions League live im Internet
Focus Online · Vor 21 Minuten
Atlético Madrid gegen FC Bayern München im Live-Stream: Acht Pflichtspiele, acht Siege - doch erst beim Wiedersehen mit ...

FC Bayern München gegen Atlético Madrid "Der erste harte, knackige Gegner"
Spiegel Online · Vor 3 Stunden
In der Bundesliga scheint der FC Bayern unbesiegbar zu sein. Zum Glück gibt es die Champions League. Vor dem Duell mit Atlético ...

UEFA Champions League

Die UEFA Champions League ist ein Wettbewerb für europäische Fußball-Vereinsmannschaften der Herren. Ausgetragen wird sie, wie die UEFA Europa League, unter dem Dach des Europäischen Fußballverbandes UEFA. Die ...

Wikipedia

Gegründet: 1955

Relevante Personen

Cristiano Ronaldo, Lionel Messi, Gareth Bale, Raul Gonzalez, Neymar

Benutzer suchen auch nach

UEFA Europa League, Premier League, Primera División, UEFA, Fußball-Bundesliga

Daten von: Wikipedia

Feedback

Predictive Possibilities

yellowing of the eyes and skin



Using Search Based Predictive Analytics could potentially

MORE THAN DOUBLE

the current **5-year survival rate**



SOURCES:

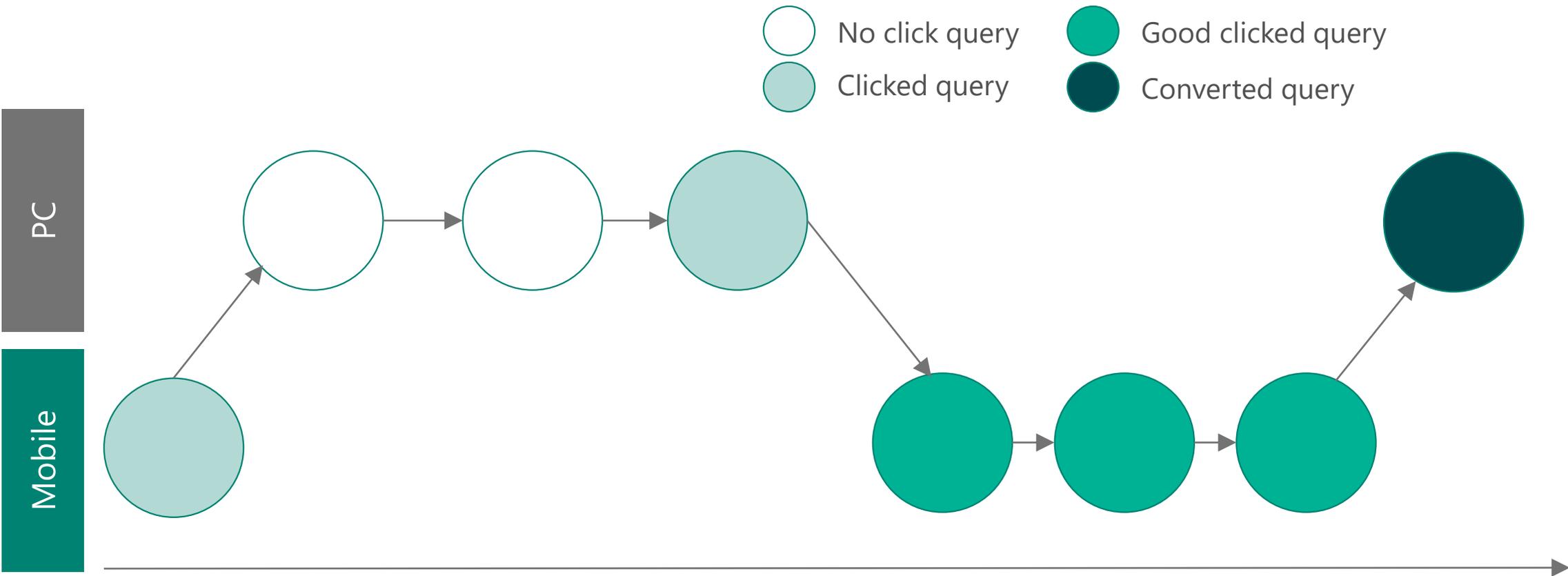
["Microsoft Finds Cancer Clues in Search Queries," New York Times, Jun 7, 2016](#)

7. Mobile

Bing & Mobile – Wie passt das zusammen?

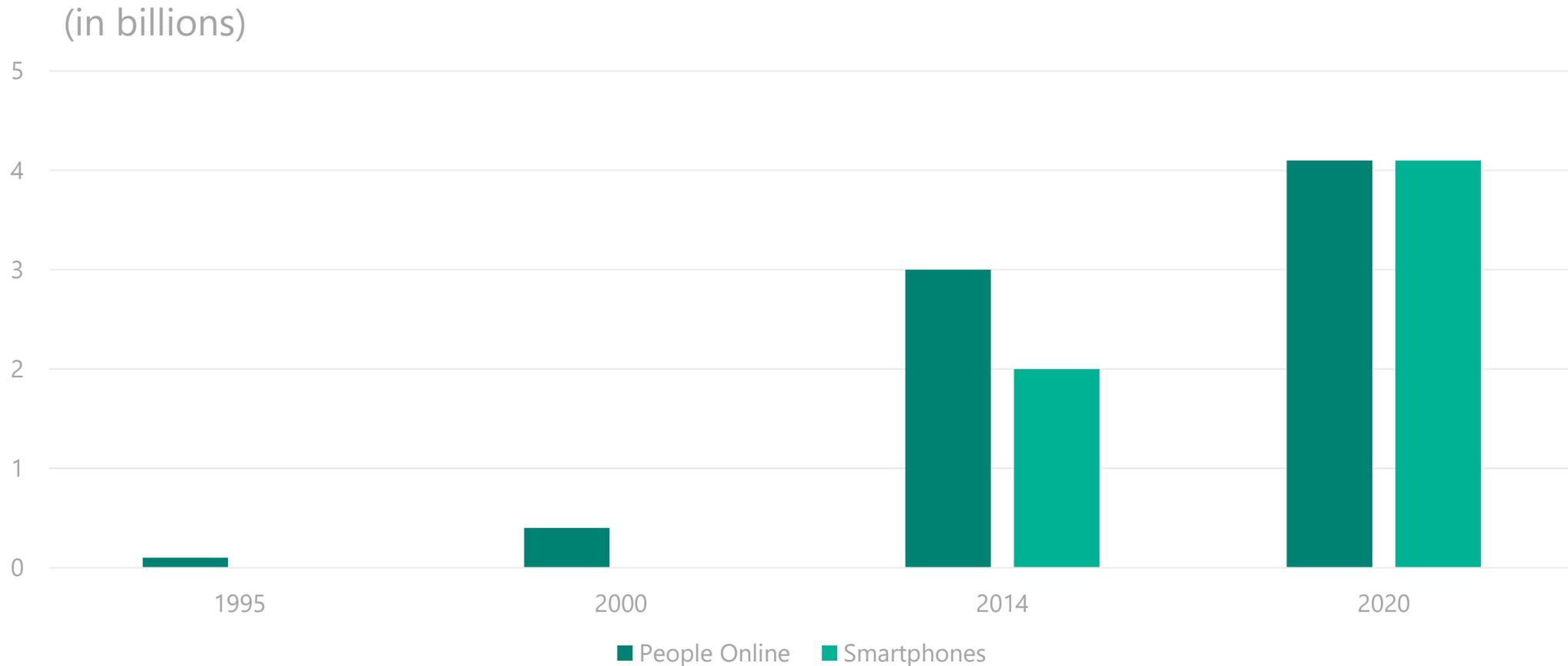


75% of digital users in the US access the Internet across devices



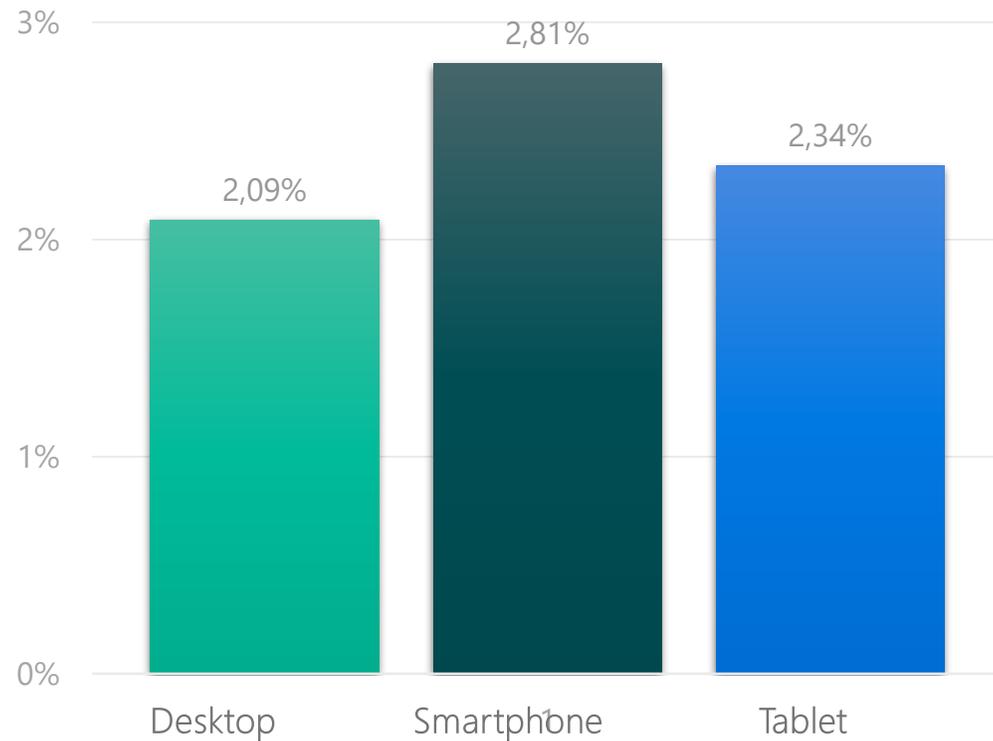
Growth into the future - everyone

Another 1B people will come online, all due to smartphones

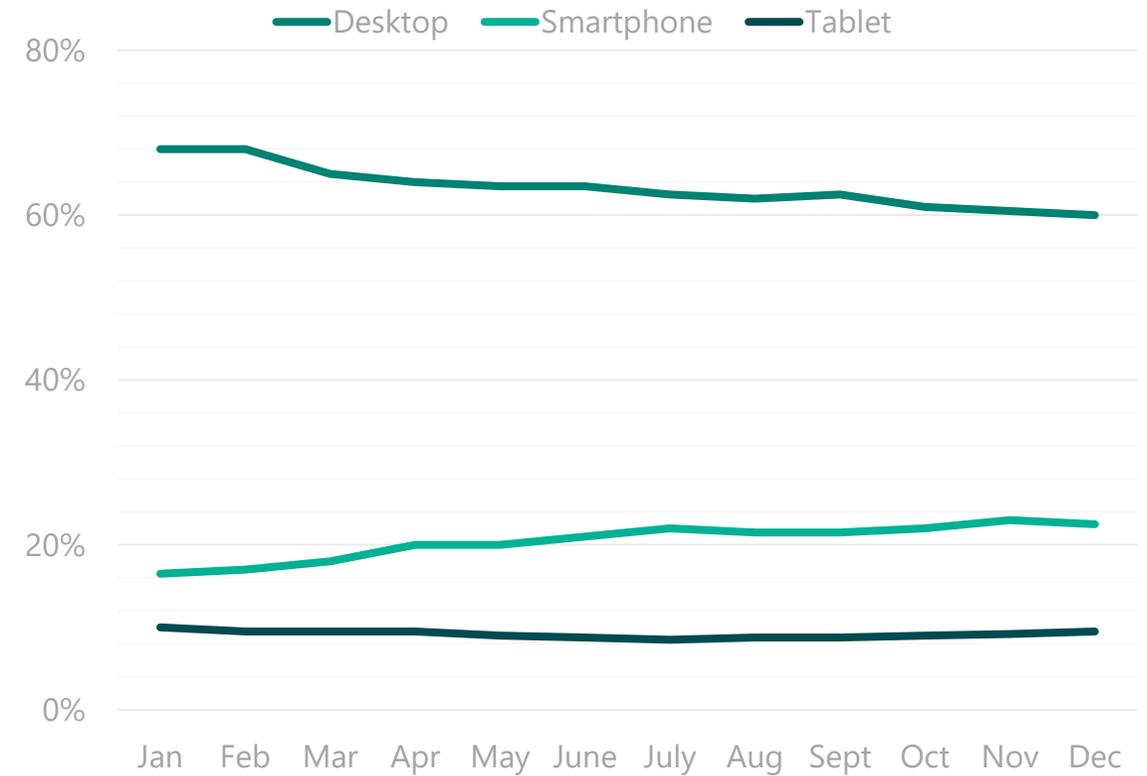


Smartphone click share and CTR on the rise

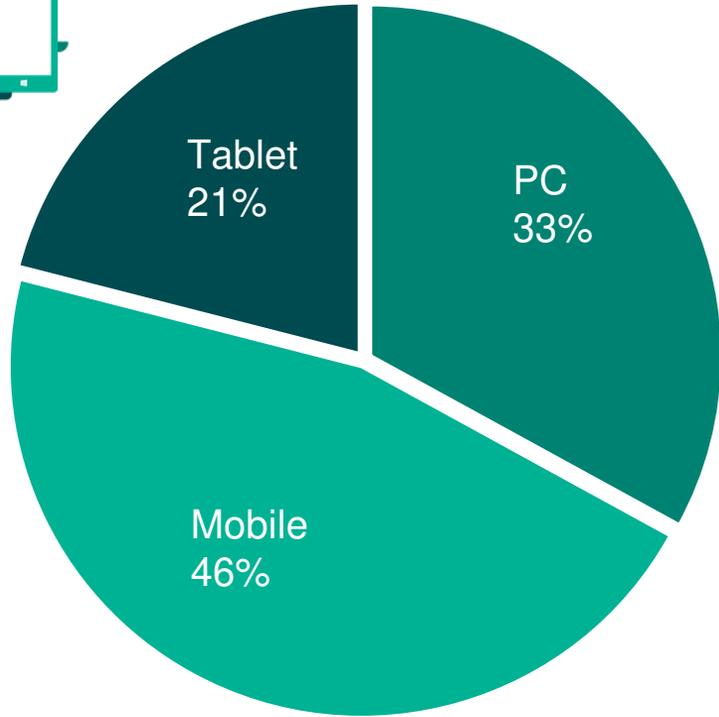
Global paid search click through rate



Global paid search click share



Growth on all devices is on the rise.
Mobile ads are key.



Bing syndication searches (excl. Yahoo)¹



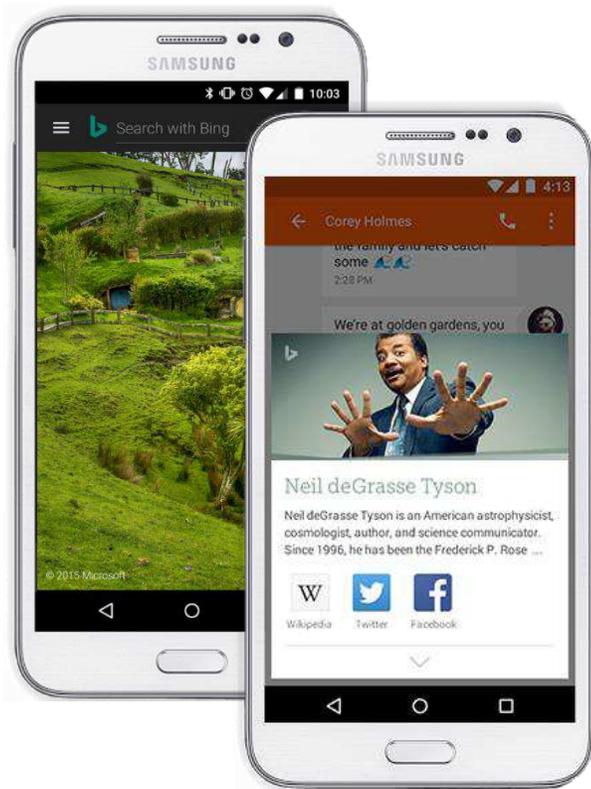
- Two thirds of Bing syndication searches came from mobile or tablet.
- 14x year-over-year increase in Bing syndication clicks in Q4 FY16.
- 100% quarter over quarter increase in click-through rate.
- Growth is driven by the expansion of existing partners and new key partnerships, such as AOL and CBS.

1. Microsoft internal data for the U.S., Q4 FY16, July 2016

Investing and reaching across mobile operating systems

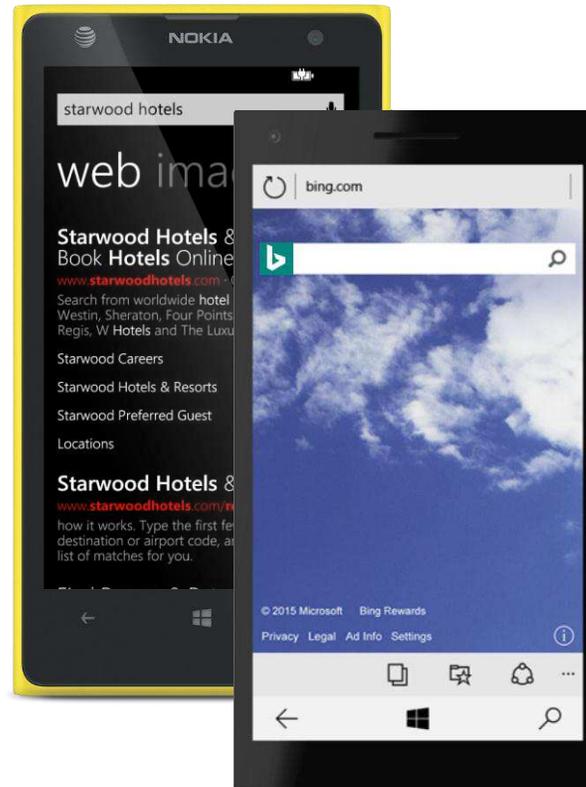
Android

42% mobile searches each month
116M mobile clicks each month



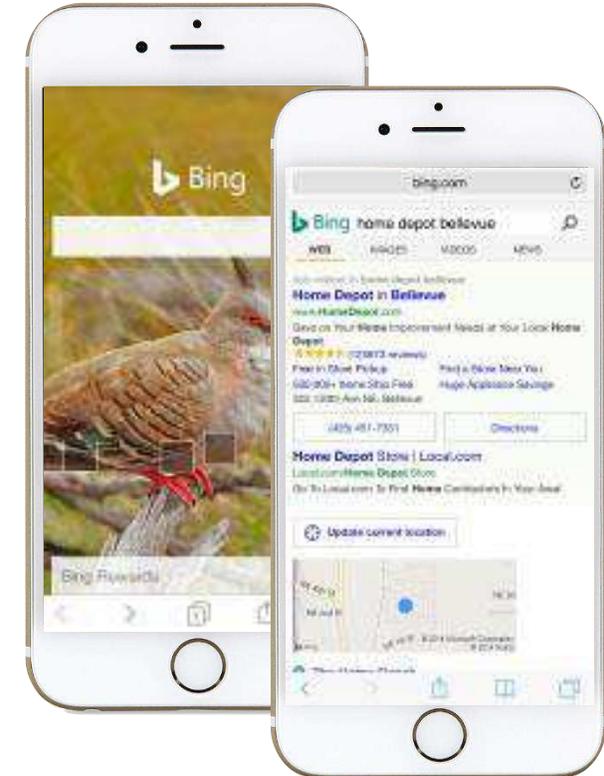
Windows Phones

6% mobile searches each month
24M mobile clicks each month



iOS Devices

52% mobile searches each month
123M mobile clicks each month



Bing on Android

Bing app...Now with Snapshot

Get great results in the Bing app, but also get answers in the context of what you're doing in your other apps with Bing Snapshots.

Bing Ads app

Stay on top of your Bing Ads campaigns while you're on the go. Keep your finger on the pulse of your accounts and performance data all from your mobile device.

Cortana

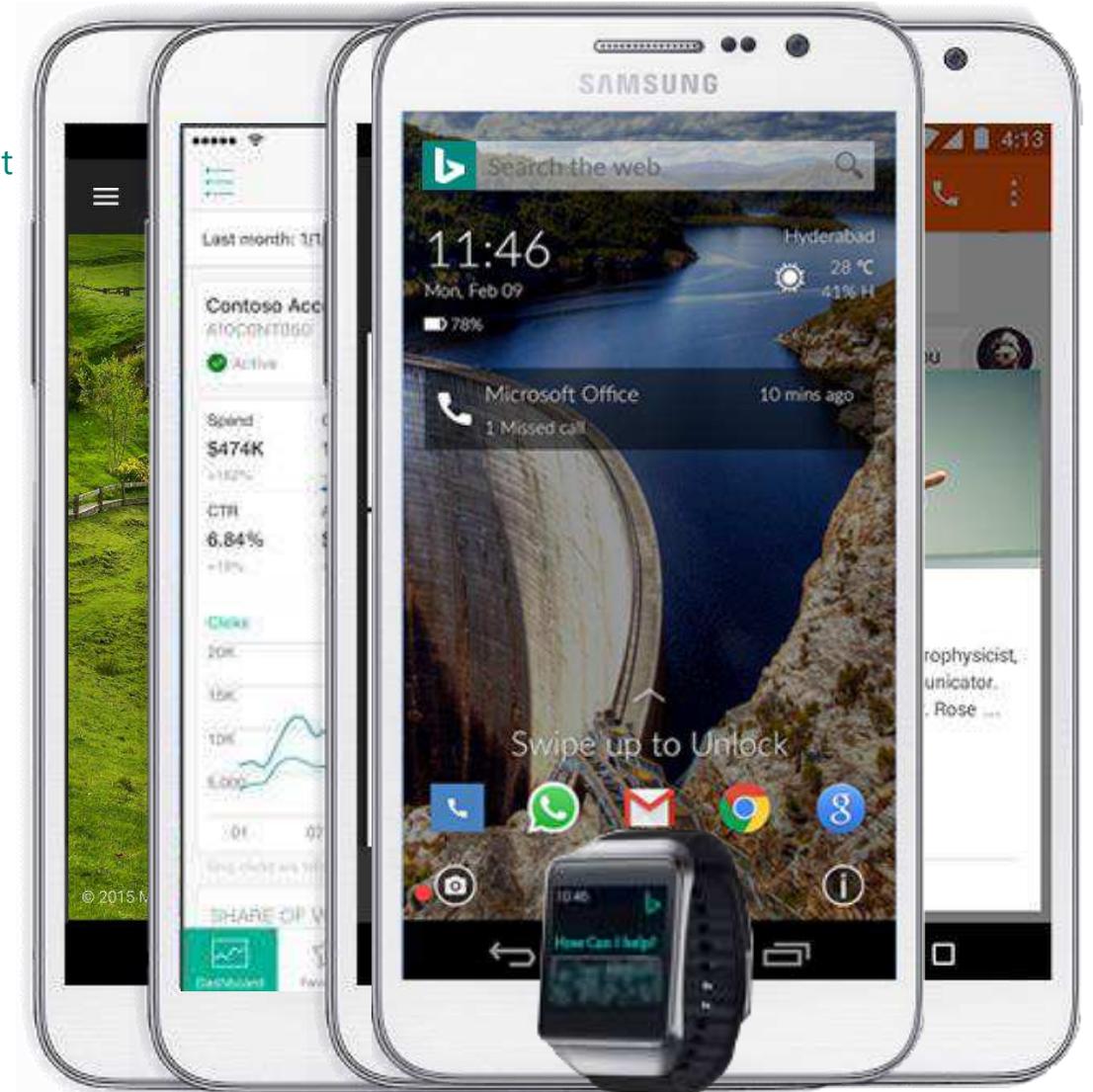
Powered by Bing, Cortana is your personal assistant on your Android Phone, helping you keep you up to date on the things that matter to you.

Picturesque lock screen

Search on the lock screen and bring the beautiful Bing home page images to your Android lock screen.

Bing torque

Shake your Android watch to voice search the web, to make a phone call, to text your friends, to launch an app, or to take notes with dictation.



Bing on iOS

Bing app

Type, speak, or snap a photo to look things up quickly and easily with the Bing app on iOS.

Bing Ads app

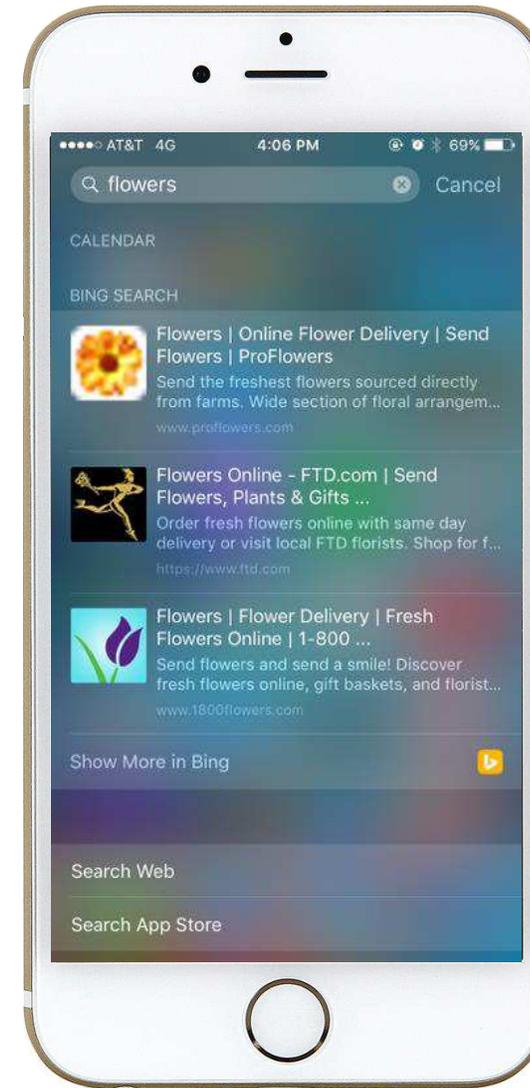
Stay on top of your Bing Ads campaigns while you're on the go. Keep your finger on the pulse of your accounts and performance data all from your mobile device.

Cortana

Powered by Bing, Cortana is your personal assistant on your iPhone, helping you keep you up to date on the things that matter to you.

Siri and Spotlight search

Bing Powers web search results on Spotlight and Siri across Apple devices.



8. Hi Cortana

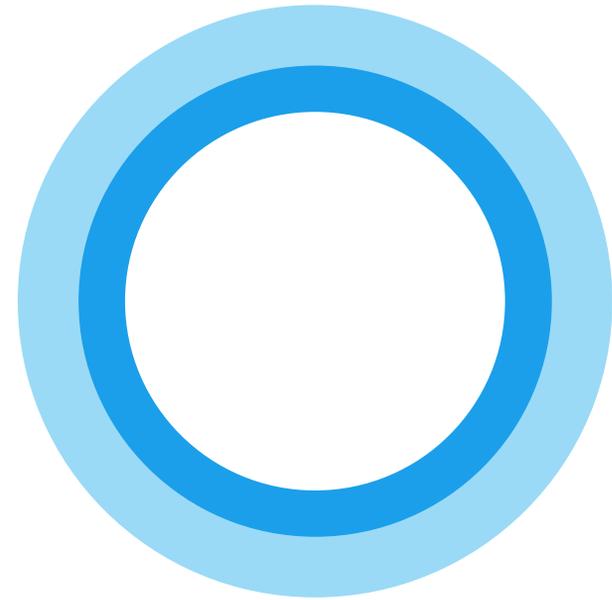
Wie ändert sich das Suchverhalten?



Let's chat



Siri

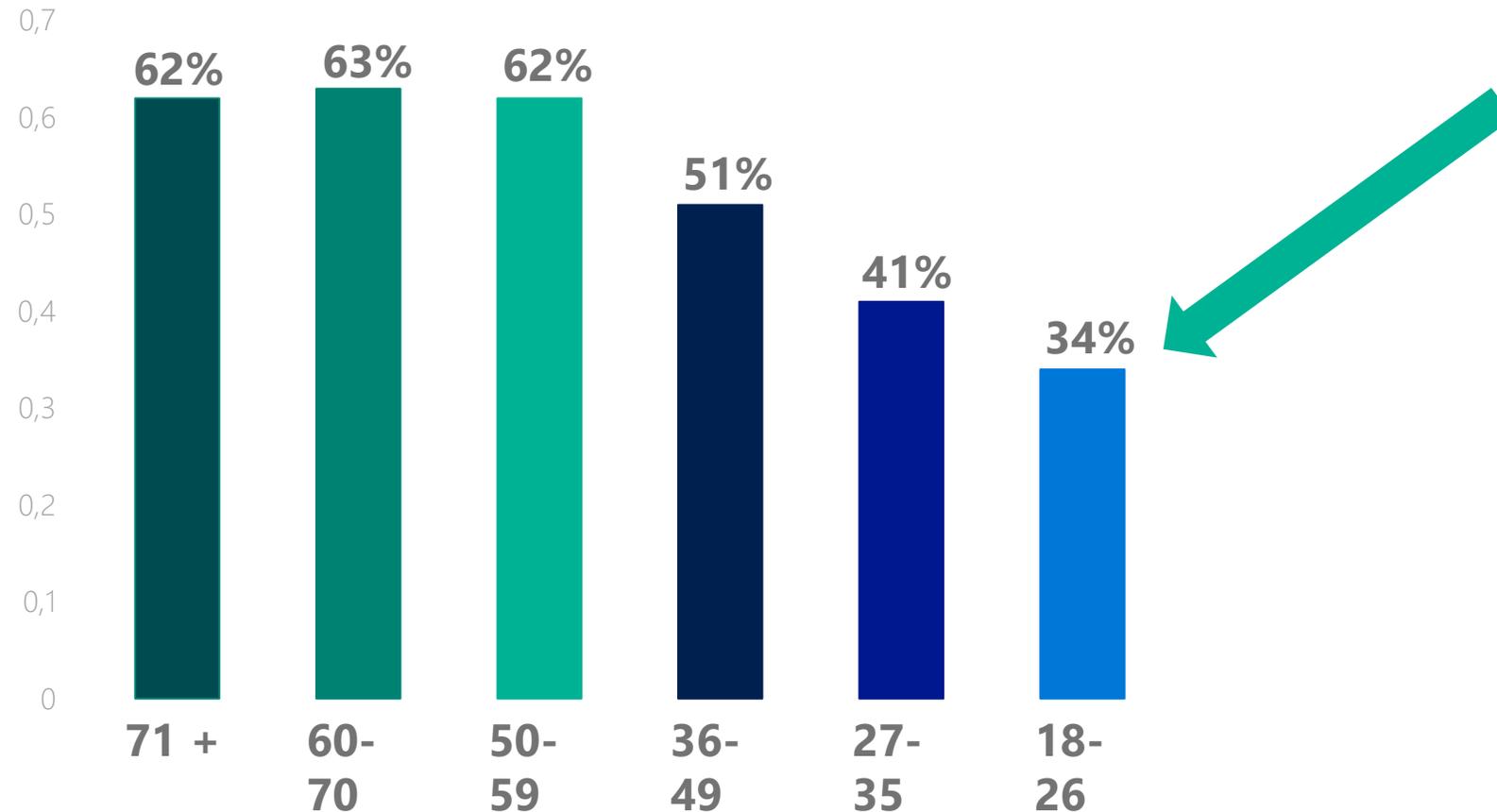


Cortana



Google Now

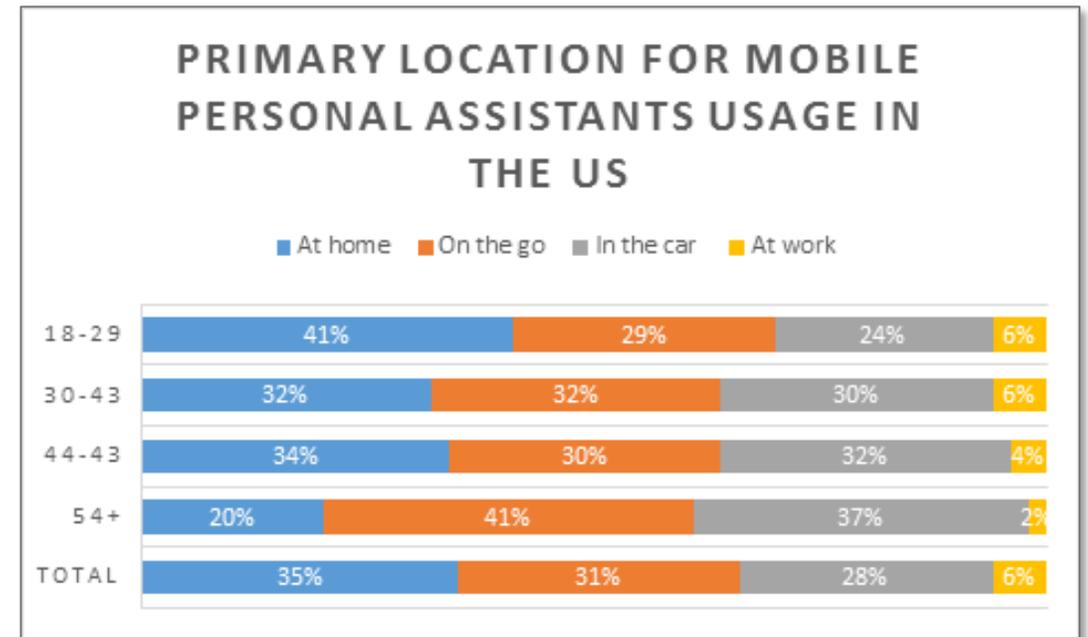
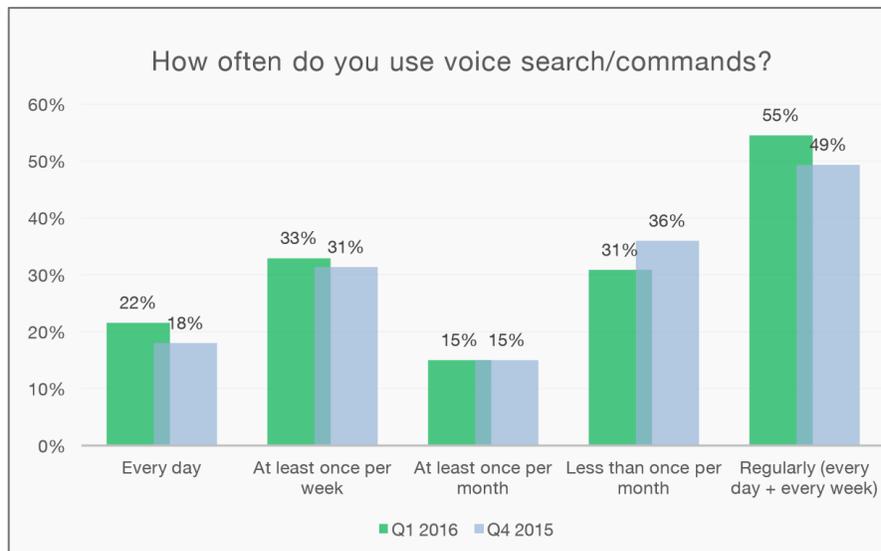
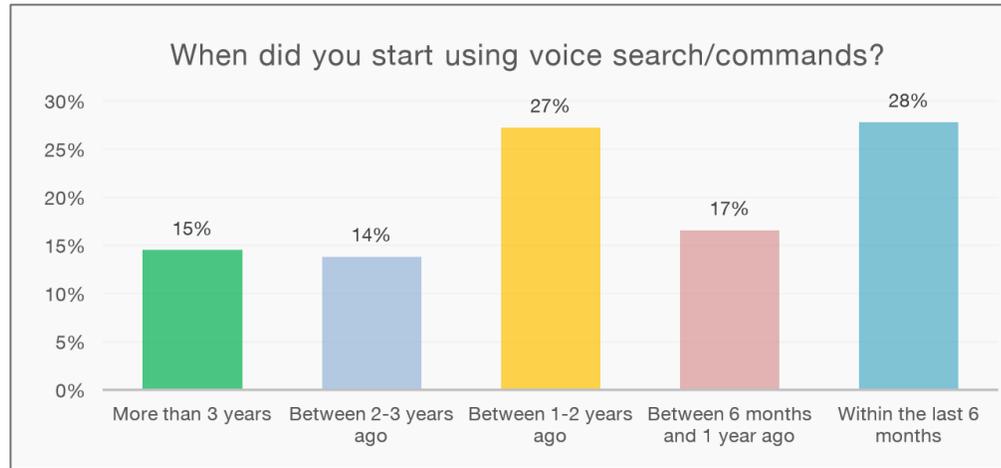
I don't ever use voice/digital assistants on my devices



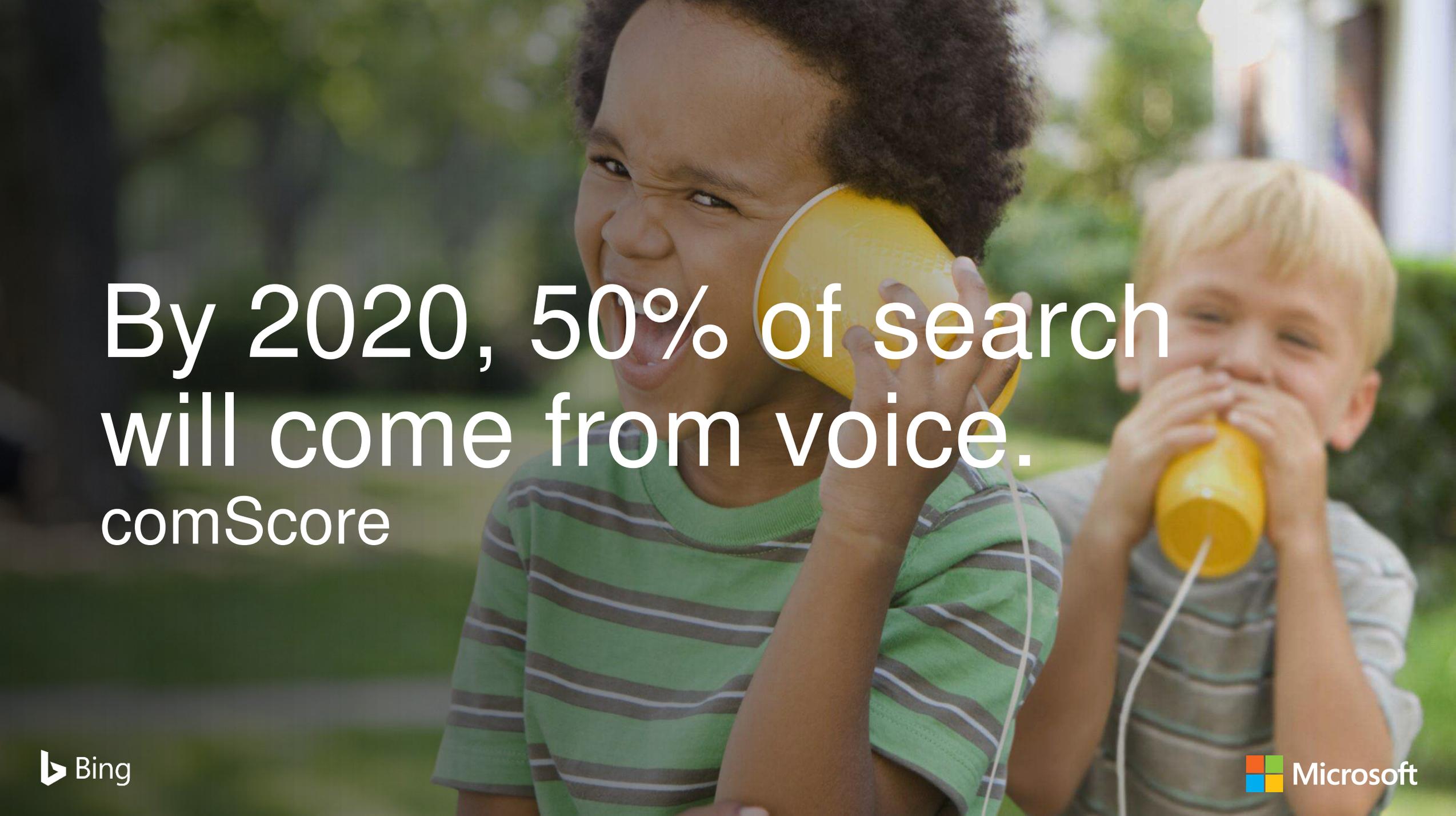
Source: Forrester Consumer Technographics North American Consumer Technographics Consumer Technology Survey, 2015

Base: N=765 (GenZ); N=757 (GenY); N=949 (GenX); N=595 (Younger Boomer); N=358 (Older Boomers); N=92 (Golden) Who Use A Smartphone Or Tablet

Digital Assistants are on the rise...

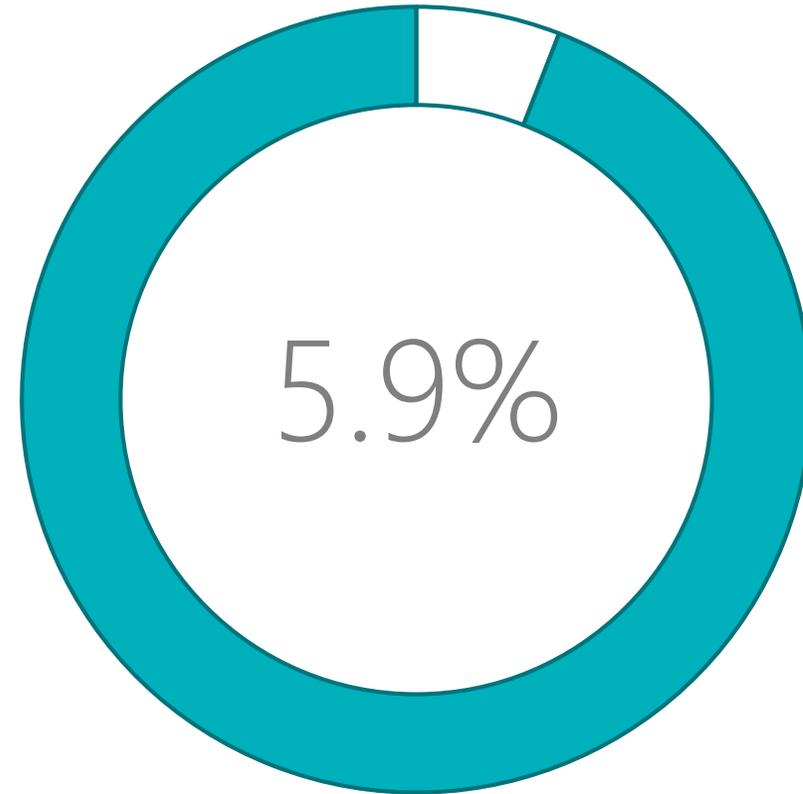


Source: Mindmeld, 2016, Intelligent Voice Assistants, Q1 User Adoption Survey

A photograph of two children playing with yellow toy phones outdoors. The child in the foreground is a young girl with dark skin and curly hair, wearing a green and grey striped shirt, holding a yellow toy phone to her ear and looking towards the camera with a slight smile. The child in the background is a young boy with light skin and blonde hair, wearing a grey and white striped shirt, holding a yellow toy phone to his mouth as if speaking. The background is a blurred outdoor setting with green foliage.

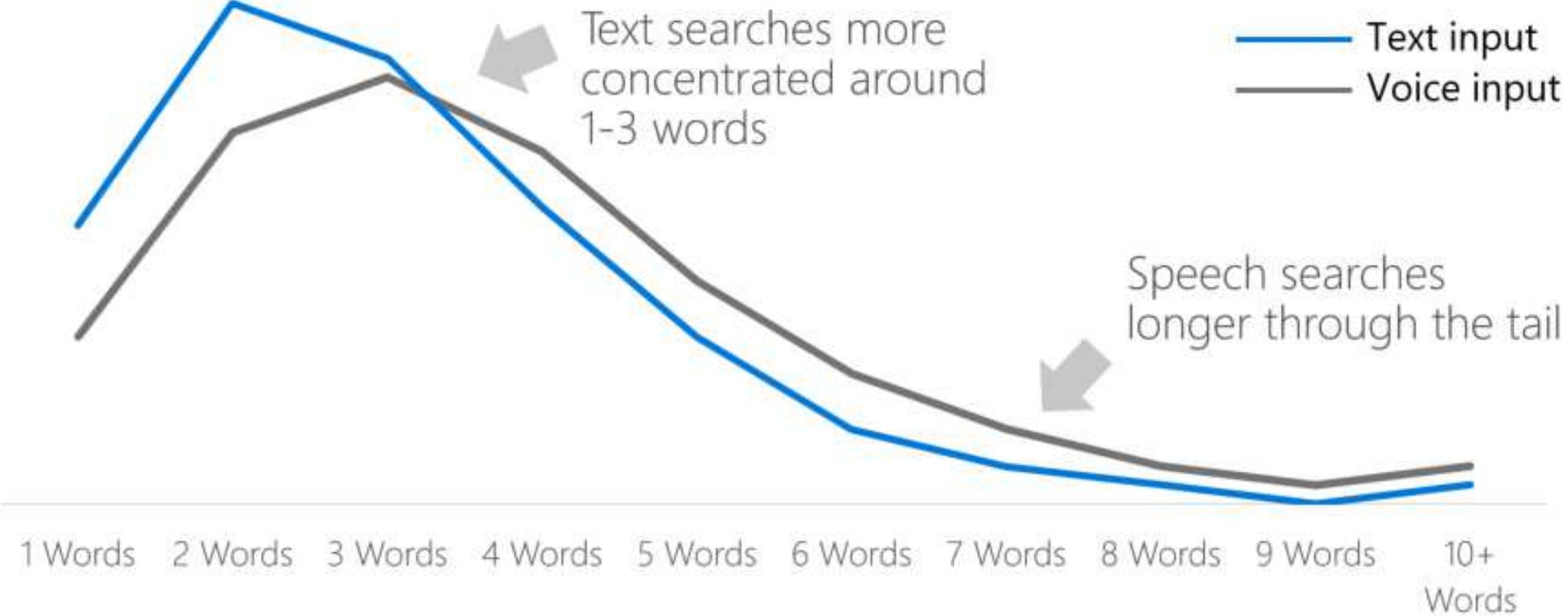
By 2020, 50% of search
will come from voice.
comScore

Microsoft Word Error
Rate (WER) has
reached human parity



<http://blogs.microsoft.com/blog/2016/10/18/historic-milestone-microsoft-researchers-achieve-human-parity-conversational-speech-recognition>

We know this



Microsoft internal data April 2015

So do this

Text input

keywords

2-3 words in length

Bahamas air fare

Bahamas vacation

Bahamas travel

Voice input

keywords

3-4 words in length

Cost for air fare to Bahamas

Bahamas vacation info

Best Bahamas vacation

package

Cheapest Bahamas travel

And this

How much does it cost to fly to the Bahamas?

Where can I find Bahamas vacation info?

What's the best Bahamas vacation package?

When is the best time to travel to the Bahamas?

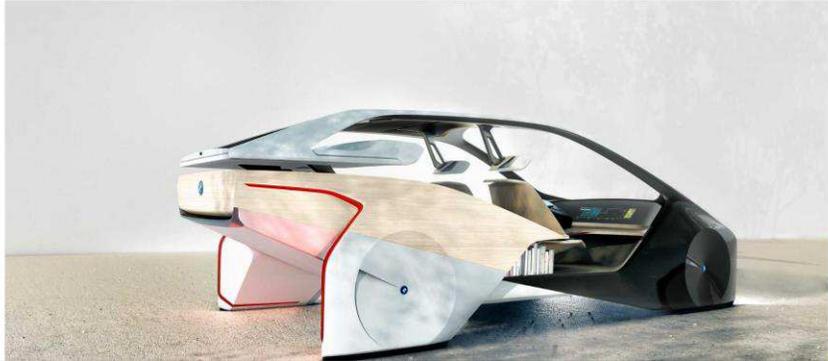
Cortana is getting really mobile



BMW at the Consumer Electronics Show (CES) 2017 in Las Vegas.

04.01.2017 Press Kit

BMW is shaping the future of mobility and the way we experience it through ongoing development projects and technically revolutionary innovations in automated driving, intelligent connectivity and interior design. At the Consumer Electronics Show (CES) 2017, taking place in Las Vegas on 5-8 January 2017, the German premium car maker will present a wide range of new products and services which are set to headline this radical change in the very near future.



9. APIs

Weitere Verbreitung von MS Services



Cognitive Services

Give your solutions a human side



Microsoft Cognitive Services preview



Vision

From faces to feelings, allow your apps to understand images and video



Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent



Language

Process text and learn how to recognize what users want



Knowledge

Tap into rich knowledge amassed from the web, academia, or your own data



Search

Access billions of web pages, images, videos, and news with the power of Bing APIs



Face APIs



Face detection

Attributes
Frontal, Female, 24



Identification
Gabrielle Cook



Vision APIs



Analysis insights

Category	People; 1 face found
Adult or racy?	Not adult; Is racy
Black & White?	No
Dominant colors	
Accent color	



OCR

Recognized text:
A GOAL WITHOUT
A PLAN IS
JUST A WISH



Smart thumbnail



How about a quick Demo?



Microsoft

CaptionBot



How-Old.net

How old do I look? #HowOldRobot

Search Faces...



How-Old.net

How old do I look? #HowOldRobot



Sorry if we didn't quite get it right - we are still improving this feature.

Try Another Photo!

Microsoft



I can understand the content of any photograph and I'll try to describe it as well as any human. I'm still learning so I'll hold onto your photo but no personal info.



I am not really confident, but I think it's a small child sitting on a beach and he seems 😊.



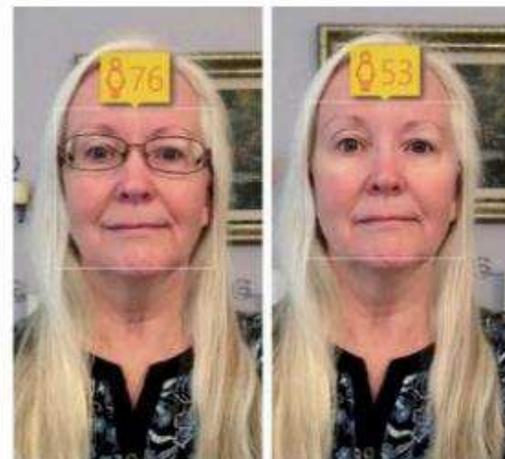
Thank you for your feedback :)



How do I manage to look younger on pictures?



Tip 1
Shave



Tip 3
Lose the glasses



Tip 2
Don't smile



Tip 4
Wear a hat

Microsoft Cognitive Services

Suche die nicht als solche erkennbar ist

The Microsoft Bot Framework:

Your bots – wherever your users are talking.

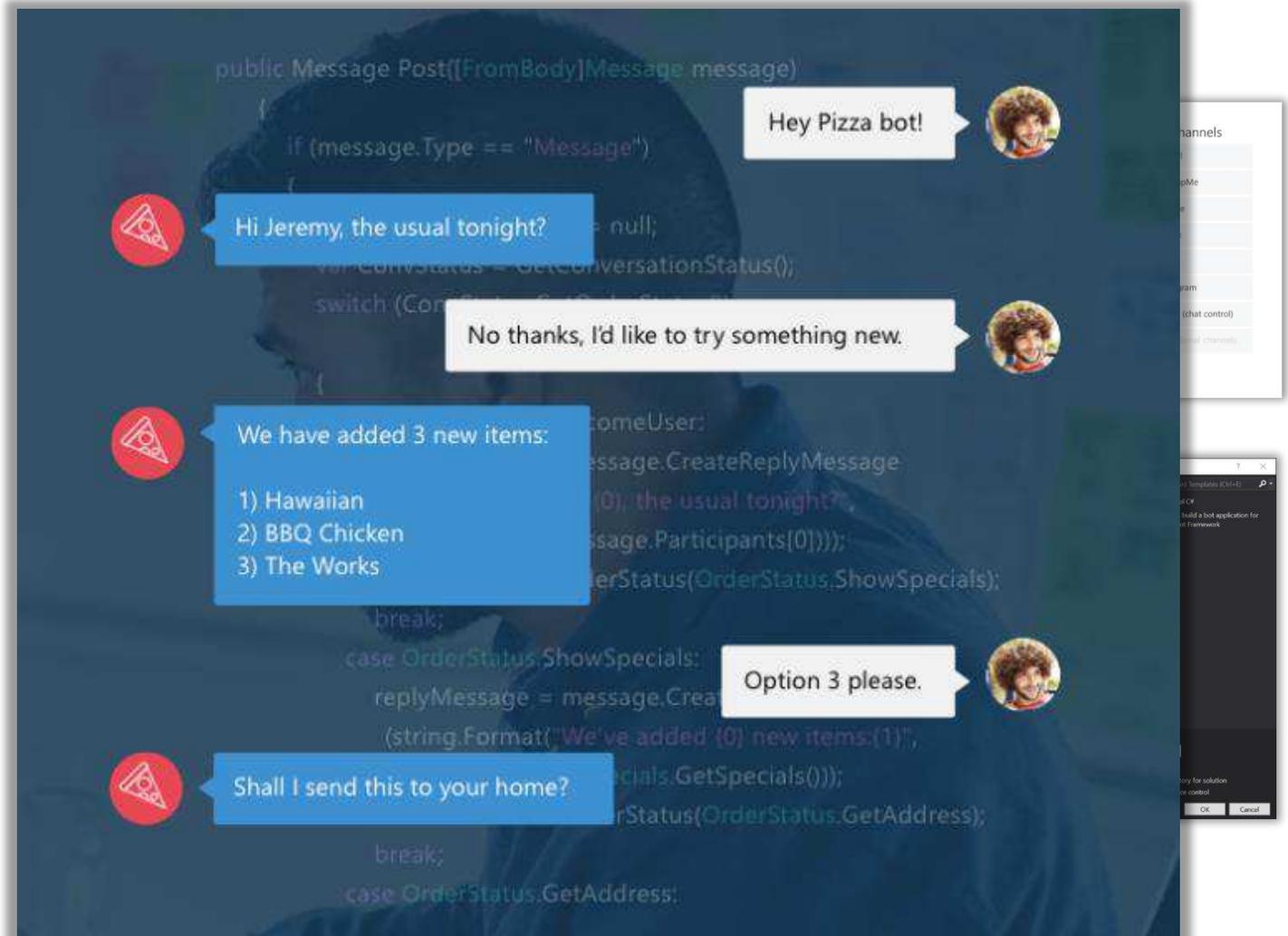
Build and connect intelligent bots to interact with your users naturally wherever they are, from text/sms to Skype, Slack, Office 365 mail and other services.

Build your own bot with Bot Builder.

Build a great bot even if you're new to bot development with Bot Builder.

Meet some bots.

Say hello! Visit the Bot Directory, try a bot and add it to your favorite experiences.





20,000+ developers began creating bots using the Microsoft Bot Framework within 1 month of launch

10. Future of Search

How we think of the future of Search



Personal and more natural way to search



Future of search



Pervasive in our everyday lives



Will be able to **predict** your needs

The future of search is **personal**

Consumer Expectations

Nearly 75% of online consumers get frustrated when content appears that has nothing to do with their interests.

Personal Digital Assistants

Rise of Digital Assistants like Cortana are able to provide results and information that relates to you and only you.

Natural Language Processing

The methods of text inputs are being complimented with more natural and personal experiences, like conversations and voice.





The future of search is **pervasive**

More Connected Devices

Expected to reach 25 Billion internet connected devices by 2020 and consumers will expect ways to interact and search on these devices seamlessly.

Search as the Intelligence

Connected devices will be smarter because of search technology and knowledge.

Persistent and Ambient

Smart devices will be always on and always around you, learning about your needs and habits and delivering information and knowledge to you.

The future of search is **predictive**

Proactive Personal Assistants

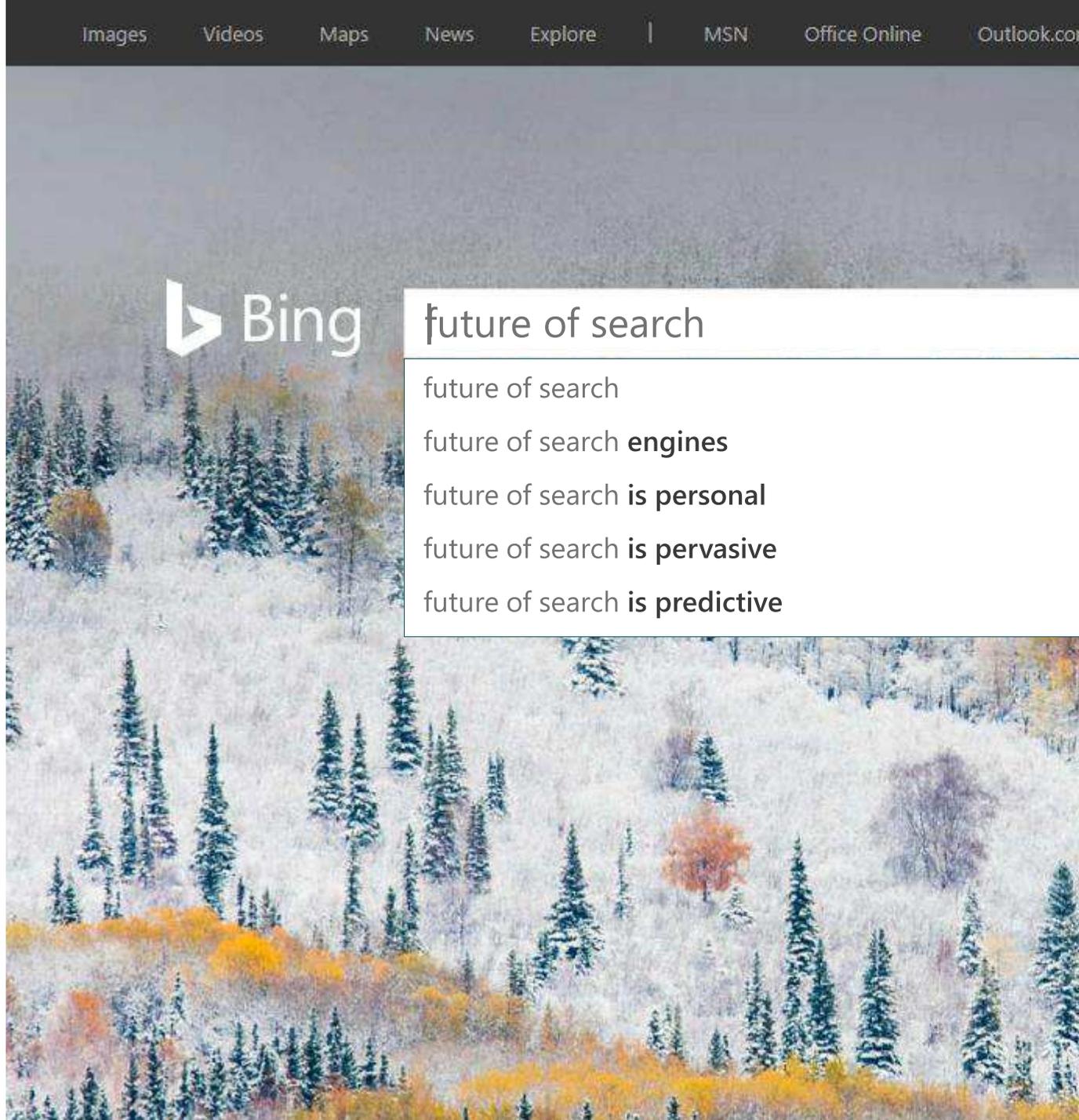
Assistants like Cortana are delivering relevant, personalized information to users, all but eliminating the need for search as we know it.

Curating Results

Advancements in AI and machine learning are improving predictive search capabilities and will soon help users find things they don't even know yet that they wanted.

Applying search data

Companies are utilizing search data to help them predict patterns and behaviors in their business.



2013

2015

2017

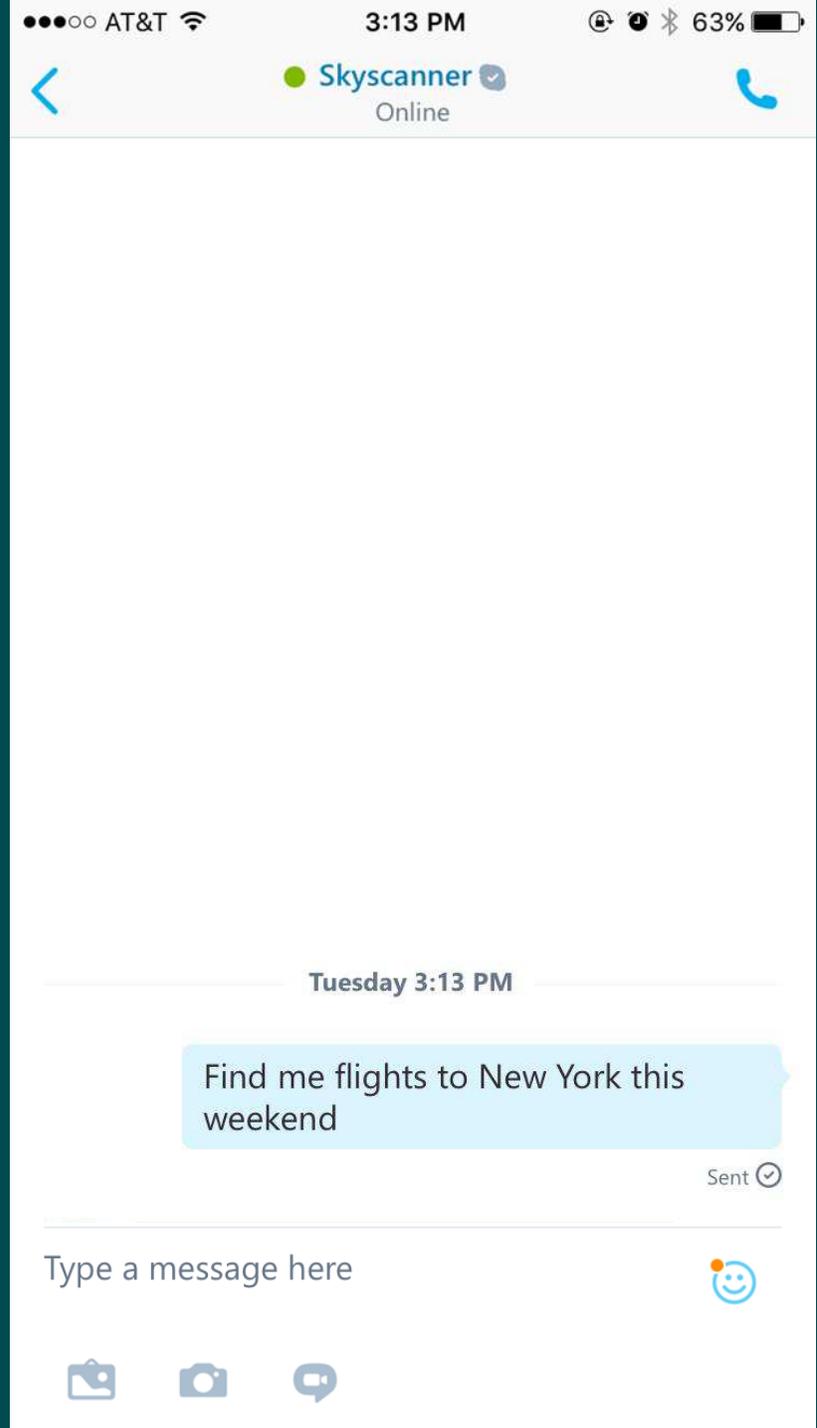
2019

Beyond

Conversations as a Platform

Beyond

Search will be a partner that can listen and communicate in dialogue with a consumer on any platform and on any device.



Prediction
use the power of search data
outside your campaigns



Pervasiveness
think of search
throughout the CDJ



Personalization
create personal experiences
and adapt for natural queries



Privacy
be transparent about
who you talk to



CaaP
begin investing in bots



What can
marketers do



By 2020, customers will manage
85% of their relationship with
the enterprise **without**
interacting with a human.

Source: Gartner Research, 2011

Thank You

Start with Bing Ads today



Appendix

Want to learn more?



Want to learn & find out more? Additional Resources

Start Campaigns on Bing Ads

<http://ads.bingads.microsoft.com/de-de/tutorial>

Get your Website ready for Cortana

<https://developer.microsoft.com/de-de/cortana>

Find out more about Bing APIs

<http://www.bing.com/partners/developers>

Bing Webmaster Console

<http://www.bing.com/toolbox/webmaster/?mkt=de-de>

Keyword Research with Bing Ads Intelligence

<https://ads.bingads.microsoft.com/de-de/bing-ads-intelligence>