# Microsoft macht Ernst.
# Bing als Alternative zu Google

Florian Trautwein - Microsoft

Online Marketing Club Augsburg – Jan 2017

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"Every business will become a software business"

***- Satya Nadella***
***CEO, Microsoft***

"Every marketer will become a digital marketer"
- Satya Nadella
Microsoft

# How do you think about search?

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

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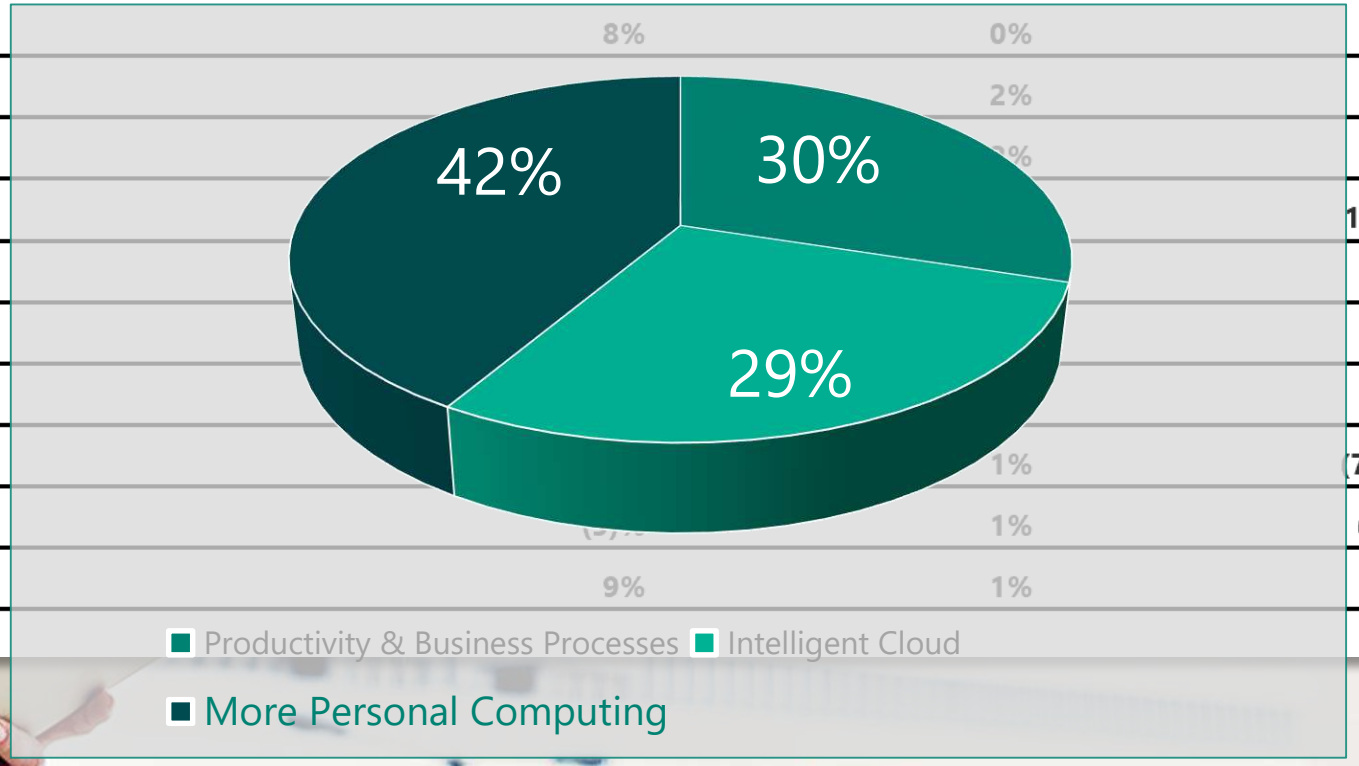
# Microsoft nimmt das Thema Suche ernst

| | 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 | | | 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% |




https://www.microsoft.com/en-us/Investor/earnings/FY-2017-Q1/press-release-webcast

Bing

# We are no longer a simple challenger.

BUSINESS INSIDER UK TECH

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

Max Slater-Robins

Nov. 24, 2015, 12:10 PM 403 1

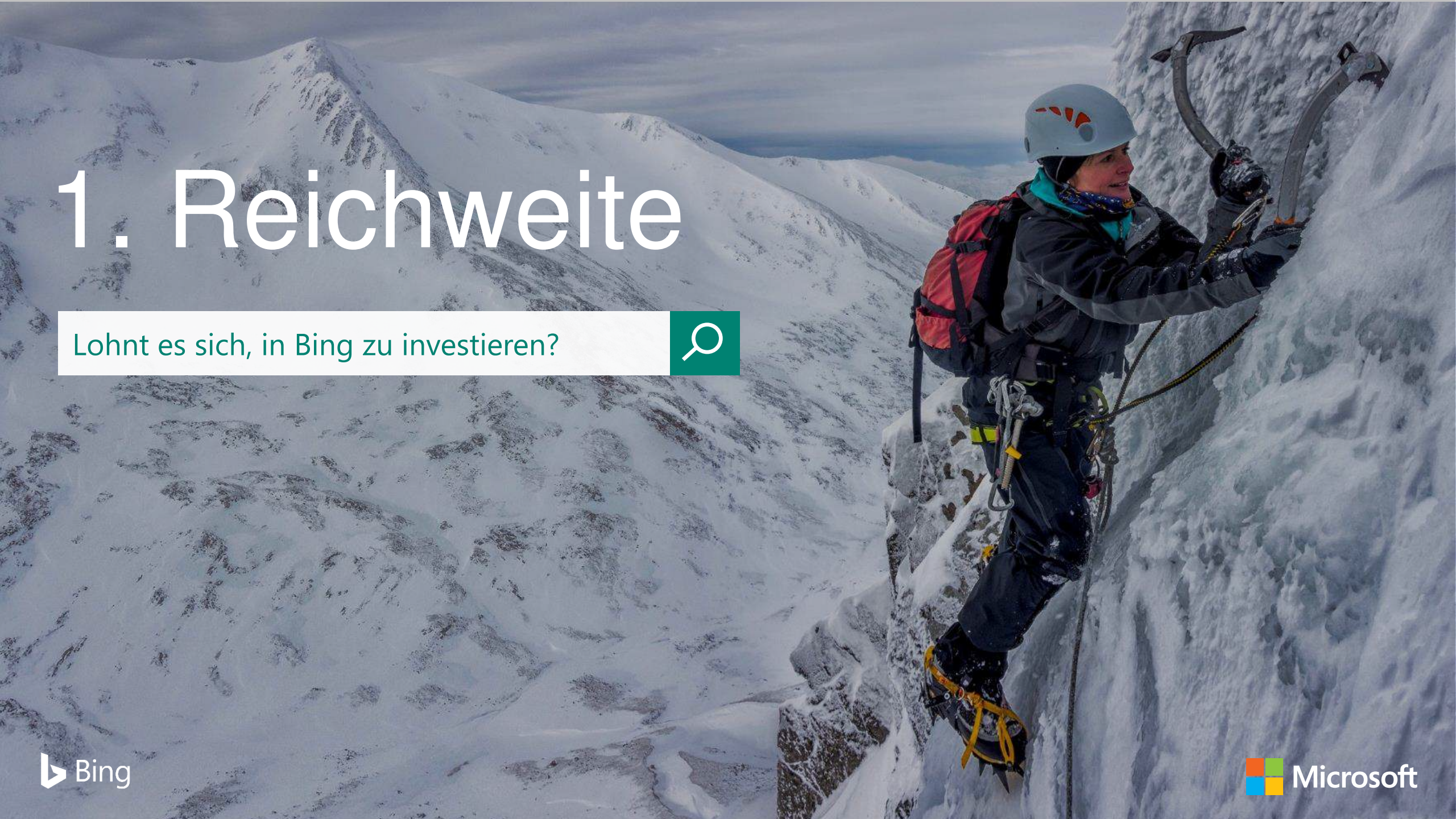
FACEBOOK LINKEDIN TWITTER EMAIL PRINT

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

Microsoft


1. Reichweite
Lohnt es sich, in Bing zu investieren?
Bing
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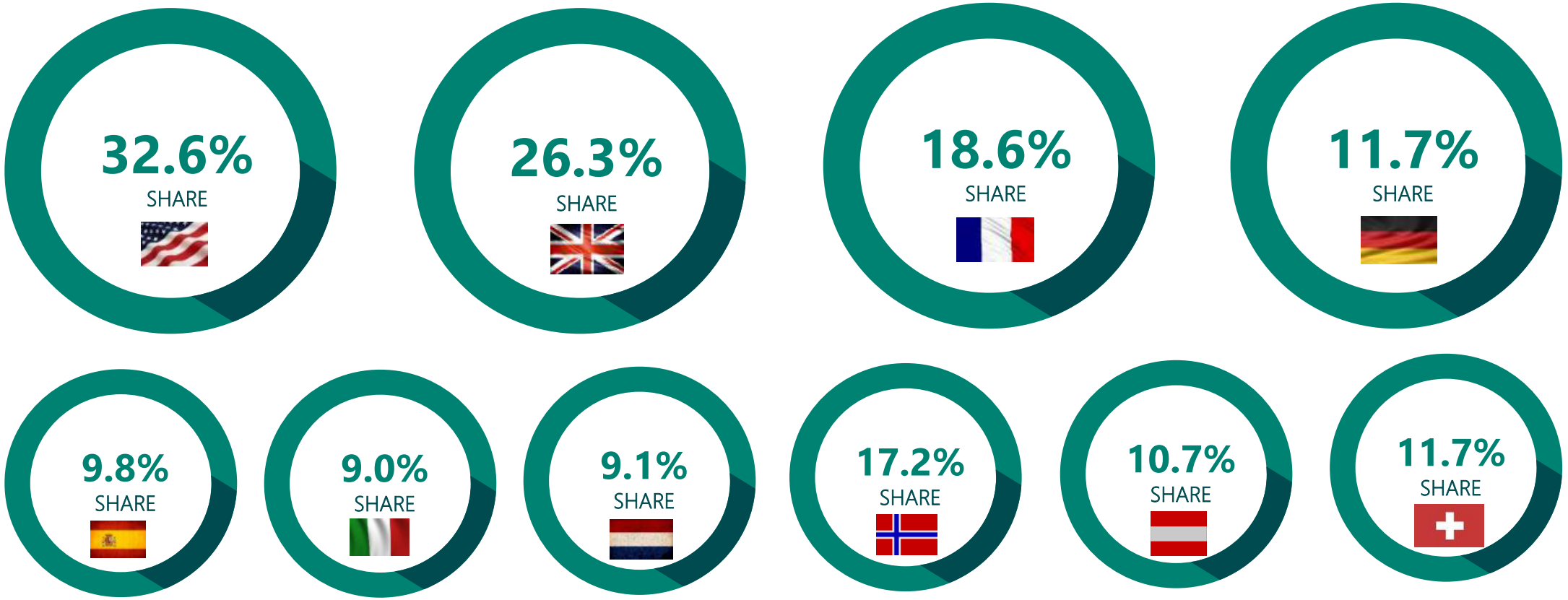
# Consistently growing audience

## 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

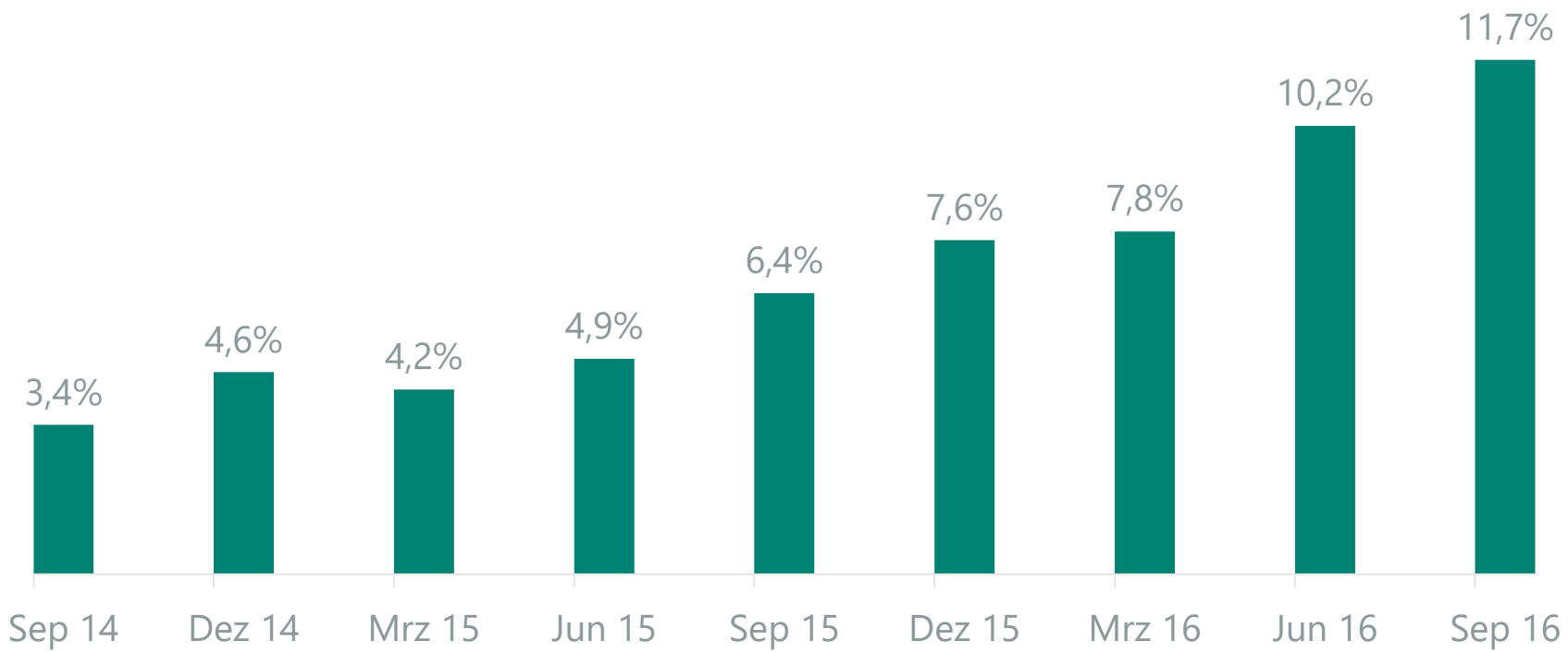
Bing

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

Microsoft

# Windows 10 boosts our audience growth

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




**Queries**
**82%**
YoY

**Click Volume***
**48%**
YoY

**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

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Microsoft Edge users retain Bing as their default

Bing

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

Microsoft

# 2. Entrypoints & Audience

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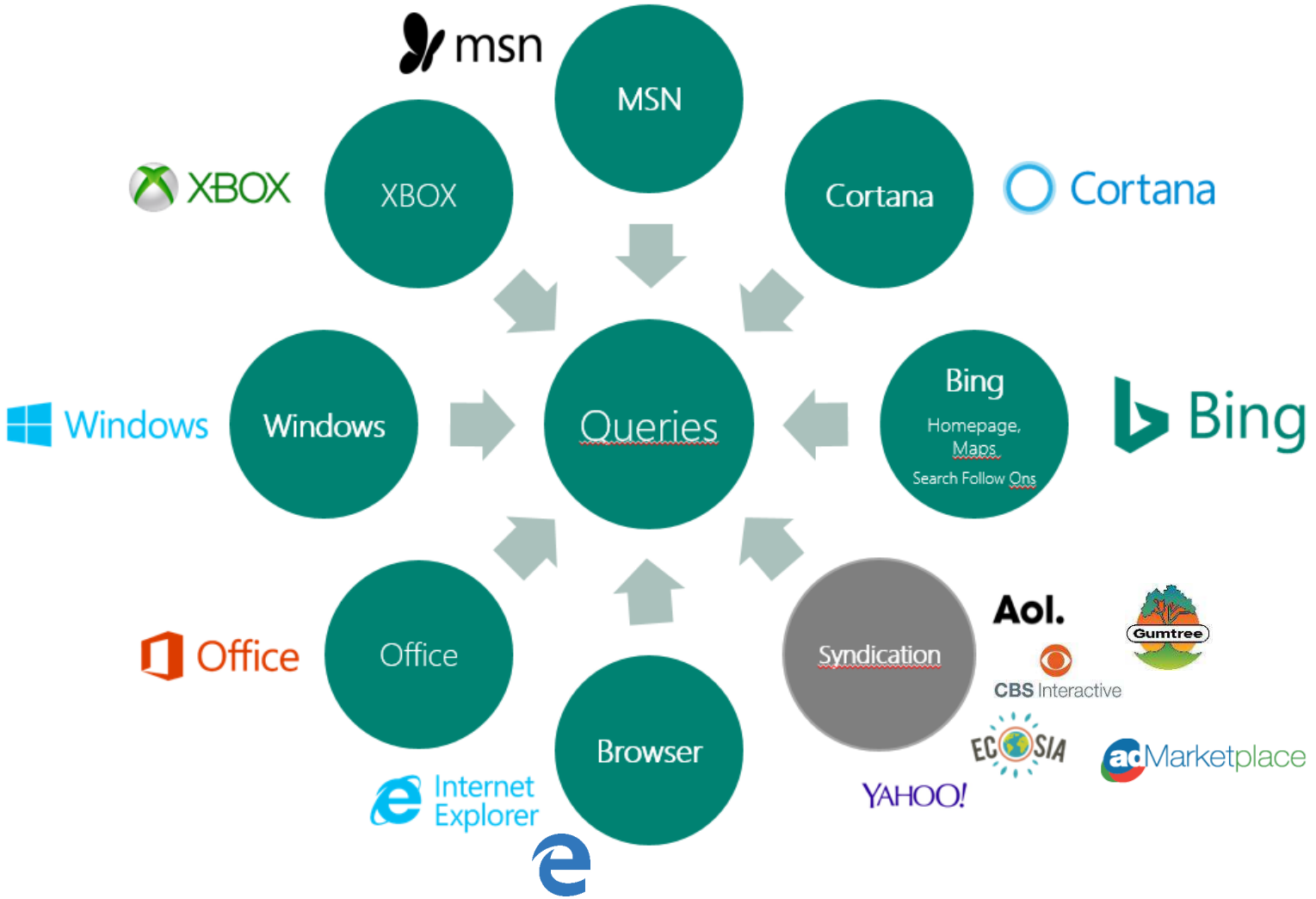
# Audience View
# Bing Entrypoints

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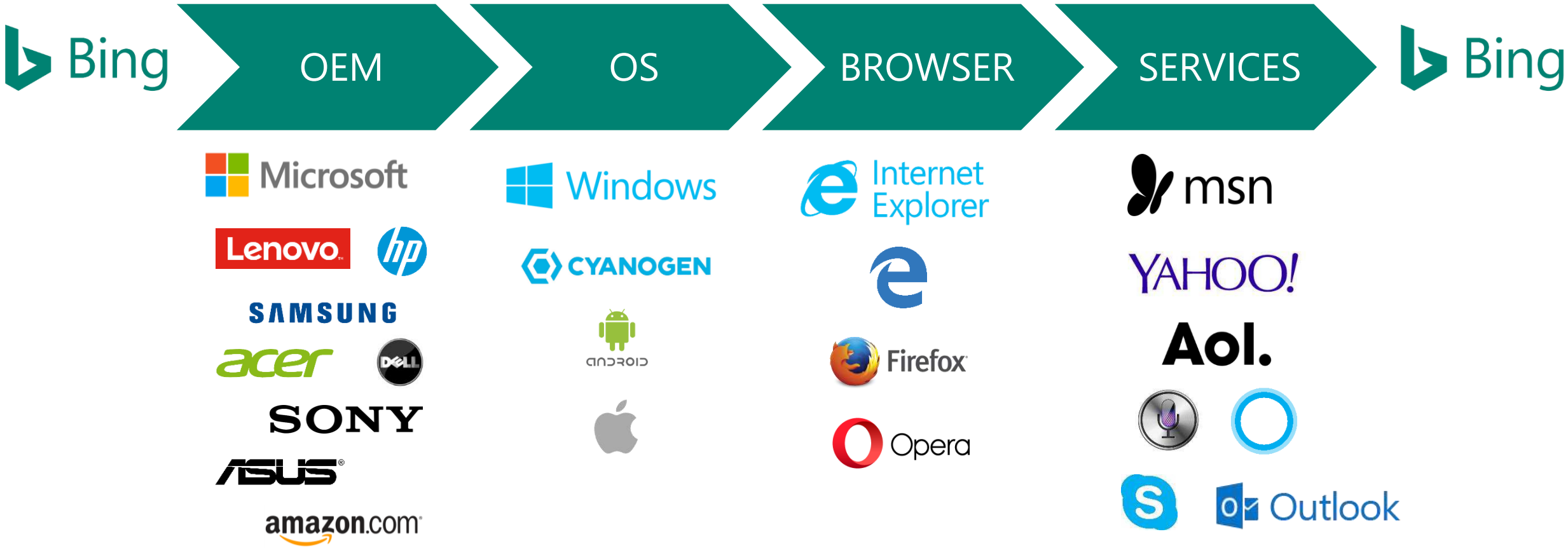
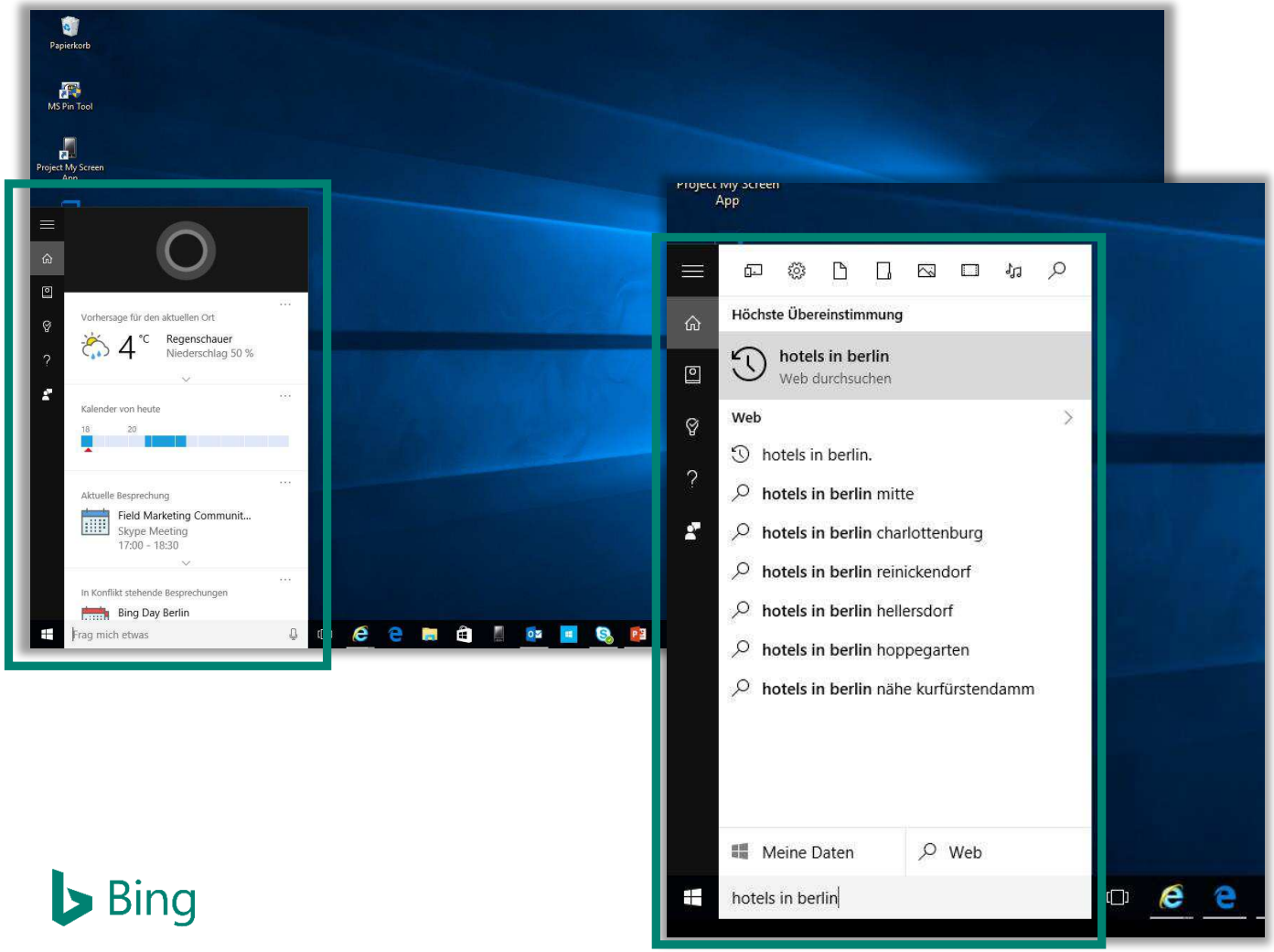
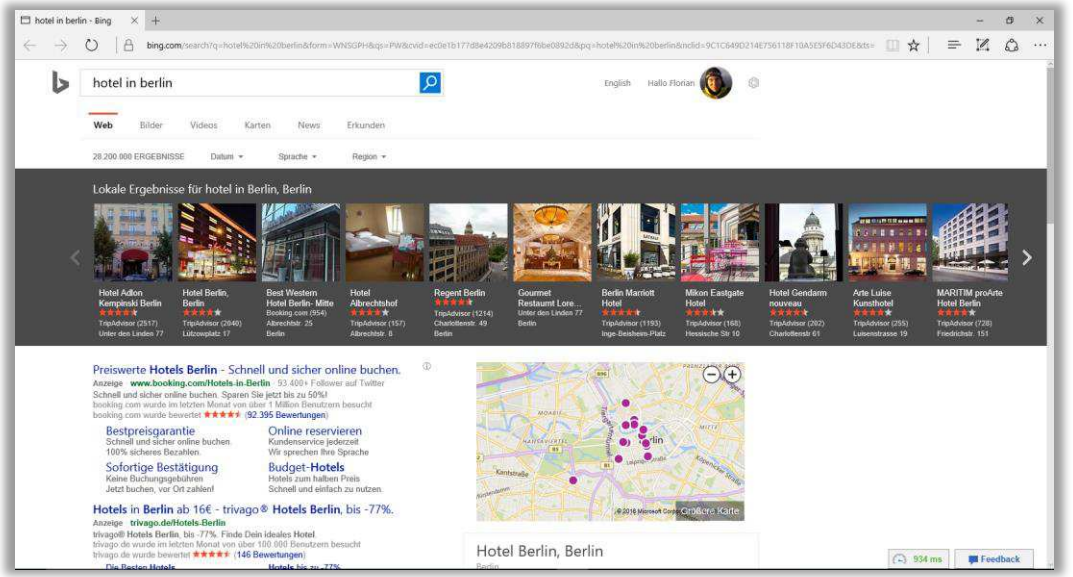
# Distribution
## How & Where Bing gets distributed



# Entrypoints – OPERATING SYSTEM (Windows 10)
# Features: Bing / Cortana Integration, Proactive Search Scenarios

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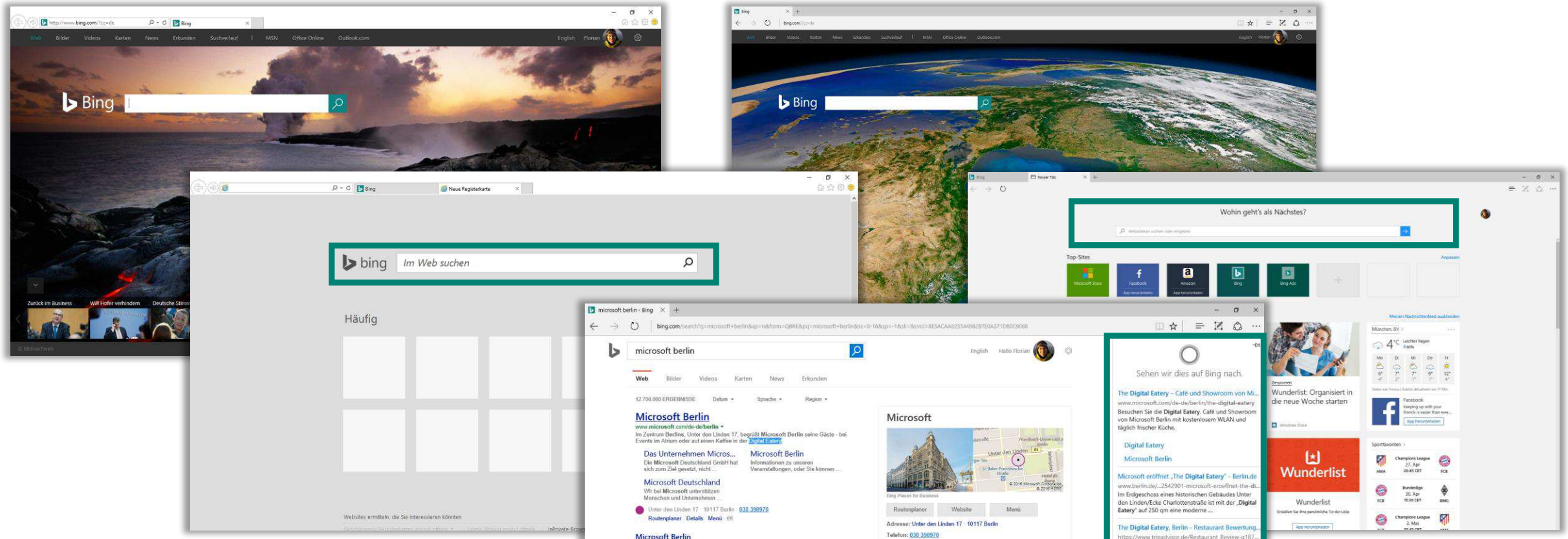
# Entrypoints – BROWSER (Internet Explorer & Edge)
# Features: New Broser tab contains search box, Cortana Integration*, Web Note*




* Only available on Edge

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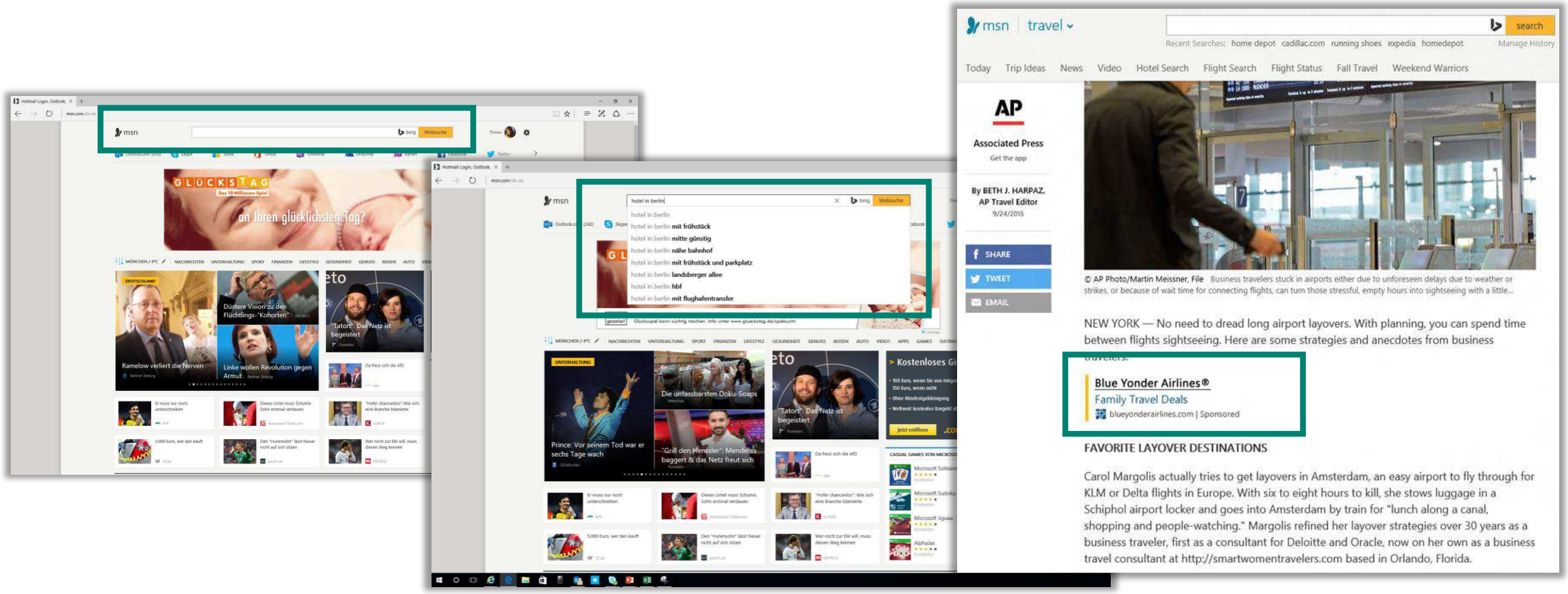
# Entrypoints – ONLINE SERVICE (MSN)
# Features: Bing Search Box, Ad Integration*




* Native Ads, Piloting US; 2016

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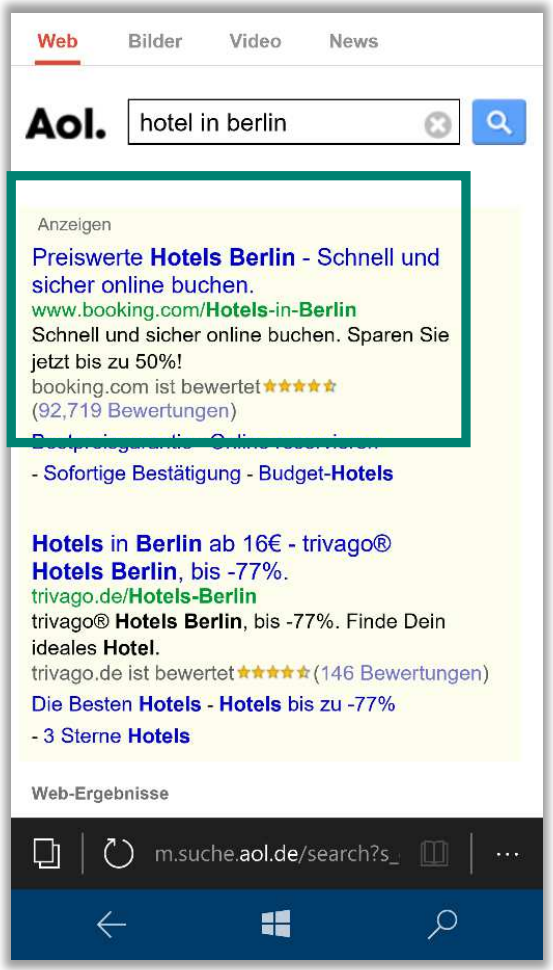
# Bing (Ads) Syndication – SEARCH ENGINE (AOL)
# Features: Bing Ads Integration including Sitelinks, Enhanced Sitelinks, Merchant Ratings etc.

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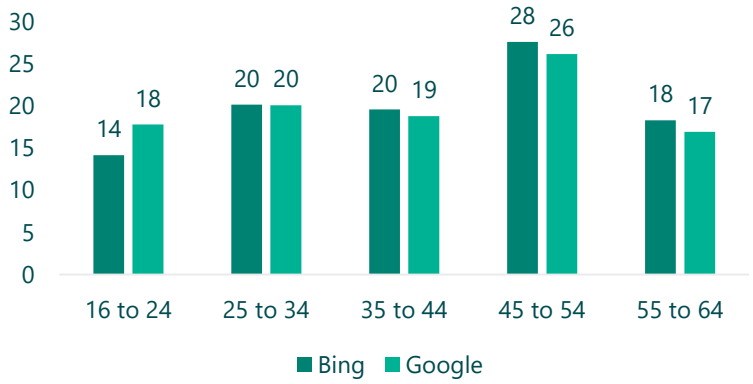
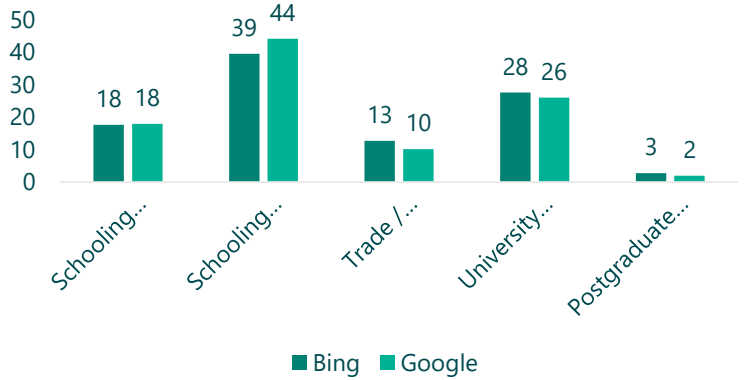
# The Bing Network - Germany

## Unsere Zielgruppe ist gebildeter und verfügt über ein höheres Einkommen

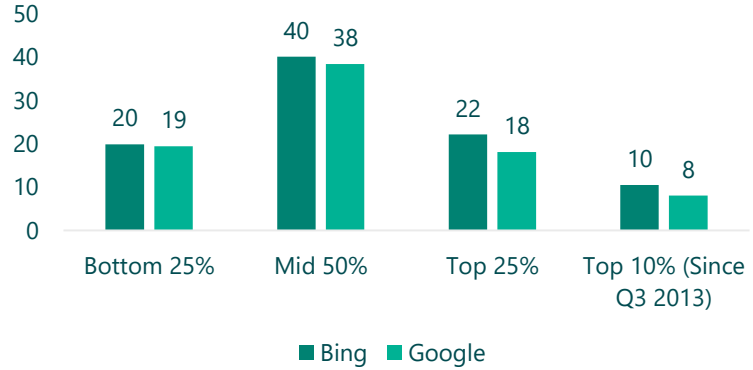
### Age (%)



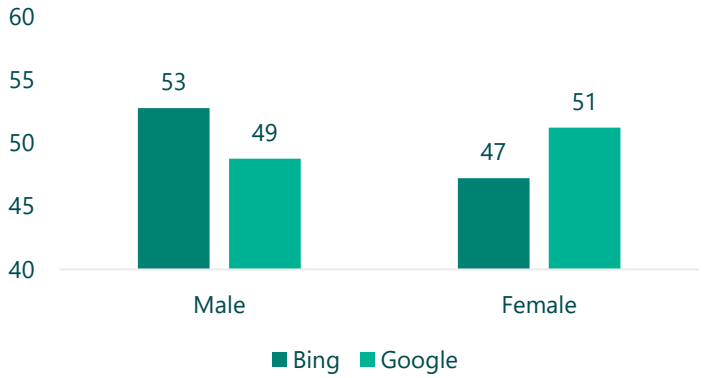

### Education (%)



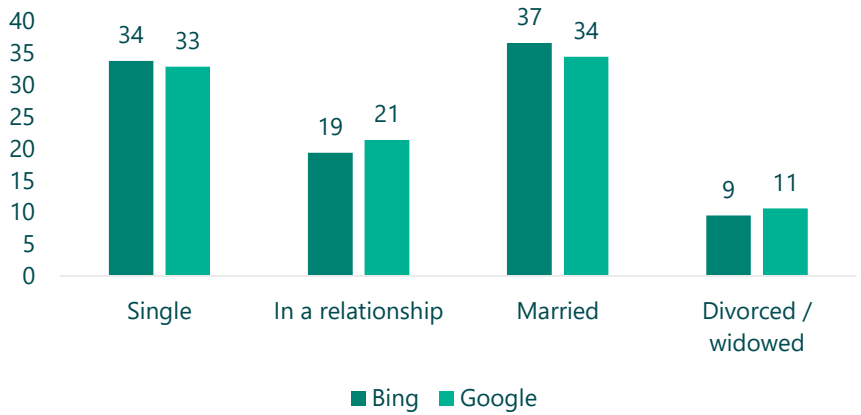

### Income (%)



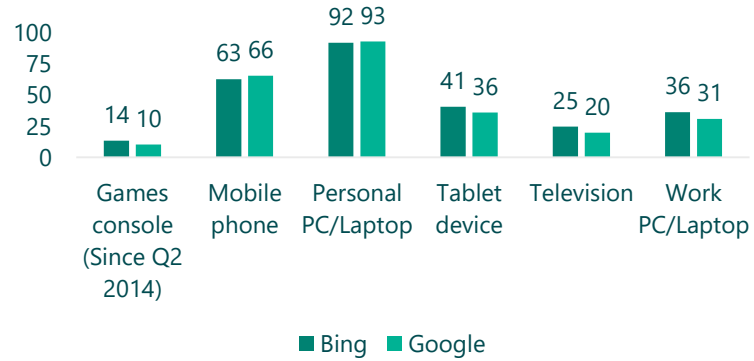

### Gender (%)




### Relationship Status (%)




### Devices Used to Access Web (last month)

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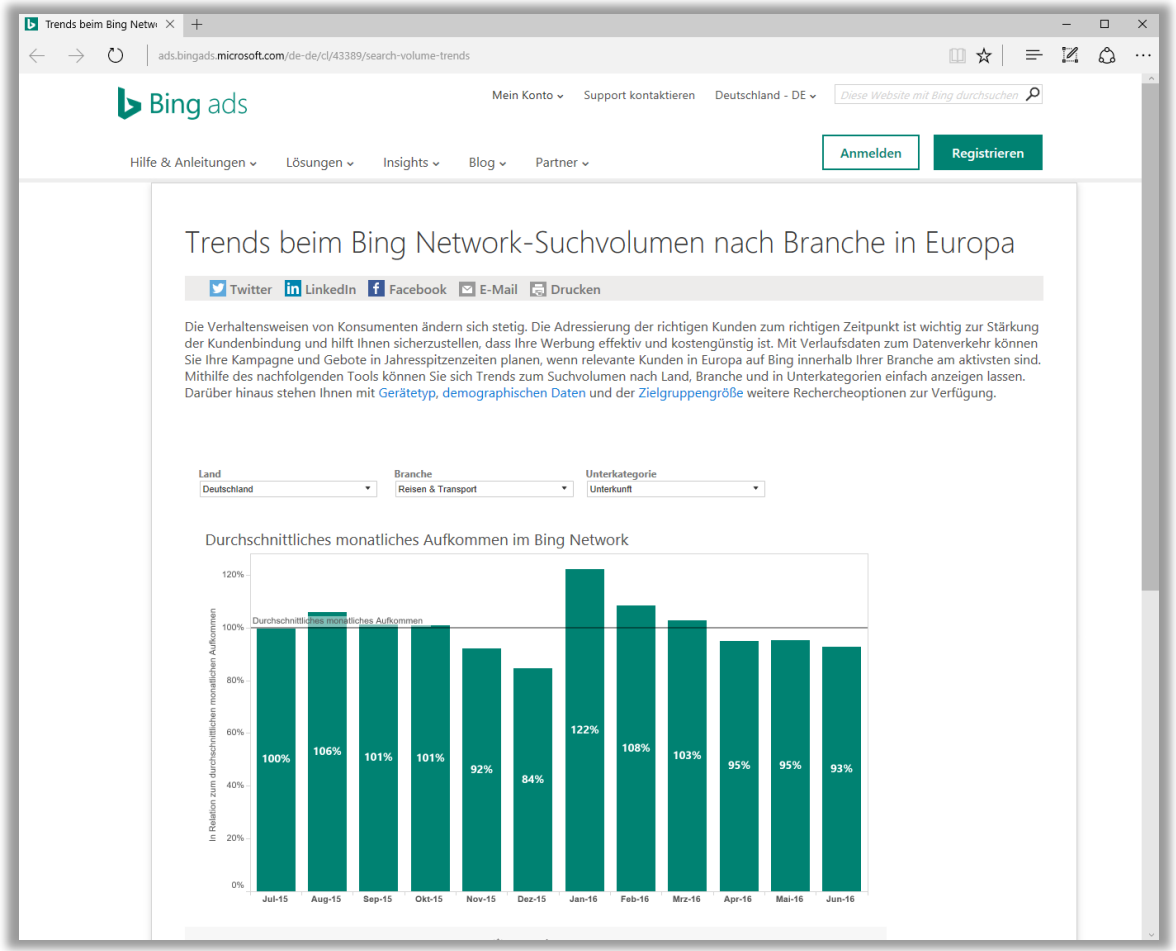
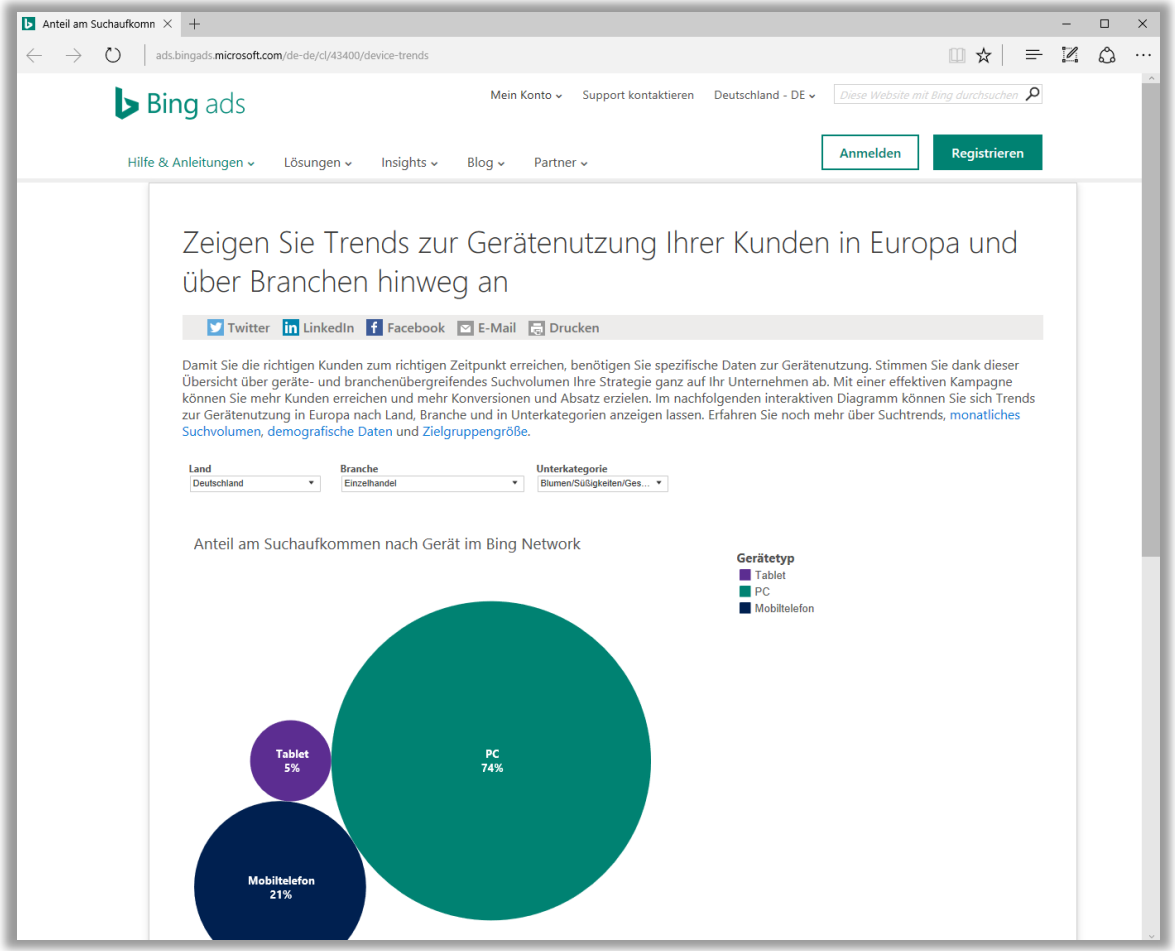
Source: GWI Global Web Index – Q3-2016

Microsoft

# 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**

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# 3. Ad Formats

Welche Werbeformate kennt Bing Ads?

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# Some Bing Ads Extensions & Annotations

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

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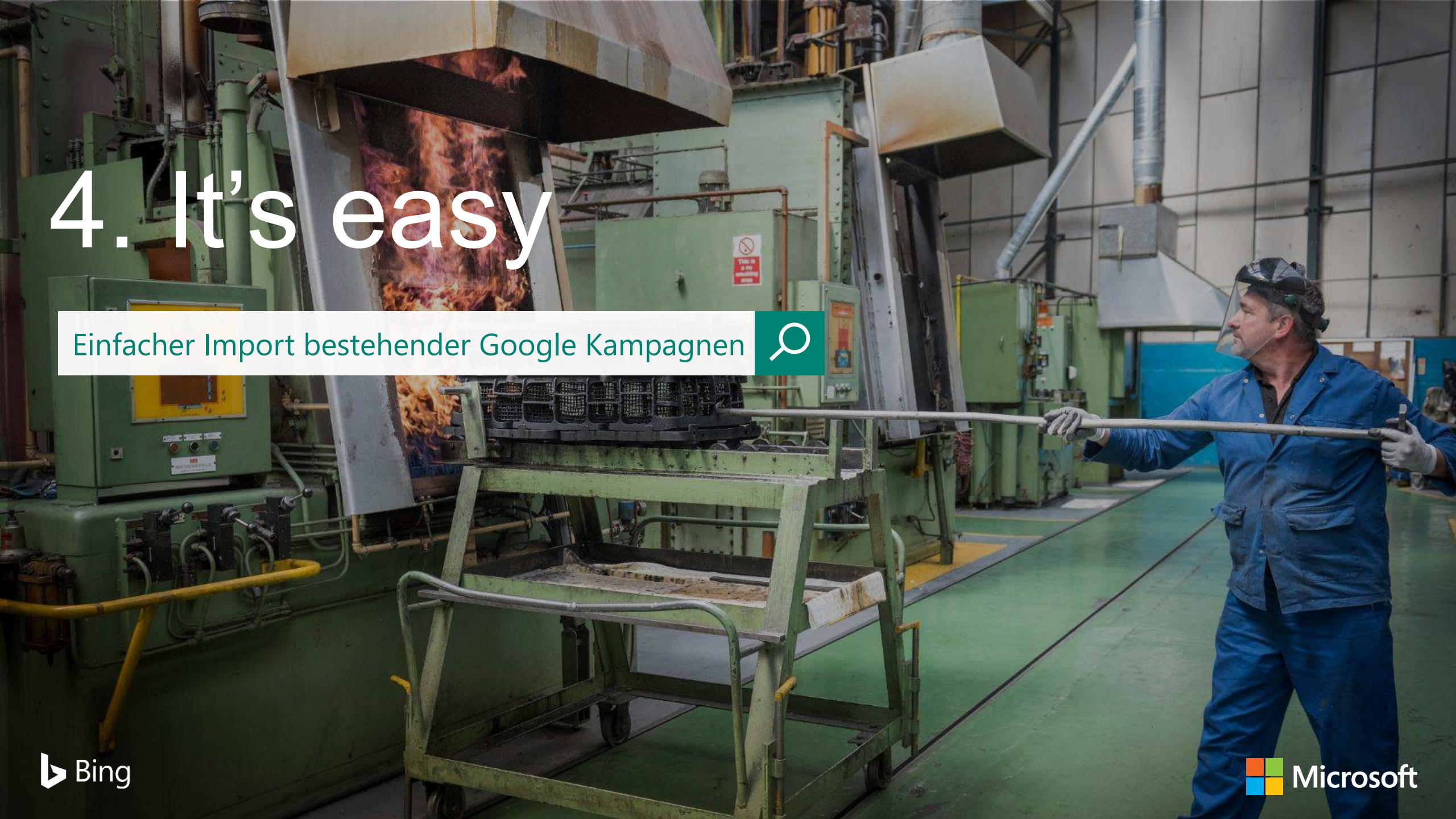

# 4. It’s easy

Einfacher Import bestehender Google Kampagnen

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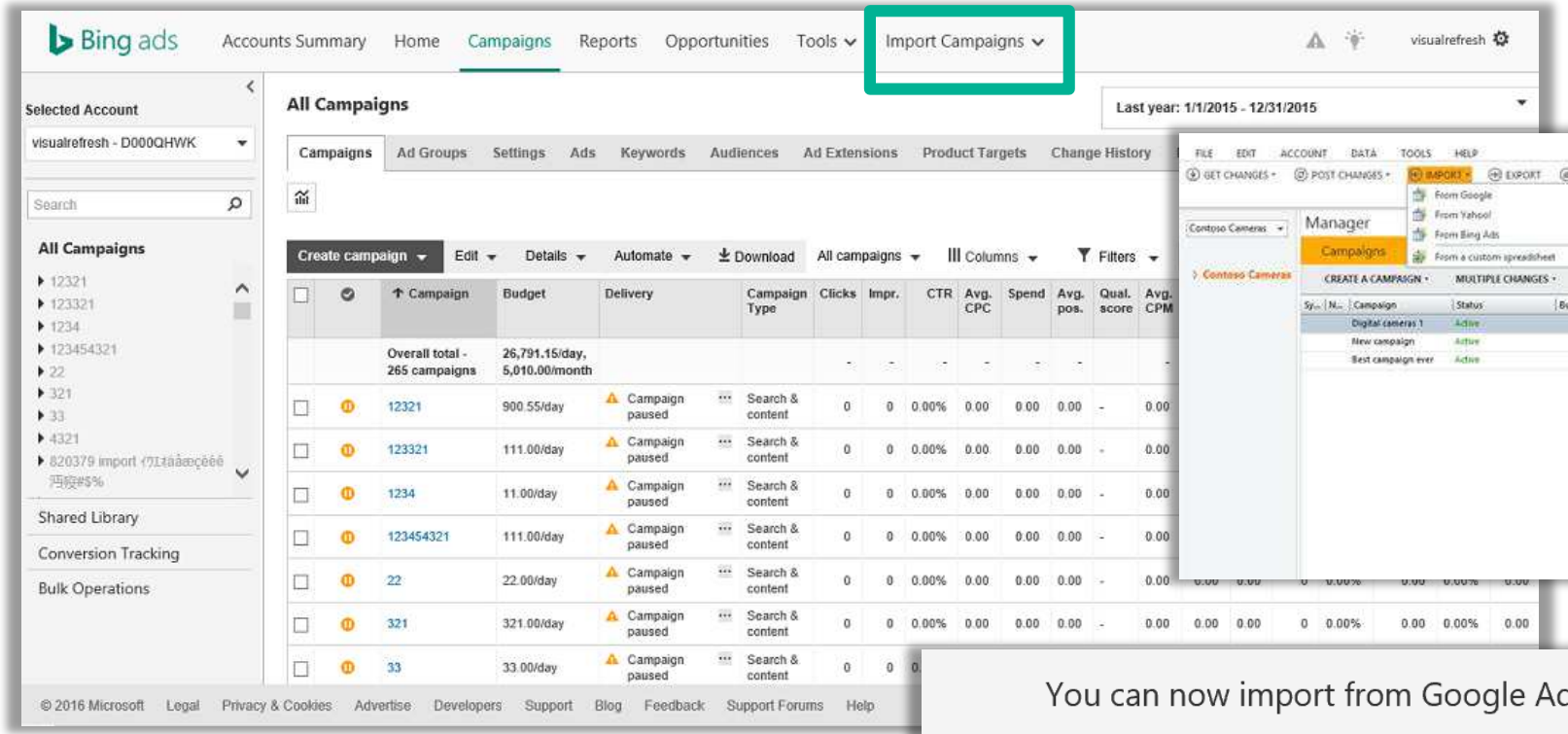
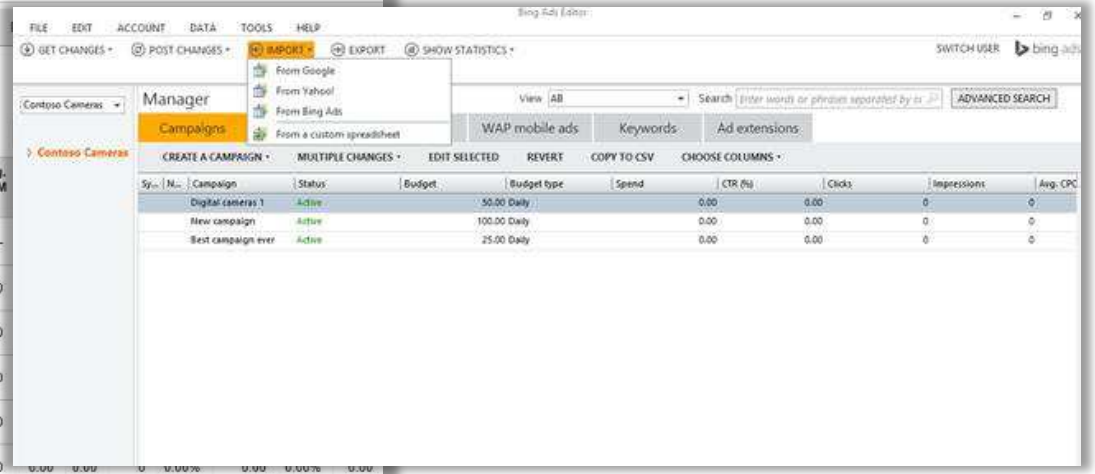
# Bing Ads Useful Tools

## Powerful Google Campaign Import Functionality in Bing Ads UI and Editor



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

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5. Our KPIs
Warum ist Bing effizienter als Google?
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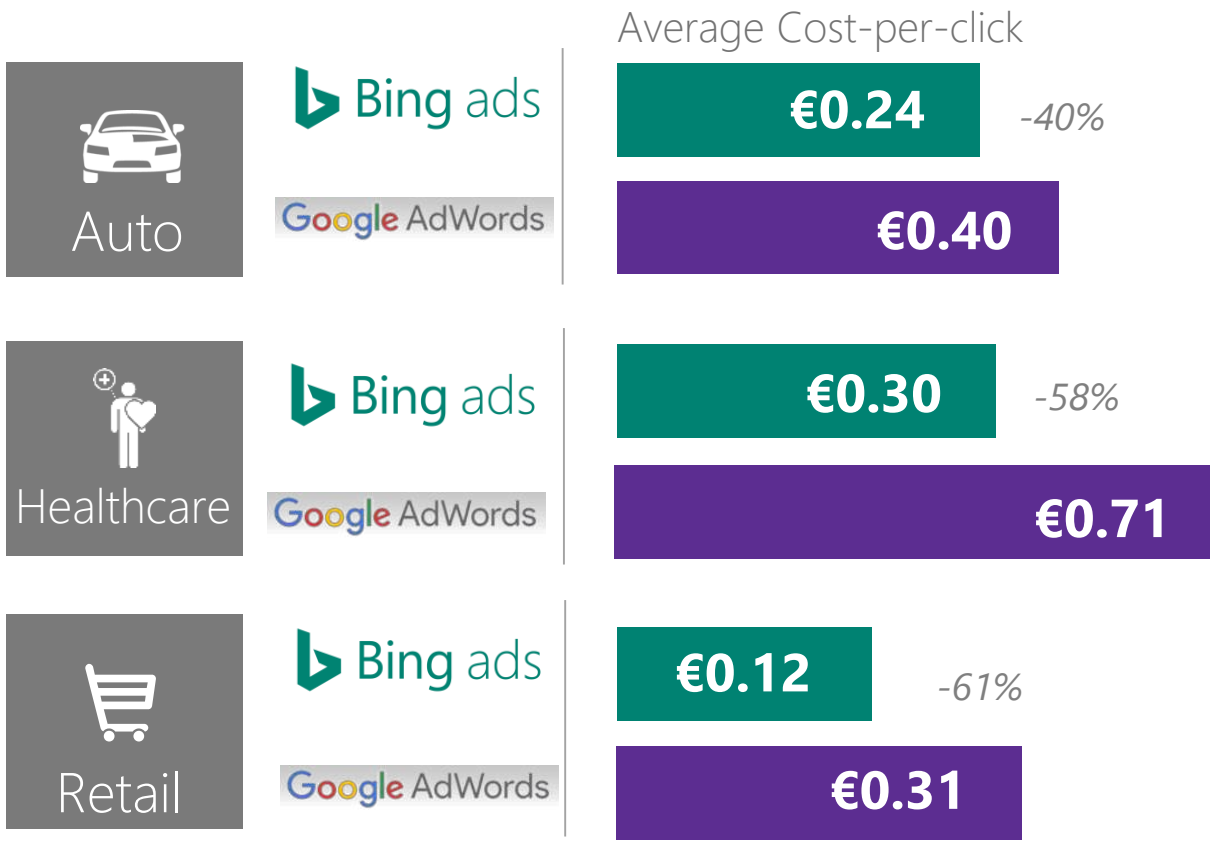
# Neutral Sources say: Bing Ads delivers better CPCs than Google AdWords in key verticals

## 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.

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# Bing delivers great Results
## Some Partner quotes…

| | periscopix | brainlabs | iProspect | 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 |

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Microsoft

6. Statistics & Insights
Was können wir besonders gut?
Bing Ads Intelligence, Power BI & Co.
Bing
Microsoft

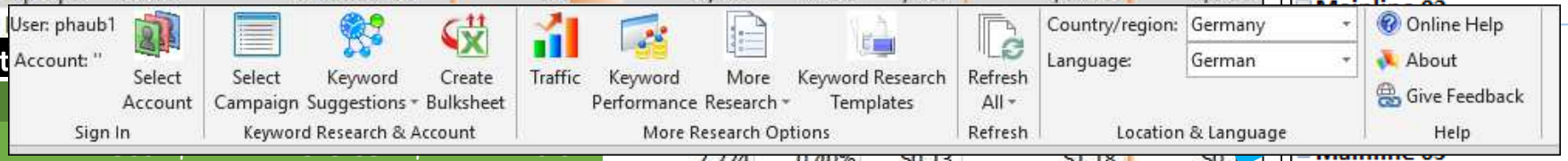
# Bing Ads Intelligence Demo

Keyword Performance

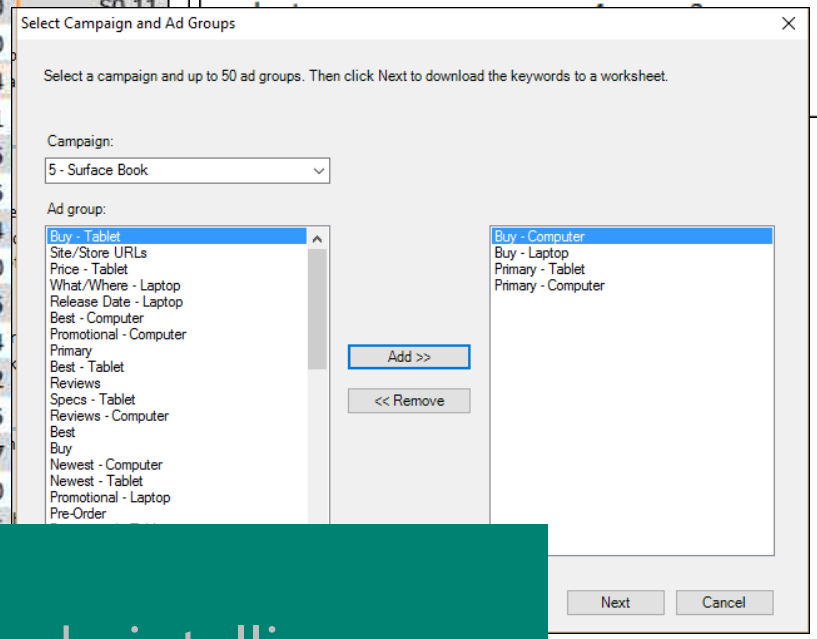
for your specified market and language

| Keyword | Device | Match type | Position | Clicks | Impressions | 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 | 58 | 5,776 | 1.00% | $0.14 | $8.12 | $0.14 |
| laptop | Desktops and laptops | Exact | Sidebar 01 | 49 | 2,224 | 0.40% | $0.13 | $1.18 | $0.1 |
| laptop | Desktops and laptops | Exact | Sidebar 02 | 43 | 1,761 | 0.23% | $0.11 | $0.43 | $0.14 |
| laptop | Desktops and laptops | Exact | Sidebar 03 | 39 | 850 | 0.94% | $0.12 | $0.98 | $0.13 |
| laptop | Desktops and laptops | Exact | Sidebar 04 | 32 | 720 | 0.56% | $0.11 | $0.43 | $0.13 |
| laptop | Desktops and laptops | Exact | Sidebar 05 | 28 | 744 | 0.13% | $0.09 | $0.09 | $0.12 |
| laptop | Desktops and laptops | Exact | Sidebar 06 | 18 | 433 | 0.00% | $0.00 | $0.00 | $0.11 |
| laptop | Desktops and laptops | Exact | Sidebar 07 | 16 | 298 | 0.00% | $0.00 | $0.00 | |
| laptop | Desktops and laptops | Exact | Sidebar 08 | 14 | 33,868 | 3.80% | $0.37 | $475.54 | |
| laptop | Desktops and laptops | Exact | Sidebar 09 | 12 | 29,521 | 2.09% | $0.40 | $245.41 | |
| laptop | Desktops and laptops | Exact | Sidebar 10 | 11 | 21,044 | 1.49% | $0.41 | $129.15 | |
| laptop | Desktops and laptops | Phrase | Mainline 01 | 17 | 18,084 | 0.90% | $0.38 | $61.45 | |
| laptop | Desktops and laptops | Phrase | Mainline 02 | 12 | 26,126 | 0.25% | $0.30 | $19.94 | |
| laptop | Desktops and laptops | Phrase | Mainline 03 | 9 | 22,235 | 0.18% | $0.31 | $12.90 | |
| laptop | Desktops and laptops | Phrase | Mainline 04 | 7 | 20,204 | 0.12% | $0.27 | $6.55 | |
| laptop | Desktops and laptops | Phrase | Sidebar 01 | 6 | 18,812 | 0.07% | $0.18 | $2.54 | |
| laptop | Desktops and laptops | Phrase | Sidebar 02 | 5 | 17,560 | 0.07% | $0.19 | $2.32 | |
| laptop | Desktops and laptops | Phrase | Sidebar 06 | 15 | 11,296 | 0.13% | $0.20 | $3.05 | |
| laptop | Desktops and laptops | Phrase | Sidebar 07 | 10 | 9,895 | 0.10% | $0.26 | $2.57 | |
| laptop | Desktops and laptops | Phrase | Sidebar 08 | 7 | 9,380 | 0.07% | $0.14 | $1.00 | |

| Position | Expect | | | | |
|---|---|---|---|---|---|
| Mainline 01 | | | | | |
| Mainline 02 | | | | | |
| Mainline 03 | 561 | $ | 173.87 | $ | 0.31 |
| Mainline 04 | 335 | $ | 86.86 | $ | 0.27 |
| Sidebar 01 | 182 | $ | 36.31 | $ | 0.25 |
| Sidebar 02 | 130 | $ | 25.17 | $ | 0.23 |
| Sidebar 03 | 81 | $ | 14.02 | $ | 0.20 |
| Sidebar 04 | 58 | $ | 9.47 | $ | 0.19 |
| Sidebar 05 | 56 | $ | 8.51 | $ | 0.18 |
| Sidebar 06 | 40 | $ | 5.77 | $ | 0.14 |
| Sidebar 07 | 29 | $ | 4.98 | $ | 0.16 |
| Sidebar 08 | 21 | $ | 4.23 | $ | 0.12 |
| Sidebar 09 | 11 | $ | 1.08 | $ | 0.12 |
| Sidebar 10 | 4 | $ | 0.43 | $ | 0.12 |




| Sum of Clicks | Column Labels | | |
|---|---|---|---|
| Row Labels | Exact | Phrase | Grand Total |
| Mainline 01 | 235 | 106 | 341 |
| laptop | 118 | 52 | 170 |
| surface | 8 | 5 | 13 |
| tablet | 109 | 49 | 158 |
| | 179 | 148 | 327 |
| | 99 | 58 | 157 |
| | 10 | 8 | 18 |
| | 70 | 82 | 152 |
| | 106 | 77 | 183 |
| laptop | 43 | 39 | 82 |
| surface | 5 | 6 | 11 |
| tablet | 58 | 32 | 90 |
| Mainline 04 | 9 | 8 | 17 |
| | | | 6 |
| | | | 0 |
| | | | 11 |




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

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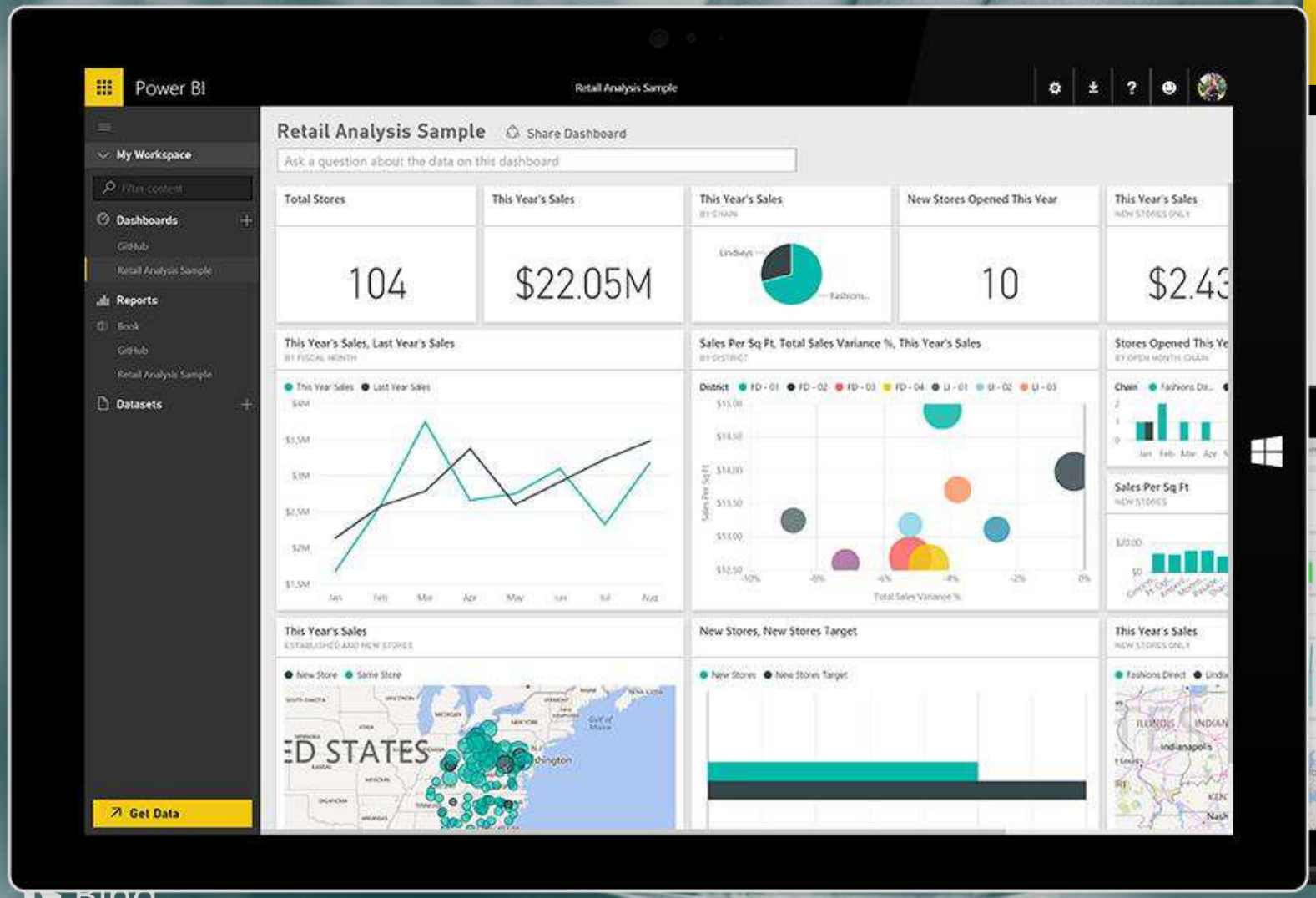
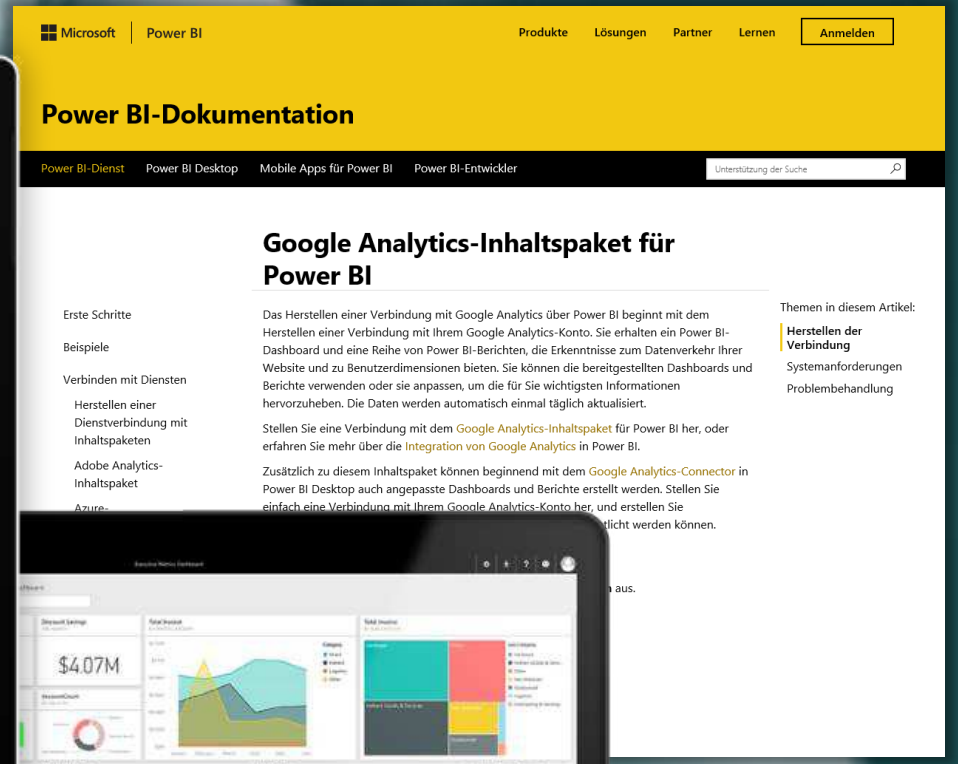
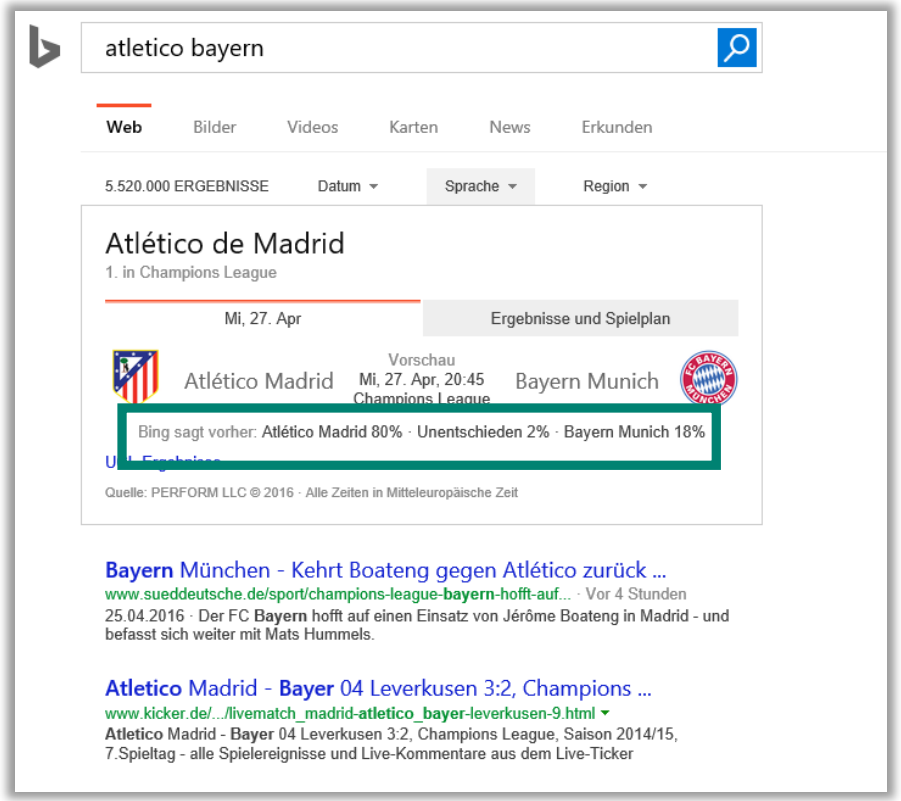
# And we're using the latest technology …that are providing additional value

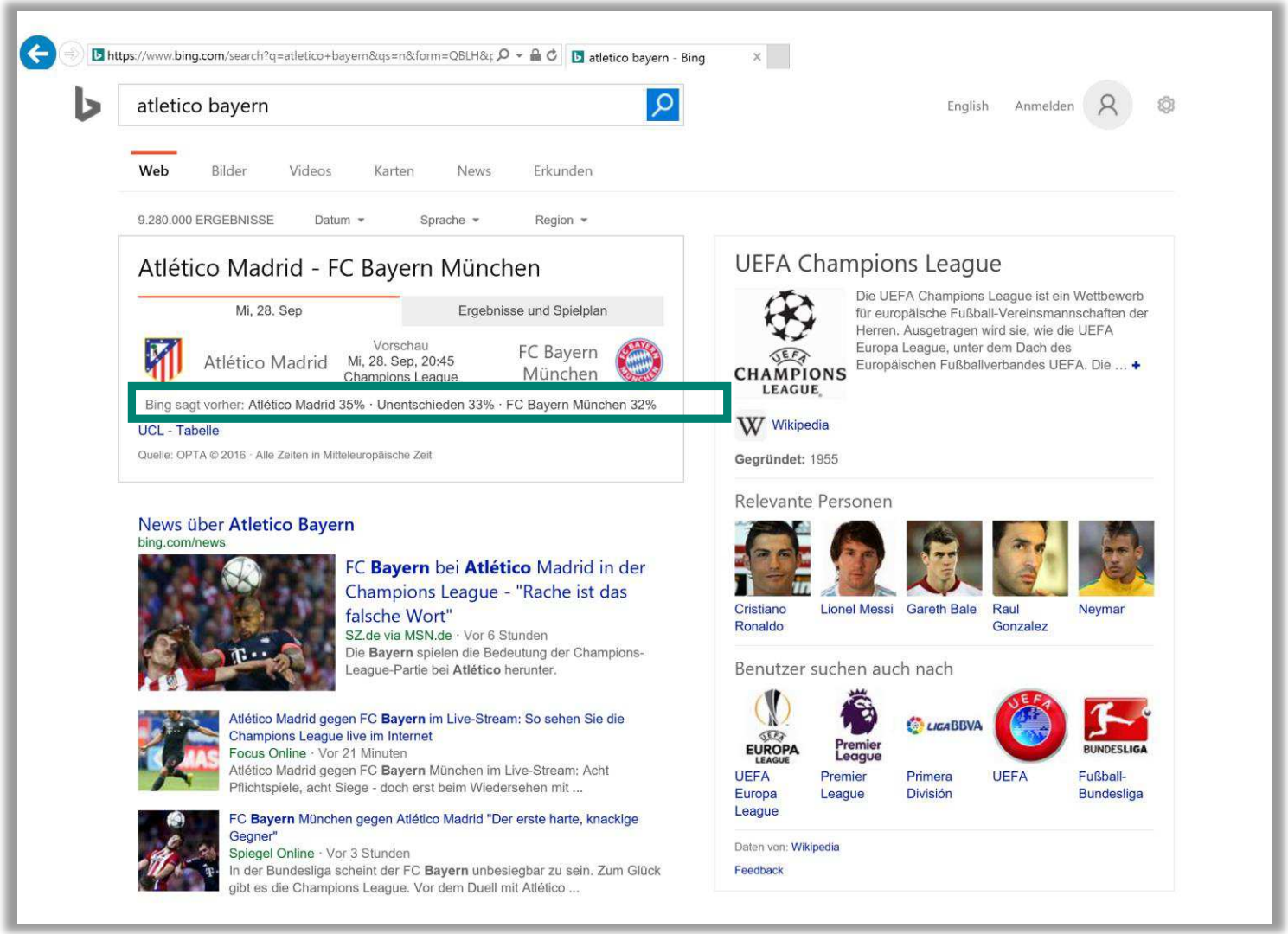



Bing

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

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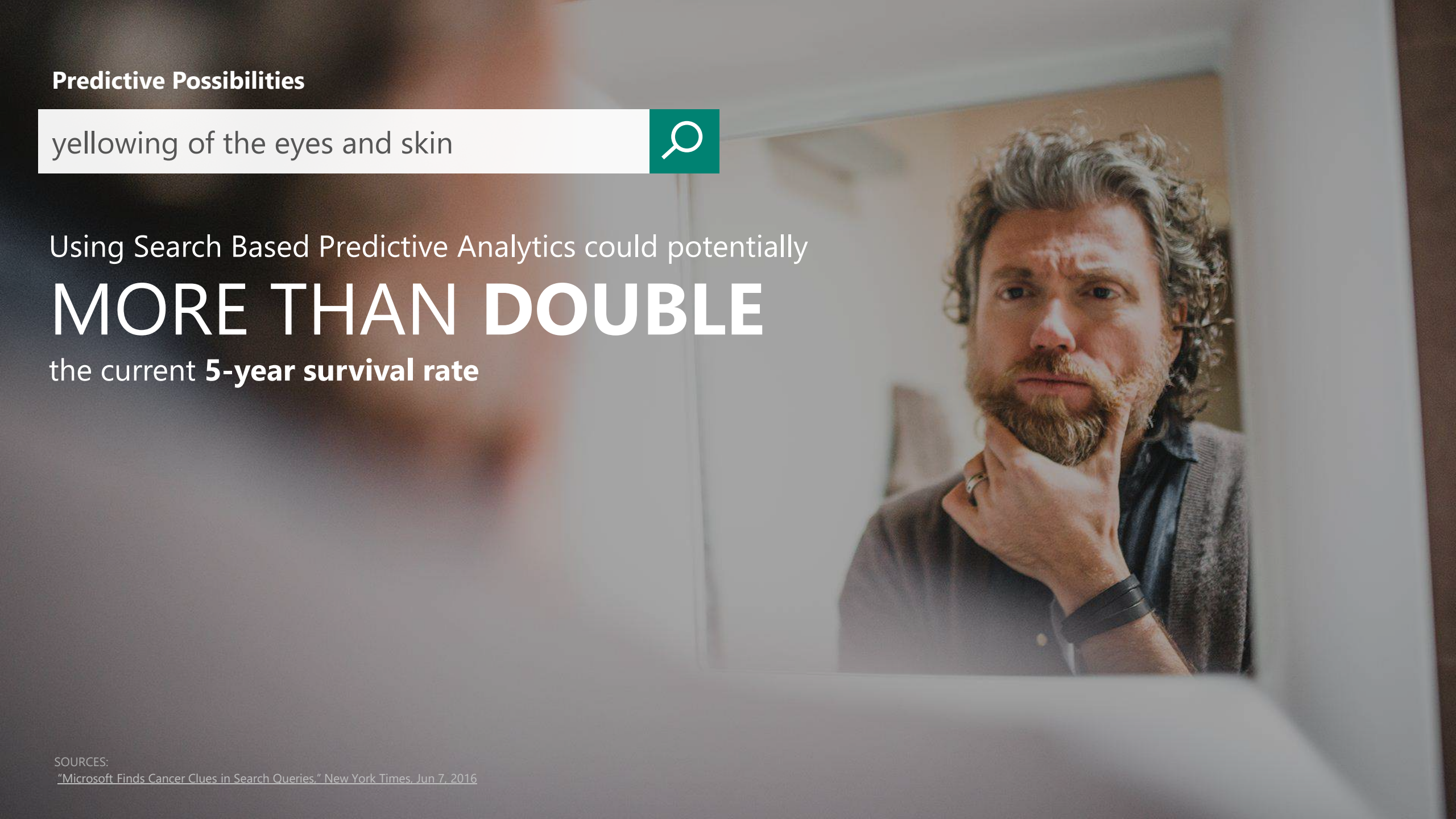
## Predictive Possibilities

yellowing of the eyes and skin



Using Search Based Predictive Analytics could potentially

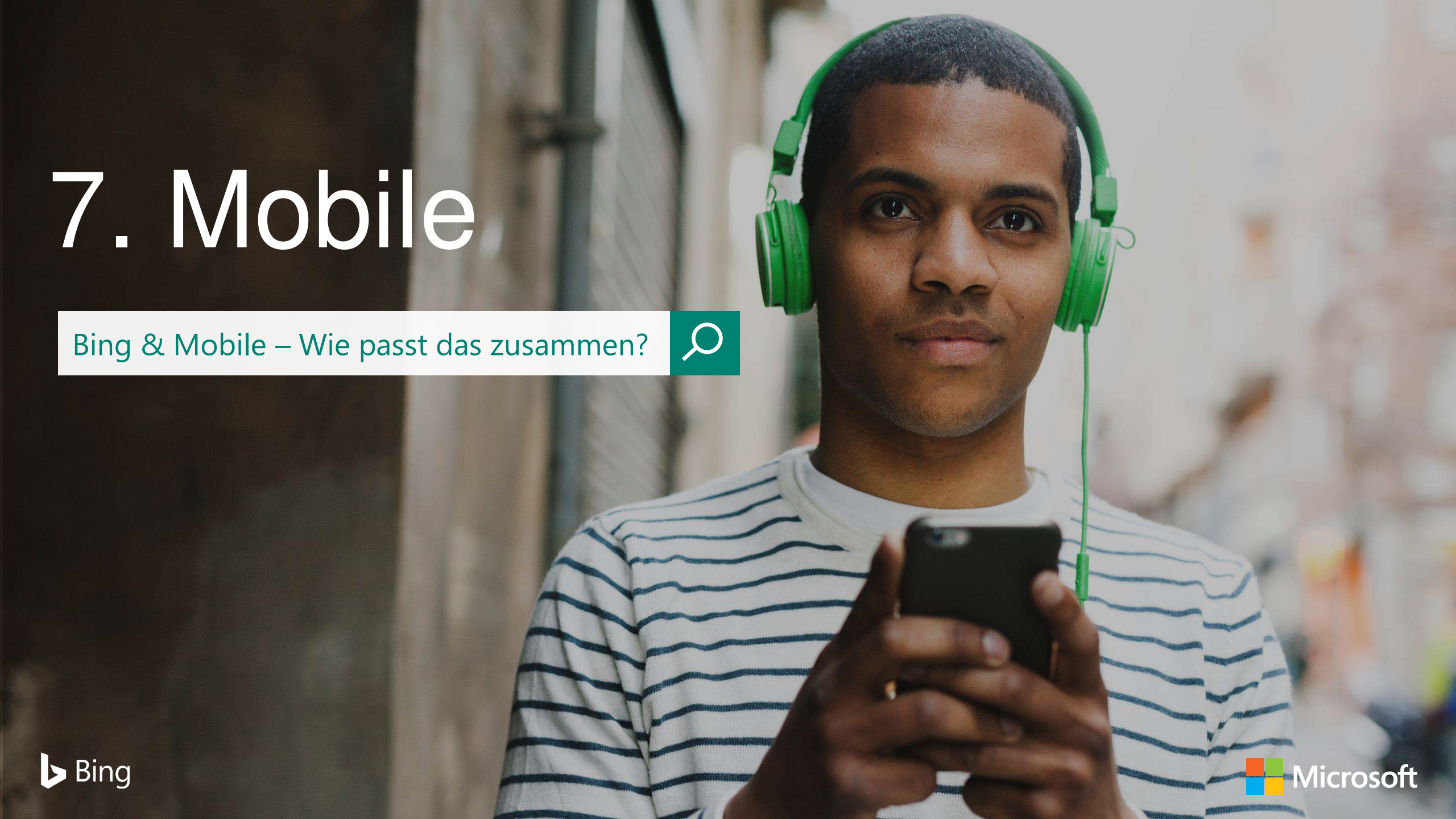
# MORE THAN **DOUBLE**

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?



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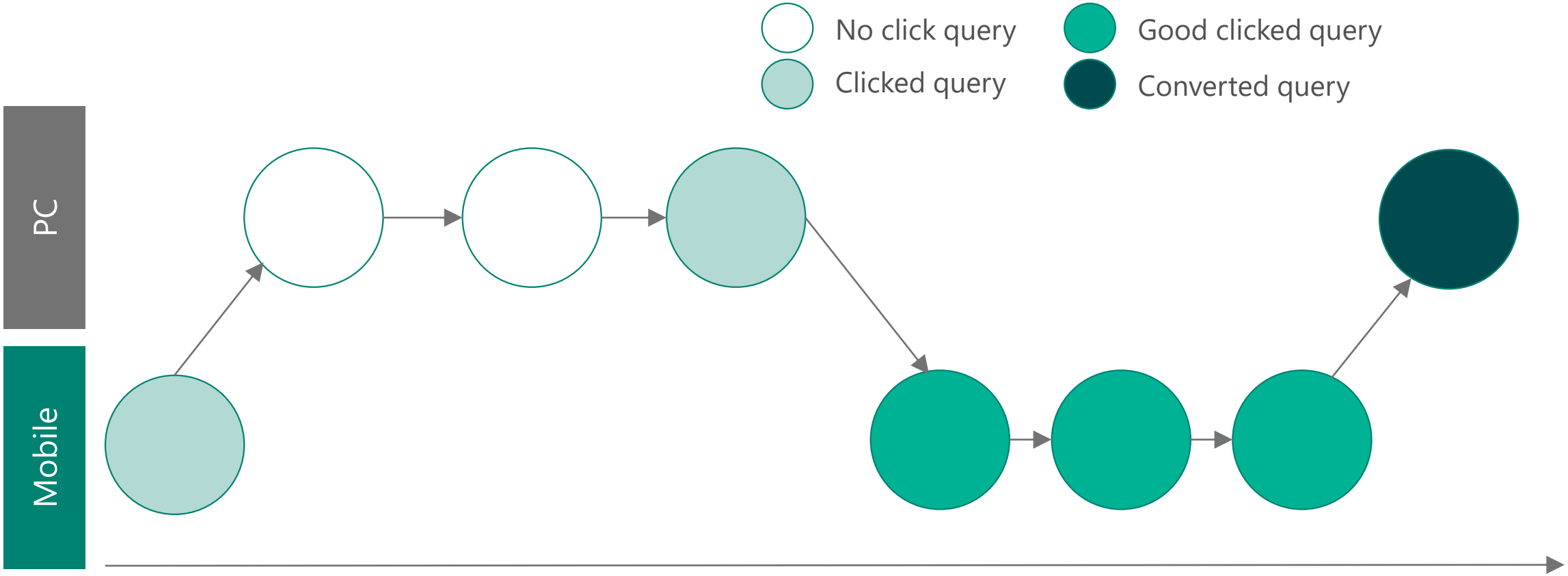
Microsoft

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



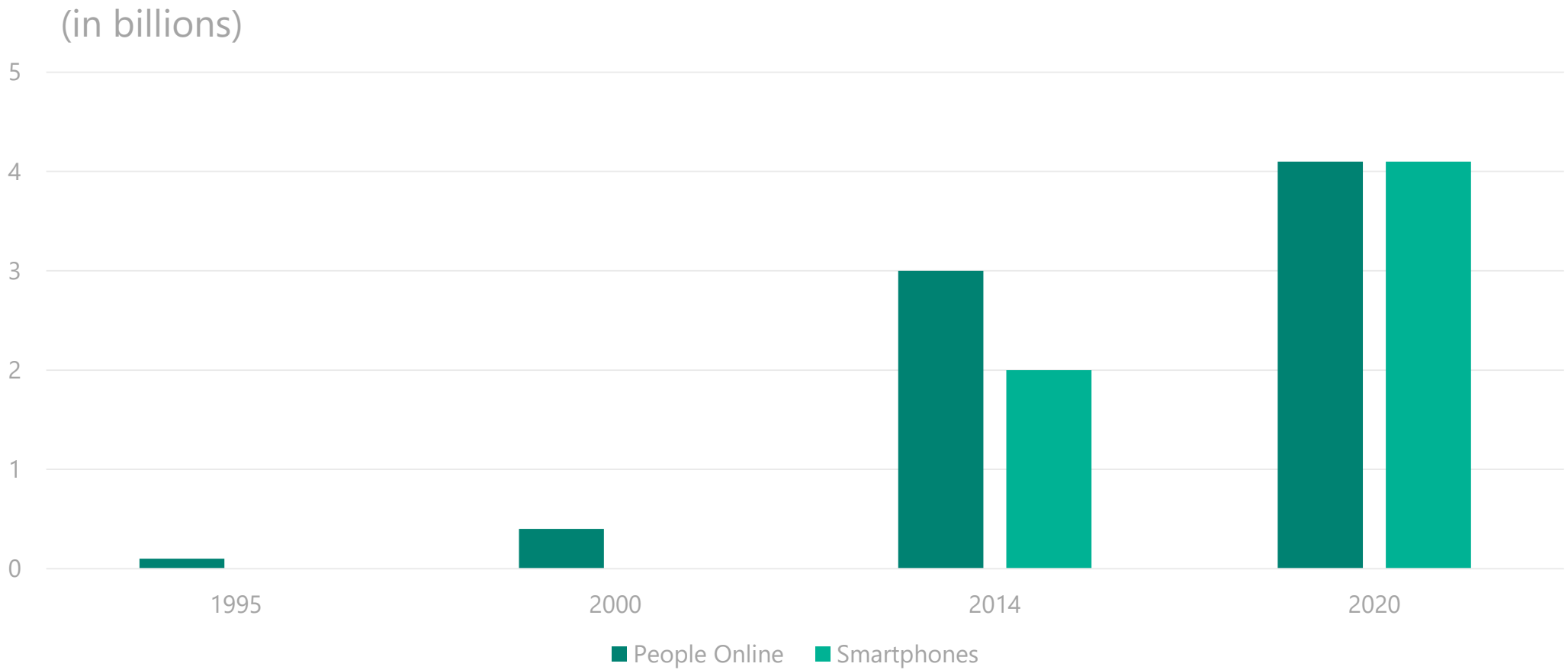

Bing

Millennial Media; Connected Consumers Gaining Insight Across Screens; June 2015.

Microsoft

# Growth into the future - everyone

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



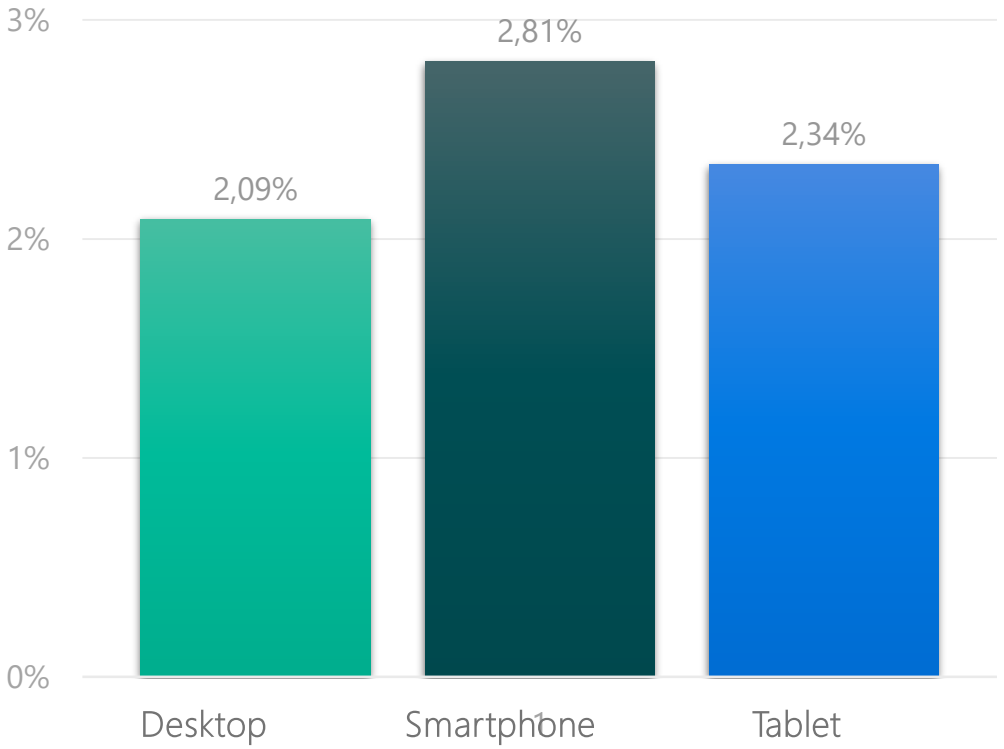

Source: ITU, a16z "Mobile is eating the world," Benedict Evans

Bing

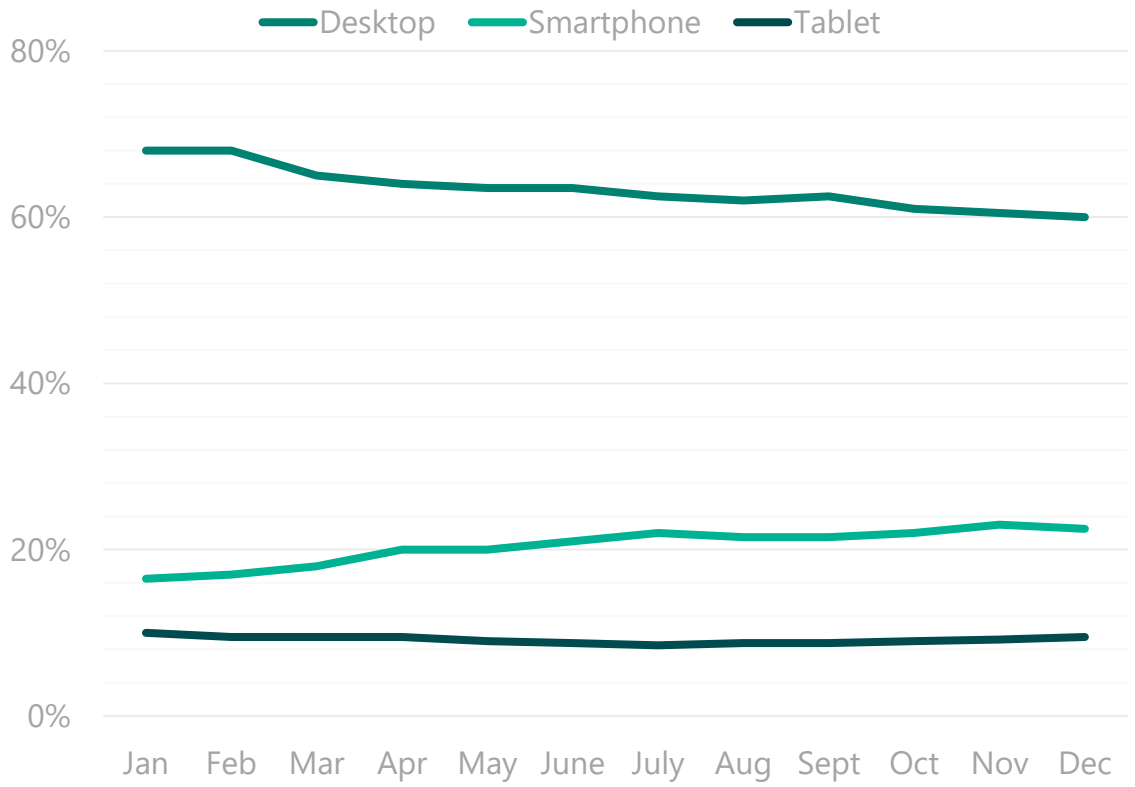
Microsoft

# Smartphone click share and CTR on the rise

## Global paid search click through rate




## Global paid search click share

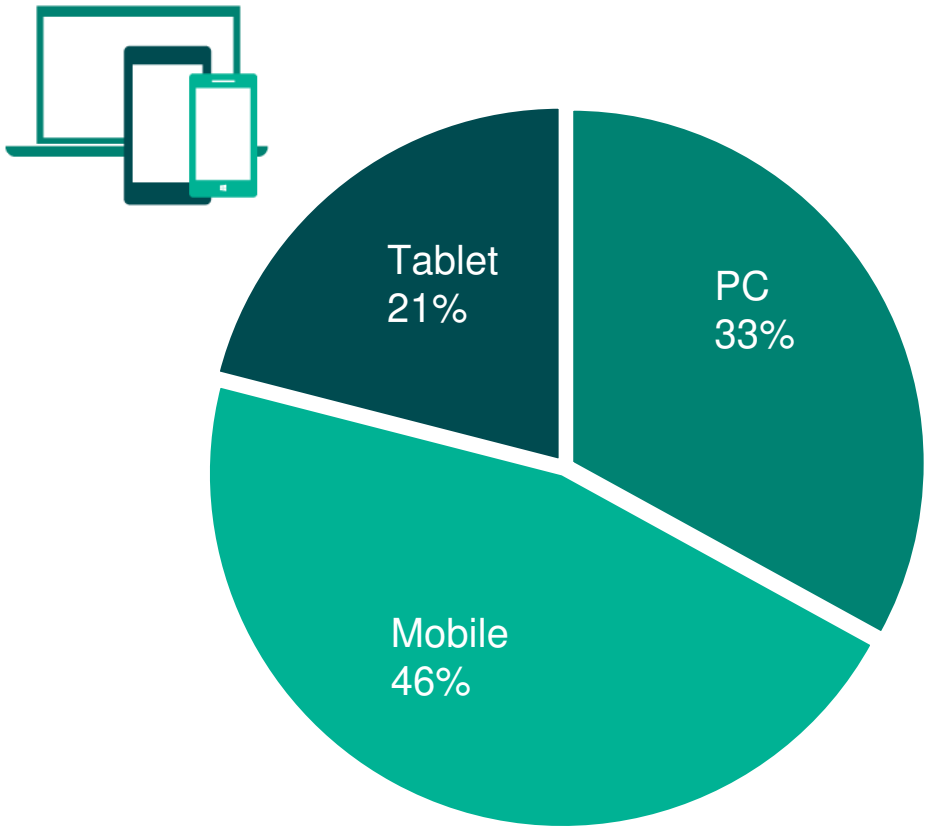



Bing

Marin Software, Mobile Advertising Around the Globe: 2015 Annual Report

Microsoft

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




Bing syndication searches (excl. Yahoo)[1]

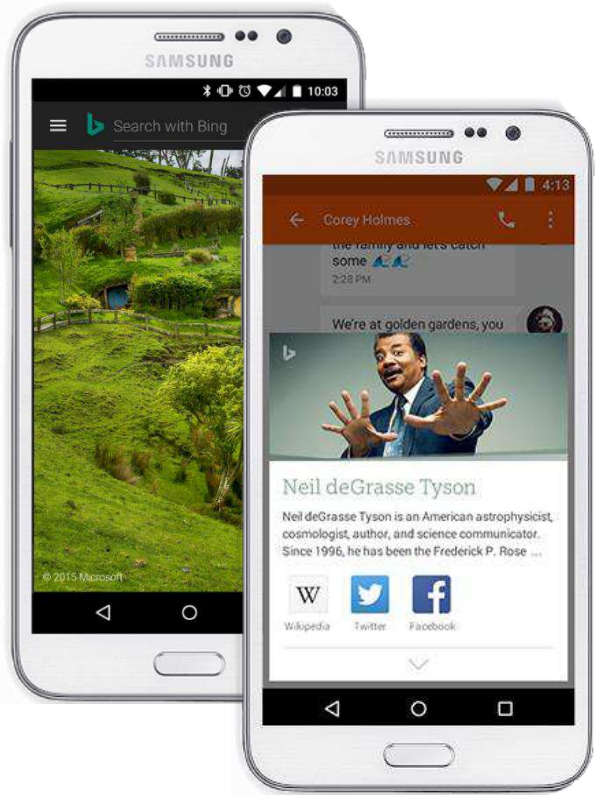
- Two thirds of Bing syndication searches came from mobile or tablet.
- 14x year-over-year increase in Bing syndication clicks in Q4 FY16.
- 100% quarter over quarter increase in click-through rate.
- Growth is driven by the expansion of existing partners and new key partnerships, such as AOL and CBS.

Bing

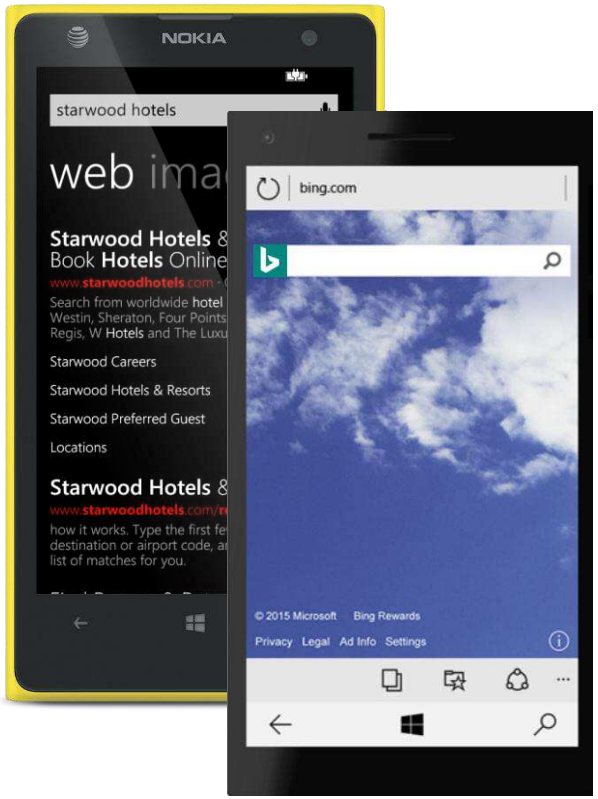
1. Microsoft internal data for the U.S., Q4 FY16, July 2016

# 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

Sources: Microsoft Internal Data, Q1 2016.

Microsoft

# 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

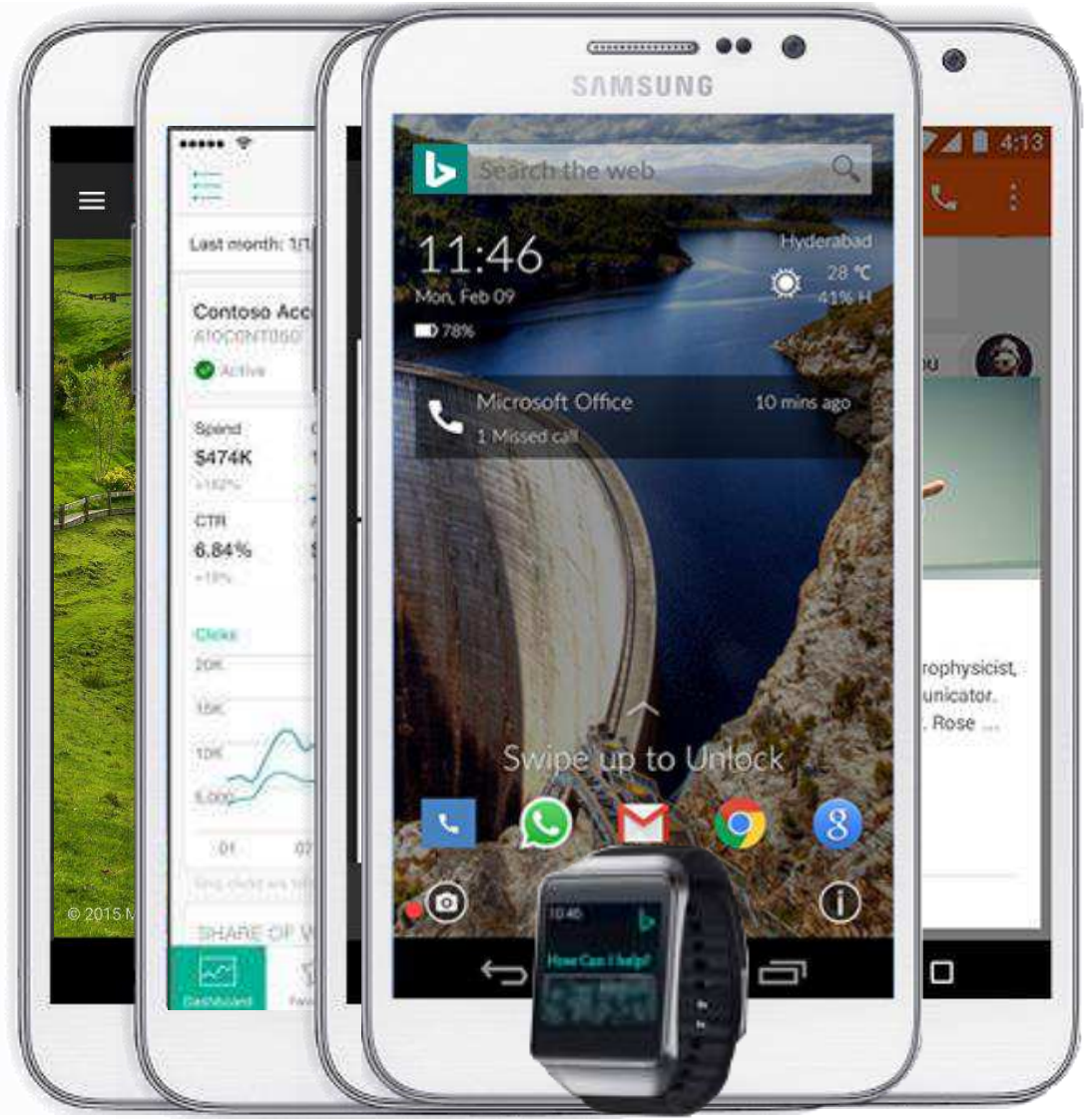
Powered by Bing, Cortana is your personal assistant on your Android Phone, helping you keep you up to date on the things that matter to you.

## 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

Microsoft

# 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

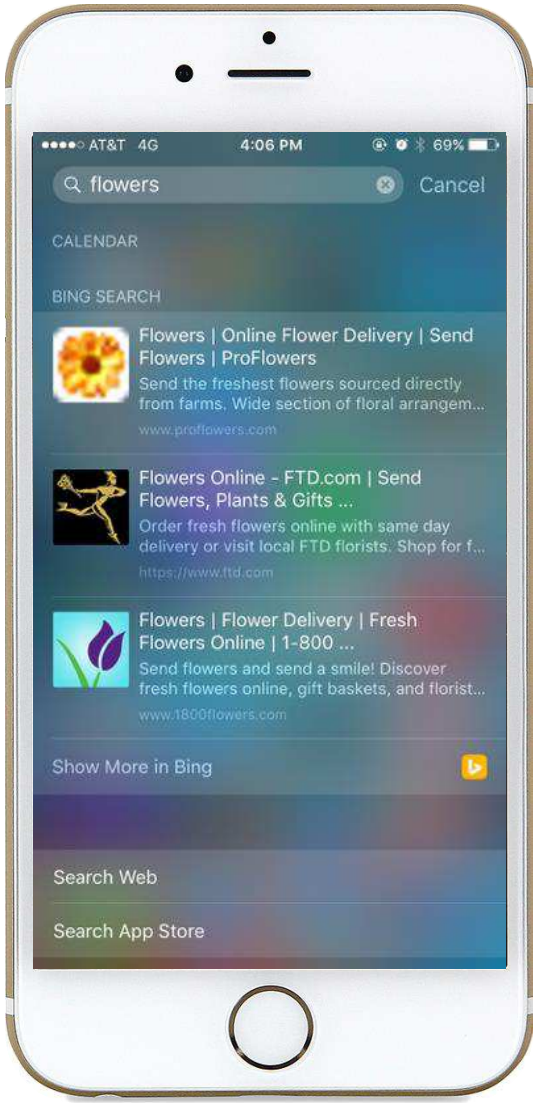
Stay on top of your Bing Ads campaigns while you're on the go. Keep your finger on the pulse of your accounts and performance data all from your mobile device.

## 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.



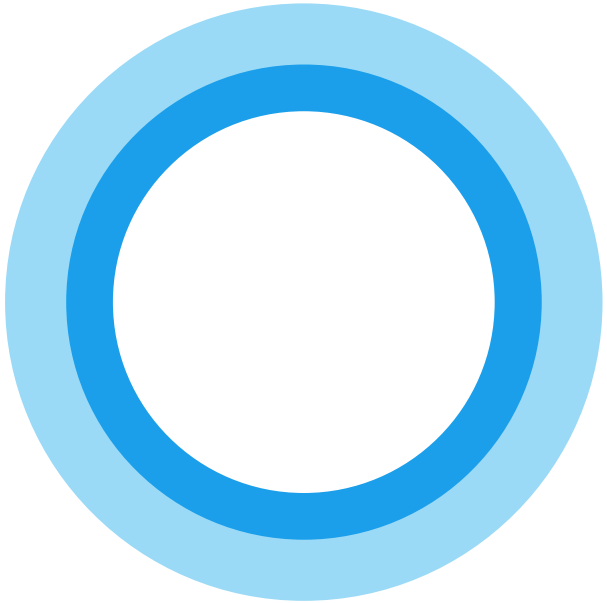

Bing

Microsoft

# 8. Hi Cortana

# Let’s chat

Siri



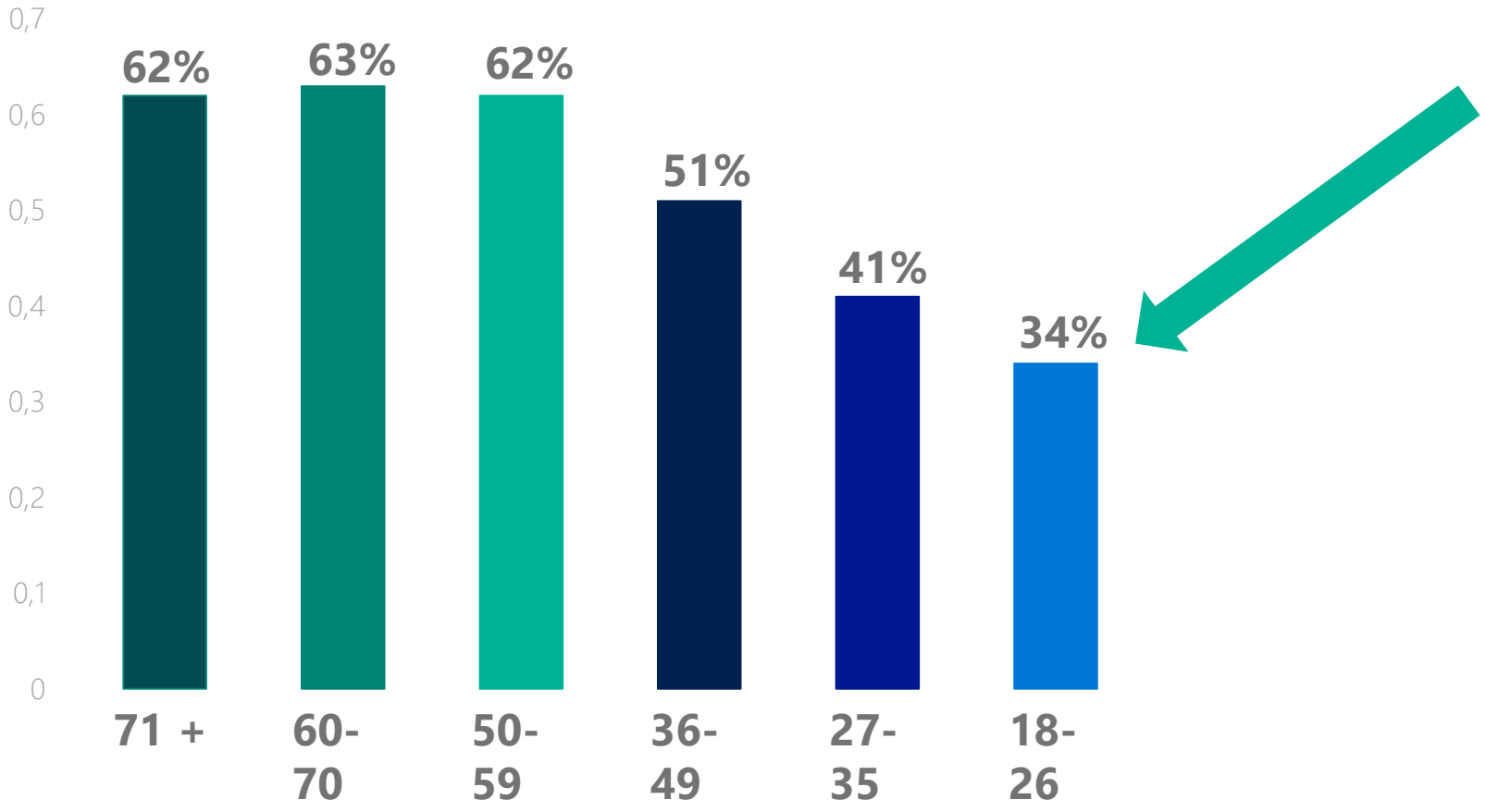
Cortana

Google Now

Bing

Microsoft

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



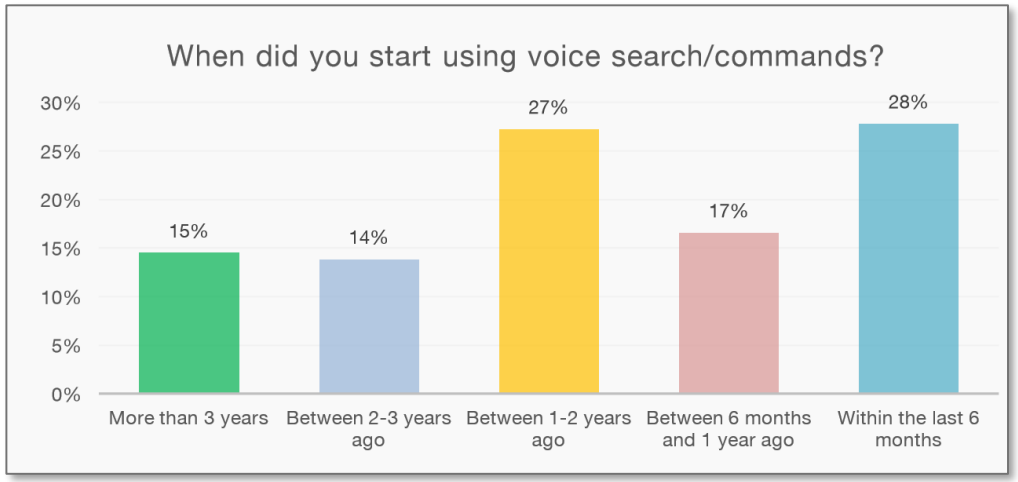

Source: Forrester Consumer Technographics North American Consumer Technographics Consumer Technology Survey, 2015

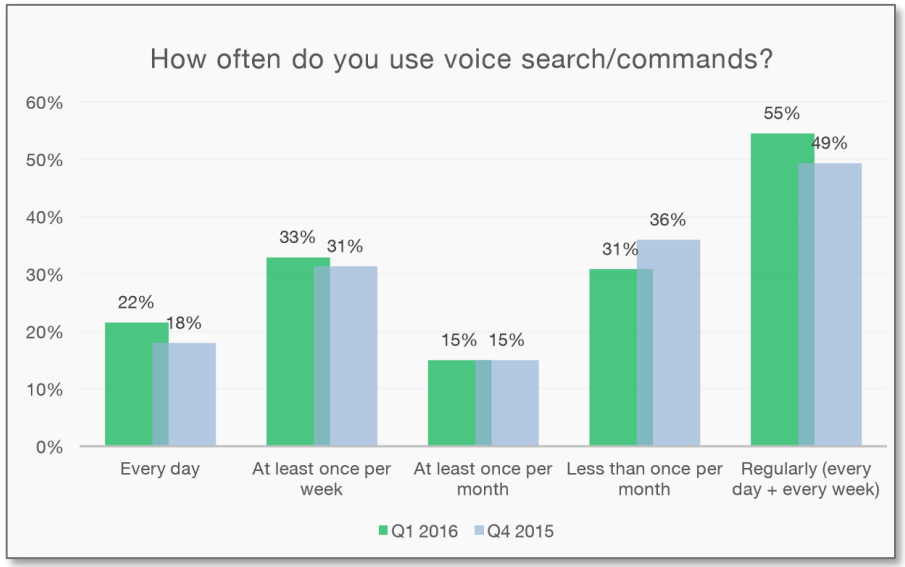
Base: N=765 (GenZ); N=757 (GenY); N=949 (GenX); N=595 (Younger Boomer); N=358 (Older Boomers); N=92 (Golden) Who Use A Smartphone Or Tablet

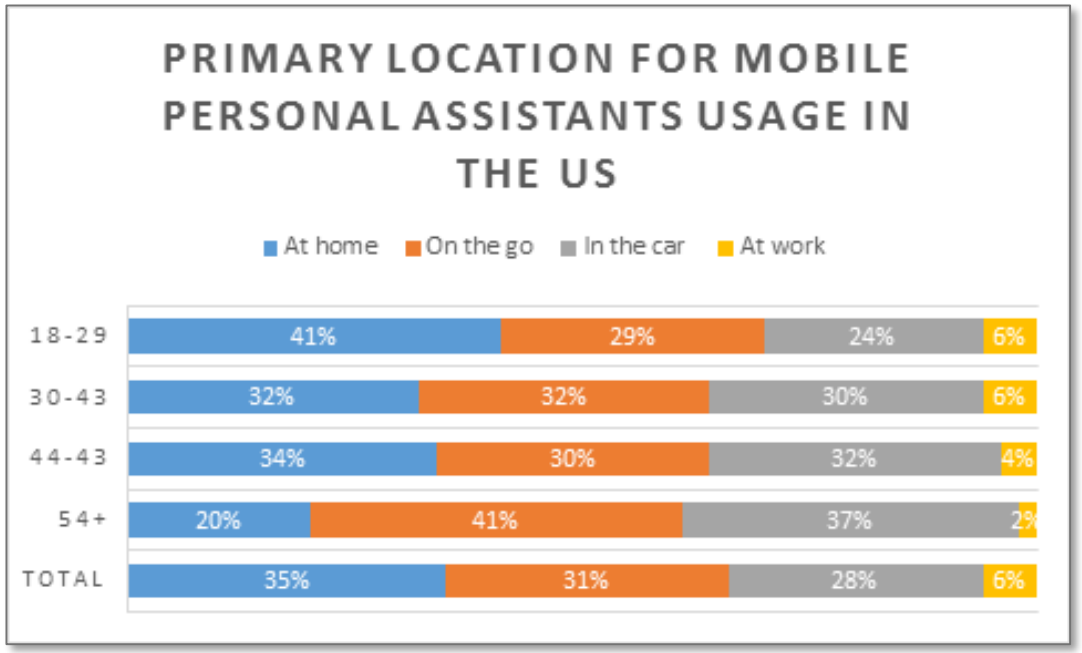
Bing

Microsoft

# Digital Assistants are on the rise…



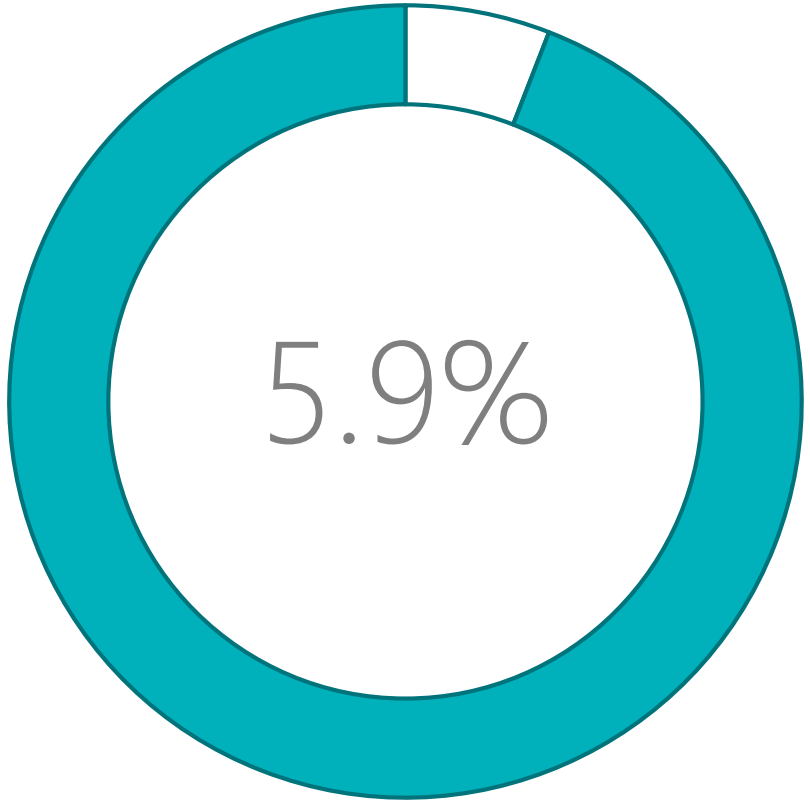

Source:
Mindmeld, 2016, Intelligent Voice Assistants, Q1 User Adoption Survey

Bing

Microsoft

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

# Microsoft Word Error Rate (WER) has reached human parity

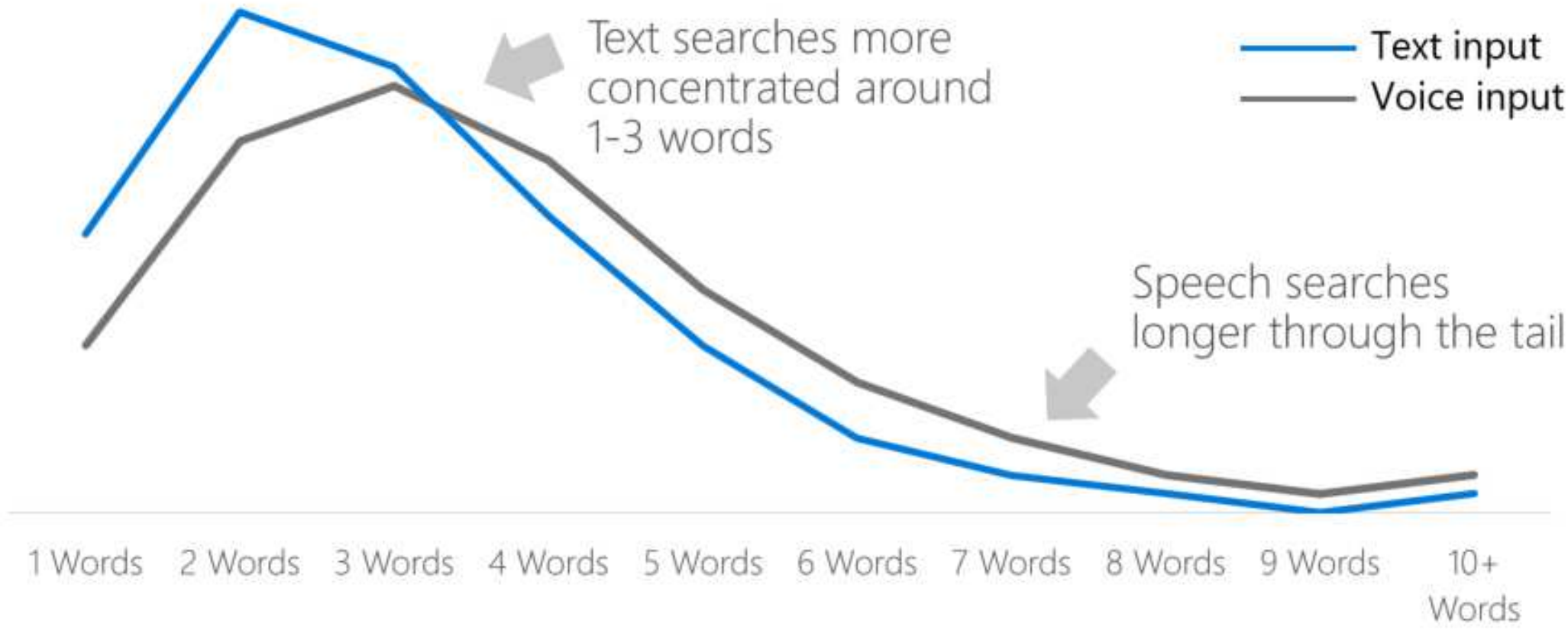



http://blogs.microsoft.com/blog/2016/10/18/historic-milestone-microsoft-researchers-achieve-human-parity-conversational-speech-recognition

Bing

Microsoft

# We know this




Microsoft internal data April 2015

Bing

Microsoft

# 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?

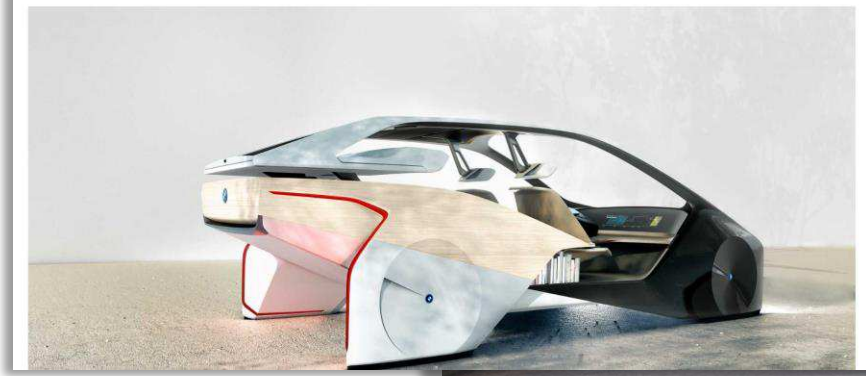
**When** is the best time to travel to the Bahamas?

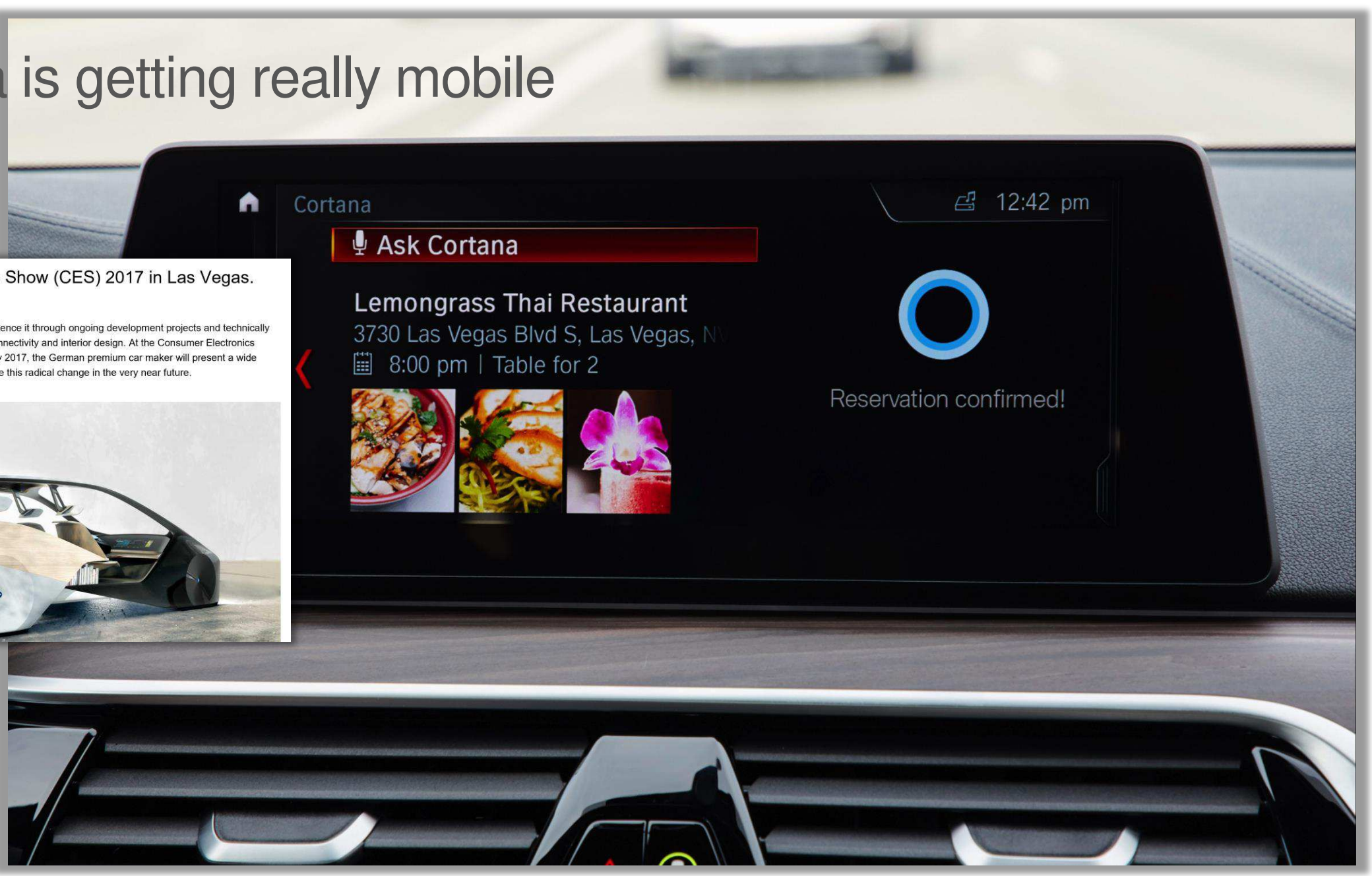
# Cortana is getting really mobile

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.





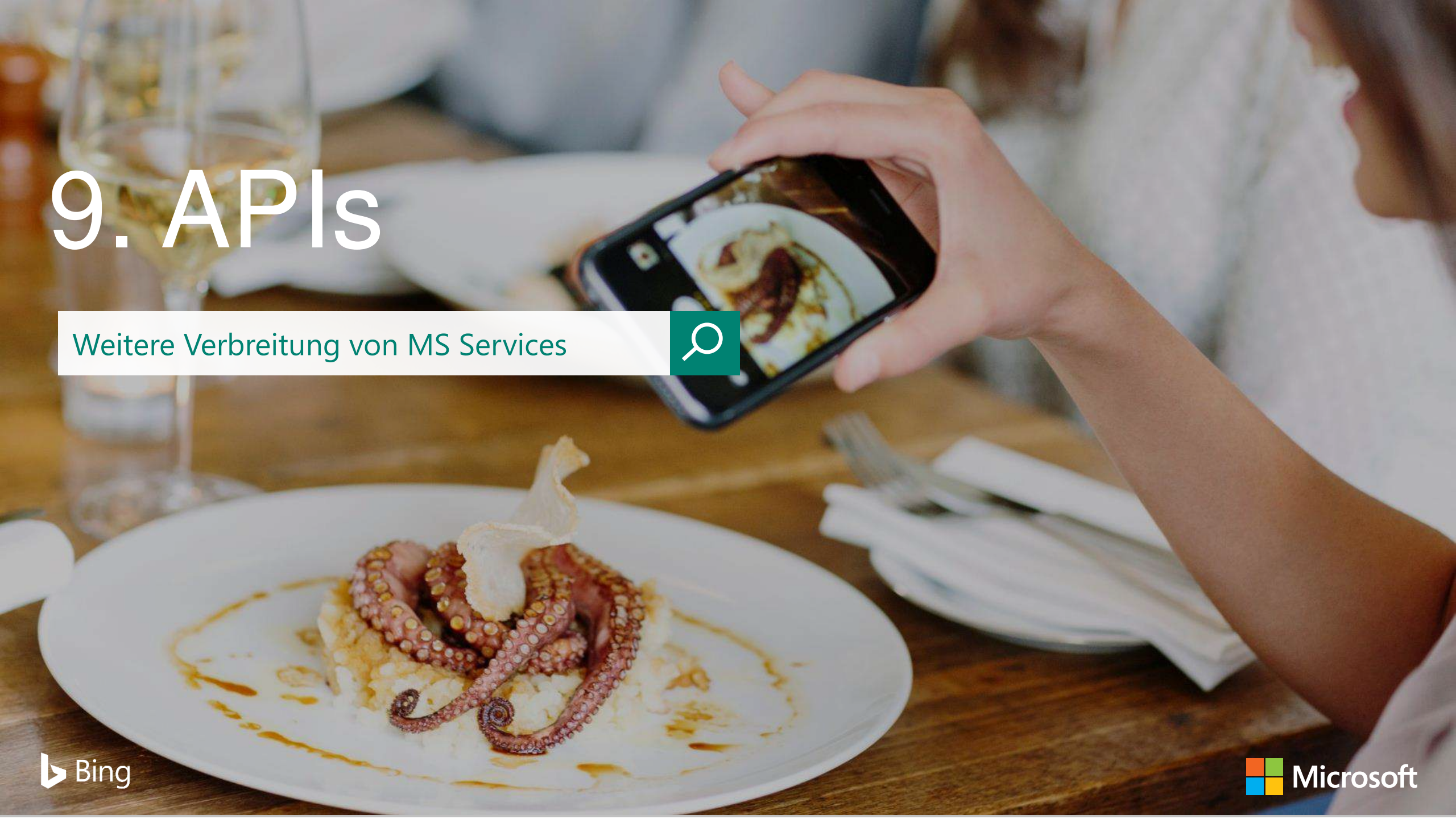

Bing

http://www.bmwblog.com/2017/01/05/microsoft-cortana-coming-bmw-cars/

Microsoft

# 9. APIs

Weitere Verbreitung von MS Services



Bing

Microsoft

# Cognitive Services

## Give your solutions a human side

Bing

# 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

Grouping

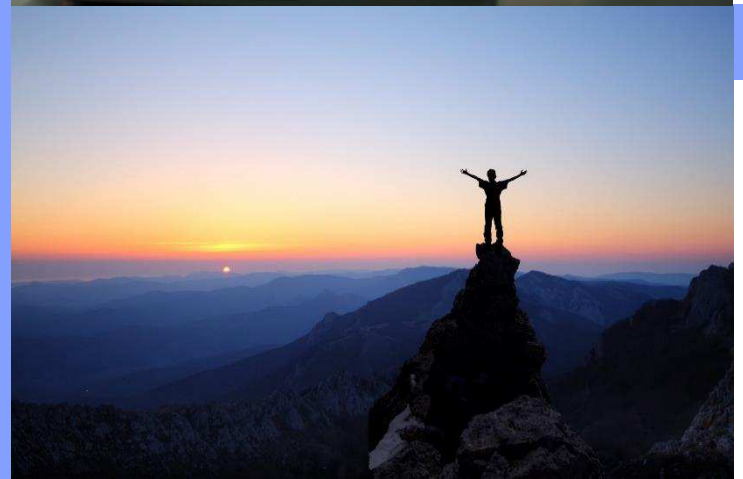
Identification

Gabrielle Cook

Bing

Microsoft

# Vision APIs



## Analysis insights

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

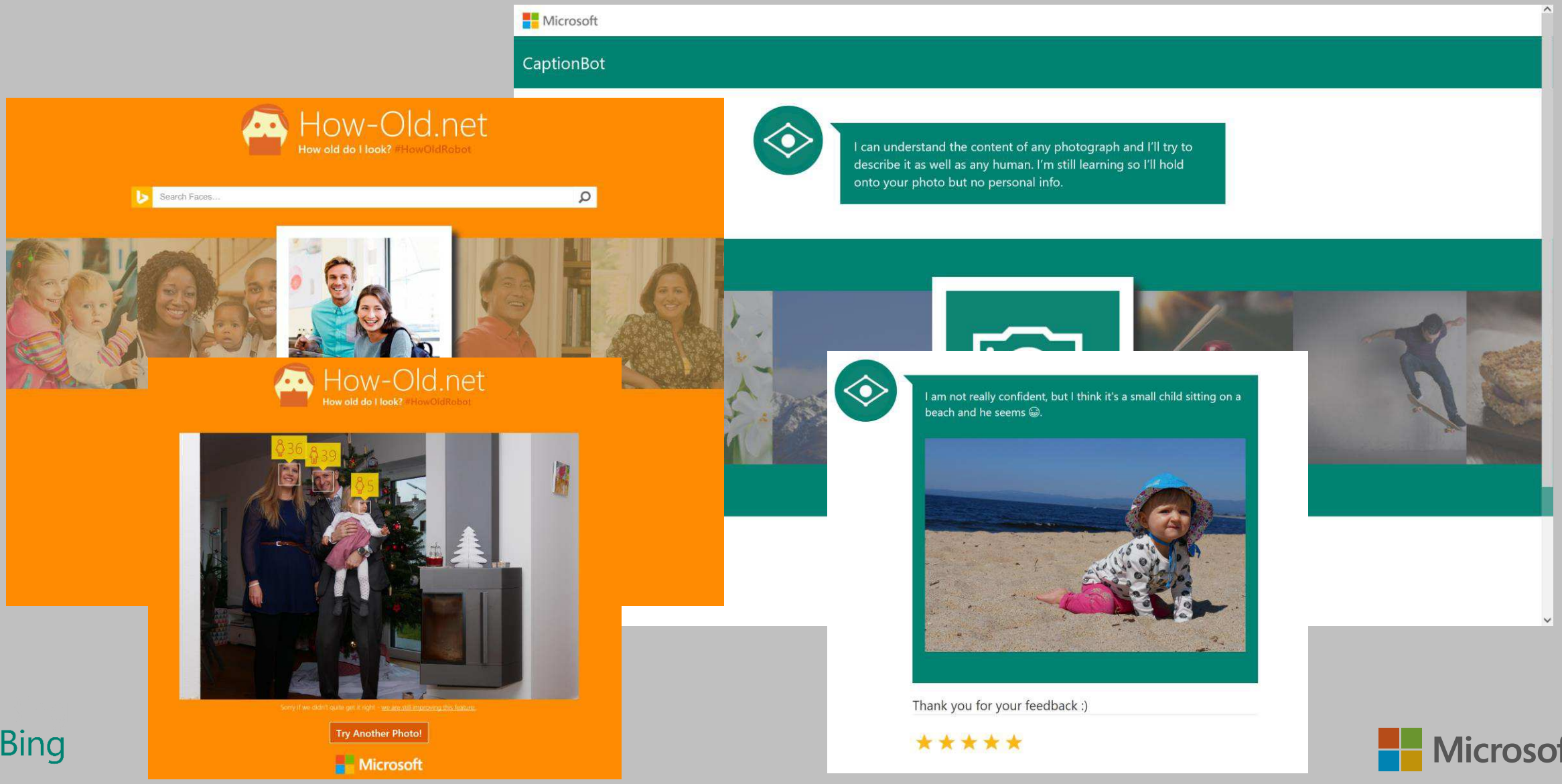
## OCR

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

## Smart thumbnail

Bing

# How about a quick Demo?




Bing

Microsoft

# 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**

https://www.youtube.com/watch?v=8W0yKdDzk_Y

Bi

Microsoft

# Microsoft Cognitive Services
## Suche die nicht als solche erkennbar ist

**The Microsoft Bot Framework:**

**Your bots – wherever your users are talking.**

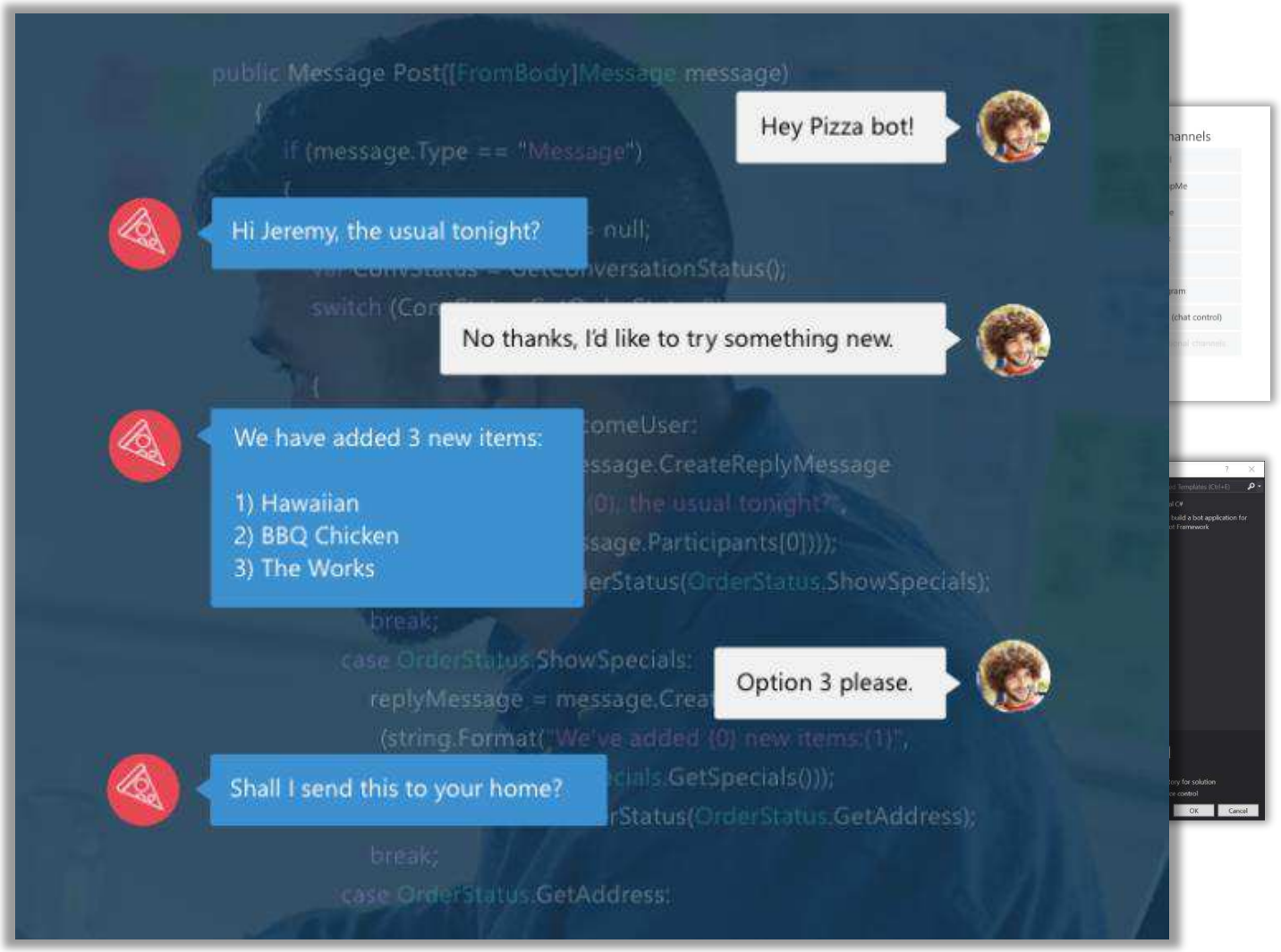
Build and connect intelligent bots to interact with your users naturally wherever they are, from text/sms to Skype, Slack, Office 365 mail and other services.

**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.




Bing

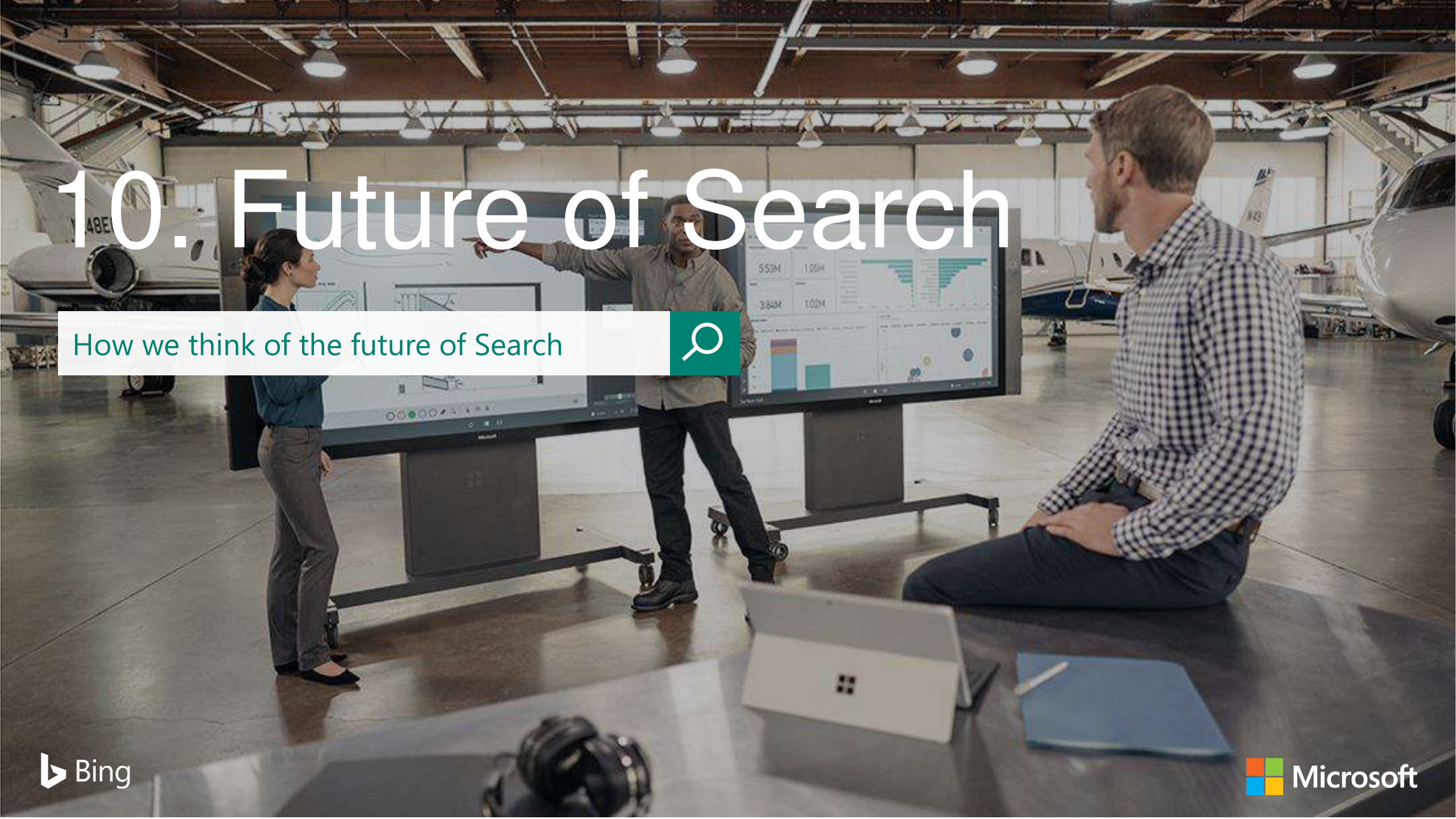
Source: https://dev.botframework.com.

Microsoft

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

Bing

Microsoft


10. Future of Search
How we think of the future of Search
Bing
Microsoft

**Personal** and more natural way to search

**Pervasive** in our everyday lives

Will be able to **predict** your needs

Bing

Microsoft

# 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.

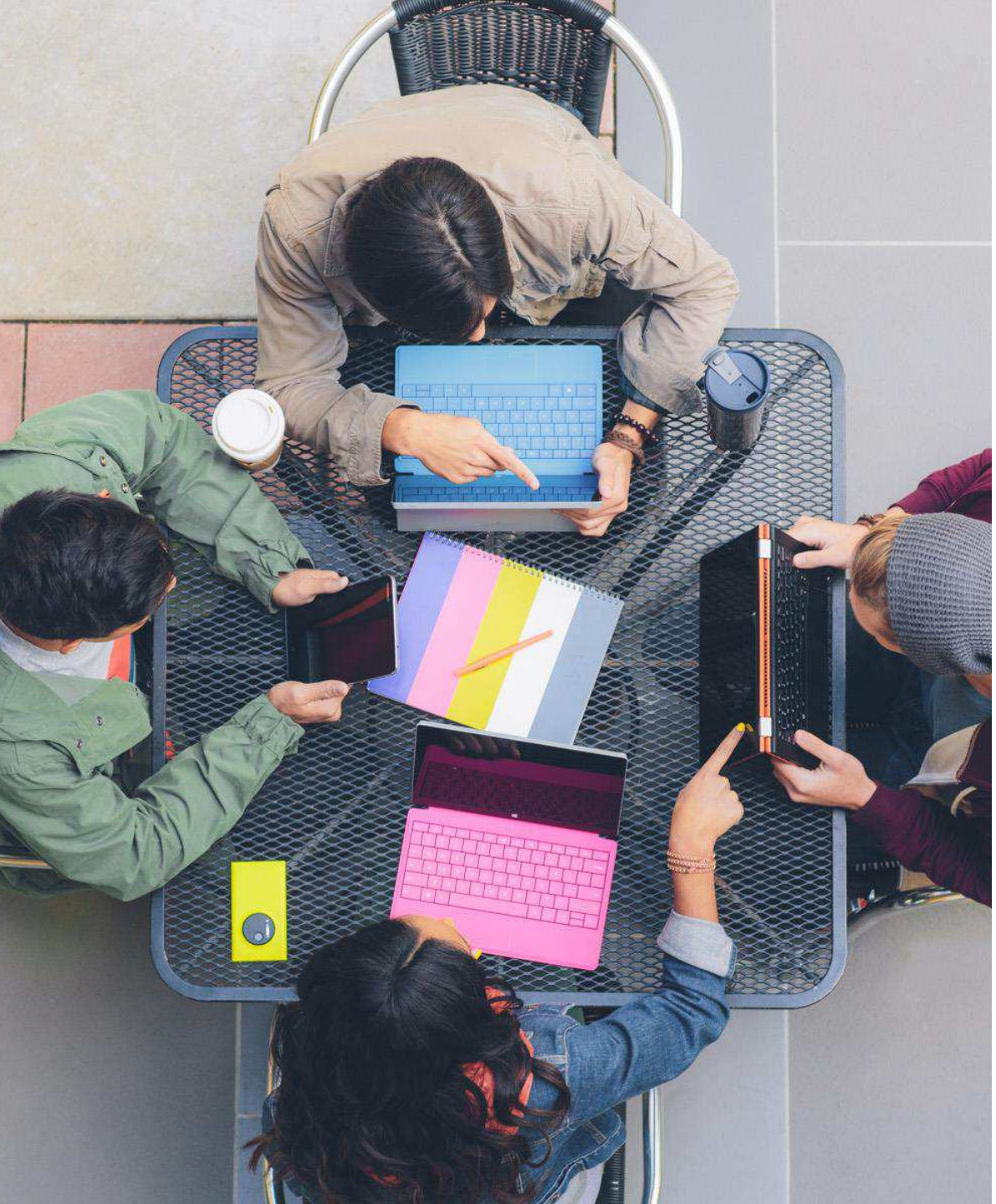
## Personal Digital Assistants

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.

Bing



# 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.

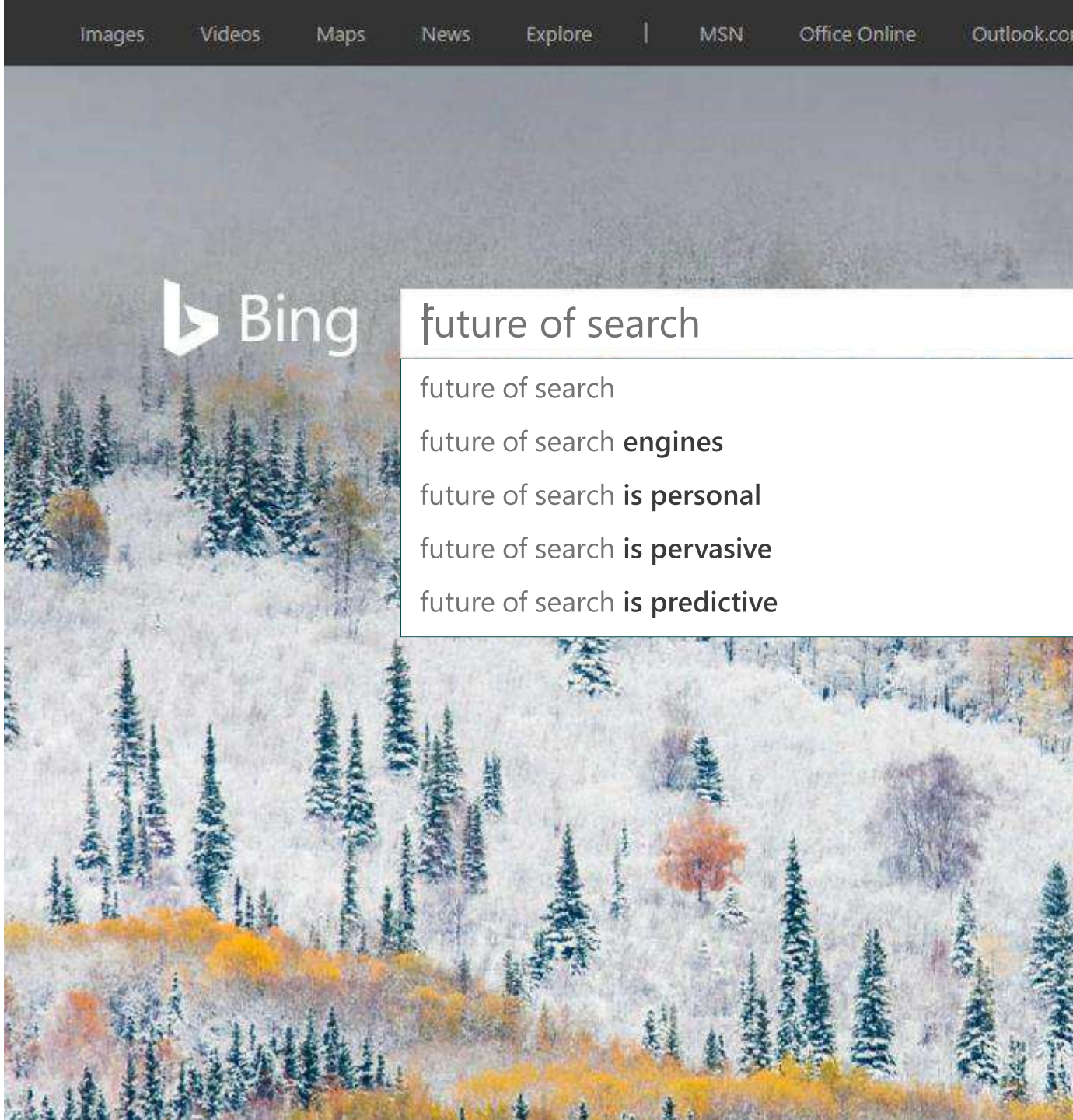
## Curating Results

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.

Bing



2013

2015

2017

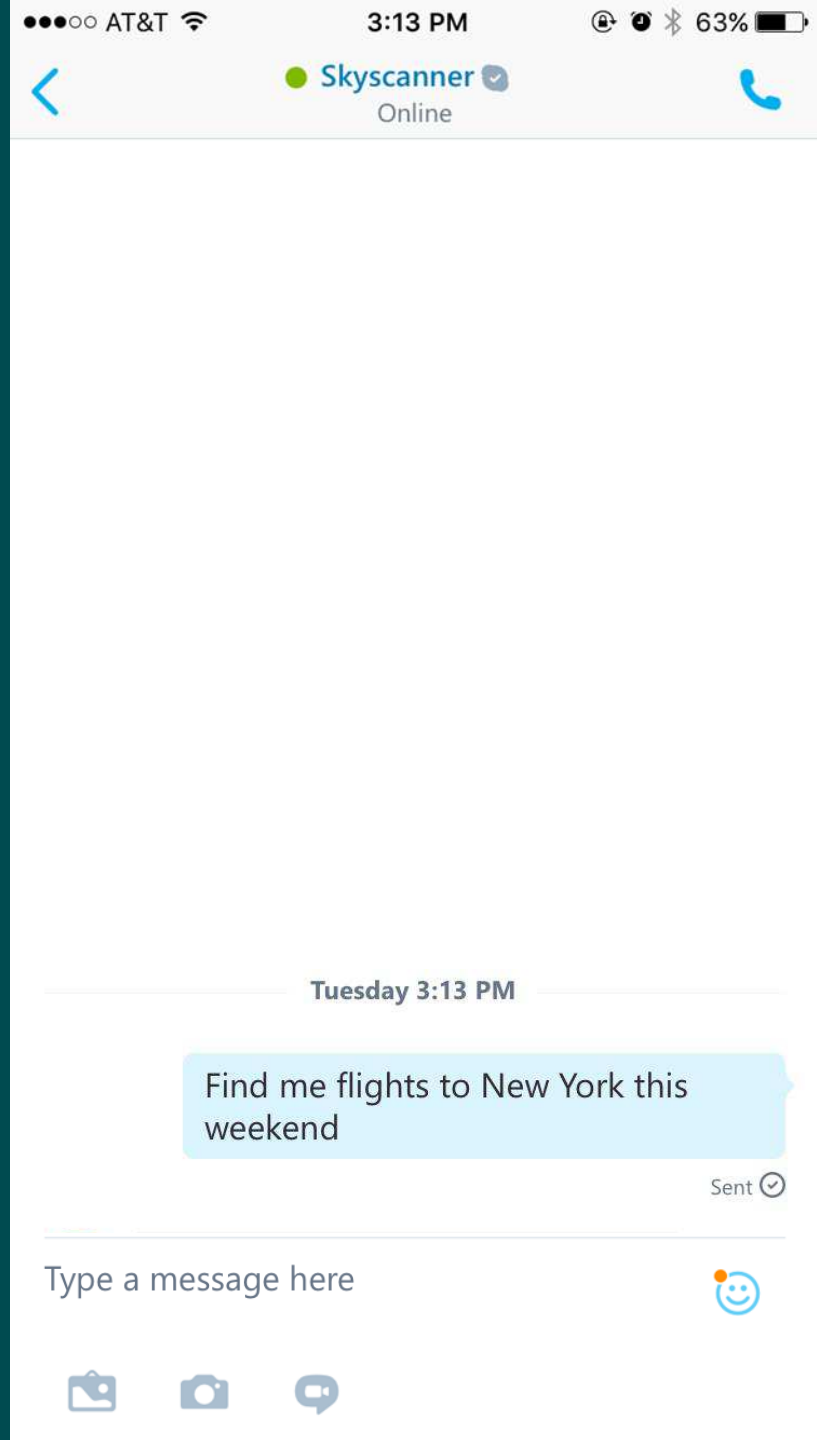
2019

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

Bing

Microsoft

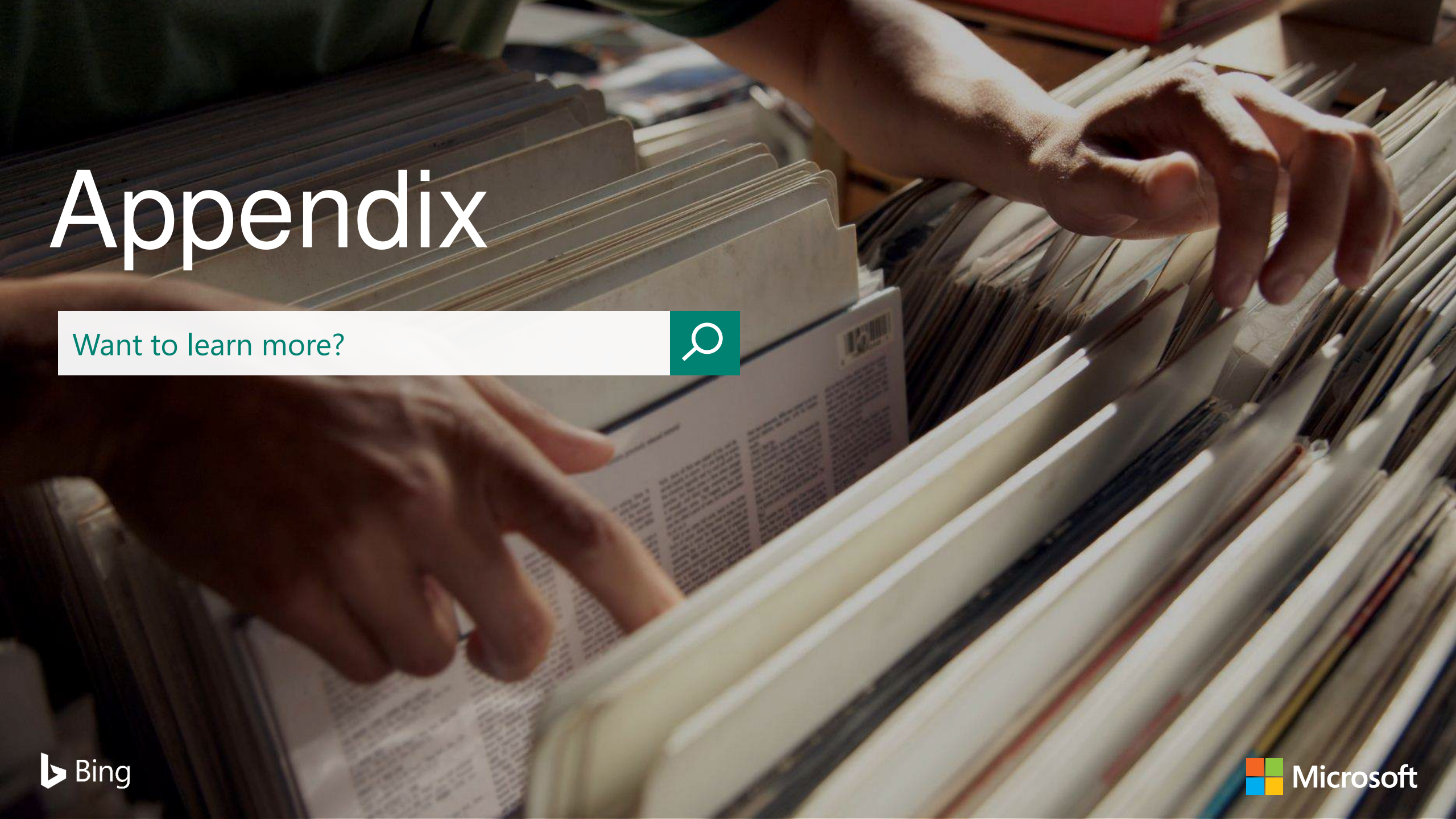
By 2020, customers will manage **85%** of their relationship with the enterprise **without interacting with a human.**

Source: Gartner Research, 2011

Bing

Microsoft

Thank You
Start with Bing Ads today
Bing
Microsoft


Appendix
Want to learn more?
Bing
Microsoft

# Want to learn & find out more?
# Additional Ressources

## 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

Microsoft