

# Searches to Searchers.



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A photograph of two hikers from behind, walking up a rocky mountain path. The person on the left wears a blue jacket and a pink beanie. The person on the right wears a red and black jacket with a large black backpack. The path is rocky and surrounded by grassy hills.

3Bn

searches every month across Europe

A photograph of a man and a woman in a mountainous, green landscape. The man on the left is wearing a red hoodie and carrying a yellow backpack, pushing his bicycle across a rocky stream. The woman on the right is wearing a blue hoodie and carrying an orange backpack, riding her bicycle across the same stream. They are both smiling. The background features rolling hills and mountains under a clear sky.

18%

UK searches performed on Bing

# Embracing our technology

## Across Microsoft



270 Million Win 10 Devices, 2016

## OS and Android platforms



45 Million iPhones, Q4 2015

## Cortana in Windows 10



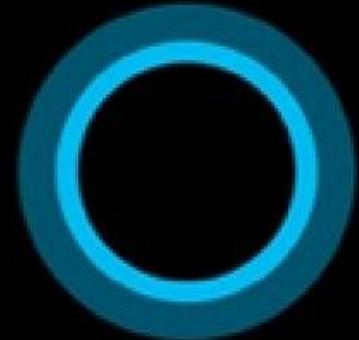
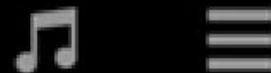
1 Billion Questions Cortana

## In the connected home



## At home





Hi Mascha! How can I  
help?

try what's the forecast?

[see more](#)

# The modern Search Experience



Conversation as a Platform

Bing has evolved by reacting to tectonic shifts in how people experience the Web to deeply understand billions of people, places, and things.



What

Who

When

Where

Why

How

The semantic web

A social explosion

Devices & mobility

Intelligence

The Digital World

The Bing Platform

# Great marketing starts with the customer

The shift to buyer-driven everything



“The “power to the people” phenomenon is displacing brand-centric strategies in favor of buyer-driven everything.”

– Gartner Inc., Dec 2013



**19%**

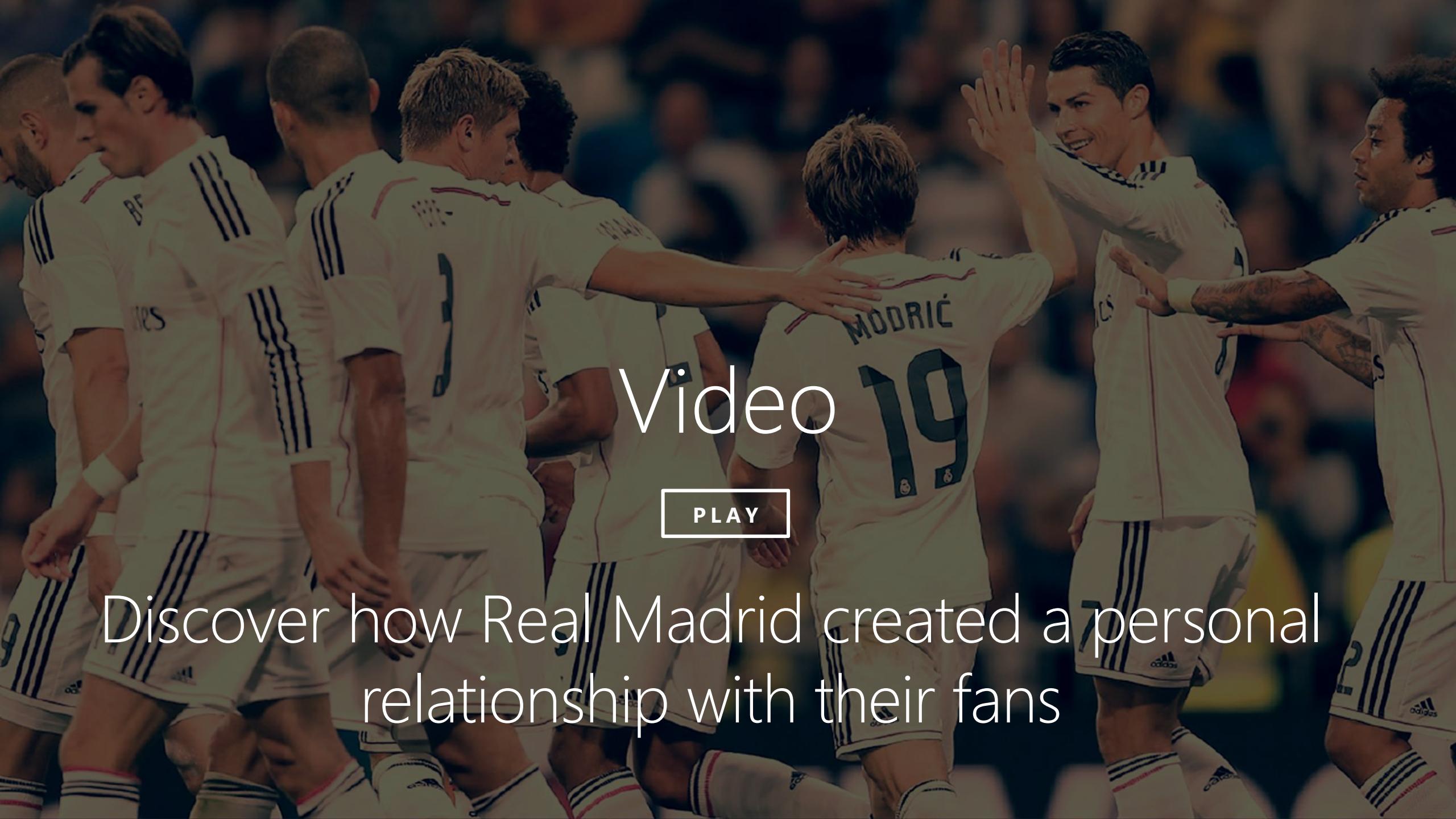
Uplift in sales for marketers  
who are personalizing their  
Web experiences  
– eConsultancy 2015

**74%**

of online consumers get  
frustrated with Web sites when  
content appears that has nothing  
to do with their interests.  
– Harris Interactive, 2013

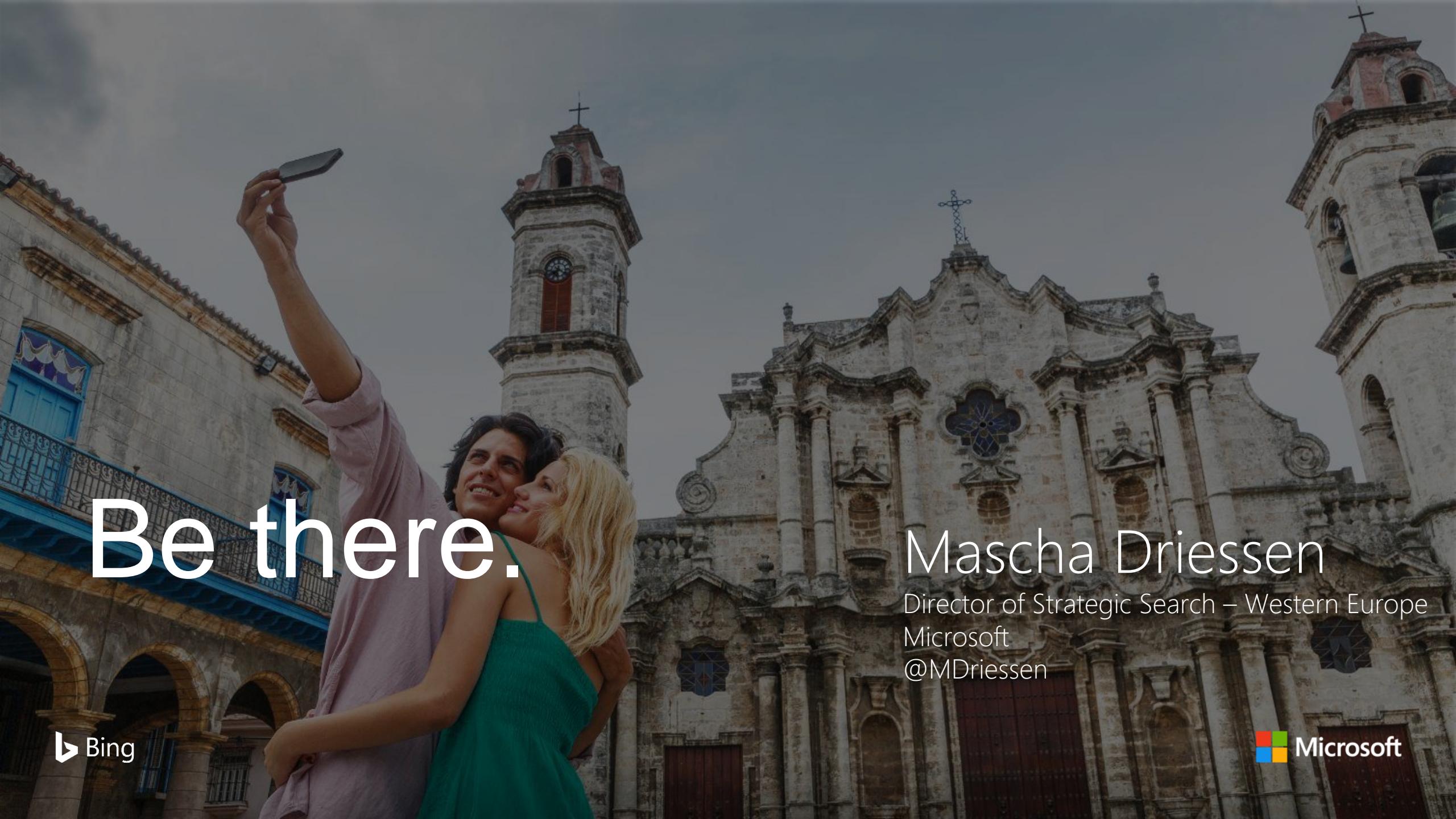
**How are  
you  
activating  
around  
your  
customers?**

"The X factor for marketers is to gather and use the right type of data to manage customer experiences and make them exceptional in a very chaotic environment."  
– Yvonne Genovese, group vice president for Gartner for Marketing Leaders



Discover how Real Madrid created a personal relationship with their fans

PLAY

A photograph of a man and a woman taking a selfie with a smartphone. They are standing in front of a large, ornate stone church with a prominent cross on its roofline. In the background, there's a building with blue-framed windows and a tall, thin bell tower. The sky is overcast.

Be there.

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