

# Bing Ads Account Build

In Bing As online - Create new account (under account summary)

Microsoft Advertising | Property Manager Websites | Manager account F11000SUK2

Accounts

Overview New

Recommendations

**Accounts summary** New

Auction insights

Performance | Management | Requests | Notifications | Imports

Welcome back Property Manager Websites! Here's your Microsoft Advertising account summary.

The Accounts page is the centralized view of your ad accounts and the manager accounts.

- Build your hierarchy by creating new accounts and by linking to existing accounts
- See top-level performance, notifications, and imports by account
- Drill down to individual accounts to view campaign details

[Learn more about the Accounts page](#)

Fri, 7/1/2022

**+ Create account** | [Link to accounts](#) | [+ Add filter](#)

Account name

Day	Value
1	28
2	25
3	25
4	35
5	28
6	32

- Enter in:
- Account Name
  - Primary Contact (always [PMW.Webmaster@kohva.com](mailto:PMW.Webmaster@kohva.com))
  - Billing Language
  - Time Zone (client's time zone)

Microsoft Advertising | Property Manager Websites  
Manager account F110005UK2

Create a new account

Property Manager Websites

[Click to switch accounts](#)

### Account settings

Enter your information below to create a new account. You might want to create a new account if, for example, you have a different business name or location.

**Account name**  
PMI Georgia

**Primary contact** ⓘ  
pmw.webmaster@kohva.com

**Billing language** ⓘ  
English

**Account comments (optional)**

1000 characters remaining

**Account timezone** ⓘ  
(GMT-05:00) Eastern Time (US & Canada)

**Auto-tagging** ⓘ  
 Add UTM tags to my destination URLs

**Next** | Exit

Click Next

- Type in:
- Legal Business Name
  - Business Location (United States)

You will then be prompted to enter in their Business Address (you can find this either on their website or within their Google My Business)

The screenshot shows the 'Create a new account' process in Microsoft Advertising. The current step is 'Business location & tax information'. The form contains the following fields:

- Legal business name:** PMI Georgia
- Business location:** United States
- Business address:**
  - Enter a new address...
  - 170 Greencastle Rd.
  - Address line 2
  - Tyrone
  - Georgia
  - 30290

At the bottom of the form, there are three buttons: 'Back', 'Next', and 'Exit'. The 'Next' button is highlighted with a red box.

Click Next

It will then bring you to set up the payment information

You will only change the Payment Settings to POSTPAY THRESHOLD

Microsoft Advertising | Property Manager Websites  
Manager account F11000SUK2

Create a new account

- Account settings
- Business location & tax information
- Payment information

### Payment information

Add a promotional offer code and set up your billing settings.

Currency <sup>?</sup>  
US Dollar (USD)

Payment setting <sup>?</sup>  
Postpay threshold  
① Monthly invoice is not available for your account. Please contact Support or your account manager for further assistance.

Payment method (optional) <sup>?</sup>  
(Not set)

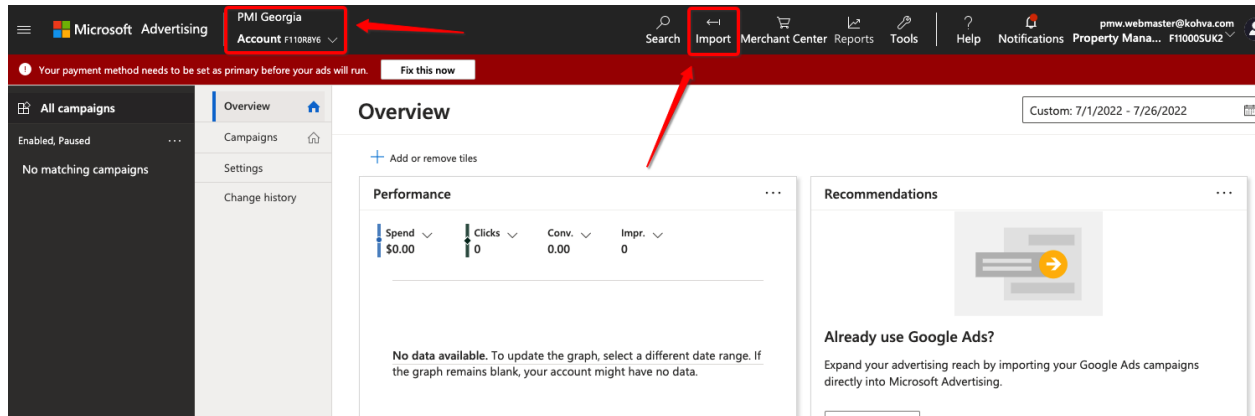
Promotional offer (optional) <sup>?</sup>  
Enter a valid promotional offer code

Back Create account Exit

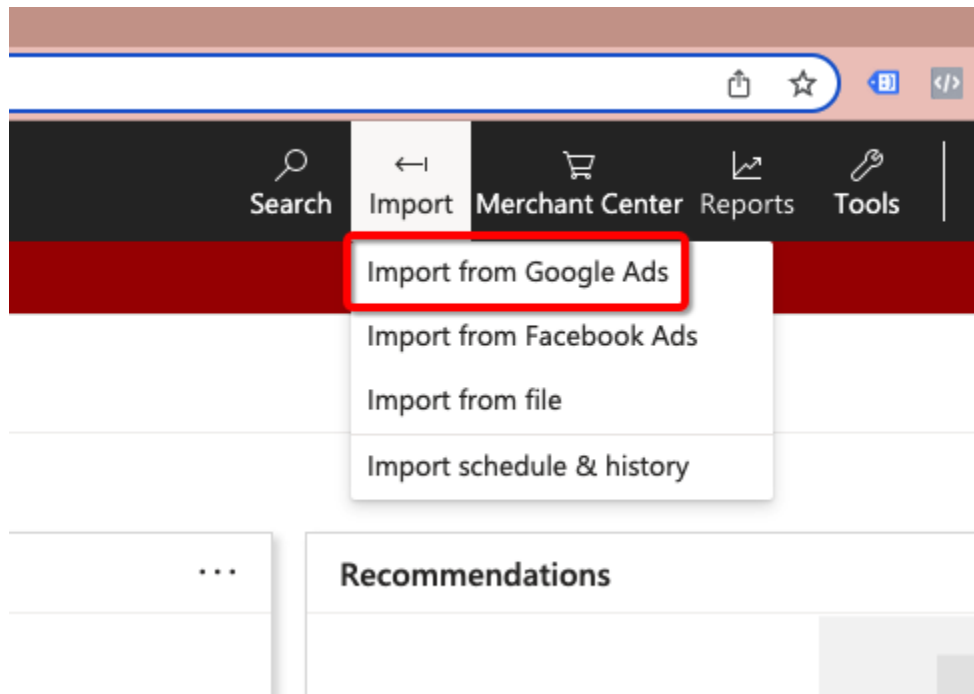
Create Account

Next, you will go into the PMI Georgia Bing Ads account

You will click on Import at the top of the page



Import from Google Ads



## Sign in with Google

Microsoft Advertising | PMI Georgia  
Account F110R8Y6

Your payment method needs to be set as primary before your ads will run. [Fix this now](#)

### Import from Google Ads

- Sign in with Google
- Choose accounts
- Start your import

## Sign in with Google

Get your campaigns up and running quickly by importing them direct

[Sign in with Google](#)

Choose the account you want to sign in with

Sign in - Google Accounts

accounts.google.com/o/oauth2/auth/oauthchooseaccount?response\_type=permi...

Sign in with Google

## Choose an account

to continue to [Microsoft Advertising](#)

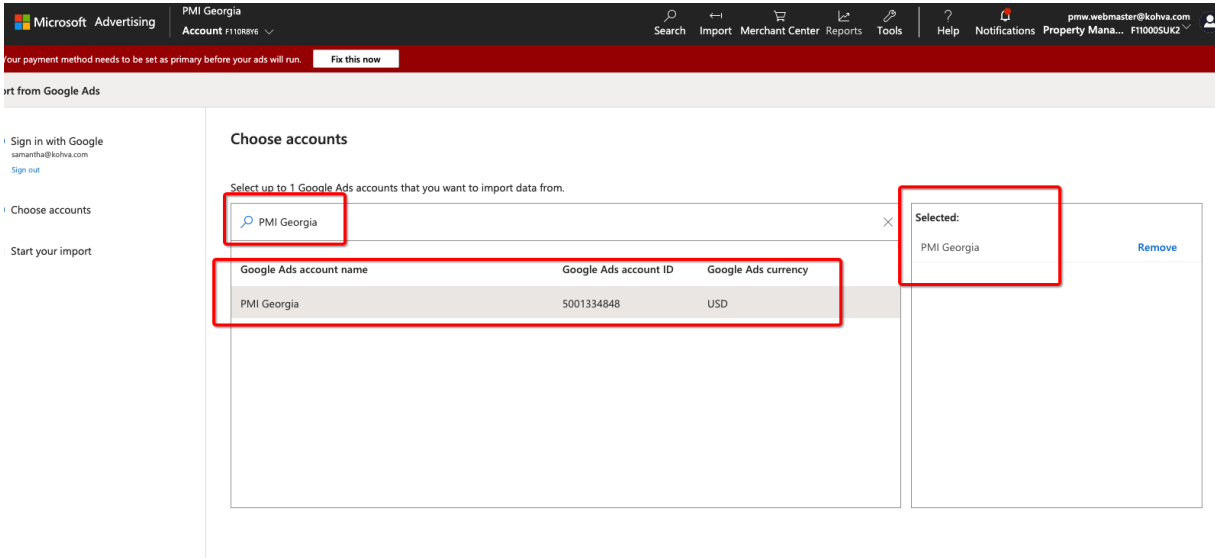
- Samantha Adams**  
samantha@kohva.com

[Use another account](#)

To continue, Google will share your name, email address, language preference, and profile picture with Microsoft Advertising. Before using this app, you can review Microsoft Advertising's [privacy policy](#) and [terms of service](#).

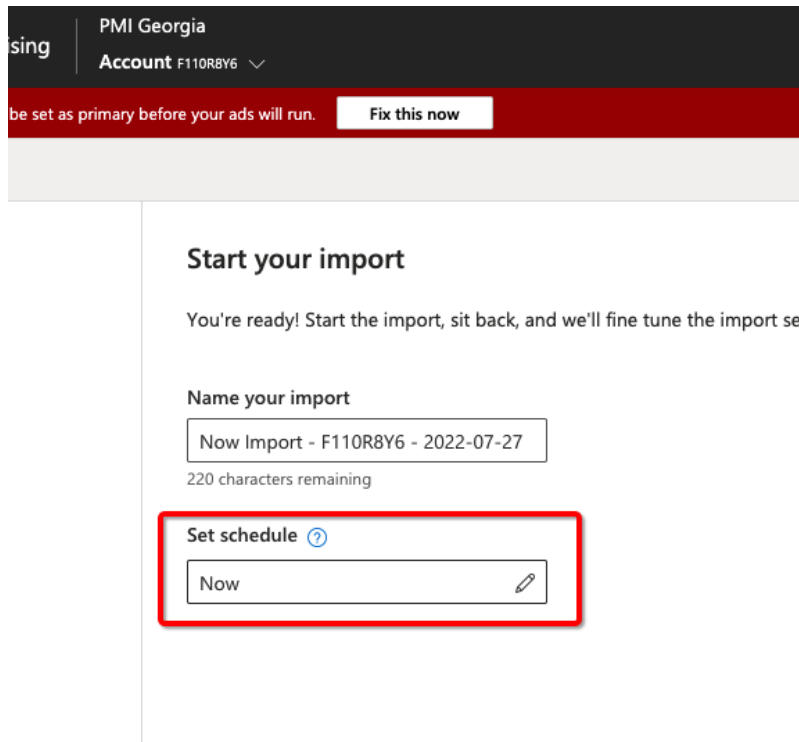
English (United States) | [Help](#) | [Privacy](#) | [Terms](#)

You will then choose the account you want to import



Search for the account - select the account and make sure it shows up in the Selected area

Click Next  
Start your Import  
Change Set Schedule to NOW



# START IMPORT

Once Imported - View Imported Campaigns

← Microsoft Advertising | PMI Georgia  
Account F110R8Y6 ▾

🚫 Your payment method needs to be set as primary before your ads will run. [Fix this now](#)

Import from Google Ads

## Import Summary

✔ New items 324 <a href="#">View details</a>	✔ Synced items 0	✔ Deleted items 0	ⓘ Skipped items 1 <a href="#">View details</a>
--	---------------------	----------------------	--

[↓ Download errors to a spreadsheet](#)

### Import name

Now Import - F110R8Y6 - 2022-07-27

### Google account

samantha@kohva.com

### Google Ads account

PMI Georgia

### Microsoft Advertising account

PMI Georgia - F110R8Y6

Note: Some of your data might have been skipped or modified during import because of differences between Microsoft Advertising and Google Ac

[Set schedule](#) [View imported campaigns](#) [Provide feedback](#)



From here, you are going to check and see if all the campaigns, ad groups, keywords & sitelinks (sitelinks, call extensions, callout extensions, & structured snippets) have been imported from Google Ads (just click through account)

When checking on the Call Extension - You will edit the call extension

Make sure the call tracking is set to “No, I would like to display my own phone number”

The screenshot shows the Google Ads interface for a campaign named "PMI Georgia - Residential". The "Edit Call Ad Extension" panel is open on the right. In the "Call Tracking" section, the radio button for "No, I would like to display my own phone number" is selected and highlighted with a red box. The "Save" button at the bottom of the panel is also highlighted with a red box. The "Phone number" field contains "(678) 904-9714".

After this, you will go into each of the sitelink extensions and change the tracking code from GoogleAds to BingAds

Select each sitelink, one by one, and click edit. ONLY edit the URL

Advertising | PMI Georgia | Account F110R8Y6

needs to be set as primary before your ads will run. [Fix this now](#)

All campaigns > PMI Georgia - Residential | Status: Enabled | Budget: 2.00/day | Optimization: -

Overview | **Ads** | Extensions | Automated extensions

Recommendations

Ad groups

Ads & extensions

Ads

**Extensions**

Automated extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Change history

Competition

Experiments

View: Sitelink Extensions | Campaign | Ad group

[Edit](#)

<input checked="" type="checkbox"/>	Ad extension ?
<input checked="" type="checkbox"/>	<b>Contact Us</b> Contact PMI Georgia Today We'd Love To Hear From You
<input type="checkbox"/>	<b>Our Blog</b> View Our Property Management Blog For All Things Property Management
<input type="checkbox"/>	<b>Our Services</b> Stress Free Property Management In The Atlanta Area
<input type="checkbox"/>	<b>Owner Resources</b> Get Your Questions Answered Today By Our Atlanta Property Managers
<input type="checkbox"/>	<b>About Us</b> Discover Why We Are The Only Choice For Property Management

Filtered total - 5 ad extensions

Search ads total

Deleted items total

## Edit Sitelink Extensions

### Link text

25 characters remaining

### Description (optional) [?](#)

10 characters remaining

9 characters remaining

### Device preference

 Mobile

### Final URL [?](#)

### Mobile URL [?](#)

### ▼ Sitelink Extension URL options

Set up the tracking and redirect information for your ads.

Tracking template:

None

Final URL suffix:

None

Custom parameters:

None

### ▼ Selected days and hours

- [?](#) Editing this extension updates all Campaigns or Ad Groups using it.
- [?](#) Your changes will be recorded and we will review your edited extension. During the review, takes less than three hours (but could take up to one business day), your extension might n

Next, you will change the tracking code of each of the ads from GoogleAds to BingAds

You will need to go into each and every ad group and each and every ad to change this

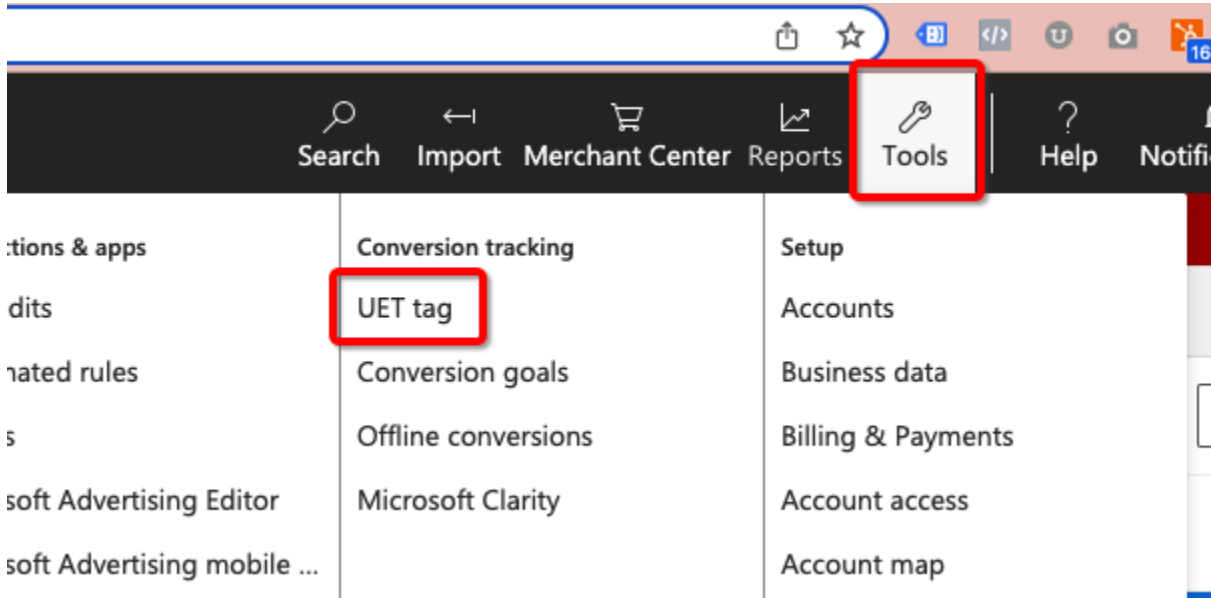
The screenshot shows the Google Ads interface for the campaign '01 Residential - Fayetteville'. The left sidebar lists various campaign settings. The main content area shows a list of ads. One ad is visible with the headline 'Property Manager Fayetteville | Find A Property Manager | Stress Free Property Mgmt'. A red box highlights the pencil icon in the 'Delivery' column, indicating the edit button.

Click the pencil edit button to edit the URL tracking code

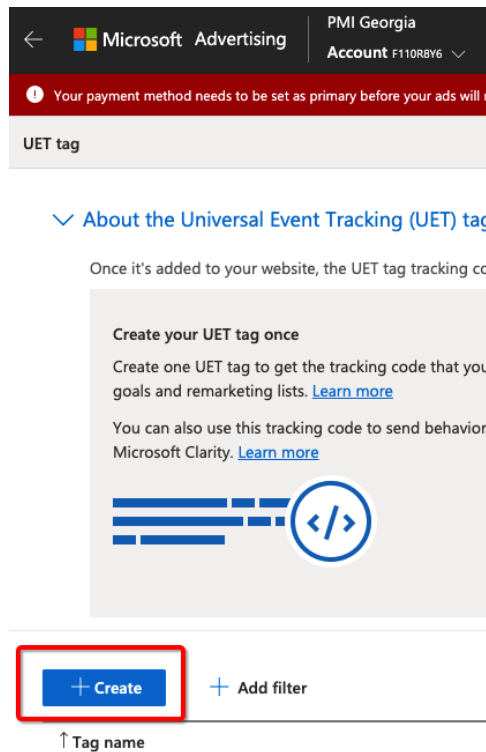
The screenshot shows the 'Edit an ad' interface. The 'Final URL' field is highlighted with a red box and contains the URL: `https://www.pmimeorgia.com/fayetteville-property-management?tcid=BingAdsFayetteville`. Below the URL field, there are two headline fields: 'Property Manager Fayetteville' and 'Find A Property Manager'. The interface also shows character counts and 'dynamic text' indicators for the headlines.

Save ad after the changes are made

Next, you will go to Tools - UET TAG

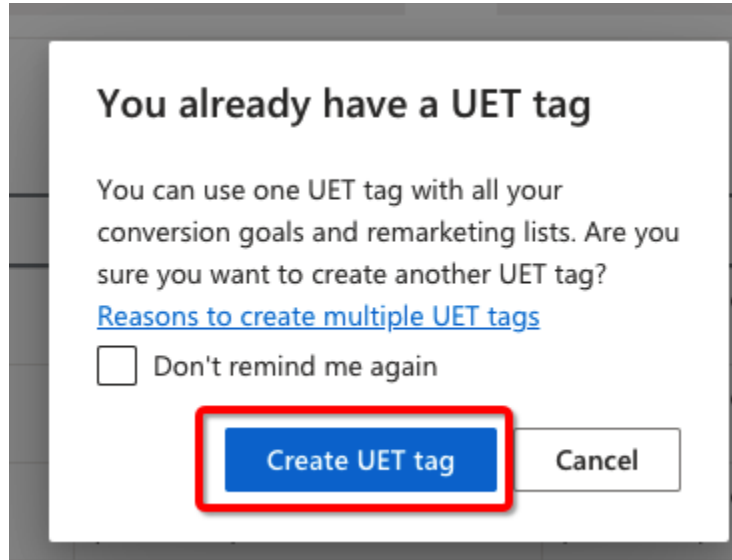


Create

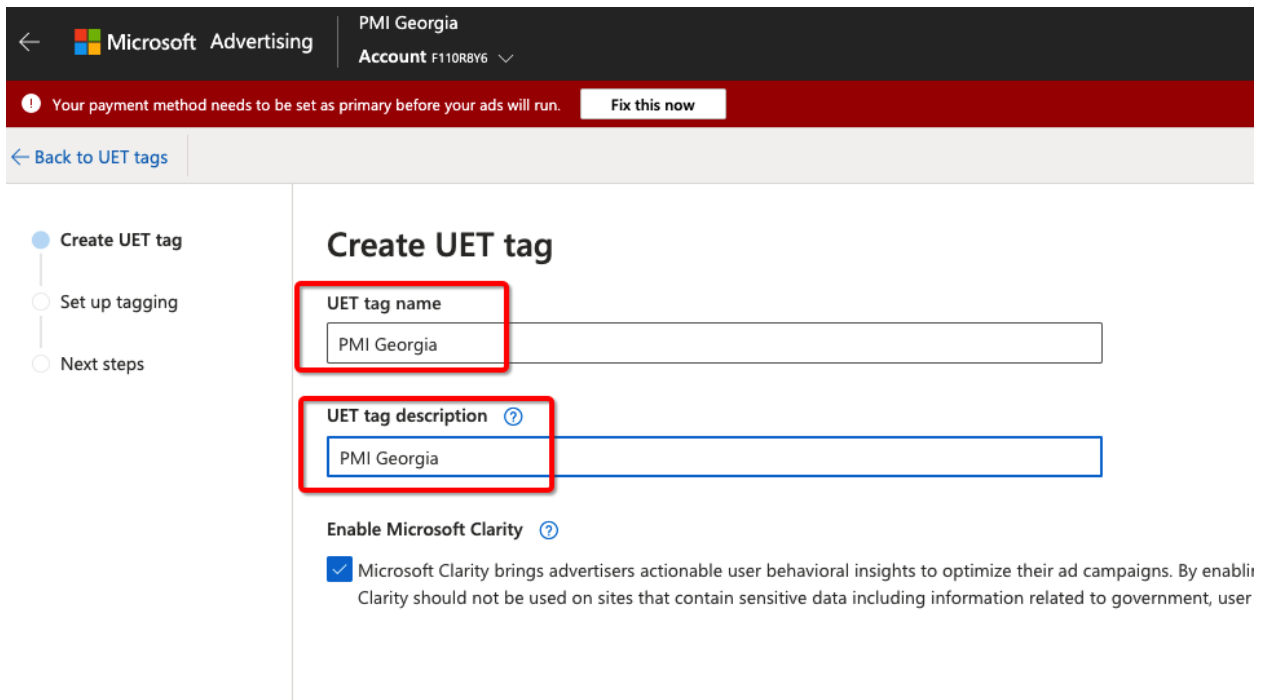


Bing Ads will prompt you that you already have a UET Tag

Click Create UET Tag



Create UET Tag - UET Tag Name & Description (this will be the account name for both)




Save & Next


## Set Up Tagging - Install the tag yourself

id needs to be set as primary before your ads will run. [Fix this now](#)

### Set up tagging

 **Install the tag yourself**

We'll provide the instructions so you can add the tracking tag to your website's code.

 **Send the tag to a developer**

We'll send the tracking tag and instructions to the people you specify, so they can add the tag to your website's code.

Next

The UET tag will pop up  
You will be installing this tag into the code of the site (in ATOM)

Copy Tag & open ATOM

### Add the tag manually

#### Instructions:

Copy the tag and paste it in between the <head></head> tags of every page of your website  
You only need to install the global site tag once on every page of your website, even if you are  
You can also [send the instruction to a developer](#) if not sure how to do it manually.

```
<script>
(function(w,d,t,r,u)
{
  var f,n,i;
  w[u]=w[u]||[],f=function()
  {
    var o=(t:"148025049");
    o.q=w[u],w[u]=new UET(o),w[u].push("pageLoad")
  },
  n=d.createElement(t),n.src=r,n.async=1,n.onload=n.onreadystatechange=f
  function()
  {
    var s=this.readyState;
    s&&sl!="loaded"&&sl!="complete"||
    (f(),n.onload=n.onreadystatechange=null)
  },
  i=d.getElementsByTagName(t)[0].parentNode.insertBefore(n,i)
})
(window,document,"script","//bat.bing.com/batjs","uetq");
</script>
```

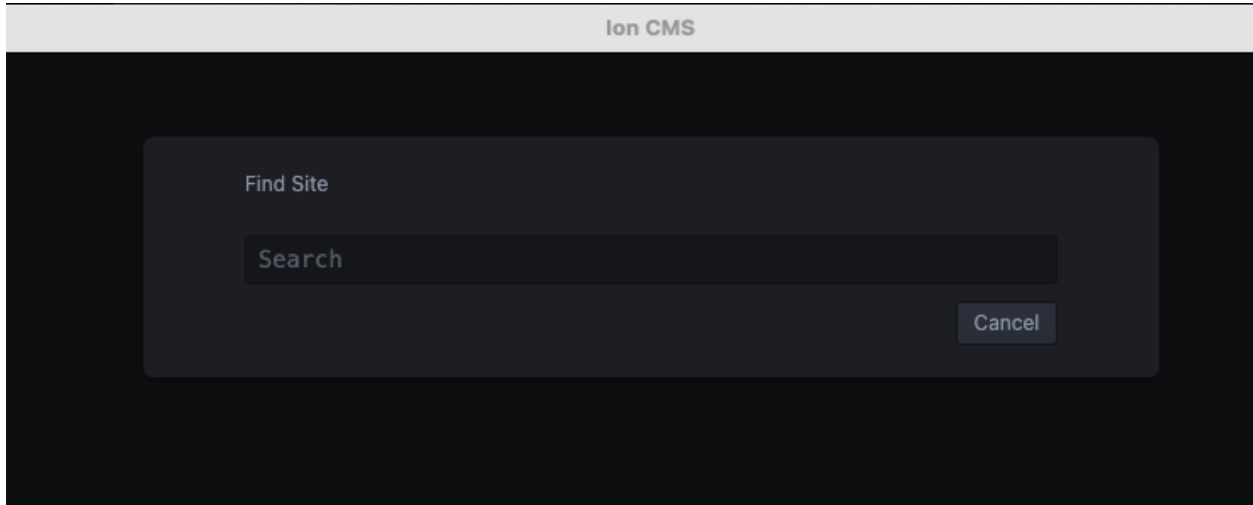
[Copy tag](#)

[Download tag](#)

[> Not sure how to do it? See an example](#)

Right click on the furthest right side of the page - click on "find site"

Search for site



Open up the templates, and each of the template pages

You will place the UET tag code right after the Google Tag Manager code in the HEAD (or the last item in the HEAD)

```
10 <script>(function(w,d,s,t,i)(wlt=wlt||[];wlt).push((gml.start :
11 new Date().getTime(),event:'gtm.js'));var f=d.getElementsByTagName(s)[0],
12 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
13 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
14 })(window,document,'script','dataLayer','GTM-5F3RPN4');</script>
15 <!-- End Google Tag Manager -->
16 <meta property="og:image" content="https://www.pmi-georgia.com/images/social-sharing.png" />
17 <script>(function(w,d,t,r,u){var f,n,i;w[u]=w[u]||[],f=function(){var o={ti:"148025049"};o.q=w[u],w[u]=new U
18 </head>
19 <body>
20 <!-- Google Tag Manager (noscript) -->
21 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-5F3RPN4"
22 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
23 <!-- End Google Tag Manager (noscript) -->
24 {% snippet name="amp-header" %}
25 <div id="main">
```

SAVE after adding to each template

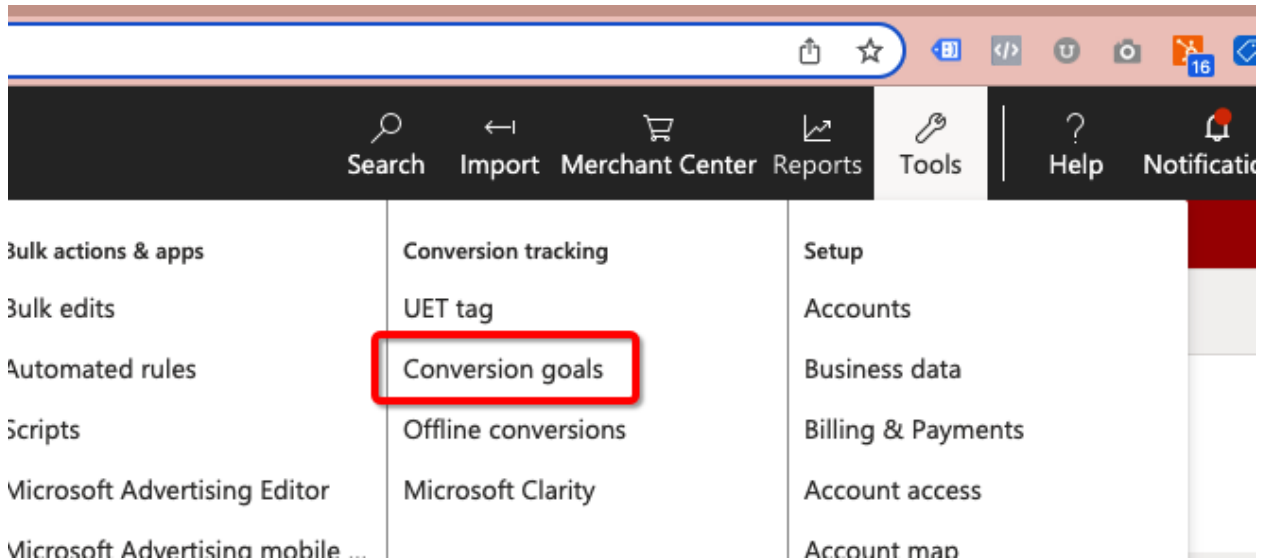
Once added to each template - go back into Bing Ads & click Next

All Done!

Click Done



Next, you will go back into Tools and click Conversion Goals



Create

## Conversion goals

### ▼ About conversion goals

Conversion tracking measures the return on investment of you

Note: If you are tracking mobile app installs as a conversion or

#### Create your UET tag once

Create one UET tag to get the tracking code that you can use for conversion goals and remarketing lists. [Learn more](#)

You can also use this tracking code to send behavioral data to Microsoft Clarity. [Learn more](#)



+ Create

🔍 Status: All enabled conversion goals +

↑ Goal name

Tracking

## What kind of conversions do you want to track?

Goal type

Website

Mobile app install

Offline

Click Website - Next


## What type of goal do you want to set?

Goal Category [?](#)


You can use these categories to segment your performance data.

Goal Type

Select the type of interaction you would like to track with this goal.

 **Destination URL**

Track every time someone visits a web page as a conversion.

 **Event**

Track every time someone completes a specific action such as, subscribing to newsletter or downloading whitepaper, as a conversion.

Goal Category - Submit Lead Form

Goal Type - Destination URL

Next

Name = Form Submission  
Destination URL = Equals to & Success page  
Revenue = Don't assign a value

## Create a destination goal

### Goal settings

#### Name

Form Submission

#### Destination URL [?](#)


Equals to

https://www.pmigeorgia...

Only visits to this exact URL would be considered conversions. For example: If the web page l

#### Revenue [?](#)

Don't assign a value

 Use a conversion value if you want to track and optimize your revenue.

### Advanced settings

#### > Scope [?](#)

On account: PMI Georgia - F110R8Y6

#### > Count [?](#)

All (for example, if one ad click leads to three purchases, that will count as three conversion

#### > Conversion window [?](#)


30 days, 0 hours, and 0 minutes

#### > View-through Conversion window [?](#)

1 days, 0 hours, and 0 minutes

#### > Include in "Conversions" [?](#)

Yes

 We will turn auto-tagging of Microsoft Click ID on, as it is required for UET conversion goals. This will h

Next

Tag = account name  
Select = Yes, the UET tag was already installed.....

ads to be set as primary before your ads will run. **Fix this now**

## Set up tagging

ils

**Tag**  
PMI Georgia

Do you have this UET tag installed on your website?

No, this UET tag is not installed on all your website pages

Yes, the UET tag was already installed on all website pages when you created another c  
For conversion tracking to work, make sure that the UET tag is on every page of your w

I'm not sure. I need instructions to install the tag.

Save & Next

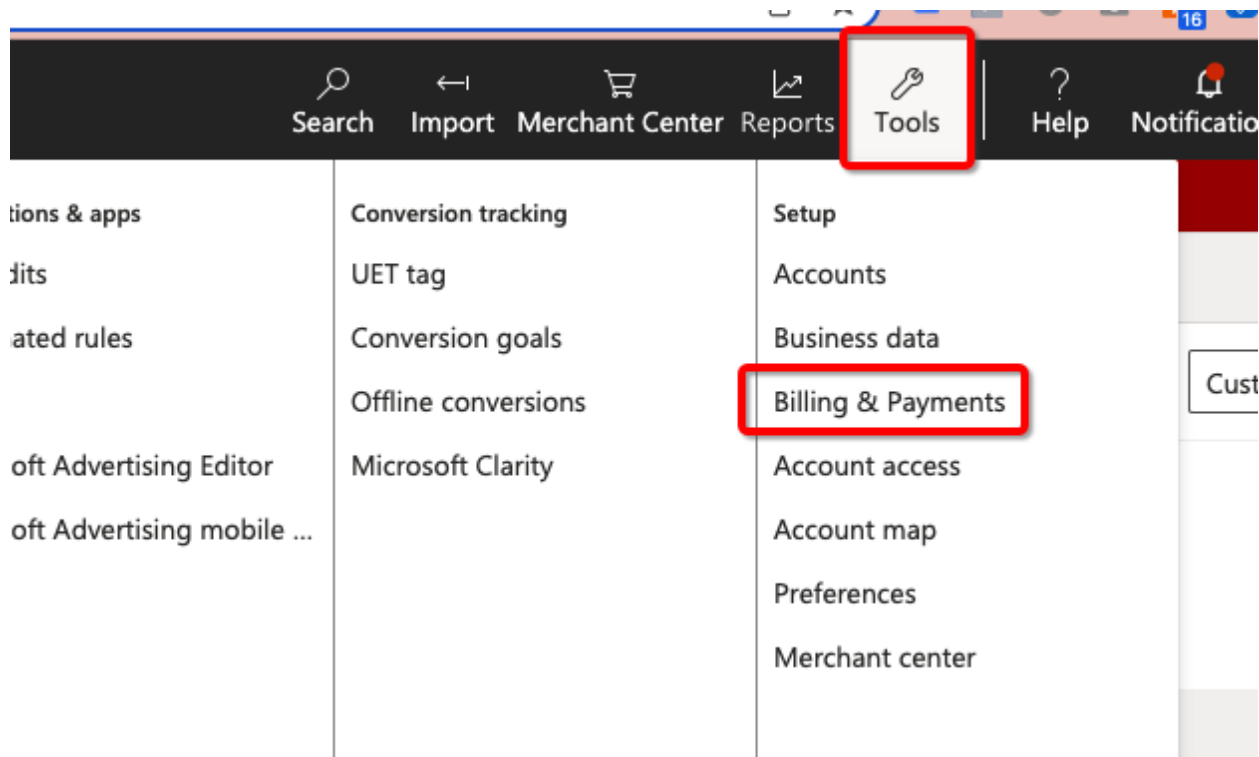
Done

You are finished with the account build!

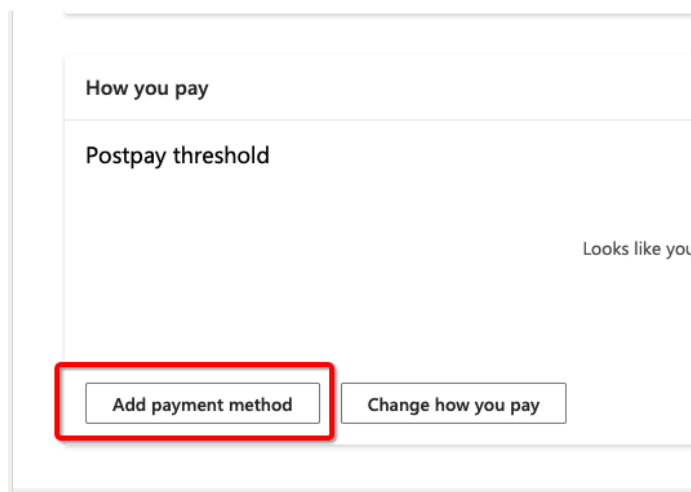
Next, you will enter in the billing information

YOU WILL NEED THE ENTIRE BILLING ADDRESS IN ORDER TO ENTER IN THE BILLING INFO

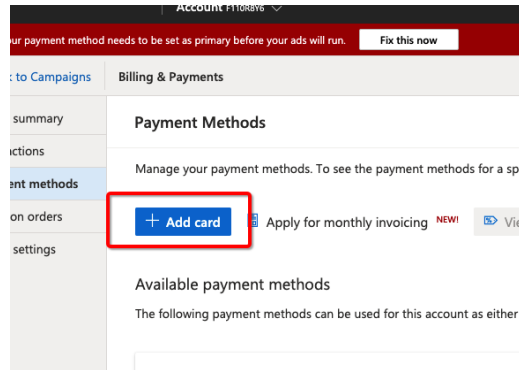
Go to tools - billing & payments



Towards the bottom of the page, click on ADD PAYMENT METHOD



# Add Card



Enter in ALL information below & click SAVE

### Payment Methods

Manage your payment methods. To see the payment methods for a specific account, use the dropdown menu.

#### Credit or debit card

**Billing country/region** [?](#)

United States


**Card number**

Enter without dashes or spaces

**Expiration date**

MM YY

**Security code**



**Name on card**

**Billing address**

Choose a billing address...

Address line 1

Address line 2 (Optional)

City

State

Postal Code

ⓘ We'll verify your card by making a small authorization charge, which will later be removed.

**Save**

Sometimes the BILLING address is different from the COMPANY address so ALWAYS ask for the billing address along with the card number

The account is now live!

Enter this account into the billing sheet (if the go live date is the same day as the build)

Change the daily budget in the account (if the go live date is the same day as the build)

Next, you will go into the reporting tool and add Microsoft Ads as an integration

Add Microsoft Ads to the monthly report (PPC Report)

Send to billing!

COMPLETE!