

# Searches to Searchers.

Mascha Driessen

Director of Strategic Search  
Western Europe





3Bn

searches every month across Europe



18%

UK searches performed on Bing



# Embracing our technology

## Across Microsoft

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270 Million Win 10 Devices, 2016

## OS and Android platforms

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45 Million iPhones, Q4 2015

## Cortana in Windows 10

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1 Billion Questions Cortana

## In the connected home

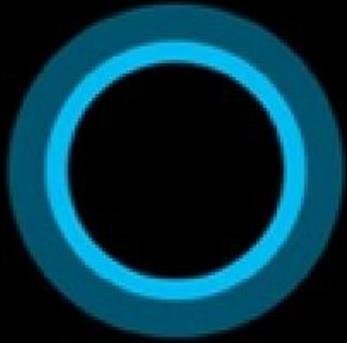
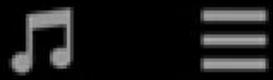
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## At home

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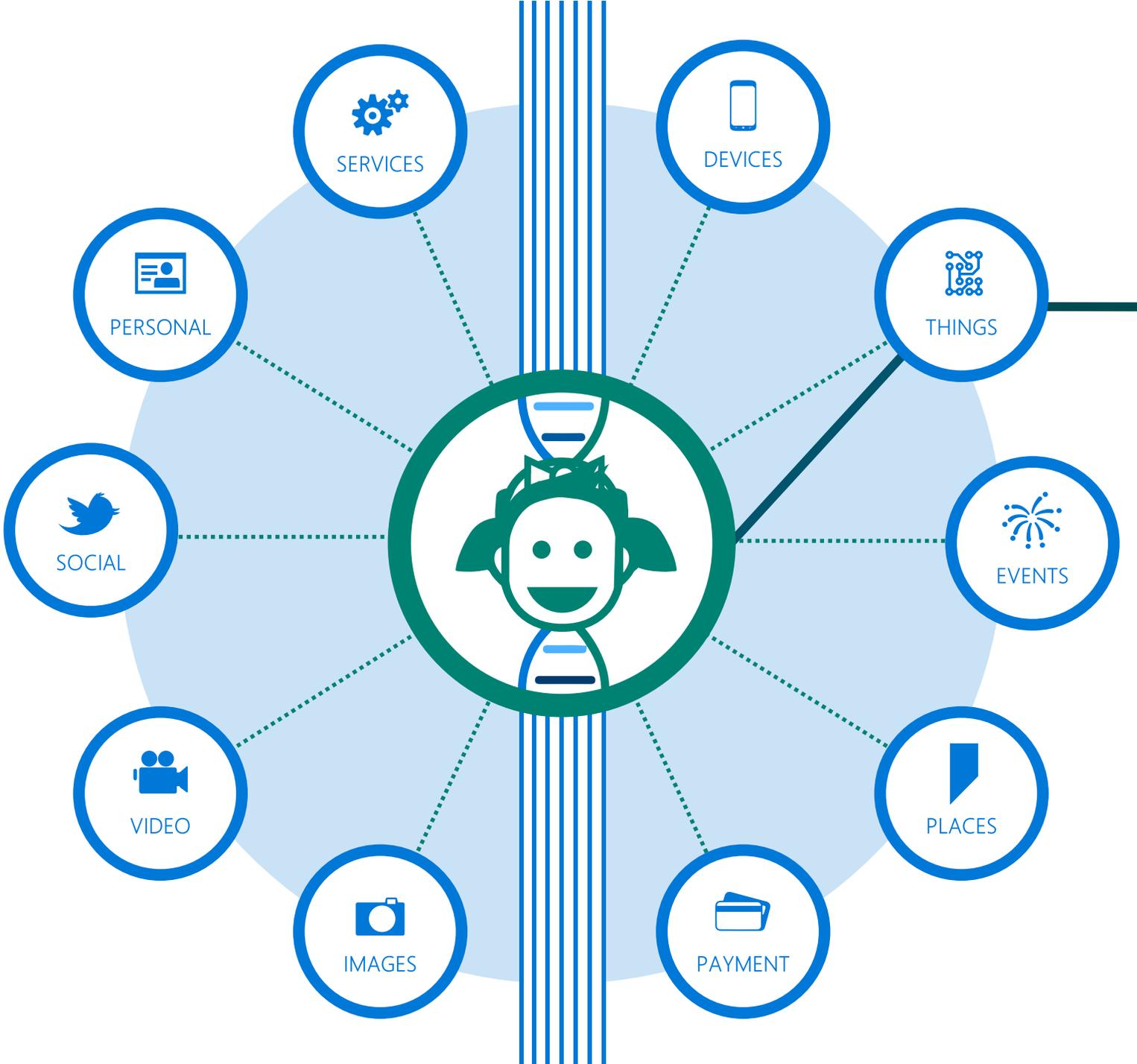
Hi Mascha! How can I  
help?

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%

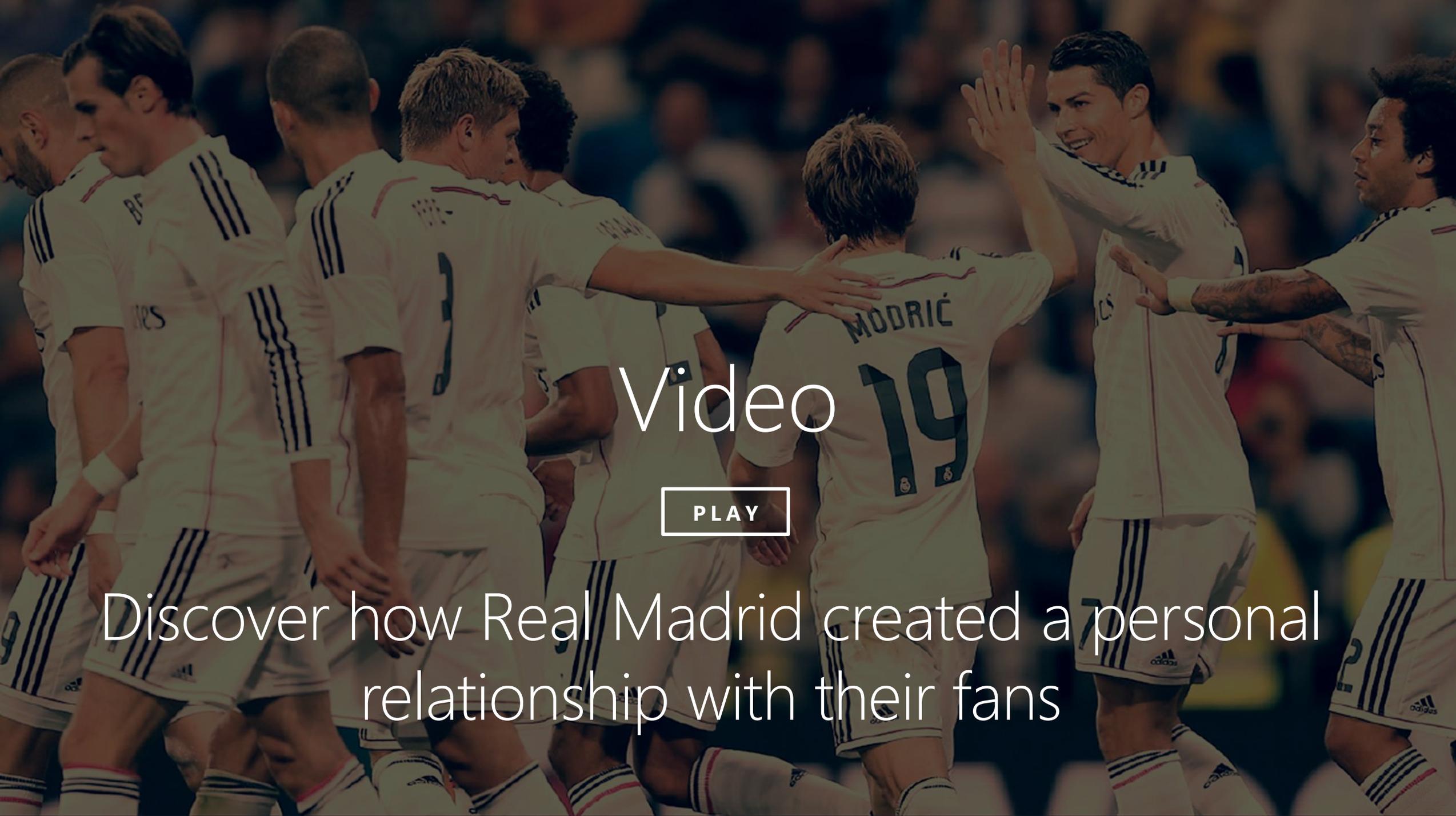
Uplift in sales for marketers who are personalizing their Web experiences  
– eConsultancy 2015

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?**

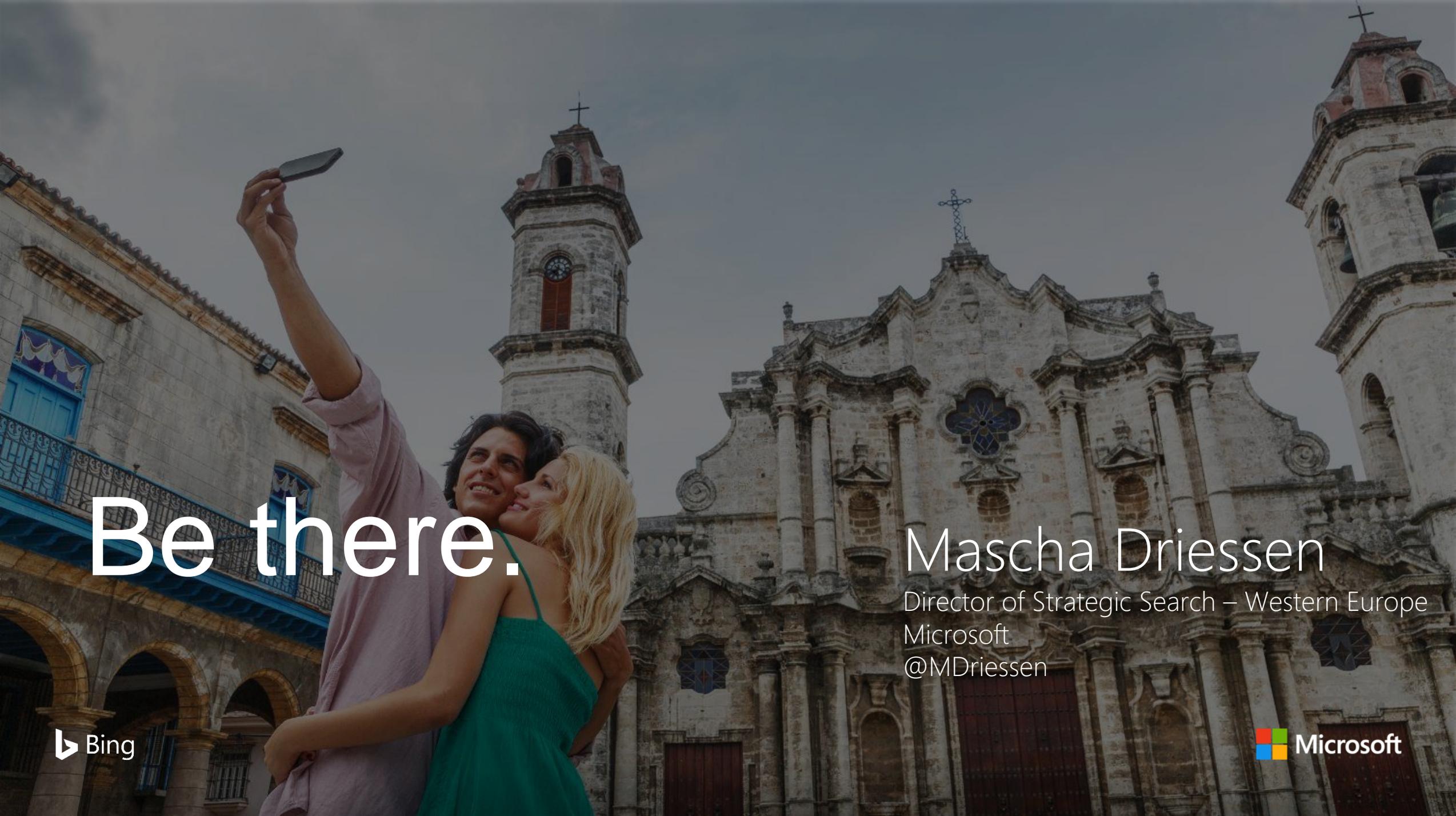
“The X factor for marketers is to gather and use the right type of data to manage customer experiences and make them exceptional in a very chaotic environment.”  
– Yvonne Genovese, group vice president for Gartner for Marketing Leaders

A group of Real Madrid players in white kits celebrating on a football pitch. The player in the center has 'MODRIĆ' and the number '19' on his back. Other players are visible around him, some with their arms around him, suggesting a goal celebration. The background is a blurred stadium filled with spectators.

# Video

PLAY

Discover how Real Madrid created a personal relationship with their fans



Be there.

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