



Checklist 1: Setting Up A Bing Ad Account

Project Name: _____

Date: _____

Yes No

Bing advertising also referred to as Microsoft advertising refers to Microsoft's search engine, which runs other alternative search engines including Yahoo, Bing, and AOL. Bing advertising encompasses a service that enables online advertising (which includes PPC) across Microsoft products and partners, as well as search engines including Bing, AOL, and Yahoo. Like other conventional advertising platforms, the main purpose of Bing advertising is to drive traffic, reach wider markets/audiences and ultimately increase revenue. Bing advertising has a host of advantages compared to other search engines or advertising platforms, which include a relatively lower cost per click due to less competition on the Bing's keywords, a relatively higher engagement rate on the ad clicks, device targeting, and access to a wider audience across the included search engines (Yahoo and AOL). The first step in Bing advertising is setting up a Bing's ad account. This checklist provides a guide for setting up your Bing ads account.

Part 1 – Setting Up your Microsoft

- 1 On the Bing ads website, click on the sign up now button.
- 2 On the redirected page, fill in the name of your company.
- 3 Include your full names on the required field.

Notes



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- 4 Fill in your business/company email address.
- 5 Specify your country of location (where your business is located).
- 6 Specify the time zone in your location.
- 7 Check that your phone number is included (preferably your business/company number).
- 8 Specify the currency to be used for transactions.
- 9 Specify whether you are advertising your business or.
- 10 Whether you are an advertising agency for other businesses.
- 11 Check and agree to Bing's terms and conditions.

Part 2 – Importing your Google Ads

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- 12 Import existing data (if available) from a Google ads campaign.

- 13 Consider importing bids and budgets.

- 14 Import ad extensions and tracking templates from your Google ads campaign.

- 15 Schedule when to import the campaign.

- 16 Consider creating a new Bing ads campaign (if importing is not an option).

Part 3 – Linking your Bing Ads Account to an Umbrella Account

- 17 Find the account number of your new campaign on the Bing ads interface.

- 18 Log into your umbrella account through a new browser.

- 19 Select the 'account and billing tab'.

Notes



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20 Click the 'link to client' icon.

21 Click on the 'requests' tab and scroll select the 'accept request' icon.

Notes:

Once you find an account number for your campaign on Bing ads interface, you will receive an eight digit password. You will be required to use this password later on in the process to link your Bing account to your umbrella account.

Notes