

A media market update – an in-depth look at what’s been happening in Digital Search

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Revenue forecast for 2017 +9%

Bing Announce 25% UK Search Engine Market Share.

Citing comScore as the source, the Bing Network now account for one in every four searches in the UK. This is the result of measuring the number of searches within the Bing search network (which includes Yahoo! and AOL), and other “powered by Bing” platforms.

Whilst this may differ from the usual method, there is no doubt that Bing has seen significant growth over the last years, aided by strategic Microsoft decisions to incorporate search into their products – from Cortana to Edge. But it extends to partnerships with companies like Gumtree, and powering search results for the iPhone’s Siri, and Alexa on Amazon Echo and also Kindle tablets.

Microsoft's advertising solution – Bing Ads – is largely following Google's offering with regards to paid search marketing; but there are a number of distinctive opportunities for advertisers, such as image extensions and multi-image carousels. Although Google remains the most popular search engine in the UK by far, Bing's advertising benefits include efficient paid search traffic (particularly of interest to advertisers in highly competitive industries like finance, retail and travel), whilst achieving strong click-to-acquisition conversion rates.

Could Google finally have a challenger at last?

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