



NEILPATEL

Bing Ads Resources

HOW TO GET **MORE SALES FOR YOUR**
ECOMMERCE BUSINESS

Bing Ads Resource List

Bing Shopping Campaigns Overview:

- <https://about.ads.microsoft.com/en-us/resources/training/bing-shopping-and-product-ads>

Bing Product ads Overview:

- <https://help.ads.microsoft.com/#apex/3/en/51082/1>

Bing Merchant Center Overview:

- <https://help.ads.microsoft.com/#apex/3/en/51083/1>

Optimizing your website for mobile:

- <https://www.bing.com/toolboxwebmaster>

Bing Toolbox webmaster:

- <https://help.ads.microsoft.com/#apex/3/en/56857/1#exp190>

Microsoft Campaign Feed Files:

- <https://help.ads.microsoft.com/#apex/3en/51105/1>

Google Feed File attributes:

- <https://help.ads.microsoft.com/#apex/3en/51111/1>

Microsoft Advertising Developer documentation:

- <https://docs.microsoft.com/en-us/advertising/>

Importing campaigns directly from Google Ads:

- <https://help.ads.microsoft.com/#apex/3en/51050/0>

Understanding and using product groups:

- <https://help.ads.microsoft.com/#apex/3en/50901/1>

Best practices for Microsoft Shopping Campaigns and product ads:

- <https://help.ads.microsoft.com/#apex/3en/50886/1>

Creating product ads in a shopping campaign:

- <https://help.ads.microsoft.com/#apex/3/en/51060/1>