

# The Yahoo! Bing Network



bing

Yahoo! Search | Bing

Yahoo! Microsoft Search Alliance

~~YAHOO! bing?~~

NETWORK

United Search Marketplace

ingHOO!

YAHOO!

Microsoft

adCenter

# Today's running order

Delivering  
your audience

Connecting  
you to your  
audience

Yahoo Bing  
Network - it's  
working



NETWO

# Today's running order

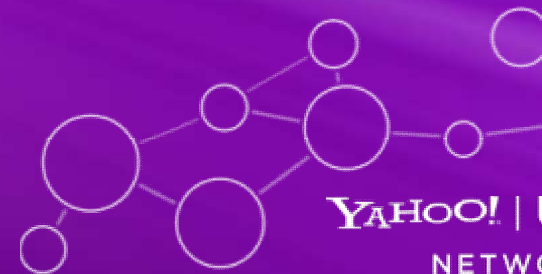
Delivering  
your audience

Connecting  
you to your  
audience

Travel related  
evidence



Delivering you a  
significant, distinct and  
high-value audience





**REACH A  
LARGE AND  
VALUABLE  
AUDIENCE**

Confidential & Proprietary – Do not share or distribute



**18.8 million unique searchers\***

\*ComScore Core Search (custom)

\*\*Nielsen Netratings, June 2012



**REACH A  
LARGE AND  
VALUABLE  
AUDIENCE**



**Searchers on the Yahoo! Bing Network  
are  
59% more likely to be potential buyers  
than the average UK searcher\*\***

\*ComScore Core Search (custom)

\*\*Nielsen Netratings, June 2012

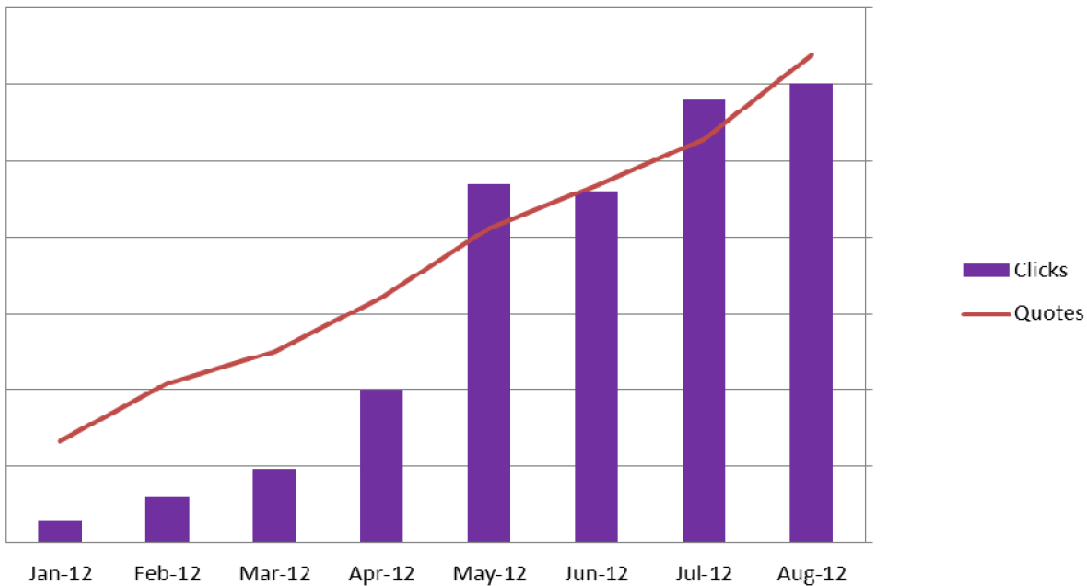
**CUSTOMERS  
YOU WON'T FIND  
ON ANY OTHER  
SEARCH ENGINE**



3.8 million users **NOT** on Google

# Confused.com – Case Study

Confused.com Performance



## THE RESULTS

From January to July 2012 Confused.com's paid search account **clicks increased by 229%** whilst their **CPCs stayed relatively flat**.

This has been reinforced by an **increase in conversions** for their Home and Travel Insurance products of **430%** over the same period.

**“I’m really delighted by the performance we’re seeing from the Yahoo! Bing Network.** Through working closely with the Yahoo! Account Management team, our two agencies and the in-house team we’ve seen an unprecedented increase in conversions from the Yahoo! and Bing search engines. ” - **Heledd Jones - Confused.com , Head of Search**



# Today's running order

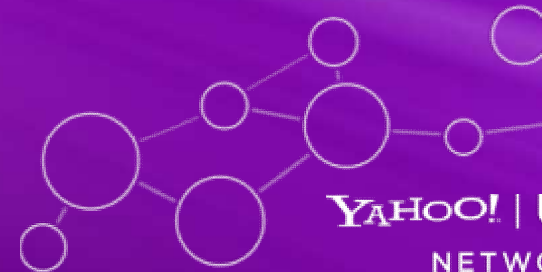
Delivering  
your audience

Connecting  
you to your  
audience



NETWO

Connecting you to our  
significant, distinct and  
high-value audience



# YAHOO! BING NETWORK

is a must-buy for  
search  
advertisers

Delivering visibility  
and actionable insights

Connecting you to our significant,  
distinct and high-value audience





AND NOW  
YOU HAVE  
**MORE**  
**TOOLS**  
TO BE  
SUCCESSFUL

## Bing Ads Editor

The screenshot displays the Bing Ads Editor interface. At the top, there is a navigation bar with icons for SYNC, DOWNLOAD, ACCOUNTS, IMPORT, EXPORT, DOWNLOAD STATISTICS, and KEYWORD. Below this is a sidebar for 'Contoso Coffee' with a list of campaigns: 'All campaigns', 'Contoso Coffee campaign', 'French blend campaign', and 'Vienna roast campaign'. The main area features a table of campaigns with columns for Campaign, Status, Budget, Budget type, Spend, CTR (%), Impressions, and Avg. The table lists three active campaigns, each with a budget of 10.00 and a daily budget type. Below the table is an 'EDIT THE SELECTED CAMPAIGNS' section with input fields for Campaign name, Budget, Status, Budget type, and Time zone, along with buttons for 'TARGETING...' and '\$ CHANGE BUDGET...'. The bottom right corner shows 'Last updated at 10:19 AM', 'Current user: jamison', and '8.098761'.

Campaign	Status	Budget	Budget type	Spend	CTR (%)	Impressions	Avg
Contoso Coffee campaign	Active	10.00	Daily				
French blend campaign	Active	10.00	Daily				
Vienna roast campaign	Active	10.00	Daily				





# INSIGHT

TO ENHANCEMENTS  
AND OPPORTUNITIES

Confidential & Proprietary – Do not share or distribute

“The Yahoo! Bing Network provides us with **exceptional and timely new product and feature roadmaps**. The team is beyond friendly and responsive, and the consistency of voice is much appreciated!”

– RKG | Rimm-Kaufman Group



# Delivering Visibility

## Monthly Search Newsletter

1. Produced and emailed out monthly.
2. Provides updates on Yahoo! Bing Network.
3. Highlights new features, reports, products and case studies.

## Industry Vertical Insights

1. Published monthly for: Finance; Retail; Travel; Tech/Telco; Gambling.
2. Keyword lists and opportunities attached within each Vertical PDF.
3. A combination of Search and wider Online trends for seasonal sectors.



# rtical Insights

**YAHOO!** ADVERTISING SOLUTIONS

Already a

Search

News & Knowledge

Creative Showcase

Products & Solutions

## SEARCH INSIGHTS

Find out the latest insights and trends from the world of Search across

Insights

ing and Sports

and Telco

Research

### Finance



#### Cover Up For Winter

October 2012

[Read / Download now](#)

Travel Insurance continues to play a huge part in the insurance industry, with the Association of British Insurers recently reporting that a massive 26.2 million travel insurance policies were bought in 2011. Put another way this means at least 40% of the UK population is covered. In this month's issue we want to focus more specifically on the winter travel insurance sector, which enjoys its busiest time of the year from November through to March.

#### Go Go Gadget Insurance

September 2012

[Read / Download now](#)

Gadget Insurance remains a largely untapped area by the bigger insurance providers and comparison sites. More and more specialist providers are appearing in the SERP and it almost feels like every week a new quirky TV ad pops up selling gadget insurance. The modern student life comes with an armoury of phones and tablets that is becoming essential to get through university with. Now is an opportune time to get a share of that traffic in this ever expanding market. With the imminent, rumoured releases of both the iPad Mini and the iPhone 5, the range of gadgets in the market has reached a point where it's inconceivable to not have some sort of cover. Whether you offer this through a Contents insurance policy or provide separate, specialist Gadget cover, your Yahoo! Creative Strategists are here to help.

## Cover Up For Winter

Page 2 of 2

Vertical Insights - October 2012

### TRAVEL VS. INSURANCE TRAFFIC

It should come as no surprise that we see a spike in both Winter Holiday and Winter Insurance searches during these cold months. It's important to note, however, that insurance traffic belatedly follows traffic from people looking for holidays. Similarly when traffic from people looking for Winter Holidays dies off in March, the Winter Insurance terms maintain their relatively higher level of searches, due to the last-minute nature of people looking for adequate cover.



### SEARCH TERM SHARE - 'SKI INSURANCE'

To further underline this winter insurance seasonality, it is interesting to look at how the keyword 'ski insurance' performed last year. Its share of total traffic within the insurance industry shot up by over 800% between November 1<sup>st</sup> and Jan 1<sup>st</sup>, proving how much of a focus it should be for advertisers that provide or aggregate travel policies (Hitwise).



### SEARCHES VS. CPCs

Looking at the top terms in the Winter Insurance sector it should come as no surprise that the term 'ski insurance' has driven the most volume over the last month. It is, however, encouraging to see that the current CPC for this term is at the reasonable level of £0.55. Advertisers would do well to gain some strong performance history now before volumes and potentially CPCs rise in the next couple of months.



### SEARCH TERM SHARE - 'TRAVEL INSURANCE'

Whilst Winter Insurance enjoys its seasonal period over the next few months, it's important that advertisers continue to optimize around their core term 'travel insurance'. Hitwise traffic data from last year showed that the keyword's share of traffic rose sharply after a post-summer lull. Besides the obvious ski trips, consumers will be looking for some winter sun, looking to switch or renew their policies in January, and looking to book up their summer vacations in the January sales. A wealth of opportunities await.



ADVERTISING SOLUTIONS

SCIENCE+ART+SCALE

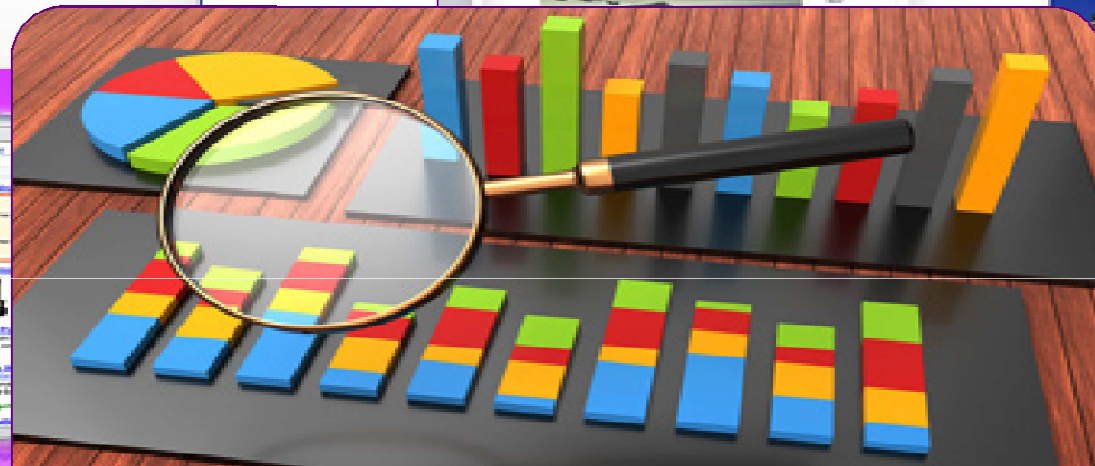
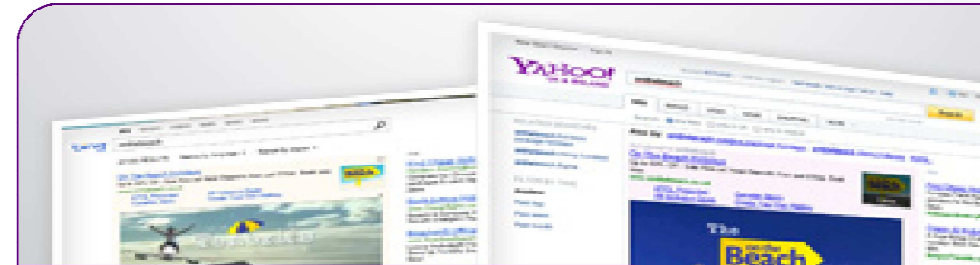
uk.searchm@yaho-inc.com advertising.yahoo.co.uk

Drive your business through a combination only Yahoo! offers: the science to target an audience, the art to create engagement, and the scale to reach the right audience in meaningful numbers.

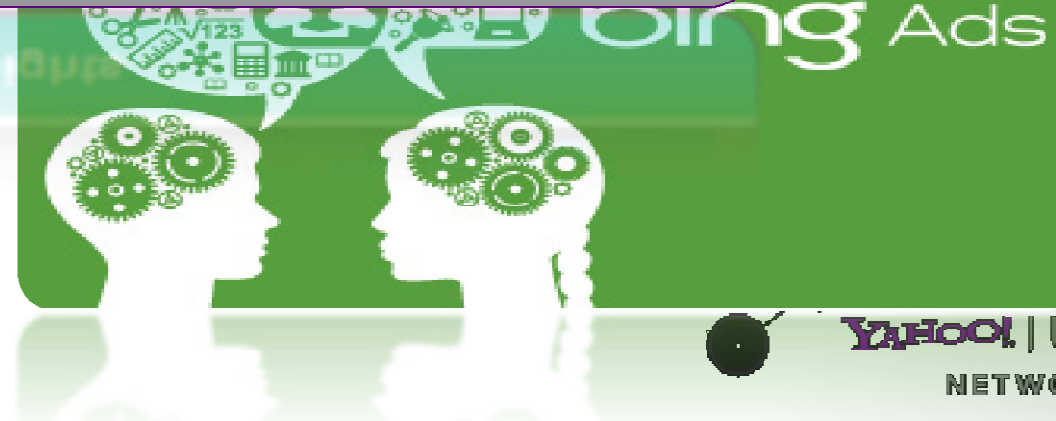
YAHOO!

NETWORK

# Monthly Newsletter



Vertical Insights



# Market Feedback

'The opening stats are the most useful...fuels conversation with our clients.'  
**Dave Richards – Head of Search**



'Budget insurance piece is very timely for us. I shared it with the client and will  
implement it in the next couple of weeks.'

**Siviter**



'Wow this is great stuff!'



'Really useful stuff, kind of insights we don't get regularly from Google.'  
**Sandra D'Onofrio**



'A lot, this is really insightful. This type of snapshot really  
helps the client.'



'Thanks for that link – they're good bite sized articles & insights  
Bookmarked 😊'

'That's a brilliant read, definitely some opportunities to explore...amazing to see  
further evidence of the rapid expansion in this area, many thanks!'

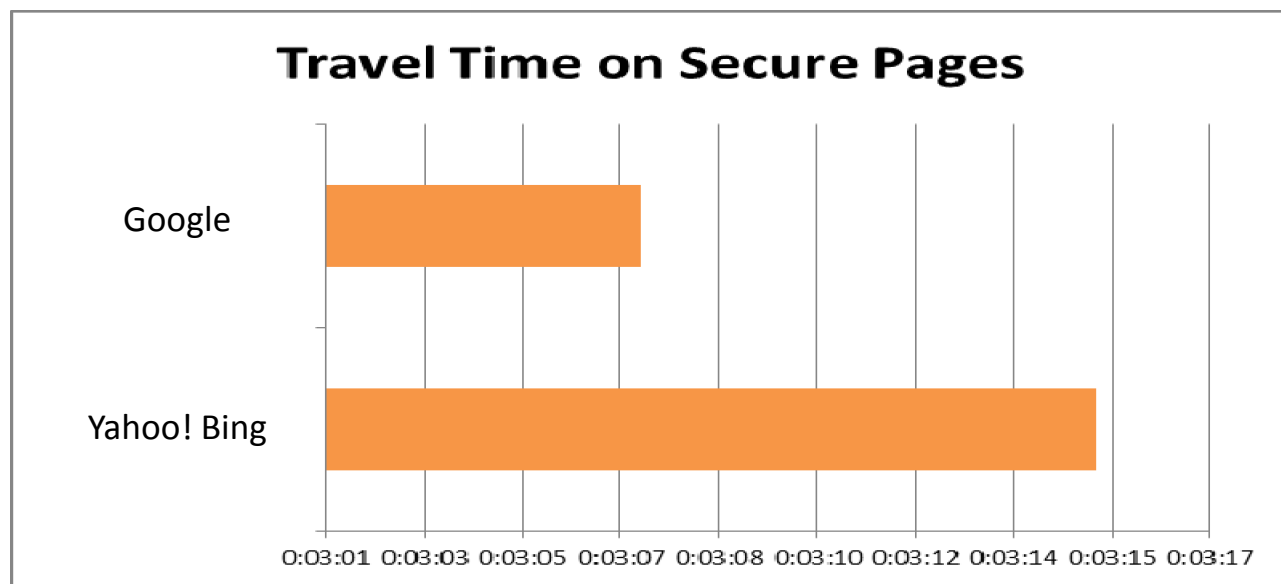
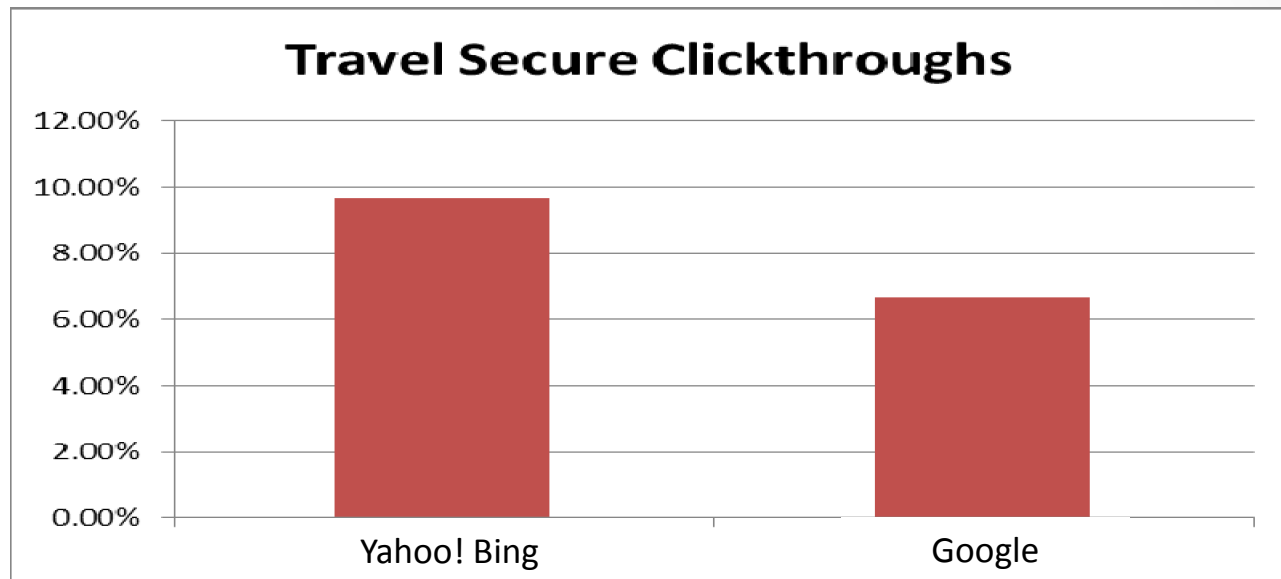


NETWORK

# TRAVEL

Yahoo! Bing Network  
44.3% more  
searches lead to  
secure  
clickthroughs than  
our competition, also  
pending 8 seconds  
more on secure  
pages

Nielsen Net Ratings, August 2012



# How it works

Hi, northpiers | Sign Out | Help | Bucket: UKB001 | Bing test | bad results / ads or bugs? tell us! [hide] | Make Yahoo! your homepage | Mail | Yahoo! your homepage | Mail

Web Images Video Local Shopping News More

888 poker Search Options

Search:  the Web  only in UK  only in Ireland

SafeSearch - Off

12,300,000 results for 888 poker

**888-Poker Online Poker – Get £5 FREE**  
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Get £5 FREE & try our new PokerCam Tables. Join Now!  
[www.888Poker.com/5Free](http://www.888Poker.com/5Free)

Promotional Results

Close Video

**£5 FREE**  
888Poker is giving £5 FREE to all new players for a limited time only. Sign-up now & get the bonus, No deposit needed. Join Shane Warne & Play Different Now!  
[888Poker. We Play Different.](#)

Sponsored Results

**888's Online Casino**  
Get £100 Immediate 1st Deposit Bonus. Start Playing Online Now.  
[www.888.com](http://www.888.com)

**£800 Bonus at 888Casino**  
Play casino games at 888Casino. New player? Get an £800 bonus now  
[www.888casino.com](http://www.888casino.com)

[See your message here...](#)

Sponsored Results

**Online Casino**  
Immediate 1st Deposit Bonus. Start Playing Online Now.  
[www.888.com](http://www.888.com)

**Play Different at 888Casino**  
Play casino games at 888Casino. New player? Get an £800 bonus now  
[www.888casino.com](http://www.888casino.com)

[See your message here...](#)

[Online Casino & Online Poker Room - 888.com](#)



Performance has been amazing!

Yahoo's Rich Ads is an innovative and unique approach in the search engine marketing industry that we are glad to have taken part in. Integrating rich media into search through RAIS has benefited our brand image as well as the bottom line.

We saw an increase across the board in all measures including **TR boost of 400% and a huge lift in conversions by 83%**



# RAIS | Captivate your audience with video

Video streams directly on the search results page.

an optional text box features additional copy associated with your ad.

clickable features will not work on Bing RAIS Video

The screenshot shows a Yahoo! search results page for the query "onthebeach". The search bar at the top contains the text "onthebeach" and a "Search" button. Below the search bar, there are navigation tabs for "WEB", "IMAGES", "VIDEO", "NEWS", "SHOPPING", and "MORE". The "VIDEO" tab is selected. The search results show 236,000 results. On the left side, there are "RELATED SEARCHES" for "onthebeach holidays package holidays", "onthebeach cheap holidays", and "onthebeach flights". Below that, there are "FILTER BY TIME" options: "Anytime", "Past day", "Past week", and "Past month". The main search results area features a video ad for "On The Beach Holidays". The ad includes a thumbnail image of a beach with a yellow sign that says "on the Beach .co.uk" and the text "Wouldn't you rather be on the Beach .co.uk". Above the thumbnail, there is a text box with the following content: "Ad related to onthebeach", "On The Beach Holidays", "Up to 50% Off - Sale Now on! Hotel Deposits from just £10pp. Book now.", "www.onthebeach.co.uk", "ATOL Protected", "All Inclusive Deals", "Canaries Deals", and "Create Your Own Holiday". To the right of the ad, there is a "Close" button. Below the ad, there are several "Ads" listed, including "Find Cheap Holiday Deals", "Cheap All Inclusive Hols", "Rock-bottom Holiday Deals", and "Beach Holidays".



# What the industry is saying

e  
h.co.uk

“We felt that the new Rich Ads were a unique product that would increase our brand awareness whilst delivering a CTR slightly higher than we currently achieve for brand ads.

In reality, the **CTR from the Rich Ads is much higher than we were expecting.**”

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Yahoo Bing  
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NETWO

# What the industry is saying

odafone  
(UK)

“Rich Ads have allowed us to deeply engage our target audience through the use of enhanced features, such as images and sitelinks.

As a result, we’ve seen an **uplift in CTR of 20%**, improved brand exposure,

as well as **a 10% drop in CPCs.**

Also, they can now be easily setup and managed through the Bing UI, with the added benefit of a CPC costing model so we’ve got all the freedom and control we need.”



# What the industry is saying

AA (UK)

RAIS have performed very well for The AA.  
They have helped improve performance across the account  
resulting in **a 15% drop in CPCs**, and **a 10% increase in CTRs**.  
Clicks are up 24% and there has been a **14% increase in sales** since the start of the campaign.”



# ravel is going places on the Yahoo! Bing Network

Impressions	Clicks	Average CTR	Average CPC





# ravel is going places on the Yahoo! Bing Network

Impressions	Clicks	Average CTR	Average CPC
25%			



# ravel is going places on the Yahoo! Bing Network

Impressions	Clicks	Average CTR	Average CPC
25%	67%		



# ravel is going places on the Yahoo! Bing Network

Impressions	Clicks	Average CTR	Average CPC
25%	67%	11%	



# ravel is going places on the Yahoo! Bing Network

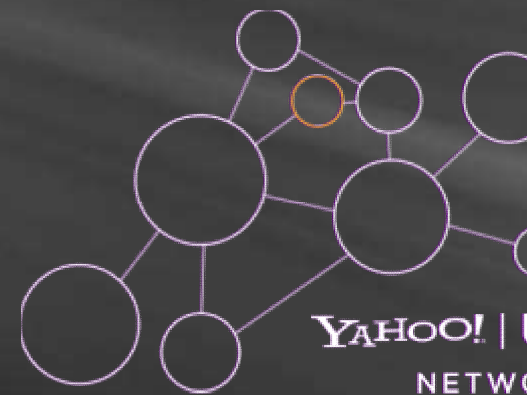
Impressions	Clicks	Average CTR	Average CPC
25%	67%	11%	-10%





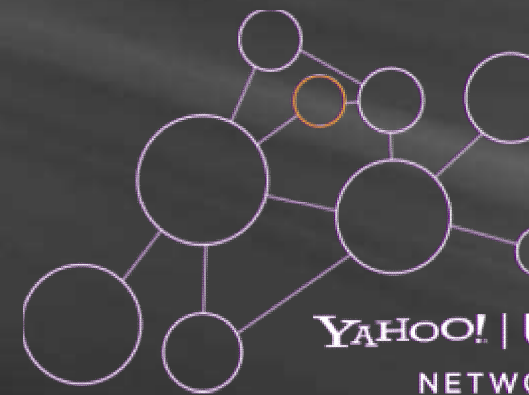
# London 2012 delivered..

## Faster, Higher, Stronger



# Yahoo! Bing network 2012 delivering....

**Bigger, Easier, Better**



# Thank You

