

Bing Shopping program

Merchant Migration Guide

1/17/2011



bing™ Shopping

What is the purpose of this guide?

This guide will walk you through migrating your existing merchant center account to the new Bing shopping adCenter platform.

Who is this guide for?

We are shutting down the old merchant center platform on Feb 28th 2011. Therefore, all merchants with active accounts are required to migrate or their account will be closed. Inactive merchants can still migrate but will remain inactive.

What does this ultimately mean?

Currently, all new accounts to Bing Shopping must onboard with the adCenter platform. All Merchants currently using Merchant Center must migrate their information to adCenter by Feb 28th in order for their accounts to remain active.

Is Bing Shopping still a free program?

Absolutely, there are still no click fees or sales commissions associated with Bing Shopping product listings.

Do I have to migrate my account right now?

You have until Feb 28th, 2011 to perform this migration but we highly recommend that you do it now.

What happens if I don't migrate my account?

You will still be able to refresh your feed at your existing FTP location, but you will be unable to make any changes to your merchant information.

What information will be migrated? (this applies to active and inactive accounts)

Please refer to page 9 of this guide.

I migrated my but my account is still inactive. What is the next step?

Please submit a feed and we will evaluate your account and provide you feedback in a few days.

My account was active when I migrated but I don't see my products on Bing Shopping. What should I do?

Please contact freehelp@microsoft.com and our support team will assist you.

Steps to migrate:

- 1) Sign up for an adCenter account
- 2) Navigate to the **Tools** tab and click **Bing Shopping Account Management**
- 3) Click on **[Create New]** for the account you want to migrate to
- 4) Choose **Migrate (one time only) your existing Merchant Center account**
- 5) Enter the username and password of your existing merchant center account
- 6) Read and agree to the Terms of Use by clicking the check box and click **Finish**

1. Go to <https://adcenter.microsoft.com/> and click **Sign up now** to create an adCenter account

The screenshot shows the Microsoft Advertising adCenter website. At the top left is the Microsoft Advertising adCenter logo, and at the top right is a 'Help' link. The main content area is divided into several sections:

- Start advertising on Yahoo! Search and Bing:** A section with the text 'Clicks. Leads. Sales. We're here to help you grow your business. Pay only when someone clicks your ad.' Below this are the Yahoo! Search and Bing logos, and two overlapping screenshots of search engine results pages.
- Get started right away:** A blue button labeled 'Sign up now' is highlighted with a red rectangular box.
- Reach millions of potential customers:** Text describing the reach of the platform, mentioning 163 million unique searchers, with a 'More...' link.
- Learn what's new:** Text about improving customer targeting, pause and resume ads, and keywords, with a 'More...' link.
- Learn about the Search Alliance:** Text about the benefits of the Yahoo! and Microsoft Search Alliance, with a 'More...' link.
- Become an expert:** Text about training and certification with the adExcellence program, with a 'More...' link.
- Sign in with your adCenter user name:** A login form with fields for 'User name:' and 'Password:', a 'Remember me' checkbox, and a 'Sign in' button. Below the form is a link for 'Forgot your user name or password?'.
- Sign in to adCenter with your Windows Live ID:** Text explaining how to use a Windows Live ID (example555@hotmail.com) to sign in, with a 'More...' link.
- To use Windows Live ID to sign in to adCenter:** Text explaining the process of linking an adCenter user name to a Windows Live ID, with a 'More...' link.

During registration you will be asked to submit a Credit Card. This is only a requirement for creating an adCenter account and your credit card will not be charged for using the Bing shopping program.

2. After creating an adCenter account and completing registration, log into your new adCenter account ,click the **Tools** tab, and select **Bing Shopping Account Management**.

Microsoft Advertising
adCenter

Home Campaigns Accounts & Billing **Tools** Reports Support

Customer: Centoss (MID) > Tools

Research and Optimization Tools

- [Ad Preview Tool](#)
See whether your ads appear in the Bing search results for a particular keyword.
- [Research Keywords](#)
Automatically generate new keywords from words or website addresses you type.

Performance Analysis Tools

- [Disapproved Ads and Keywords](#)
View disapproved ads and keywords and reasons for their disapproval.

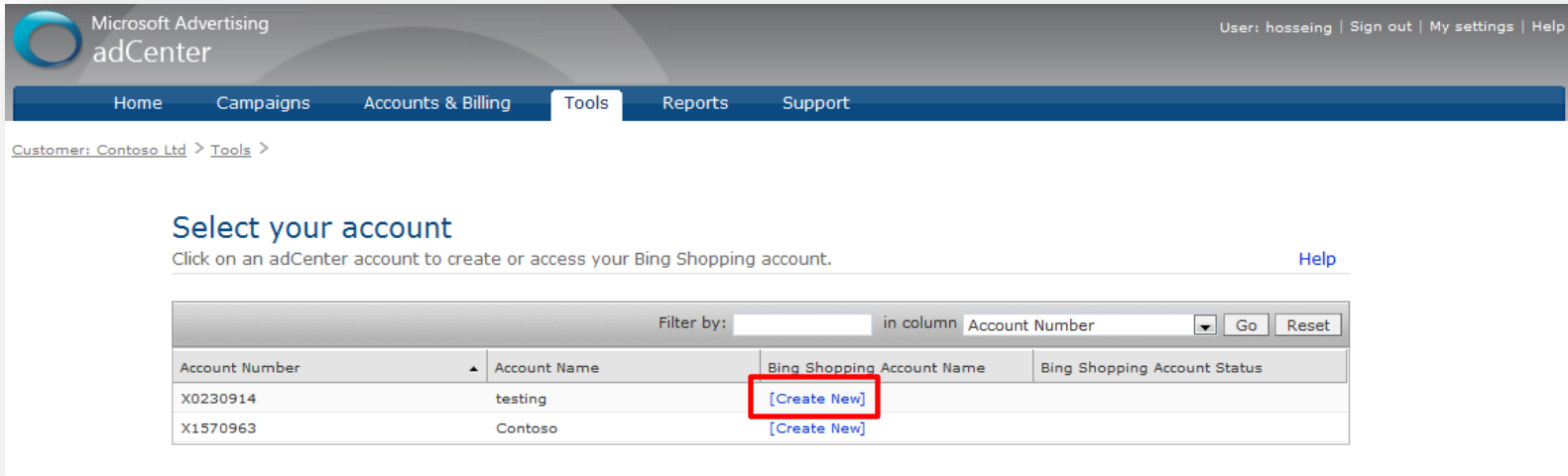
Management Tools

- [Bing Shopping Account Management](#)
Set up and manage your store, catalog, and feed upload settings.
- [Import campaigns](#)
Import your current campaigns from Google AdWords, Yahoo! Search Marketing, and other online advertising programs. **Microsoft Silverlight is required.**

Application Downloads

Microsoft Advertising Intelligence
Research and optimize keywords by using this add-in for Microsoft Office Excel
2007 [Download](#)

3. Click **[Create New]** for the account you wish to migrate your merchant center account to



The screenshot shows the Microsoft Advertising adCenter interface. The top navigation bar includes 'Home', 'Campaigns', 'Accounts & Billing', 'Tools', 'Reports', and 'Support'. The 'Tools' tab is selected. Below the navigation bar, the breadcrumb 'Customer: Contoso Ltd > Tools >' is visible. The main content area is titled 'Select your account' and includes a 'Help' link. A filter bar allows filtering by 'Account Number'. Below the filter is a table with two rows of account information. The 'Create New' link for the 'testing' account is highlighted with a red box.

Account Number	Account Name	Bing Shopping Account Name	Bing Shopping Account Status
X0230914	testing	[Create New]	
X1570963	Contoso	[Create New]	

Final Steps

This applies to merchants with active or inactive accounts:

4. Choose **Migrate (one time only)** your existing Merchant Center account
5. Enter the username and password of your existing merchant center account
Note: please see Appendix A (page 10) if you encounter issues on this step
6. Read and agree to the Terms of Use by clicking the check box and click **Finish**

Microsoft Advertising
adCenter

User: hosseing | Sign out | My settings | Help

Home Campaigns Accounts & Billing **Tools** Reports Support

Customer: Contoso Ltd > Tools >

Account Set Up

Create your new account or migrate your existing account. [Help](#)

Create new account

Migrate (one time only) your existing Merchant Center account

Migrate account

Provide your account and password

Login: *

Password: *

I have read and agree to the [Bing Merchant Data Feed Terms of Use](#) *

* indicates required information.

You will be navigated to the **Store Settings** tab with all of your information migrated

The screenshot displays the 'Store Settings' page in a web application. The navigation bar at the top includes 'Campaigns', 'Accounts & Billing', 'Tools' (selected), 'Reports', and 'Support'. Below this, a sub-navigation bar shows 'Store Settings' (selected), 'Catalog Management', 'FTP Settings', and 'Account Management'. The main content area is titled 'Store Settings' and includes a 'Help' link. It is divided into two columns: 'Basic Information' and 'Your Logo'.

Basic Information
 Enter all store information as you would like it to appear on Bing Shopping.
 Merchant name: *
 Display URL:
 Destination URL: *
 Store description:
 350 characters maximum | Line breaks not allowed

Shopping Special Features
 Please check all boxes that apply.
 Live customer support
 Physical stores
 Free shipping
 In-store pickup
 * indicates required information.

Your Logo
 As a demonstration of our commitment to promote your brand, Bing Shopping offers to display your logo at absolutely no additional charge. You are proud of your brand and showing it will help drive traffic to your site.
 The logo shown here will be used for displaying on Bing Shopping website.
 [No logo uploaded]

Change Your Logo
 You can upload a new logo or modify an existing one below.

- Logo must be 88px (width) x 31px (height)
- File size must be less than 100KB
- Must be a .jpg, .gif or .png image
- No animation is permitted
- Any color background is acceptable

Terms of Use
[Click to view Bing Shopping terms of use](#)

At the bottom of the page are 'Reset' and 'Save' buttons.

What will be migrated and next steps...

Active merchants:

1. All of the information you entered in merchant center will be migrated into your new adCenter Bing shopping account, including:
 - Store URL, Store description, Logo, Feed name and type, FTP settings, etc
2. Your account and FTP stays active
3. Your products will continue to display on Bing

Inactive/Onboarding merchants:

1. All of the information you entered in merchant center will be migrated into your new adCenter Bing shopping account, including:
 - Store URL, Store description, Logo, Feed name and type, FTP settings, etc
2. Your account stays inactive but FTP is still active
3. Your products will not display on Bing until you're activated
4. Upload a feed and we will review your account and provide you feedback

Merchant Center Credential Issues

❖ My credentials do not work. What should I do?

Ensure to use the full username given to you. A standard merchant center username looks like this: name@bing.com, name@freeshop.com, name@cashback.com

❖ I am using the full username and the latest password I have but still no luck. Why can't I still migrate?

Ensure you click the terms of use check box before you click Finish. If you still cannot migrate, either your credentials are not setup correctly or the information you have is incorrect. In this case, please choose "Create New Account" in step 4 and refer to pages 16-20 of the guide to setup your account.