

Bing brings unexpected big revenue to Yahoo

According to Bloomberg news, although Bing does not bring profits to Microsoft, the search engine brings 'money' to Yahoo.

According to Bloomberg news, although Bing does not bring profits to Microsoft, the search engine brings 'money' to Yahoo.



Specifically, the source said that Microsoft had to pay a significant fee to Yahoo in exchange for '*Internet icons*' using Bing as their search engine.

This fee accounted for 31% of Yahoo's total revenue in the past quarter, surprising analysts because earlier, Yahoo said that the amount Microsoft paid them only accounted for more than 10%.

The amount is surprising because earlier this year, the Wall Street Journal also said that Yahoo CEO *Marissa Mayer* was eager to pull out of the deal using Bing, because '*our revenue is in the field. The search had worse results after the deal with Microsoft, compared with Yahoo using its own web search and advertising system.*'

You finished reading the article "**Bing brings unexpected big revenue to Yahoo**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.