Bing Ads Editor getting support for account level ad extensions

Bing Ads rolled out account level ad extensions in September 2017, allowing advertisers to assign an extension across all the campaigns in an account. Now, there is finally starting to be support for them in Bing Ads Editor.

Starting with callout extensions, advertisers will be able to associate account-level ad extensions in Editor as shown in the screen shot below.

Bing Ads Editor will support account-level ad extensions.

You’ll need to select the account level in the navigation in the upper right to access account-level extensions. And, as with shared library updates, account level ad extension associations are always posted, regardless of whether all campaigns or selected campaigns are being posted.

Support for other extensions at the account level will be rolling out in the near future.

About The Author

Ginny Marvin is Third Door Media’s Associate Editor, assisting with the day to day editorial operations across all publications and overseeing paid media coverage. Ginny Marvin writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land and Marketing Land. With more than 15 years of marketing experience, Ginny has held both in-house and agency management positions. She can be found on Twitter as @ginnymarvin.
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