



UGC Syndication to Microsoft Bing search

A free service for Bazaarvoice clients

Omnichannel shopping is now the norm, and reaching shoppers where and how they search for products is critical. Our partnership with Microsoft enables you to extend the reach of your hard-earned user-generated content (UGC) to Bing search results.

RESPOND TO THE CHANGING DIGITAL LANDSCAPE

Half of all Americans, including 61 million shoppers not on Google, use Bing for their product searches. Bing powers the search functionality of many commonly used devices like:

- Apple's Siri and Microsoft's Cortana voice-search tools
- Mac OS X and Windows 10
- Xbox One and Xbox 360 consoles
- Amazon devices: Alexa, Kindle, Echo, and the Fire TV Stick

BING SEARCH

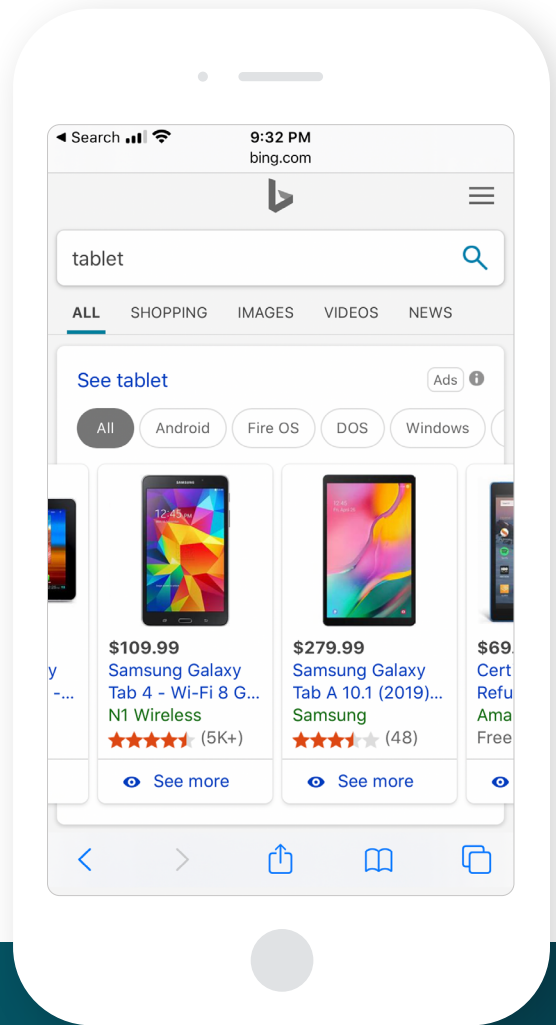
Stand out in search results and increase click-through rates by including your product ratings and reviews in Bing search results. You can rest easy, knowing these syndicated reviews are authentic and will meet all your moderation guidelines.

BING PRODUCT ADS

Consumers trust opinions of others like them. Inspire immediate confidence in your products with consumer-generated content in Bing Product Ads.

With their larger images, additional text, and pricing information, these ads are designed to increase the effectiveness of your advertising dollars.

Learn more about Bing Search and Bing Product Ads at advertise.bingads.microsoft.com.



HOW IT WORKS



Syndication to Bing search is currently available for United States and European feeds. Support for additional countries may be added at a later date. There is no charge for this service, and Bazaarvoice handles the setup.

[Request syndication now.](#)