



You dream it. We deliver it.

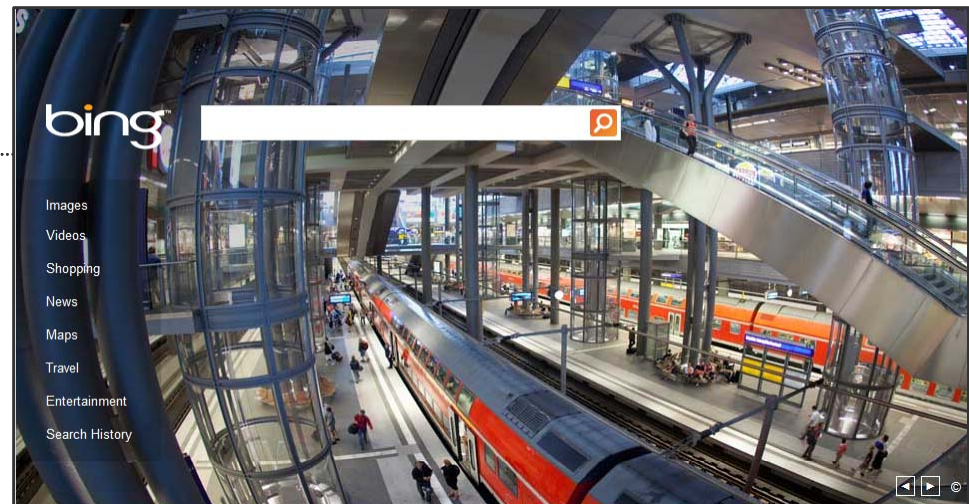


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## Bing Shopping

**Presentation to:  
MerchantAdvantage Clients**

**July 2010**

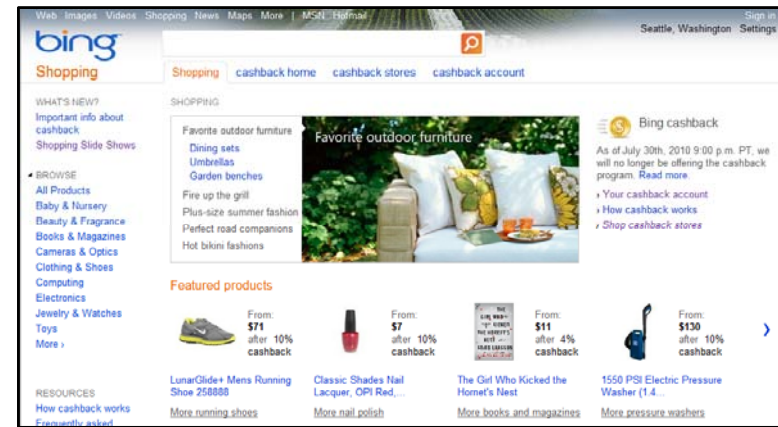


## Want to display more on Bing? Send us your products.

On July 31, we're replacing Bing cashback Shopping with a free<sup>1</sup> Bing Shopping program.

With this new Bing Shopping program, you can drive traffic to your sites for free – potentially displaying your online products to over 83 million unique searchers<sup>2</sup> who are making decisions on Bing.

And the new program enables existing cashback advertisers to display a broad range of products on Bing Shopping with little or no extra work.



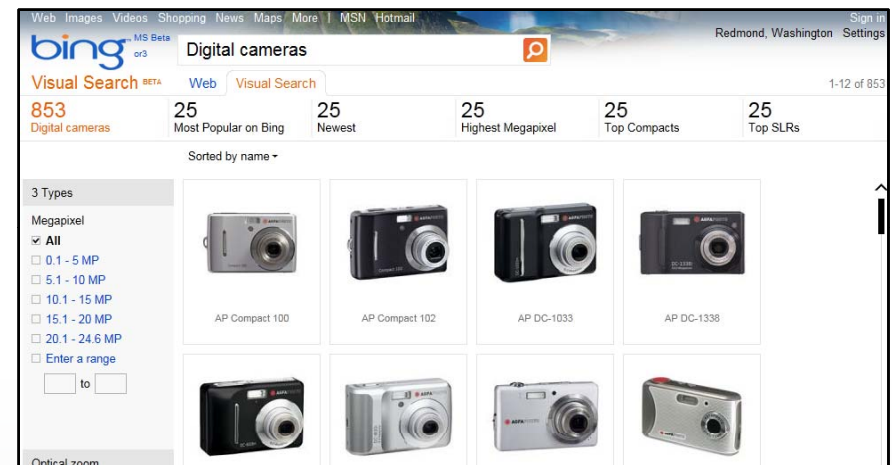
1 The Bing Shopping program is currently moving to a free of charge model. We reserve the right to charge in the future and would provide notice pursuant to the Bing Shopping program terms of use. 2 comScore qSearch May 2010

## The Bing Shopping Experience.

In addition to current Bing Shopping features like consumer reviews, ratings, and Visual Search, we're continually improving the Bing Shopping experience to help shoppers discover products, and compare offers.

Future planned enhancements include a more streamlined Bing Shopping experience, improved shopping scenarios for social, mobile, local, and deeper integration with Bing.com.

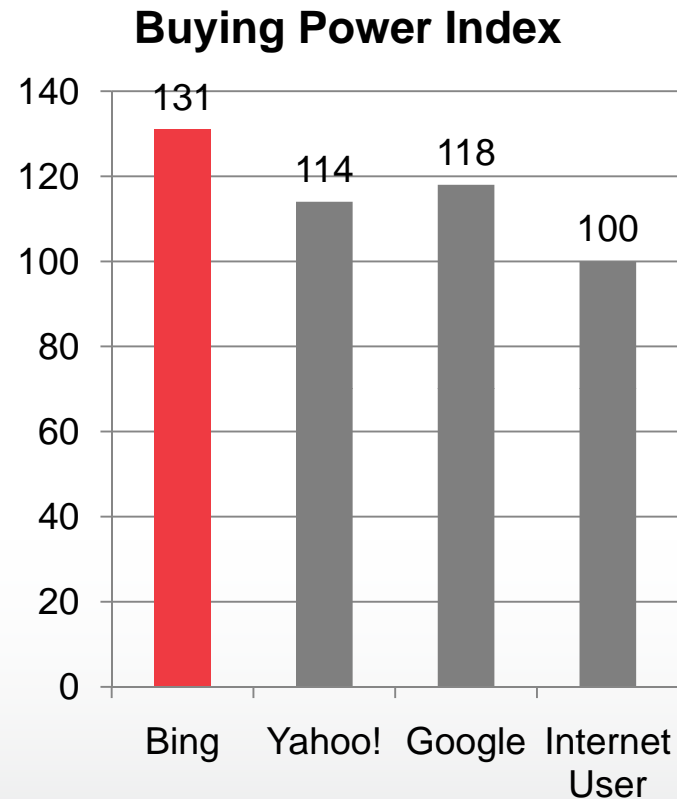
Display your product catalog where people use Bing tools to compare products, opinions, and prices as they decide what to buy.



**Over 83 million<sup>1</sup> people use Bing.**  
**Reach them as they decide what to buy.**

The Bing audience is:

- 31% more likely to buy online than the average internet user,
- 11% more likely to buy online than Google searchers, and
- 15% more likely to buy online than Yahoo! searchers.<sup>2</sup>



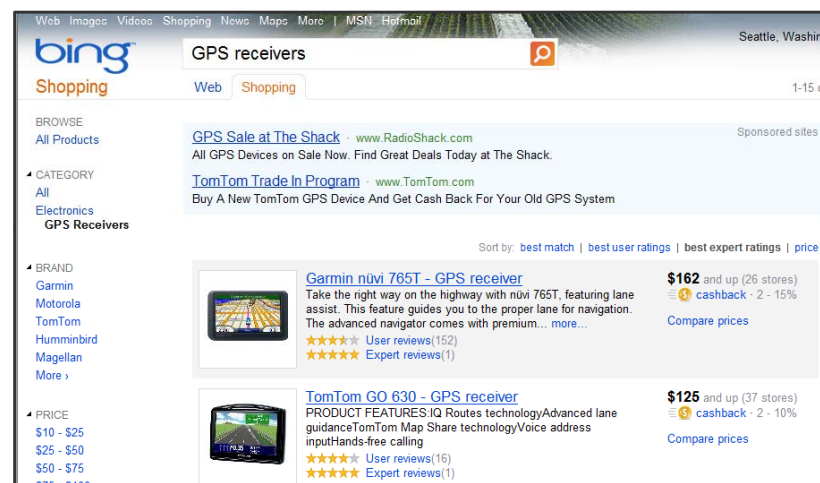
1 comScore qSearch May 2010, 2 comScore Media Metrix May 2010

## List products on Bing for free. Getting started is easy.

If you're an existing Bing cashback Shopping advertiser, just keep sending us your datafeed after July 30 and it will automatically go into the new Bing Shopping program for free.<sup>1</sup> We recommend you expand your feed to include 100% of your products for broader coverage.<sup>2</sup>

If you are an existing Bing cashback Search advertiser, contact your Microsoft Advertising representative for information to on-board into this new program.

If you work with an aggregator who is enabled with the Bing cashback program, you can submit your catalog through them if they choose to participate in the new Bing Shopping program.



1 Subject to the new Bing Shopping program Terms of Use, 2 Consistent with the Bing Shopping Terms of Use by which policy referenced therein may require you to remove some of your products.

## Start reaching 83 million<sup>1</sup> unique searchers today.

Now you can drive traffic to your site—at no cost to you—with Bing Shopping.

Plan your back-to-school and holiday advertising efforts around a solid Bing campaign.

We recommend you display your products on Bing Shopping and also run search ads on Bing.com as an important part of your online mix.

Contact your Microsoft Advertising representative today to learn more.



1 comScore qSearch May 2010