

# FAQ: Ads on Google and Bing

## How long will it take for my paid ad campaign to go live on Google and Bing?

- After purchasing an AdIntellegence ad, the ad will be submitted to Google and Bing for approval within 24 hours. Then it can take Google and Bing up to 24 hours to approve the ad. We have seen ads go live within just a few hours!

## Where will my paid ad be posted within Google and Bing?

- **Google**
  - Your ad will go live on Google after the ad is approved, appearing anywhere sponsored content is displayed.
  - Search Results Pages: Your ads can appear at the top or bottom of the Google search results pages when users search for keywords related to your ad. These are labeled as "Ad" or "Sponsored."
  - Google Search Partners: Your ads might also appear on search partner sites, which include hundreds of non-Google websites, as well as Google Maps and other Google-owned properties that show search results (YouTube, Gmail, etc).
- **Bing**
  - Your ad will go live on Bing after the ad is approved, appearing anywhere sponsored content is displayed.
  - Search Results Pages: Your ads can appear at the top, bottom, or alongside Bing search results when users search for keywords related to your ad. These ads are labeled as "Ad" or "Sponsored."
  - Microsoft Search Partners: Your ads can also appear on search partner sites, which include other search engines, web portals, and sites that partner with Microsoft to display search ads.
  - Since Microsoft's advertising network also includes Yahoo, your ads can appear on Yahoo search results and across Yahoo's content network. Similarly, ads can appear on AOL search results and across AOL's network of sites.
  - Content Feeds: Display ads can appear in the news and content feeds on Microsoft Edge's new tab page and other integrated locations.

## Why am I not seeing my ad on Google or Bing?

- It's not uncommon for advertisers to not see their own ads on Google or Bing due to several built-in mechanisms designed to optimize ad delivery and user experience. Google and Bing ads are highly targeted. Your ad targets detailed demographics, interests, behaviors, and locations to reach the right audience. If you don't fit the exact criteria set, you likely won't see the ad.