Bing Ads Account Build

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

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

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)

Click Next

It will then bring you to set up the payment information

You will only change the Payment Settings to POSTPAY THRESHOLD

Create Account

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

You will click on Import at the top of the page
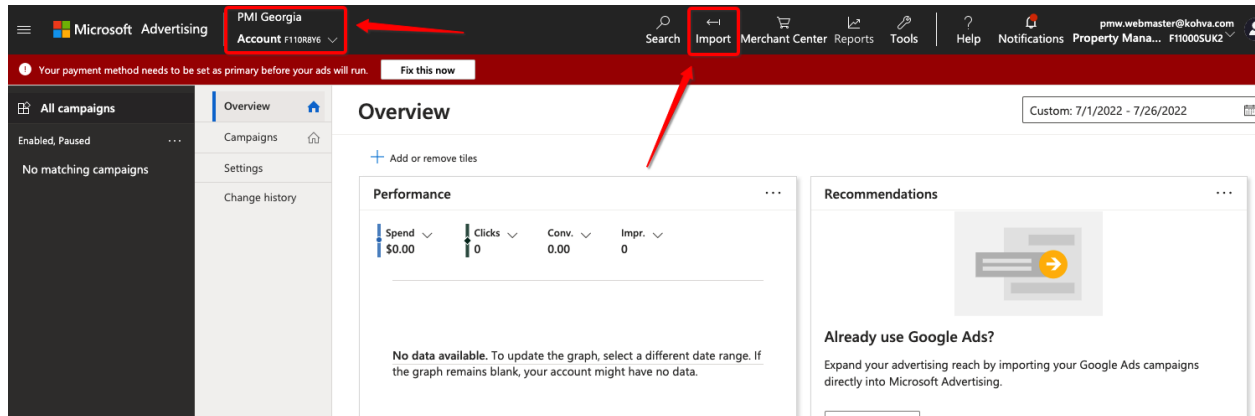
Import from Google Ads

Sign in with Google

Choose the account you want to sign in with

You will then choose the account you want to import
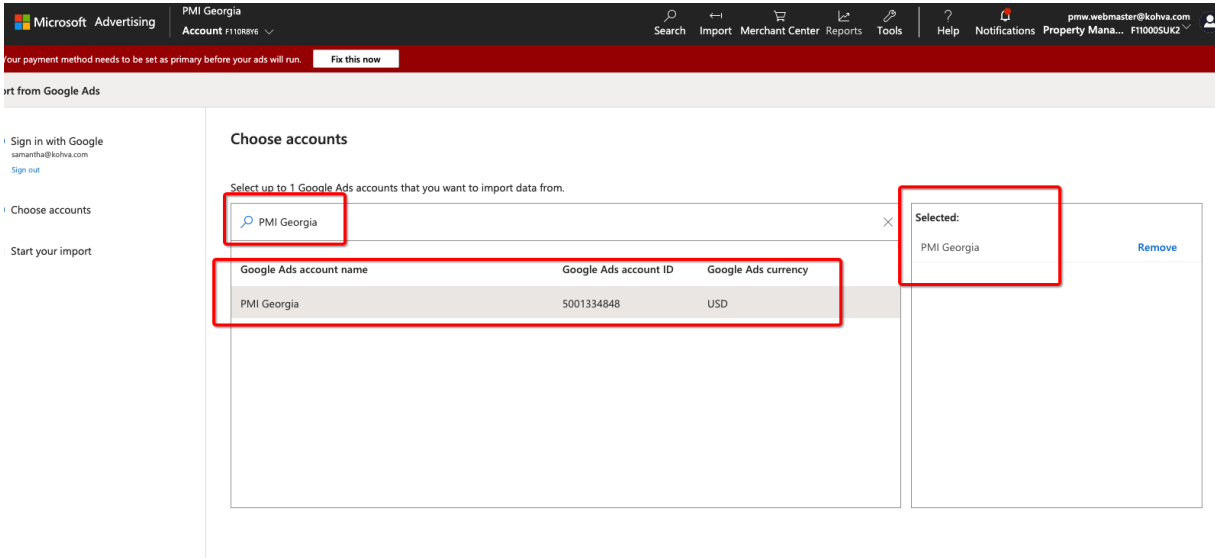
Search for the account - select the account and make sure it shows up in the Selected area

Click Next
Start your Import
Change Set Schedule to NOW
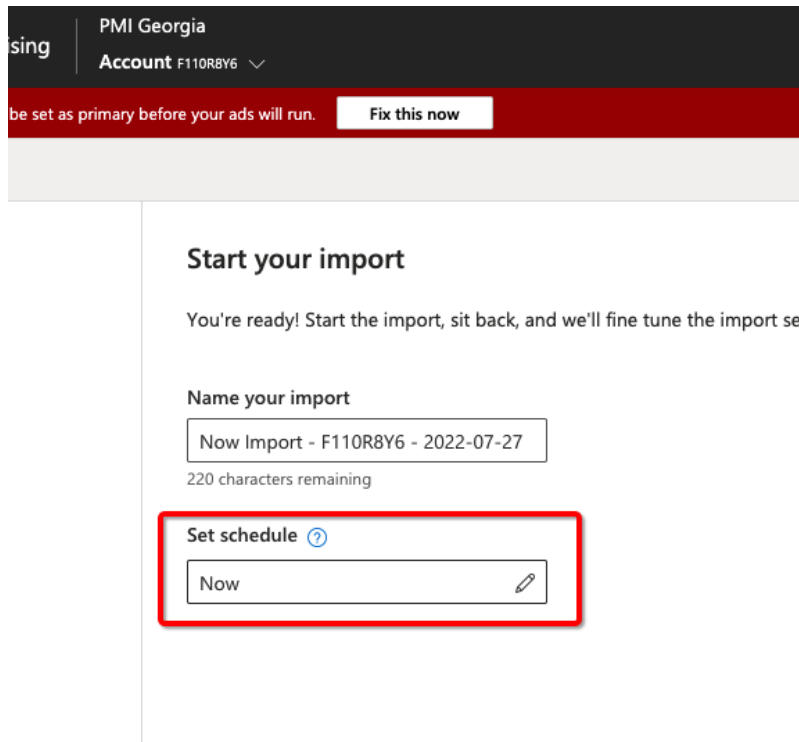
START IMPORT

Once Imported - View Imported Campaigns

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"

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

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

All campaigns > **PMI Georgia - Residential**

Status	Budget	Optimization s
● Enabled ⌄	2.00/day	-

Overview 🏠
Recommendations
> Ad groups
⌄ **Ads & extensions**
   Ads
   Extensions
   Automated extensions
   Landing pages
> Keywords
   Audiences
> Demographics
   Settings
> Locations
> Ad schedule
   Devices
   Change history
> Competition
   Experiments

Ads   **Extensions**   Automated extensions

View: **Sitelink Extensions** ⌄ | **Campaign** | Ad group

✏ Edit ⌄

☑   **Ad extension** ?

☑ **Contact Us**
    Contact PMI Georgia Today
    We'd Love To Hear From You

☐ **Our Blog**
    View Our Property Management Blog
    For All Things Property Management

☐ **Our Services**
    Stress Free Property Management
    In The Atlanta Area

☐ **Owner Resources**
    Get Your Questions Answered Today
    By Our Atlanta Property Managers

☐ **About Us**
    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

Contact Us

25 characters remaining

Description (optional) ⓘ

Contact PMI Georgia Today

10 characters remaining

We'd Love To Hear From You

9 characters remaining

Device preference

☐ Mobile

Final URL ⓘ

https:// ⌄   ›migeorgia.com/contact?tcid=BingAdsSitelink

Mobile URL ⓘ

https:// ⌄

⌄ **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

Save   Cancel

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
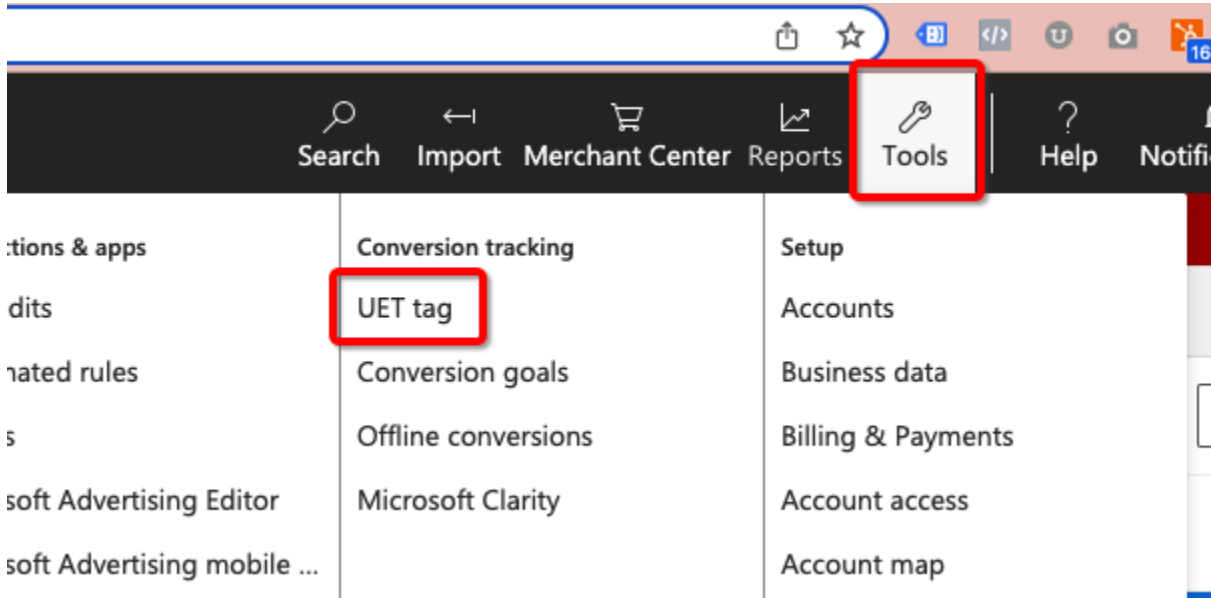

Click the pencil edit button to edit the URL tracking code

Save ad after the changes are made

Next, you will go to Tools - UET TAG

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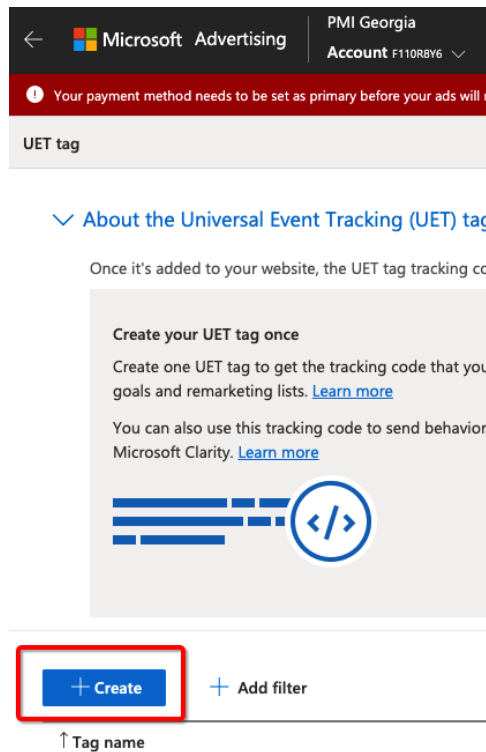
Bing Ads will prompt you that you already have a UET Tag

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

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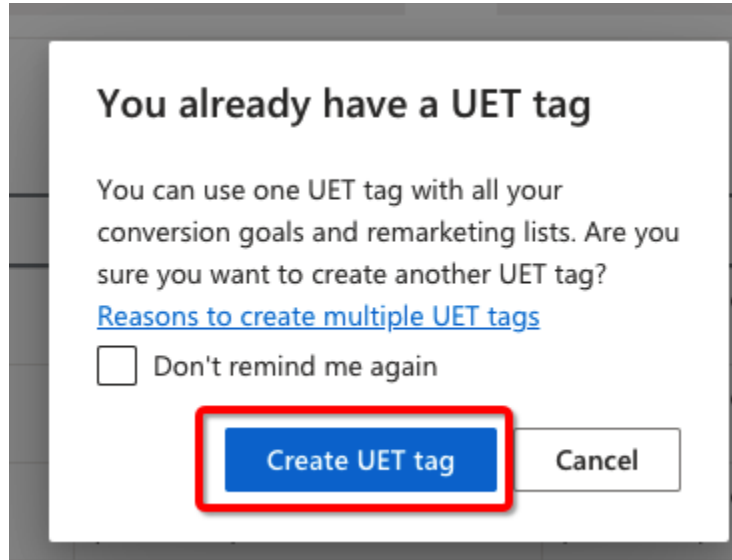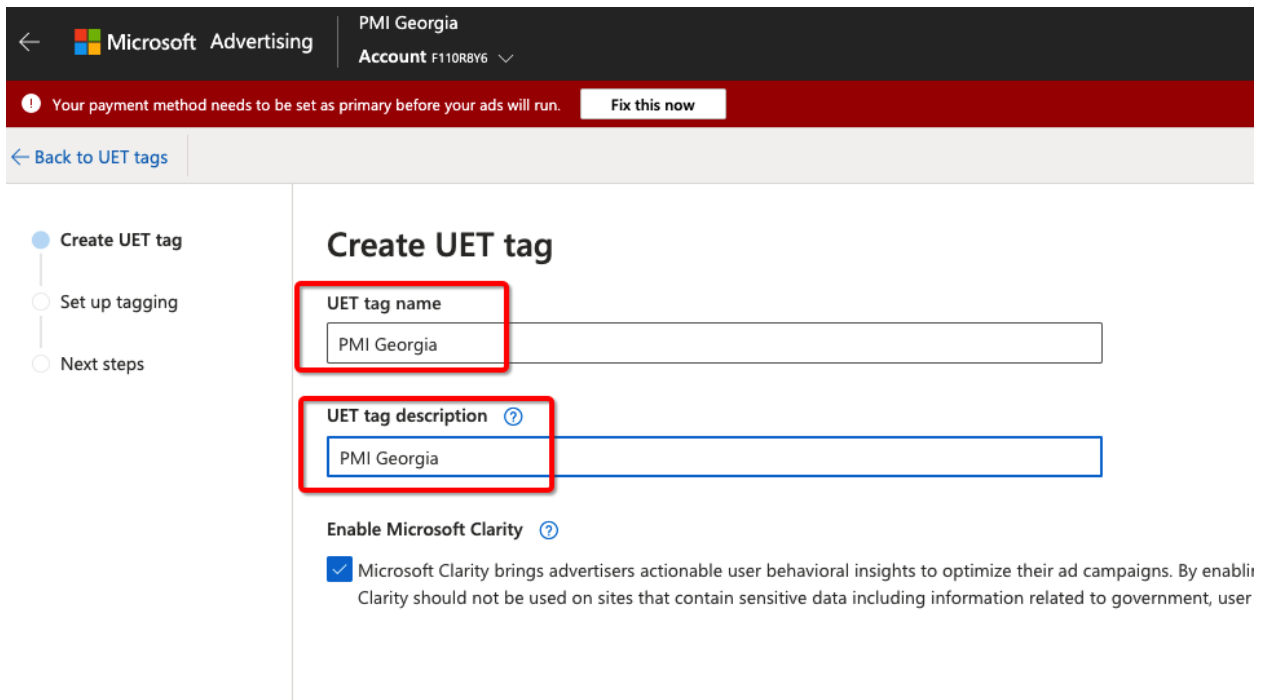
Right click on the furthest right side of the page - click on "find site"

Search for site
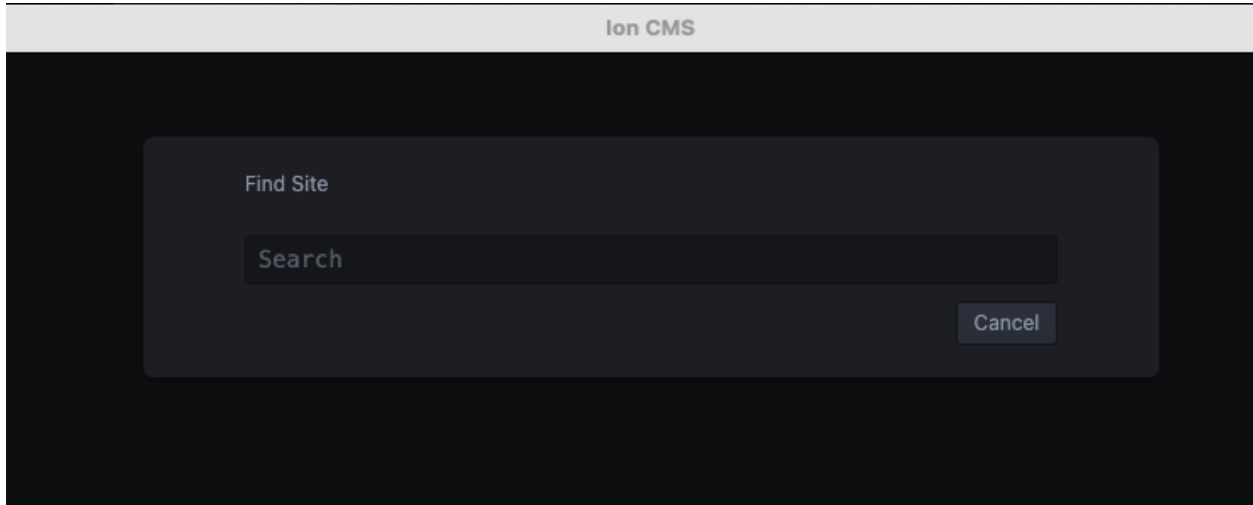
Open up the templates, and each of the template pages

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

```
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.pmigeorgia.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 UE
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">
```

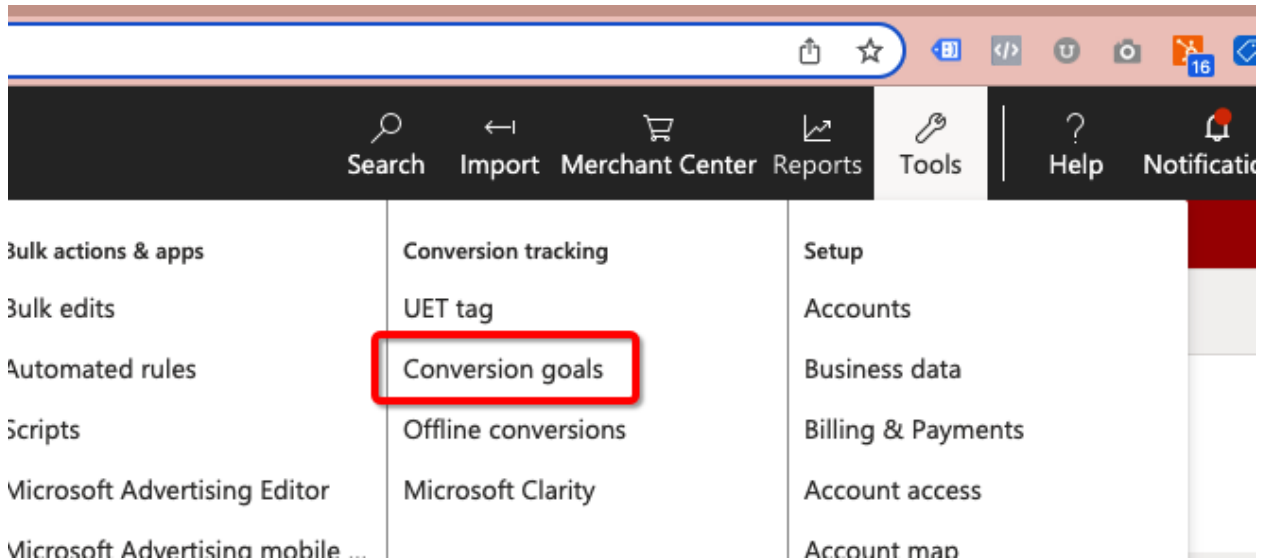SAVE after adding to each template

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

What kind of conversions do you want to track?

○ Website
○ Mobile app install
○ Offline

Click Website - Next

What type of goal do you want to set?

Goal Category ⑦
You can use these categories to segment your performance data.

Submit lead form ⌄

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 Submision
Destination URL = Equals to & Success page
Revenue = Don't assign a value

Create a destination goal

Goal settings

Name

Form Submission

Destination URL ⑦

| Equals to ∨ | https://www.pmigeorgia... |

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

Revenue ⑦

Don't assign a value ∨

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

Advanced settings

> **Scope** ⑦

On account: PMI Georgia - F110R8Y6

> **Count** ⑦

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

> **Conversion window** ⑦

30 days, 0 hours, and 0 minutes

> **View-through Conversion window** ⑦

1 days, 0 hours, and 0 minutes

> **Include in "Conversions"** ⑦

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…..
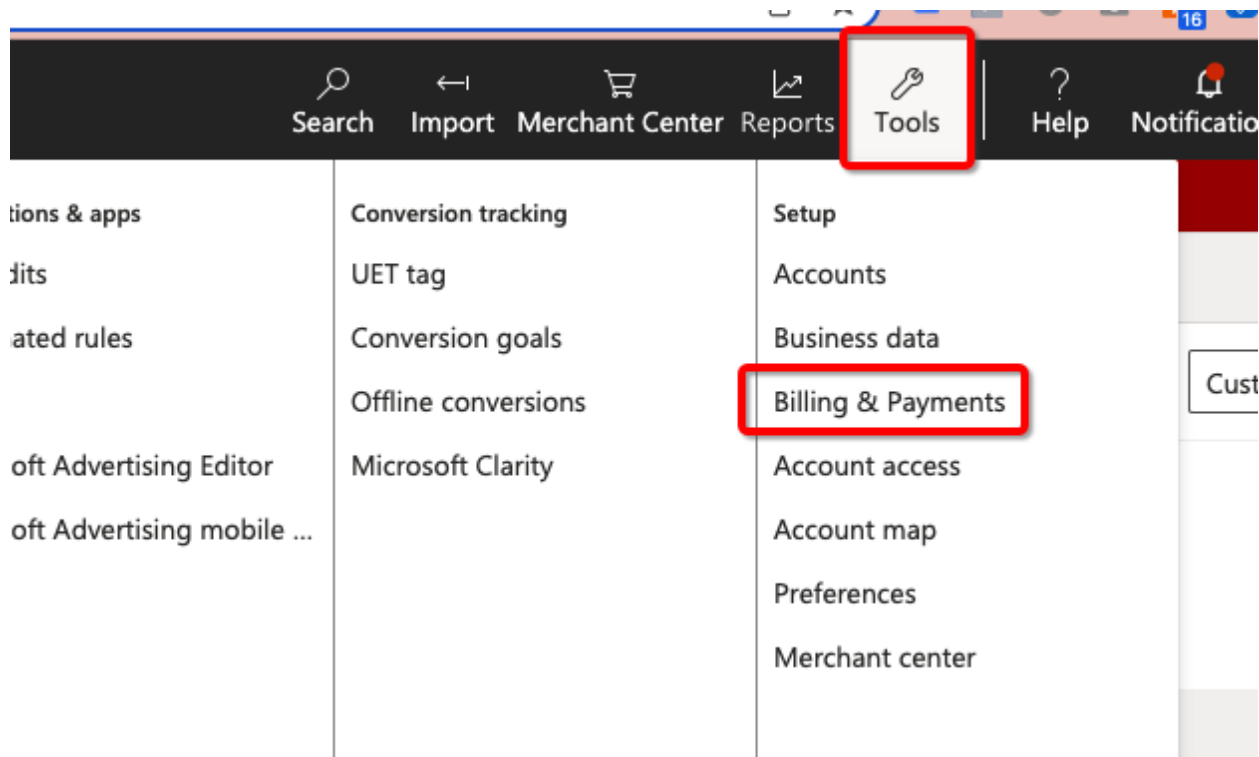

Save & Next
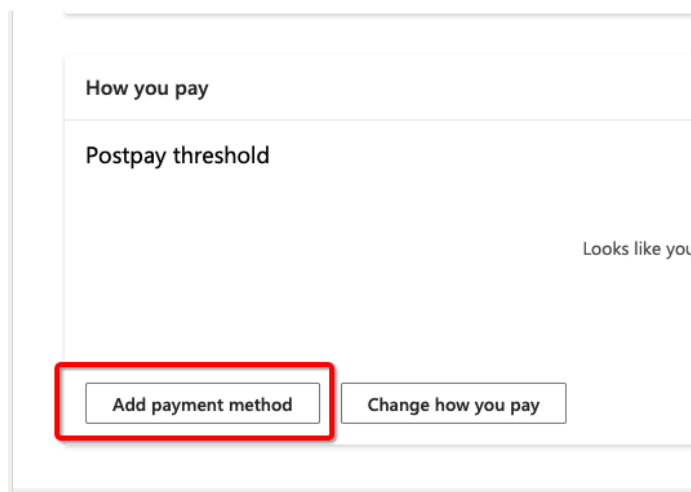
Done

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
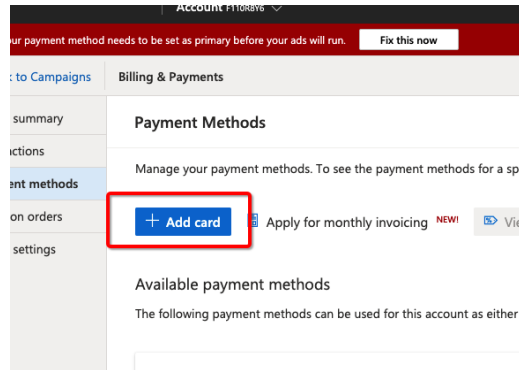
Go to tools - billing & payments

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, u:

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   Cancel

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!