

Google AdWords vs Bing Ads cheat sheet



Search network

- Google Search + partners (e.g.: gmail)
- Language settings at campaign level
- Autobidding, enhanced CPC, maximise conversions, CPA, manual bidding

Search network

- Bing Search + partners (e.g.: outlook.com)
- Language settings at ad group level
- Autobidding, enhanced CPC, maximise conversions, CPA, manual bidding

Display network

- >2 million websites + YouTube

Display network

- No display network available

Shopping

- Available in Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czechia, Denmark, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Malaysia, New Zealand, Norway, the Philippines, Poland, Portugal, the Netherlands, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, the UK, and the US.

Shopping

- Available in France, Germany, the UK and the US.

Apps

- Dedicated Universal App Campaigns

Apps

- App extensions only (conversion tracking from AppsFlyer, Kochova & Tune)

Remarketing / Setting goals

- AdWords Tag
- Import from Google Analytics (goals / lists)

Remarketing / Setting goals

- UET (Universal Event Tracking), compatible with key tag management solutions

Tools

- AdWords Editor
- Keyword Planner
- Display Planner

Tools

- Bing Ads Editor
- Keyword Planner
- Campaign Planner
- Bing Ads Intelligence
- Scheduled Google import

Targeting & Exclusions

- User location
- Ad Scheduling (day of week, time of day)
- User demographics
- Devices:
 - Desktop: -100% to +900%
 - Tablet: -100% to +900%
 - Mobile: -100% to +900%
- On campaign level:
 - Locations
 - Time of day
 - Day of week
 - Negative keywords
 - IP addresses
- On ad group level:
 - Negative keywords

Targeting & Exclusions

- User location
- Ad Scheduling (day of week, time of day)
- User demographics
- Devices:
 - Desktop: 0 to +900%
 - Tablet: -100% to +900%
 - Mobile: -100% to +900%
- On campaign level:
 - Locations
 - Time of day
 - Day of week
 - Negative keywords
 - IP addresses
 - Websites
- On ad group level:
 - Locations
 - Time of day
 - Day of week
 - Negative keywords
 - Websites
- Settings at ad group level override settings at campaign level

Quality score

- On keyword level only

Quality score

- On campaign, ad group and keyword level

Language settings

- On campaign level
- Can be altered at any given time

Language settings

- On ad group level
- Ad and landig page language must match
- Language determines the publishers
- Cannot be altered once saved

Things to check on import

- Campaign budgets → - Shared budgets or individual budgets? Optimize for a different audience
- Keyword bids → - Keyword bids
- Location & language targeting → - Location & language targeting
See above: more flexibility for locations. Language cannot be altered once saved.
- Negative keywords / conflicts → - Negative keywords / conflicts. 25% of searches in Bing are not done in Google.
- Tracking with AdWords tag or via Analytics → - Tracking with UET & conversions
- Ad extensions → - Ad extensions: Bing offers more flexibility here: different sitelinks can point to the same page.
Up to 3 image extensions can be added.

Things that are NOT imported

- Billing information
- Goals
- Shared budgets
- Shared library
- Extension with more than 10 sitelinks
- Image ads
- Data feeds
- Automated rules