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## TECHNOLOGY

# Online Ad Marketers Not Bullish On Bing

By PETE BARLAS, INVESTOR'S BUSINESS DAILY

Posted 06/02/2009 07:07 PM ET

Advertiser bling for Bing is no sure thing.

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Microsoft (MSFT) on Wednesday is set to officially launch its new Web search engine has been available for a while. And it's getting a tepid response from some search marketers, who say Microsoft will have to prove it can pry users away from rivals Google (GOOG) and Yahoo (YHOO) before it can expect to get more ad dollars.

Bing has received some good reviews, but so far it's failed to excite many advertisers, says Danielle Leitch, executive vice president of client strategy for MoreVisibility, a search marketing company that helps companies advertise online. Advertisers know Microsoft's previous forays in search proved inferior to Google and Yahoo, she says.

### Wait And See

"There isn't too much excitement," she said. "Microsoft has never been able to prove themselves in terms of delivering high volume or heavy distribution of ads."

Many advertisers spend 60% to 70% of their search ad dollars on Google, the most-used search service. Yahoo typically gets around 20% and Microsoft 10% or less.

Advertisers will take a wait-and-see approach on whether Microsoft's new

offering deserves more attention, says Yves Darbouze, chief executive of Plot Multimedia, a digital content and interactive marketing company.

"Until it penetrates households, it's not going to be something that advertisers are going to jump on," he said. "They'll want to see people actually using it."

Few people have used Microsoft's Live Search and MSN Search services, which is why the company developed what it's named Bing, and promised to spend \$80 million to \$100 million marketing it.

In April, Microsoft got 8.2% share of all Web searches in the U.S., down from 9.1% a year earlier, says market tracker comScore. Google increased its search share from 61.8% to 64.2%. No. 2 Yahoo held steady at 20.4%.

Microsoft has been scrambling to get a bigger piece of the multibillion-dollar search ad pie. Last

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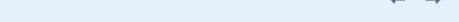
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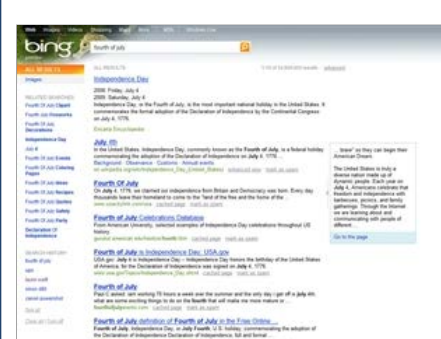
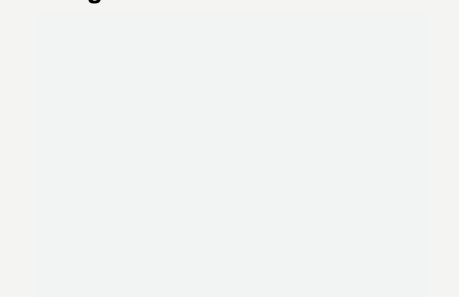
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### Investing Tip

Learn to spot faulty bases.



### Trading Center



Microsoft hopes its redesigned search service, called Bing, will lure more Web surfers than its previous engines, Live Search and MSN Search. AP [View Enlarged Image](#)

year, it tried but failed to acquire Yahoo or to buy just Yahoo's search service. But as recently as last week, Microsoft CEO Steve Ballmer confirmed that his company would still like to do some kind of search partnership with Yahoo.

Microsoft has also offered prizes to consumers for using its Live Search service.

The biggest problem for Microsoft is that most people find exactly what they want when searching on Google, says Darbouze.

"Search is about efficiency and effectiveness, and Google does the job really great right now," he said.

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