

# The Bing Ads Playbook for 2026

## Tap Into Ecommerce's Hidden Goldmine of High-Intent, High-Income Buyers

Bing Ads is one of the most underrated advertising platforms for ecommerce right now.

While everyone's fighting in the same crowded advertising channels, **Bing Ads sits quietly in the corner, delivering 50-70% lower CPCs and consistently higher ROAS.**

In this guide, I'll walk you through the playbook we run for clients on Bing Ads, covering everything you need to know to launch and scale this platform profitably.

But first, let me explain why Bing Ads deserves a spot in your advertising stack.

## Why Every Ecom Brand Should Test Bing Ads

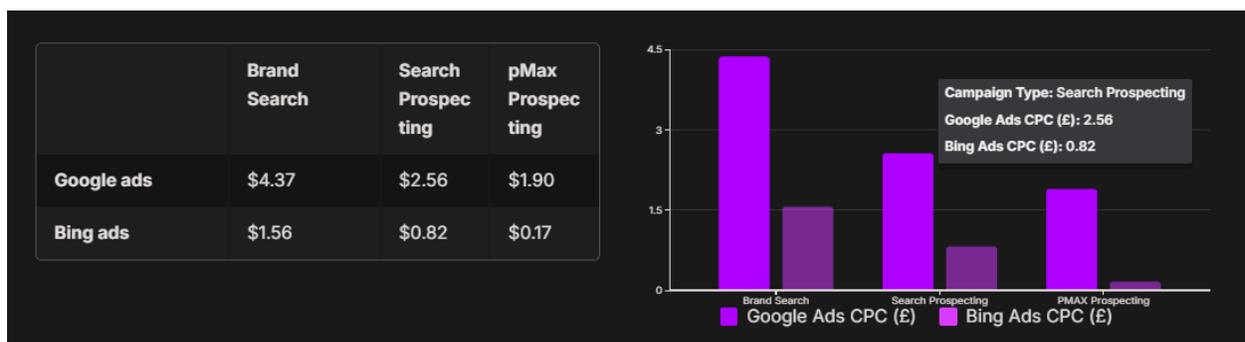
### The Competition Gap

Most eCom brands think that Bing is outdated, unprofitable, or not worth the time.

That misconception creates a massive opportunity because Bing Ads faces significantly less competition compared to Google, which gives you these advantages:

- 50-70% lower CPCs than Google for the same keywords
- Less auction pressure from other advertisers
- Higher ad positions for lower bids

This creates a window where you can profitably acquire customers that your competitors are ignoring.



*CPCs data from our client account*

## The Demographic Advantage

Bing's user base skews older than Google's. We're talking about people in their 50s, 60s, and 70s who:

- Have higher household incomes and more disposable income
- Are less ad-resistant than younger demographics
- Click on ads without the level of skepticism you see on other platforms
- Make purchase decisions faster once they find what they're looking for

Because of this demographic skew, certain product categories perform really well on Bing:

- Health supplements (especially joint health, heart health, cognitive function)
- Anti-aging skincare
- Home improvement and tools
- Kitchen appliances and cookware
- Medical devices and health monitors
- High-ticket items where decision-makers are older
- Comfort and mobility products

Next, I'll walk you through what you need to know to profitably scale this platform.

---

## Campaign Structure

The great thing about Bing Ads is that the setup is similar to Google. You can import a lot of Google campaigns directly and make minor adjustments from there.

Here are the campaigns you should test on Bing Ads:

| <b>Campaign Type</b>                 | <b>Purpose</b>  | <b>Key Insights</b>  |
|--------------------------------------|---|--|
| <b>Brand Search</b>                  | Capture people searching for your brand name                  | Highest-converting, lowest-cost traffic.                                       |
| <b>Branded Shopping</b>              | Capture branded product searches with shopping ads            | Runs alongside Brand Search to completely dominate branded search real estate. |
| <b>Search Prospecting</b>            | Capture high-intent searches related to your product category | Strong conversion potential when messaging matches the demographic.            |
| <b>Standard Shopping Prospecting</b> | Capture product-focused searches with shopping ads            | Consistently the best performer on Bing outside of branded search.             |

|                         |  |  |
|-------------------------|--|--|
| <b>PMAX Prospecting</b> | Let Microsoft's AI find converting traffic across all placements | Doesn't work as well as Google's Performance Max. High risk of budget waste on junk traffic. |
| <b>Audience Ads</b>     | Reach users across Microsoft's network (MSN, Outlook, Edge)      | High volume potential but more risky. Can generate a lot of low-quality clicks.              |

---

## High-Level Setup

Since Bing's platform mirrors Google Ads, I won't dig too deep into the basics. But there are a few non-negotiables you need to nail down.

### 1. Accurate Business Information

Microsoft enforces strict policies around this.

They will ban your account if they discover discrepancies between what you stated during signup and your actual business details.

Make sure:

- Your business address matches your website footer
- Your phone number is consistent across all properties
- Your business name is exactly as registered
- Your website clearly displays terms, privacy policy, and contact info

### 2. Proper Keyword Research

Keyword research on Bing follows a similar process to Google, but with one major difference. The keywords often deliver less search volume.

What this means:

- You can't simply copy and paste the same keyword lists from Google
- You need to be more strategic about which keywords to bid on
- Long-tail keywords become even more important

You can use Google keywords for inspirations, but always cross-reference them with Microsoft's Keyword Planner to verify which keywords have enough volume.

### 3. Bidding Strategy

The competition runs lower than Google, so you usually don't need to bid as aggressively.

- Launch with manual bidding

- Test lower bids than you'd use on Google
- Let the campaign
- Once you have 30+ conversions per month, test Target CPA or Target ROAS

#### 4. Merchant Center & Product Feed Optimization

For Shopping campaigns, your product feed is everything. **Critical elements:**

- **Product titles:** Include product type, key features, and relevant keywords
  - **Descriptions:** Detailed, benefit-focused, keyword-rich
  - **Images:** High-resolution, clean backgrounds, show product clearly
  - **Pricing:** Competitive
  - **Availability:** Keep this updated
  - **Other relevant attributes:** Include these for better visibility
- 

### Specific Adjustments to Bing Ads

Now, while the platform looks similar to Google, there are critical differences in how you need to approach Bing for ecommerce.

#### 1. Ad Copy & Landing Page Messaging

Your Google ads probably won't work as-is on Bing. The demographic skews older, and you often need to adapt your language and positioning to match their preferences.

**For example:**

**On Google:** Trend-driven, hype-focused, social proof from influencers

**On Bing:** Authority-driven, benefit-focused, credibility from experts

**On Google:** Casual, conversational, emoji-heavy

**On Bing:** Professional, clear, straightforward

**On Google:** "Join 50K+ customers who love this product"

**On Bing:** "Trusted by professionals for over 20 years"

**On Google:** "The Viral Skincare Product Everyone's Obsessed With | Free Shipping"

**On Bing:** "Dermatologist-Approved Anti-Aging Serum | Clinically Proven Results"

**Landing page adjustments:**

Bing traffic can convert better with (general guidelines, not hard rules):

- Longer, more detailed copy (older audiences read more)
- Emphasis on guarantees and trust signals
- Clear, prominent contact information
- Third-party certifications and endorsements

## 2. Performance Max Doesn't Perform the Same

From our extensive testing with ecom clients, Bing's PMAx generates a lot of cheap clicks on Audience placements but delivers poor conversion rates.

The AI isn't as sophisticated. It spends a lot of budget into low-quality audience traffic. The learning phase takes longer and usually doesn't optimize properly.

### Our recommendation:

Test it, but keep it on a tight leash. If you do run PMAx on Bing:

- Exclude URLs aggressively: check placement reports weekly and block any sites that aren't converting
- Set conservative Target ROAS or Target CPA
- Be ready to pause it entirely if it's not working

In our client accounts, standard shopping consistently delivers better ROAS for prospecting.

## 3. Campaign Structure Should Be Leaner

Because search volume runs lower on Bing compared to Google, you can't split campaigns the same way you. You need to keep your structure lean.

Don't split campaigns unless there's enough conversion data to support it. You typically need 2-3 conversions per day in a campaign before we consider splitting it further.

## 4. Search & Shopping Are Your Profit Centers

Search and shopping campaigns consistently deliver the highest quality traffic and best ROAS. These two campaign types should be your priority.

Both of these campaigns benefit from significantly lower competition than Google. Your products can dominate the search results for a fraction of the cost.

| <input type="checkbox"/> | Campaign  | Return on ad spend  |
|--------------------------|---|--|
| <input type="checkbox"/> |  !Echelonn   Search   Prospecting   Comparison   Masks   US  | 201.47%  |
| <input type="checkbox"/> |   !Echelonn   Search   Brand   US  | 1,959.17%  |
| <input type="checkbox"/> |  Echelonn   Shopping   Prospecting   US  | 702.42%  |

*ROAS data from our client account*

## 5. Conquering Strategy Crushes on Bing

Your competitors probably aren't running branded search or shopping campaigns on Bing.

**So when people search for your competitor's brand name on Bing, your ads can be the only ones that show up.**

You can get low CPCs for these high-intent, ready to buy keywords. Also, older demographics are less loyal to a certain brand, they just want the easiest purchasing option.

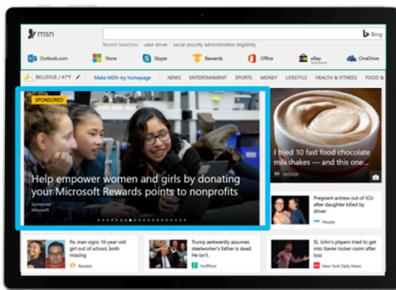
**How to execute:**

- Research your top 5-10 competitors
- Add their brand names as keywords in a dedicated "Competitor Conquering" campaign
- Write ad copy that positions your product as a superior alternative without directly mentioning them
- Bid competitively. You want top ad positions
- Send traffic to a comparison landing page or your main product page with strong differentiation

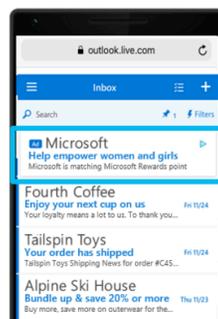
## 6. Audience Ads (The Hidden Opportunity)

This is Bing's equivalent of Google Display, which run across Microsoft Audience Network:

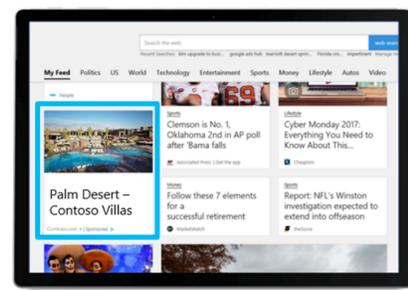
- MSN (including MSN.com, slideshows, homepage feeds, etc.)
- Outlook.com (e.g., in the inbox list, sidebar, or email interfaces)
- Microsoft Edge (e.g., new tab pages, homepage, sidebar)
- 3rd-party sites (CBS Sports, USA Today, People, Food Network, The Weather Channel, Fox Business, etc)
- Other Microsoft sites



MSN



Microsoft Outlook



Microsoft Edge

If you're already running Google Discovery campaigns, you can quickly set it up:

1. Import your Discovery campaign directly into Microsoft Ads
2. Transfer all creatives (images and headlines)
3. Remove all targeting and run it broad initially

4. Set age demographics to 55+ (critical)
5. Geo-target US only to start

### Creative strategy for Audience Ads:

Advertorials, listicles, and educational content works really well here. You can:

- Feature a skincare product in an article that reads like a dermatologist's guide
- Position a supplement as a recommendation from nutritionists
- Frame a home tool as a contractor's insider secret.

You're creating native content that blends into the Microsoft ecosystem.

### Examples of what works:

*"Top Dermatologists Recommend This Face Cleanser for Sensitive Skin"*  
*"The Ancient Ingredient That's Making People Ditch Their Standard Vitamins"*

The key is making your ad look and feel like something you'd naturally find in a publication.

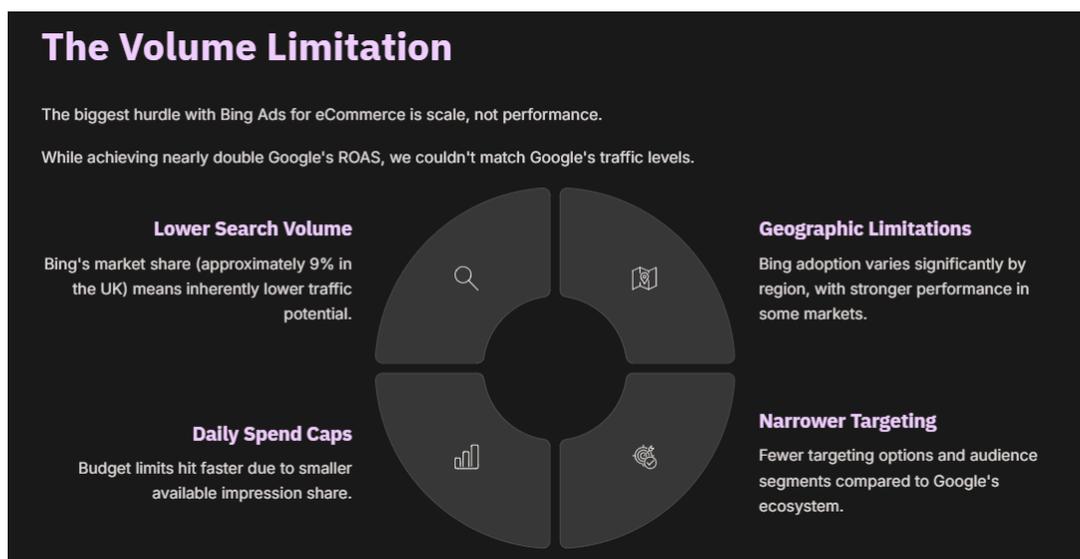
### One important note about Audience Ads:

Just like Display Ads on Google, this placement can burn budget with low-quality clicks. Monitor it carefully. If you're getting clicks but no conversions on certain placements, exclude them.

---

## Bottom Line:

A downside of Bing Ads is that it doesn't match Google's volume. The platform simply doesn't offer the same search traffic.



But in return:

- The traffic quality can be higher
- The ROAS is consistently better
- Setup takes minimal time if you already run Google Ads

It shouldn't replace Google as an acquisition channel. Instead, use it as your profit layer, the channel that supplements your core Google campaigns with higher ROAS, lower competition, and an audience your competitors are completely ignoring.

A big advantage of Bing is that the setup is minimal. If you're already running Google Ads, you can import most of your campaign setups and launch within a day or two.

I believe every ecom brand should test Bing Ads. This is an underrated channel that could give your brand a meaningful lift in profits. **One that most of your competitors aren't even considering.**

---

**If you're interested in running Bing Ads, we're opening up some free strategy sessions.**

We'll audit your current paid search setup, see if Bing fits your brand, and if show you how much incremental revenue you can expect from this channel.

**[Grab a spot with us here.](#)**