Bing Ads Custom Audiences now available in most markets

Bing Ads Custom Audiences are now generally available.

Bing Ads began piloting Custom Audiences nearly two years ago. Custom Audiences are now generally available in all Bing Ad markets with the exceptions of the E.U., Norway and Switzerland.

Why you should care

Custom Audiences allows you to remarket to your existing customers with messaging customized for each customer segment – loyalty members, high lifetime value customers, etc.

Unlike other platforms (Google, Facebook) that allow advertisers to upload their customer lists of emails directly, Bing Ads has opted to partner with a handful of data management platforms (DMP). Adobe Audience Manager, LiveRamp and Oracle BlueKai are the three current partners.

Once you enable the integration with one of the DMP partners, your Custom Audiences will appear in Audiences under Shared Library in Bing Ads.

You can then associate custom audiences at the ad group level as target and bid, bid only or as an exclusion. Then set bid adjustments at the audience level.

More on Custom Audiences

- You must only use first-party data in Custom Audiences. Buying or leasing third-party data is not permitted.
- Custom Audiences are also available via the Bing Ads API.
- Pilot advertisers saw as much as an 18 percent lift in CTR, Bing Ads reported.

About The Author

Ginny Marvin is Third Door Media’s Editor-in-Chief, managing

day-to-day editorial operations across all of our publications. Ginny writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land, Marketing Land and MarTech Today. With more than 15 years of marketing experience, she has held both in-house and agency management positions. She can be found on Twitter as @ginnymarvin.

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