
BING SEES IMPRESSIVE GROWTHS IN 2Q 2010



The second quarter report from Keyword Search Pros has been released and Microsoft has reason to celebrate. The report showed that Bing's ad impressions and clicks grew steadily over the second quarter of 2010. According to the report, Bing's ad impressions shot up by 60% when compared with 2Q of last year and ad clicks saw an increase of a whopping 145%. These are solid figures for the Microsoft, as they attempt to reach Google like numbers. Microsoft plans to integrate Yahoo into their search network. Both Google and Yahoo saw a decline in click shares, however Bing managed to increase its ad spend share. The report demonstrated that overall spending in PPC advertising has risen almost a third in 2Q. Keyword Search Pros works with such big names as Google, Yahoo, Bing, Ask.com, and Facebook. Their aim is to aid advertisers increase the efficacy of their PPC advertisements.

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