



Pushing for Innovation



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Commercial Director



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Microsoft Advertising. Great relationships start here.



A year of growth and change



New UI redesign



New extensions available globally including multi-image, filter link and promotion extensions.



Microsoft Shopping Campaigns expanded to all European markets along with local inventory ads.



In-market audiences added new seasonal audiences for Black Friday, Mother's Day and Valentine's Day.



DSA launched in all global markets along with mixed mode campaigns and static headlines.



Microsoft Audience Network launched in Germany and France.



165

PRODUCTS LAUNCHED
in the last 12 months

In 2021

29 19

New markets

New languages

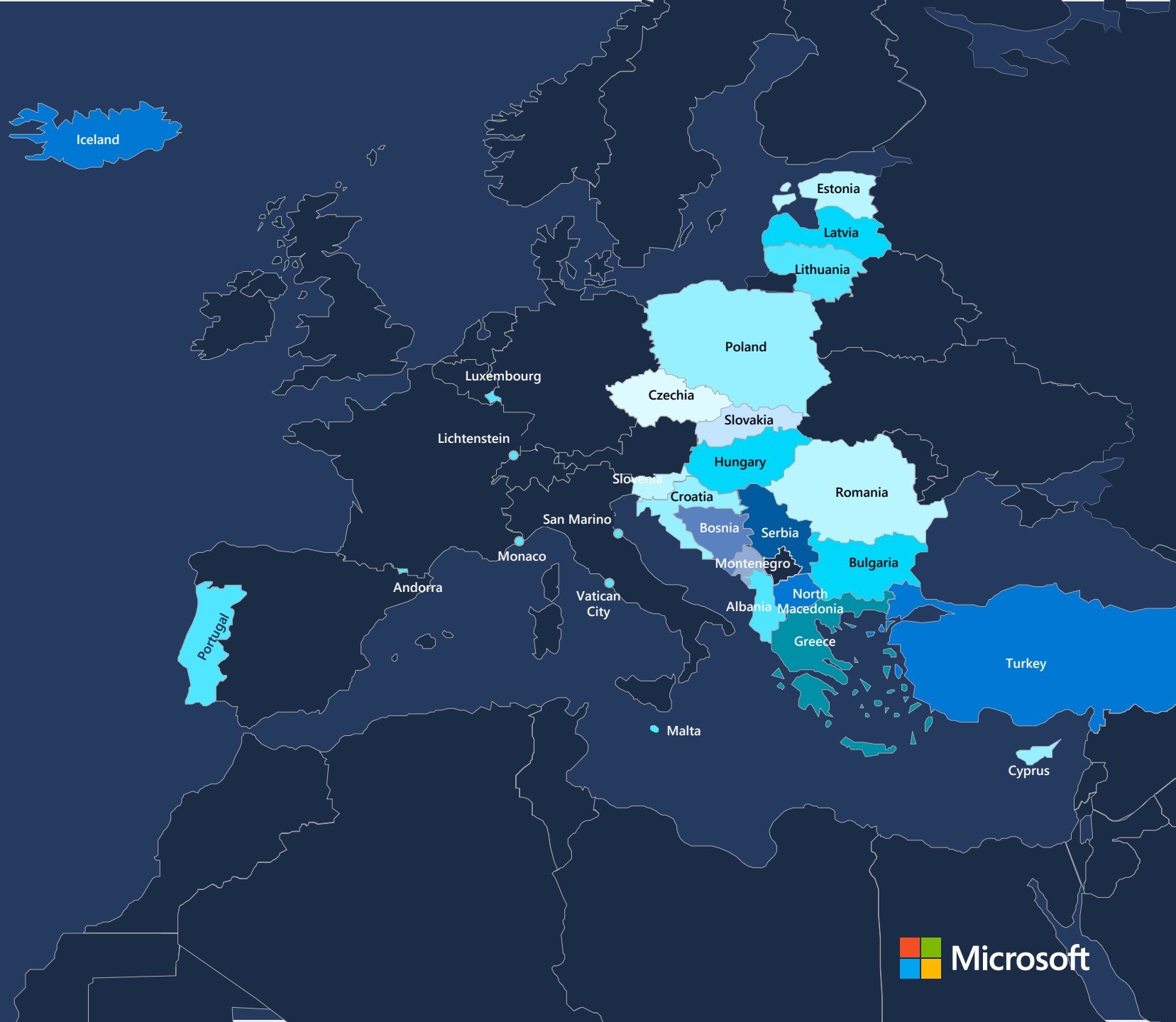
Phase 1

- Bulgaria
- Croatia
- Cyprus
- Czechia
- Estonia
- Greece
- Hungary
- Latvia
- Lithuania
- Luxembourg
- Malta
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Lichtenstein
- Monaco
- San Marino
- Vatican City
- Andorra

Phase 2

- Albania
- Bosnia
- Iceland
- Serbia
- Montenegro
- North Macedonia
- South Africa
- Turkey

Closed beta: Available to select clients

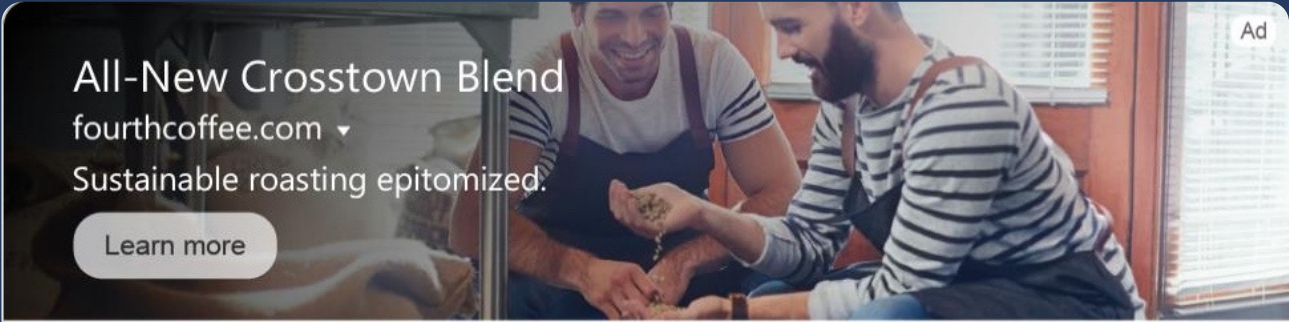


Multimedia Ads
exclusively features
one customer in
prominent ad space.



Open beta: Available globally

Mainline



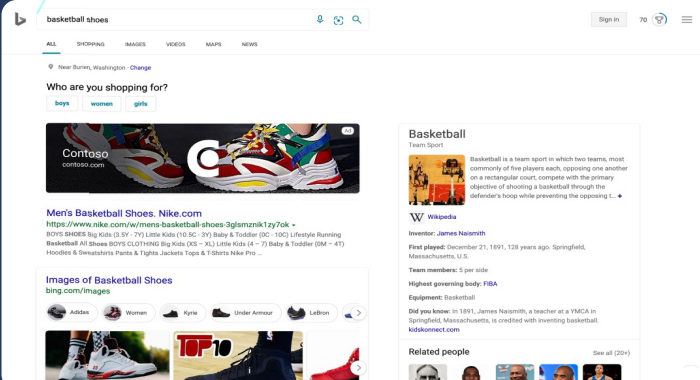
All-New Crosstown Blend
fourthcoffee.com ▾
Sustainable roasting epitomized.

Learn more

View all Fourth Coffee Roasts
Looking for the latest blend?
Explore our current coffee lineup.
See results only from fourthcoffee.com

Receive Our Newsletter
Sign up to get the latest updates
and to enter our coffee giveaway.

Right rail



basketball shoes

ALL SHOPPING IMAGES VIDEOS MAPS NEWS

Who are you shopping for?
boys women girls

Contoso
fourthcoffee.com

Men's Basketball Shoes. Nike.com
https://www.nike.com/w/mens-basketball-shoes-3gismznik1zy7ok
BOYS SHOES Big Kids (3-5Y) Little Kids (10-13C) Baby & Toddler (0C-13C) Lifestyle Running Basketball All Sizes BOYS CLOTHING Big Kids (9-13) Little Kids (4-7) Baby & Toddler (0M-4Y) Hoodies & Sweatshirts Pants & Tights Jackets Tops & T-Shirts Nike Pro...

Images of Basketball Shoes
bing.com/images

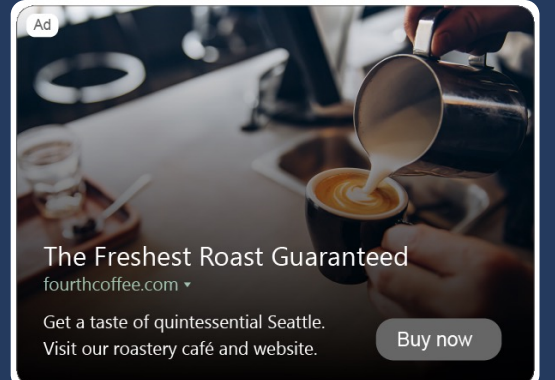
Ad
Basketball
Team Sport

Basketball is a team sport in which two teams, most commonly of five players each, opposing one another on a rectangular court, compete with the primary objective of shooting a basketball through the defender's hoop while preventing the opposing team from doing the same.

Wikipedia
Basketball

Did you know: In 1891, James Naismith, a teacher at a YMCA in Springfield, Massachusetts, is credited with inventing basketball. kbballmcc.com

Related people
See all (20+)



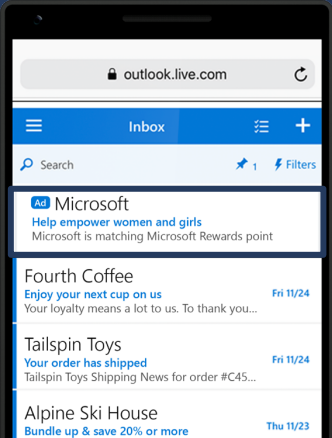
Ad

The Freshest Roast Guaranteed
fourthcoffee.com ▾

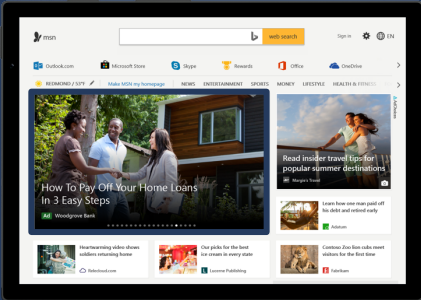
Get a taste of quintessential Seattle.
Visit our roastery café and website.

Buy now

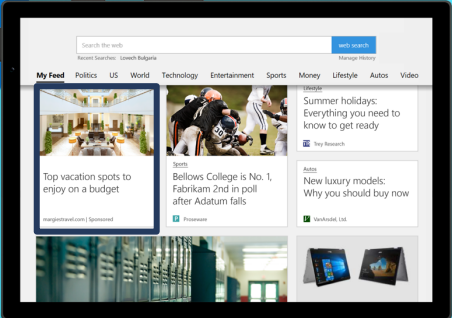
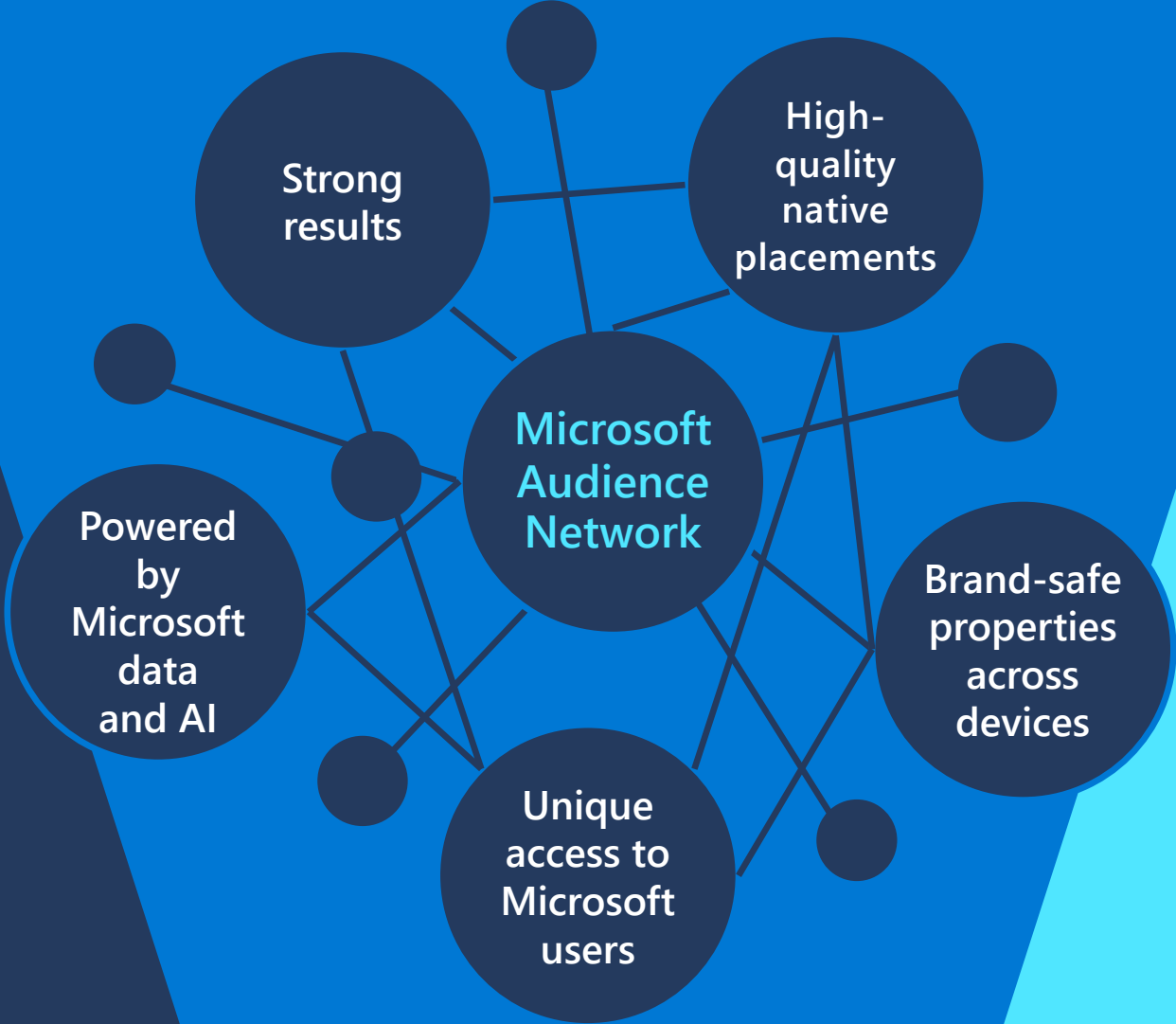
Meet the Microsoft Audience Network



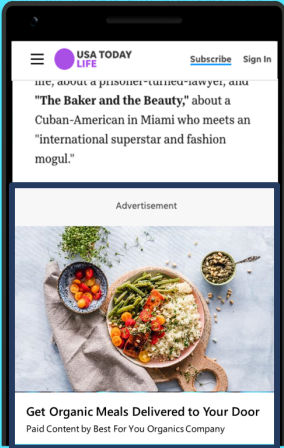
Outlook.com



MSN



Microsoft Edge



Select publisher partners

New consumer types are emerging; let's dive in....



Self-care Enthusiast



Empowered Activist



Everyday Shopper

#1

Self-care Enthusiast

Valuing self, time, health, and well-being, over all else



Self-care Enthusiasts in The Netherlands



4,1M
**Self-Care
Enthusiasts**

on the Microsoft
Network in the
Netherlands



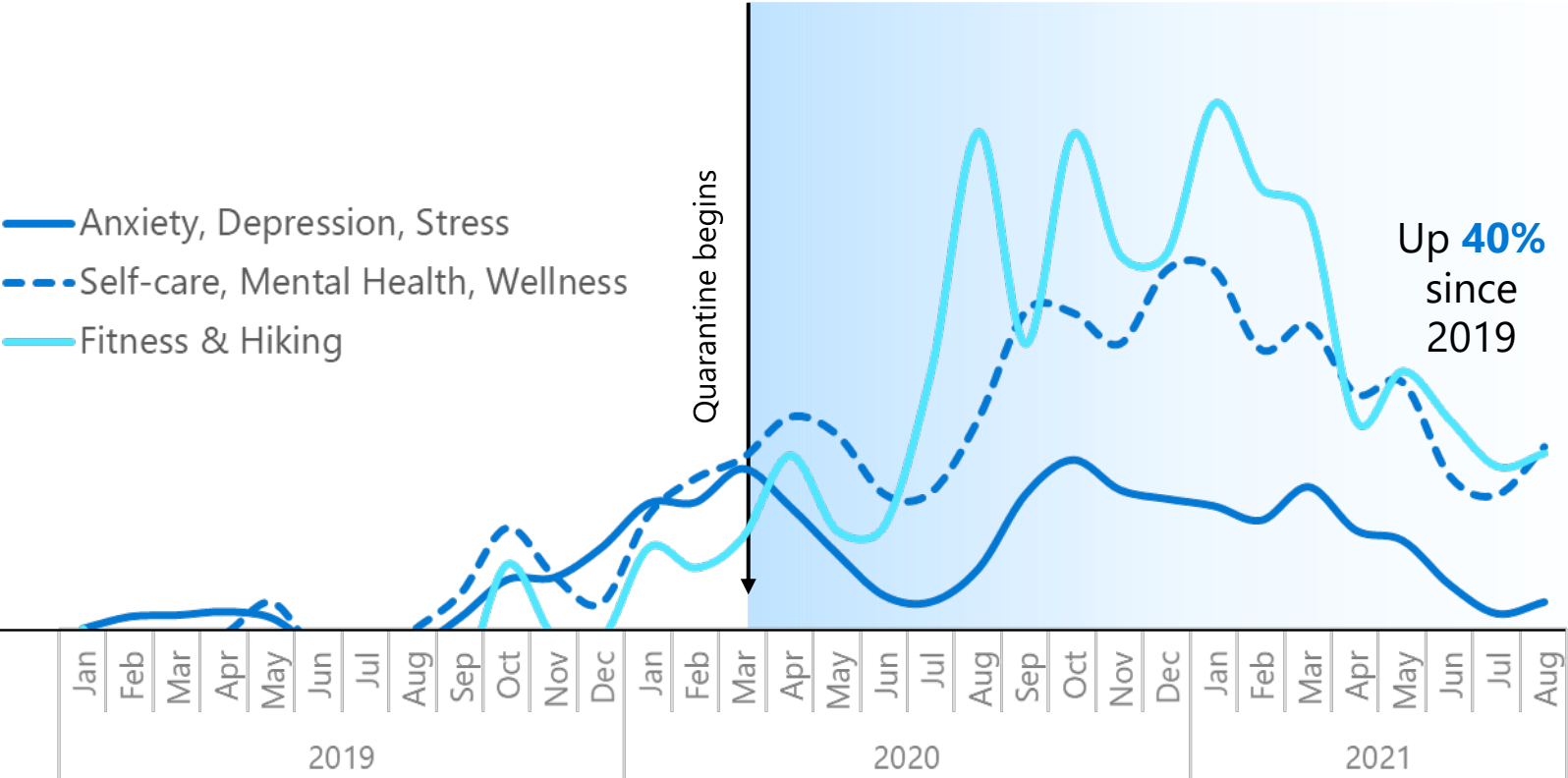
They care about
being represented
in the advertising
they see from
brands



17% more likely to
use a search engine to
discover a brand

They expect **brands to be
more transparent** about
how their data is being
used

Stress related Search is going up



Searches related to:

- anxiety, depression & stress ↑32%
- Self-care, mental health, & wellness ↑97%
- Fitness, hiking, and workout ↑146%

Source: Microsoft Internal Data | Jan 2019 – August 2021 | US only | Microsoft O&O and Syndication Searches | Searches Indexed to Jan-March averages.



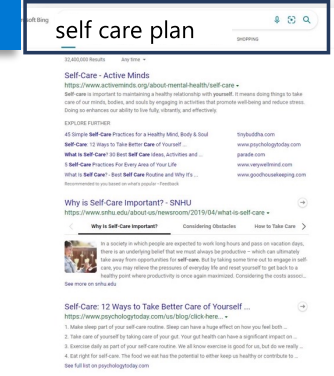
Self-care enthusiasts seamlessly switch between work and life during a day

The sequencing of the activities are not in a particular order

START

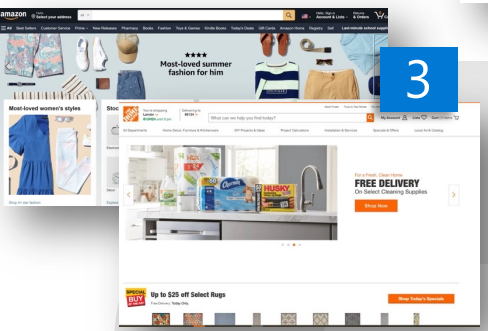
1

self care plan



Search for self-care topics on Bing or Google

3



Shop online retail stores

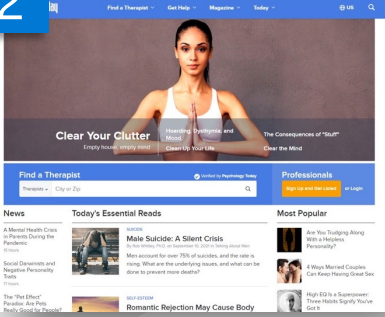
4



Check emails; attend conference calls

2

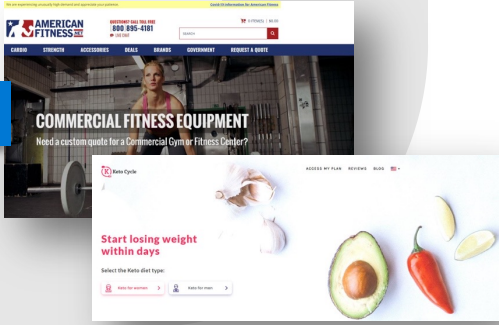
Look for a therapist



Find a Therapist

5

Visit a diet & fitness site



AMERICAN FITNESS
COMMERCIAL FITNESS EQUIPMENT

Keto Cycle
Start losing weight within days

7

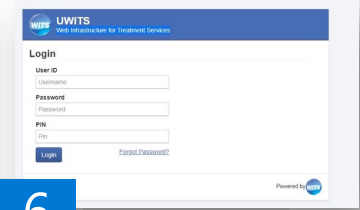
Check out a K-12 school sites



About CPS

6

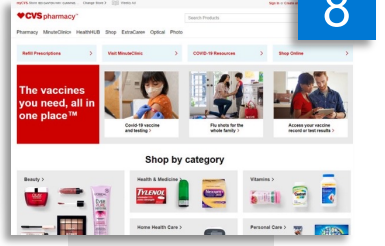
Log on a health care portal



UWITS
Web Instructional for Treatment Services

8

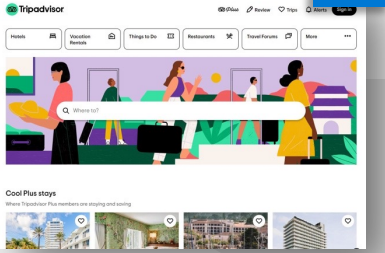
Shop at a pharmacy



CVS Pharmacy

9

Book travel or vacation



TripAdvisor

REPEAT

Google Import Schedule

The screenshot shows the Microsoft Advertising interface for an 'Onboarding Flow' account (F109JE73). The page title is 'Import from Google Ads'. It provides instructions on how to import campaigns from Google Ads and displays the current account details: 'Microsoft Advertising account: Onboarding Flow - F109JE73 Currency: USD'. Below this, it prompts the user to 'Sign in to Google' and shows the current Google account: 'contoso.bproductads@gmail.com'. At the bottom, there are two buttons: 'Continue' (highlighted in blue) and 'Sign Out'.

Microsoft Advertising | Onboarding Flow
Account F109JE73

← Back to campaigns | Import from Google Ads

Import from Google Ads

Get your campaigns up and running quickly by importing them directly from Google Ads. Before you start, make sure to [understand what will get imported](#).

Microsoft Advertising account: Onboarding Flow - F109JE73 Currency: USD

Sign in to Google

You are importing into this Microsoft Advertising account: Onboarding Flow - F109JE73 and you are signed in to this Google account:
contoso.bproductads@gmail.com

[Continue](#) [Sign Out](#)

This ad type exclusively features one customer in prominent ad space.



Open beta: Available globally

Mainline

Microsoft Bing cars

ALL WORK IMAGES VIDEOS MAPS NEWS SHOPPING Show language tabs

322,000,000 Results Any time Results near Kirkland, Washington Change

Northwind Hybrid
contoso.com
Experience a drive today.
Test drive

Official Contoso Site | Luxury Cars and SUVs
<https://www.contoso.com/offers/models>
(Ad) Shop for Your Future Contoso Online Today. Build and Price a New Contoso Now.

Current Offers
Browse Current Offers On Select Models & Request A Quote Today

Lease Offers
View Lease Offers On Select Models For Well Qualified Lessees

See results for

Cars.com (Automotive Classified Website)
Cars.com is an automotive classified website focused on the United States that launched in June 1998 and now is th...

The Cars (American Rock Band)
The Cars were an American rock band formed in Boston in 1976. Emerging from the new wave scene in the late 1970...

Right rail

Microsoft Bing cars

ALL WORK IMAGES VIDEOS MAPS NEWS SHOPPING Show language tabs

322,000,000 Results Any time Results near Kirkland, Washington Change

Official Contoso Site | Luxury Cars and SUVs
<https://www.contoso.com/offers/models>
(Ad) Shop for Your Future Contoso Online Today. Build and Price a New Contoso Now.

Current Offers
Browse Current Offers On Select Models & Request A Quote Today

Lease Offers
View Lease Offers On Select Models For Well Qualified Lessees

Build Your Contoso
Build & Price Your All New Contoso
Customize The Right Vehicle For You

Compare Vehicles
View & Compare Models
To Find The Right Contoso For You

Locate a Dealer
Find A Contoso Dealer Near You & Test Drive A New Contoso

See results only from contoso.com

Puget Sound Contoso Dealers | See Local Offers & Inventory
<https://contoso.com/pugetsound/dealers>

The 2021 Contoso Northwind
contoso.com
Check out the bold new look and advanced hybrid technology with all new Contoso Northwind.

Video extensions are interactive.

Promote your services, demo products, or highlight reviews and your brand.



Open beta: Available globally

Bellows College
Ad - bellowscollege.com/Degree/Programs
Grow and train skills with a degree from an accredited college. Details inside!
Online Courses · Local Campuses · Learn from Experience
Degree Programs: Communications, Business, Health Care, Education

All Education Degrees
Undergraduate & Graduate Degrees for Current & Upcoming Educators!



Admissions
Accepting new applicants! See if you have what Bellows is looking for.

History of Bellows College
Rich history with deep roots in the past. Be part of our history.

Tuition & Financing
College shouldn't depend on cost, because it happen today! Learn about grants &

All Communication Degrees
Public Relations, Marketing, Content Creation, Media & More.

Military Focused
Online and Flexible Programs and Degrees to Fit the Military Life.



|| ————— 50:31 🔊 ↗

Bellow College Official Site [Learn more](#)

A large video player interface. The main video area shows a lush, mossy forest scene with large, gnarled tree trunks and dense foliage. The video player includes a progress bar, a play/pause button, a volume icon, and a share icon. At the bottom, there is a dark bar with the text "Bellow College Official Site" and a "Learn more" button.

Drive higher engagement by showcasing images your audience can relate to.




Open beta: Available globally

PC layout

Contoso Auto | Models
www.contoso.com - Contoso

Ad The home of Contoso premium automobiles. All Contoso vehicles undergo a rigorous 37-point inspection. We only offer the best.

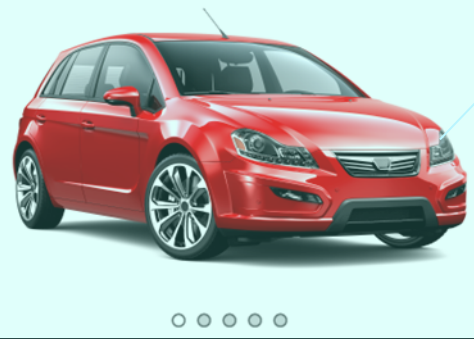


Trucks Cars Vans

The PC layout advertisement features a header with the brand name and website, followed by a descriptive text block. Below this, three distinct images showcase different vehicle models: a silver pickup truck, a red hatchback, and a blue van. Each image is labeled with its category name. A navigation arrow is visible on the right side of the van image.

Mobile carousel layout

Ad



2020 **Contoso Coupe** – Designed to get you moving
www.contoso.com
Customize your own, or view local inventory on our official site.

The mobile carousel advertisement features a large, high-quality image of a red 2020 Contoso Coupe. Below the image is a row of five small circles, indicating the current position in the carousel. The text below the image provides the model name, a tagline, the website URL, and a call to action.

Audience targeting: Reach and grow your audience

Choose one or multiple dimensions to use for targeting

User and intent targeting



Remarketing



In-market audiences



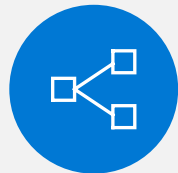
Custom audiences



Similar audiences



Dynamic remarketing



Custom combination lists

User profile targeting

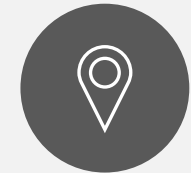


LinkedIn profile targeting¹



Age and gender targeting

Location and device



Location targeting



Device targeting

Get your ads in front of the right audience at the right time



With more options for targeting



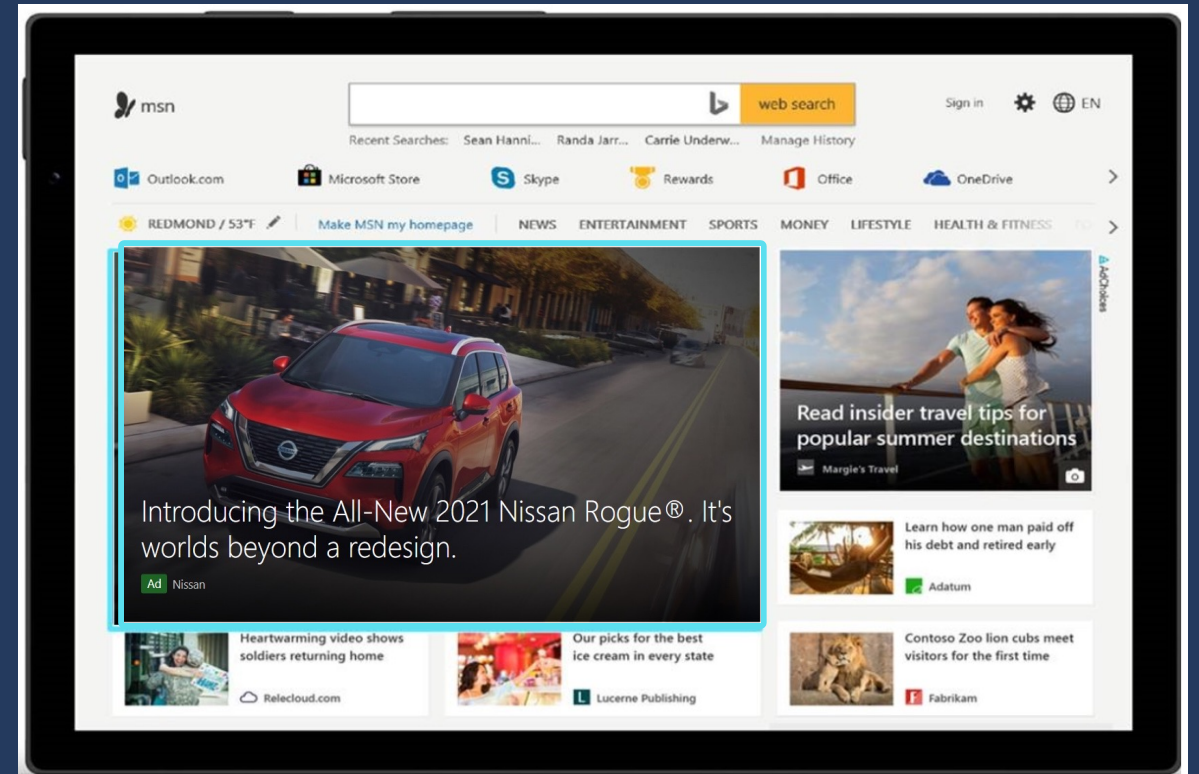
Unique to the Microsoft Search Network

1. Three LinkedIn Profile Dimensions available: Industry, Company, and Job Function.

Connect with your audience via native advertising.



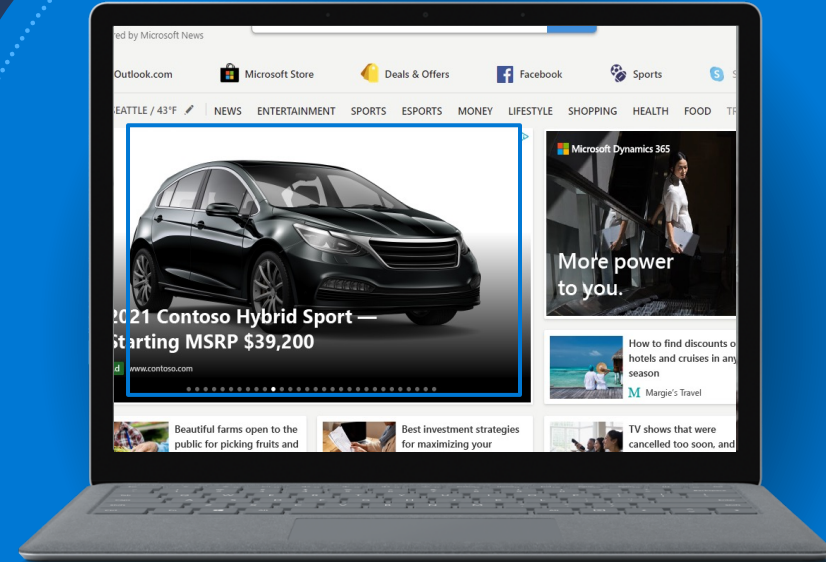
MSN single carousel



Outlook

Ad Nissan ▼ Rogue Gone Rogue. Nissan@Home * Most standard safety technologies in its class. Cutting edge tech & a license to thrill.

Re-Connect with
your audience via
feed-based product
ads on the audience
network.



How to reach the Self-care Enthusiasts



Time management is top of mind for the self-care enthusiast, consider **highlighting the time management benefits** and conveniences you're able to offer **in your products or services**.



Make it personal. Self-care enthusiasts are putting themselves & their loved-ones first. Show them you care by promoting products & **messaging that enhances their lives & creates connection**.

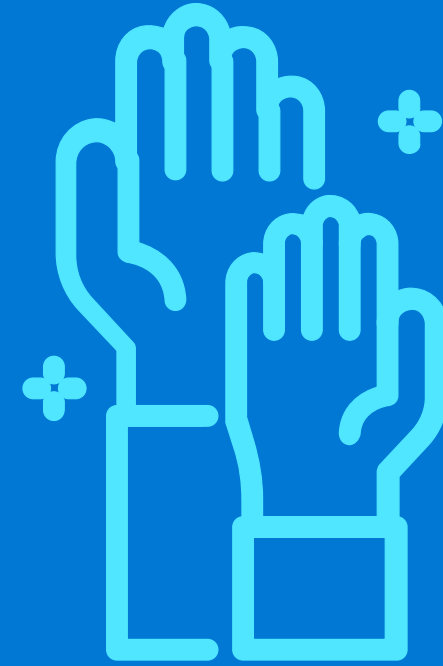


Not all self-care enthusiasts are the same. We see unique behaviors the further we dive into their personas. **Leverage in-market audiences** in your Search and Audience campaigns to ensure you're engaging this audience in the right way, at the right time.

#2

The Empowered Activist

Consumers who vote with their wallets



The Empowered Activist in The Netherlands



3,5M

**Empowered
Activists** on the
Microsoft Network in
the Netherlands



Knowing a product is **environmentally friendly**/sustainable is very important, and they're 49% more likely to purchase these products online



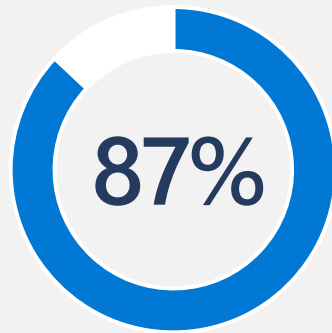
17% more likely to
use a search engine to
discover a brand

They expect **brands to be
more transparent** about
how their data is being
used

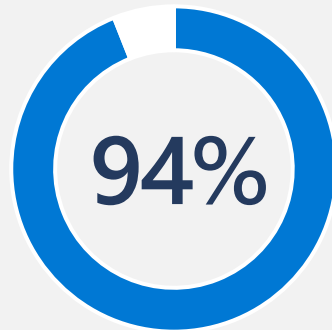
Who Is the “Empowered Activist”?

“believes they have the power to affect change”.

Empowered
Activists make up
12%
of the Global
population



Feel it is important to participate in cultures other than their own



Value real world experiences



- Highly prioritize authenticity and are concerned with global issues.
- Carefully considers their actions and behaviors to ensure they are in line with their values.
- Value products that have messaging that align with their beliefs.

The Empowered Beauty Activist is a younger consumer that can drive a greater lifetime value

48% of these shoppers on the Microsoft Network are ages 25-49.



 EMPOWERED ACTIVIST

 EVERYDAY SHOPPER

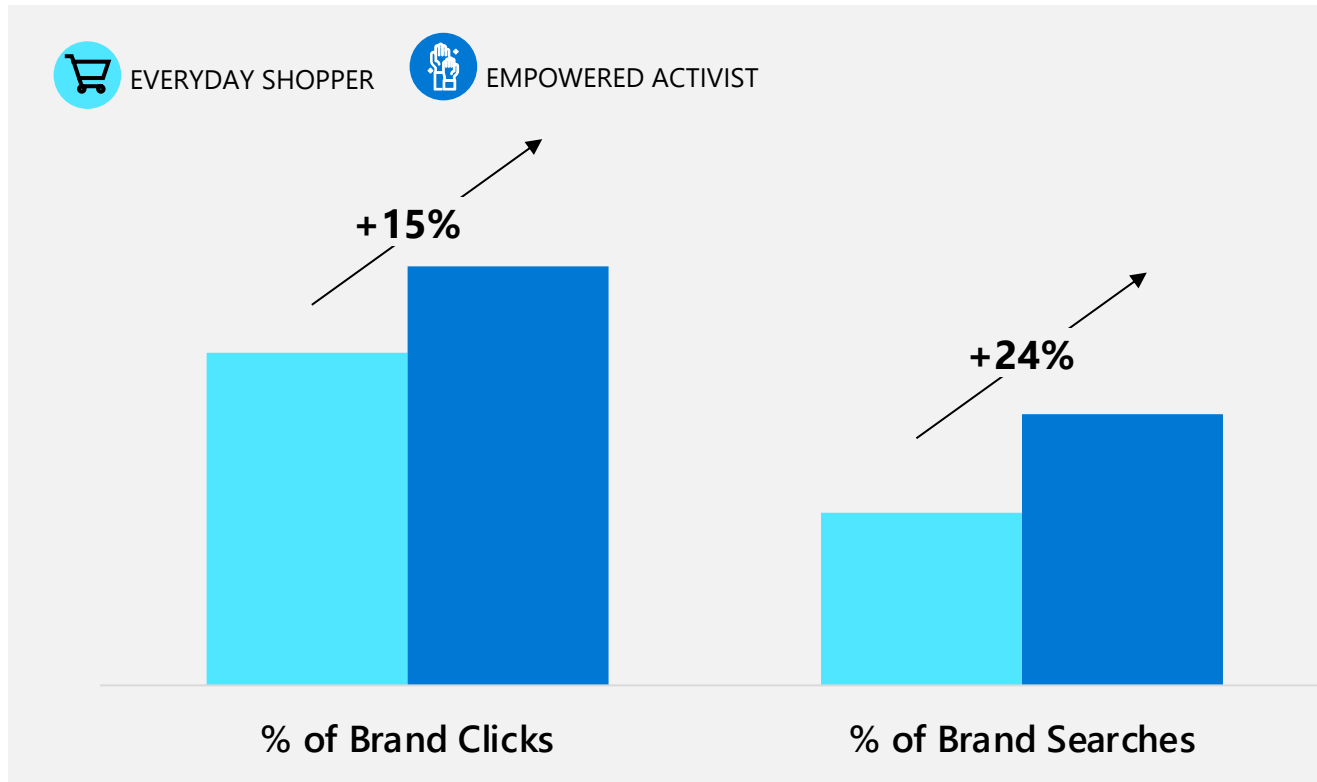
■ 65+ ■ Under 65



In contrast, the everyday beauty shopper over-indexes by **40% in the 65+ age group.**

Source: Microsoft Internal U.S Data | Apr – Jun 2021.

Compared to the Everyday Beauty shopper, Empowered Beauty Activists have a lower funnel journey

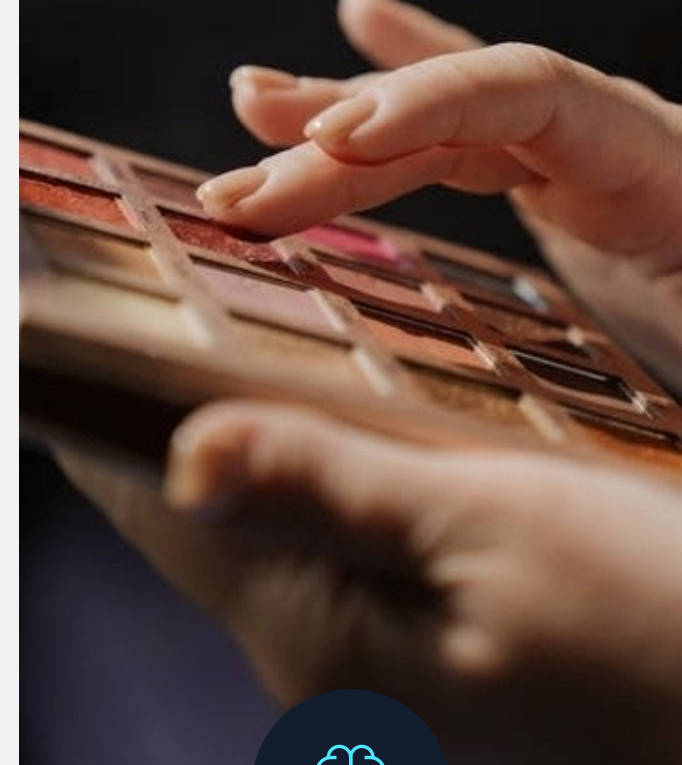


The empowered beauty shopper is **15%** more likely to click on brand and **24%** more likely to search for brand than the everyday shopper.

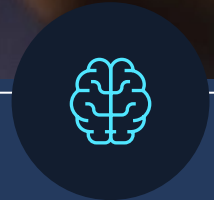
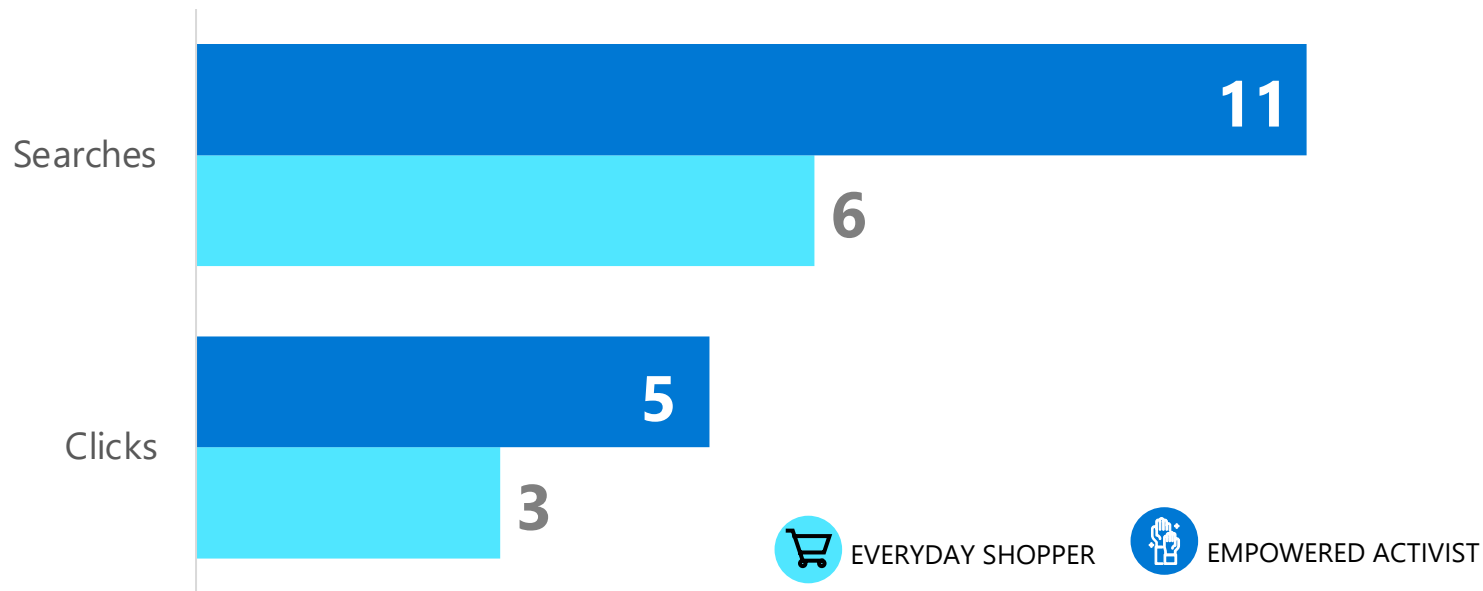
Include **sustainable ad messaging** to reach these shoppers on the Microsoft Network.

Connecting with Empowered Beauty Activists helps brands find their industry aficionados

Empowered shoppers have 80% longer search journeys



Average by Beauty Shopper



Leverage **remarketing** to maintain engagement with these valued customers.

Microsoft Merchant Center Import

The screenshot shows the Microsoft Advertising interface during an onboarding flow. At the top, the Microsoft logo is on the left, followed by 'Advertising' and 'Onboarding Flow' with a dropdown arrow. Below this, the account ID 'Account F109JE73' is displayed. The breadcrumb navigation shows 'Imports > Create New Import'. On the left side, there is a vertical list of steps: 'Accounts' (selected with a blue dot), 'Feeds', 'Find and replace string', 'Import Schedule', and 'Confirmation'. The main content area is titled 'Google Account' and contains the text: 'To import your feeds, Google Merchant Center requires you to sign in to your Google account. You will import into this Microsoft Merchant Center store:'. Below this text is a blue button labeled 'Sign in to Google'.

Search with purpose

Empowering partners with an engaged audience is a win-win



Standing up for the environment,
consumer privacy, and social causes

7M+
plastic bottles
recovered

100M+
trees planted

\$3M+
donated

Scaling with search partners

The screenshot shows the Ecosia search engine interface. The search bar contains 'Running shoes'. Below the search bar are navigation tabs for 'Web', 'Images', 'News', 'Videos', 'Maps', and 'More'. The results are categorized as 'Shop for Running shoes' and 'Ads'. There are four product cards displayed, each with an image of a shoe, the product name, price, shipping cost, and the retailer. Below the product cards is a link to 'Shop Nike Running Shoes - Run Mile After Mile - Free Delivery...' with a sub-link to 'www.nike.com/Running/Shoes'. At the bottom, there are two columns of links for 'Women's Running' and 'Men's Running', each with a brief description.

Running shoes

Web Images News Videos Maps More Filters Settings

Shop for Running shoes Ads

Product	Price	Shipping	Retailer
Nike Revolution 5 Women's Running Shoe - ...	£40	+£4.99 shipping	Sports Direct
New Balance Fresh Foam 1080V10 Women's...	£107.99	+£4.99 shipping	Sportsshoes
On Running Cloudventure Waterproof Womens...	£140	Free shipping	Sigma Sports
New Balance 860V10 Women's Running Shoe - ...	£69.99	+£4.99 shipping	Sportsshoes

Shop Nike **Running Shoes** - Run Mile After Mile - Free Delivery...
Ad · www.nike.com/Running/Shoes
Discover The Latest **Running** Gear From Nike. Shop Online At Nike.com. Speed and Stamina...
Types: Running Shoes, Shorts, Tights, Tops, Compression, Running Gear

Women's Running
Run In Style With Womens Running Products At Nike.com

Men's Running
Unparalleled Running Technology. Explore Running For Men At Nike.com

Running Clothing
Find Your Rhythm With The Latest Nike Gear Available Online.

Running Shoes
Run Longer, Stronger And Faster Choose Your Style At Nike.com

The screenshot shows the DuckDuckGo search engine interface. The search bar contains 'running shoes'. Below the search bar are navigation tabs for 'All', 'Images', 'Videos', 'News', 'Maps', 'Shopping', and 'Settings'. The results are categorized as 'Shopping' and 'Ads'. There are three product cards displayed, each with an image of a shoe, the product name, price, and the retailer. Below the product cards is a link to 'Shop Nike Running Shoes - Free Delivery And Returns' with a sub-link to 'nike.com'. At the bottom, there are four columns of links for 'Custom Running Shoes', 'Men's Running', 'Women's Running', and 'Running Clothing', each with a brief description.

running shoes

All Images Videos News Maps Shopping Settings

United Kingdom Safe search: moderate Any time

Shopping Ads

Product	Price	Retailer
New Balance Fresh Foam 1080V10 Women's Running Shoes - Black...	£134.99 £107.99	Sportsshoes
New Balance 860V10 Women's Running Shoe - Pink - 4	£119.99 £69.99	Sportsshoes
Nike Revolution 5 Women's Running Shoe - Black/White	£47.99 £40.00	Sports Direct

→ More Products Are these ads helpful? Yes No

Shop Nike **Running Shoes** - Free Delivery And Returns **AD**
nike.com | Report Ad
Get The Support and Comfort You Need To Feel Your Best Every Stride With Nike. Speed and Stamina. Get Back What You Put In With The Latest Nike Running Tech.

Custom Running Shoes
Customise Classic Nike Running Shoes. Design Your Original Style.

Men's Running
Unparalleled Running Technology. Explore Running For Men At Nike.com

Women's Running
Run In Style With Womens Running Products At Nike.com

Running Clothing
Find Your Rhythm With The Latest Nike Gear Available Online.

Marketing with purpose badge

Build trust, love and loyalty by highlighting what you care about

Contoso Hotel Redmond, WA - Lowest Price Guarantee.

<https://www.contoso.com/redmond-wa/hotels>



Carbon-neutral

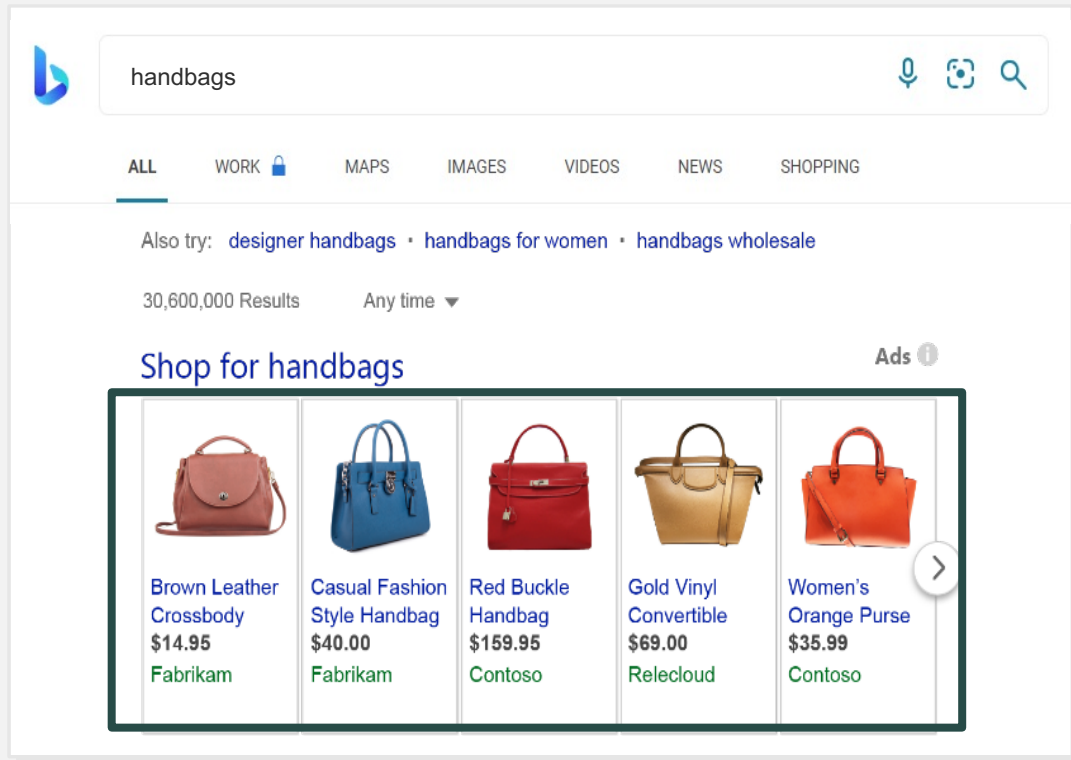
(Ad) Book your **Hotel** in **Redmond WA** online. No reservation costs. Great rates.

Inclusion	Environmental	Community/social responsibility	Accessibility
<ul style="list-style-type: none">• Vegan• LGBTQI+-friendly• Unisex• Allergy-friendly• Pet-friendly• Family-friendly• Kosher• Halal• Alcohol-free• Gluten-free• Vegetarian	<ul style="list-style-type: none">• Eco-friendly• Carbon-neutral• Sustainable• Carbon-negative	<ul style="list-style-type: none">• Cruelty-free• Non-profit• Supports a cure• Local business• Small business• Family-owned• Minority-owned• Black-owned• Supports disease research• LGBTQI+-owned	<ul style="list-style-type: none">• Wheelchair accessible• Visual assistance• Hearing assistance• Mobility assistance• Touchless pickup• No-contact delivery• Web accessibility

Dynamic Remarketing

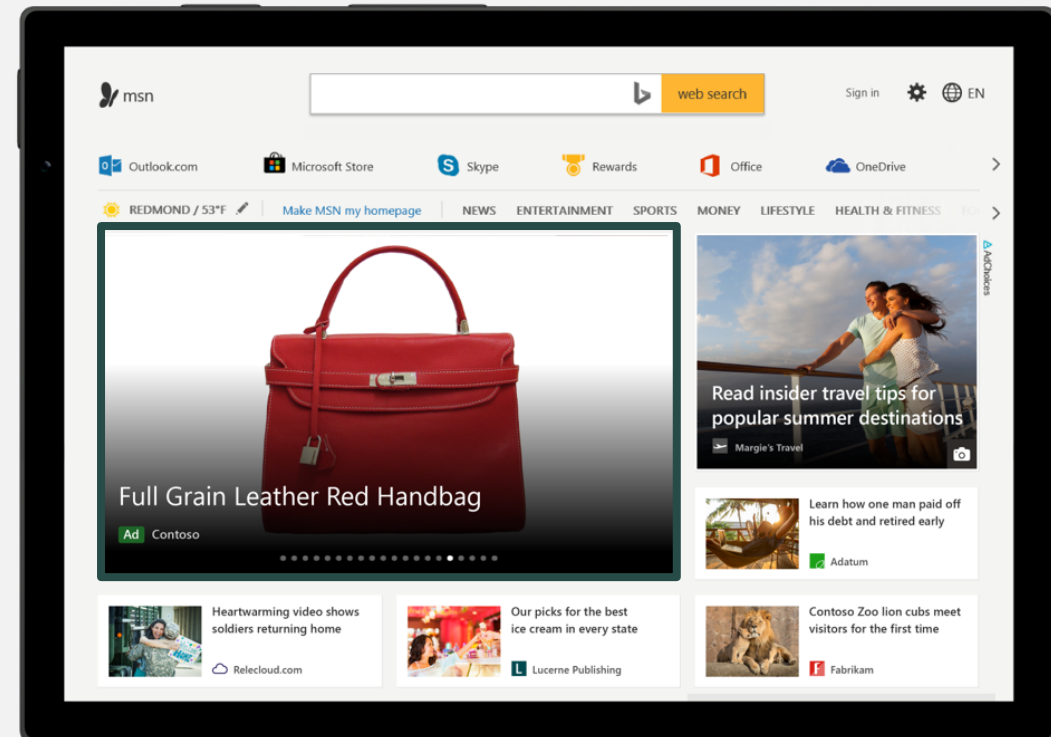
"I want to reach customers who are ready to buy."

Customers may see ads on Bing, MSN or other Microsoft Audience Network properties, like Outlook.com or Microsoft Edge.



A screenshot of a Bing search results page for the query "handbags". The search bar at the top shows the query and navigation icons. Below the search bar are tabs for "ALL", "WORK", "MAPS", "IMAGES", "VIDEOS", "NEWS", and "SHOPPING". The "SHOPPING" tab is selected. Below the tabs, there are suggestions for "designer handbags", "handbags for women", and "handbags wholesale". The search results show "30,600,000 Results" and "Any time" filter. A section titled "Shop for handbags" with an "Ads" icon contains a carousel of five handbags:

Handbag Description	Price	Brand
Brown Leather Crossbody	\$14.95	Fabrikam
Casual Fashion Style Handbag	\$40.00	Fabrikam
Red Buckle Handbag	\$159.95	Contoso
Gold Vinyl Convertible	\$69.00	Relecloud
Women's Orange Purse	\$35.99	Contoso



A screenshot of an MSN homepage displayed on a tablet. The page features a search bar at the top right with "web search" and "Sign in" options. Below the search bar are links to Outlook.com, Microsoft Store, Skype, Rewards, Office, and OneDrive. The main content area includes a weather widget for "REDMOND / 53°F" and a "Make MSN my homepage" button. A large advertisement for a "Full Grain Leather Red Handbag" by Contoso is prominently displayed in the center. To the right of the handbag ad is a travel article titled "Read insider travel tips for popular summer destinations" by Margie's Travel. Below these are several smaller article thumbnails, including "Heartwarming video shows soldiers returning home" by Relecloud.com, "Our picks for the best ice cream in every state" by Lucerne Publishing, and "Contoso Zoo lion cubs meet visitors for the first time" by Fabrikam.

Microsoft Advertising suite of goal-based bid strategies



Enhanced CPC

Helps you get more conversions.



Maximize Clicks

Helps you get as many clicks as possible.



Maximize Conversions

Helps you get as many conversions as possible.



Target CPA

Helps you get as many conversions as possible for the given CPA target.



Target ROAS

Helps you as much conversion value/revenue as possible for given ROAS target.



Target Impression Share

Gain visibility in premium places on the search results page, stay on top of the competition, and drive more volume

How to reach the Empowered Activist



Call out your product's ethical and/or green features directly in your **branded ad title**.



Expand your consumer reach by serving on **non-brand keywords that reflect these values** (e.g., fair label apparel, minority-owned cosmetics).



Leverage the **inclusive attribute ad copy annotation** to highlight if your business is carbon neutral, minority owned, wheel-chair accessible, etc.



Watch the [Marketing with a Purpose Microsoft](#) training for marketing actions to help you build a trusted brand.

3 things to remember



New products

165 new products in the last 12 months and will continue to partner with you to give you the products you need



Product Innovation

with unique products like Multimedia Ads, Video Extensions and Multi-image Extensions.



Easy to Automate

Google Import, Merchant Center Import and Auto Bidding features make your life easy.



**FRIENDS
OF SEARCH**

 Microsoft



Microsoft Advertising.
Great relationships start here.