**Bing Ads**

I understand that ads is an one type of paid marketing where the ads of my business can appear at the top of search engine results, in the ads sections.

**How it works**

If a customer view and click on my ad they are sent to my website either they make a purchase or request for a service, sign up for more information or download my app, all of those actions are known as conversions. Think of making 'conversions' for a better ROI.

**Targeting ideal audience**

To get my ads in front of my ideal audience, I need to build campaigns that take advantage of precise and flexible targeting features such as keywords, Location, Language, Scheduling, Device type, Time of day and Day of the week, Audience Targeting, Shopping.

**Exploring Keywords and Keyword bids:**

Choosing a keyword which matches my business and my customer needs.

i.e: Suppose, I run a Bakery shop and I want to increase my 'evening snacks' business. So I should use 'evening snacks' as a keyword for my ad..

Steps for choosing a keywords:

Choosing the right keyword

Choose the optimal keyword

Analyze performance and optimize

Improve campaign performance

**Optimization**

Identify the right keywords

Optimizing keyword - to make it more attractive to your audience in the search engine.

Now I think that, I have gathered the basic idea about bing ads and ready to learn more from the next steps.

Thank you.