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

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>New UI redesign</td>
<td></td>
</tr>
<tr>
<td>Microsoft Shopping Campaigns</td>
<td>expanded to all European markets along with local inventory ads.</td>
</tr>
<tr>
<td>DSA</td>
<td>launched in all global markets along with mixed mode campaigns and static headlines.</td>
</tr>
<tr>
<td>New extensions</td>
<td>available globally including multi-image, filter link and promotion extensions.</td>
</tr>
<tr>
<td>In-market audiences</td>
<td>added new seasonal audiences for Black Friday, Mother’s Day and Valentine’s Day.</td>
</tr>
<tr>
<td>Microsoft Audience Network</td>
<td>launched in Germany and France.</td>
</tr>
</tbody>
</table>

165 PRODUCTS LAUNCHED in the last 12 months
29 New markets

19 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
- Montenegro
- North Macedonia
- Serbia
- South Africa
- Turkey
- 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
Meet the Microsoft Audience Network

Microsoft Audience Network

- Strong results
- High-quality native placements
- Brand-safe properties across devices
- Unique access to Microsoft users
- Powered by Microsoft data and AI

Outlook.com

Microsoft Edge

Select publisher partners
New consumer types are emerging; let’s dive in....

1. Self-care Enthusiast
2. Empowered Activist
3. Everyday Shopper

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.

Source: GWI, Netherlands, June 2020-June 2021, crosstab builder
Stress related Search is going up

- Anxiety, depression, stress: Up 40% since 2019
- Self-care, mental health, & wellness: Up 97%
- Fitness, hiking, and workout: Up 146%

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*

1. Search for self-care topics on Bing or Google
2. Look for a therapist
3. Shop online retail stores
4. Check emails; attend conference calls
5. Visit a diet & fitness site
6. Log on a health care portal
7. Check out a K-12 school sites
8. Shop at a pharmacy
9. Book travel or vacation

Google Import Schedule

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.
Video extensions are interactive.
Promote your services, demo products, or highlight reviews and your brand.
Drive higher engagement by showcasing images your audience can relate to.
## Audience targeting: Reach and grow your audience

Choose one or multiple dimensions to use for targeting

<table>
<thead>
<tr>
<th>User and intent targeting</th>
<th>User profile targeting</th>
<th>Location and device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remarketing</td>
<td>LinkedIn profile targeting¹</td>
<td>Location targeting</td>
</tr>
<tr>
<td>In-market audiences</td>
<td>Age and gender targeting</td>
<td>Device targeting</td>
</tr>
<tr>
<td>Custom audiences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Similar audiences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dynamic remarketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom combination lists</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Get your ads in front of the right audience at the right time ▶ With more options for targeting ▶ Unique to the Microsoft Search Network

Connect with your audience via native advertising.
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.

- 87% Feel it is important to participate in cultures other than their own.
- 94% 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.

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

<table>
<thead>
<tr>
<th></th>
<th>EVERYDAY SHOPPER</th>
<th>EMPOWERED ACTIVIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searches</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Clicks</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>


Leverage remarketing to maintain engagement with these valued customers.
Microsoft Merchant Center Import

Google Account

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:

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
$3M+ donated
100M+ trees planted
Scaling with search partners

Shop Nike Running Shoes - Run Mile After Mile - Free Delivery
Ad - www.nike.com/RunningShoes
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 Women's Running Products At Nike.com
- Running Clothing
  - Find Your Rhythm With The Latest Nike Gear Available Online.

Men's Running
- Unparalleled Running Technology
- Explore Running For Men At Nike.com
- Running Shoes
  - Run Longer, Stronger And Faster
  - Choose Your Style At Nike.com

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

Women's Running
- Run In Style With Women's 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.
**Marketing with purpose badge**

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

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**Contoso Hotel Redmond, WA - Lowest Price Guarantee.**

[https://www.contoso.com/redmond-wa/hotels](https://www.contoso.com/redmond-wa/hotels)

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

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<table>
<thead>
<tr>
<th>Inclusion</th>
<th>Environmental</th>
<th>Community/social responsibility</th>
<th>Accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegan</td>
<td>Eco-friendly</td>
<td>Cruelty-free</td>
<td>Wheelchair accessible</td>
</tr>
<tr>
<td>LGBTQI+-friendly</td>
<td>Carbon-neutral</td>
<td>Non-profit</td>
<td>Visual assistance</td>
</tr>
<tr>
<td>Unisex</td>
<td>Sustainable</td>
<td>Supports a cure</td>
<td>Hearing assistance</td>
</tr>
<tr>
<td>Allergy-friendly</td>
<td>Carbon-negative</td>
<td>Local business</td>
<td>Mobility assistance</td>
</tr>
<tr>
<td>Pet-friendly</td>
<td></td>
<td>Small business</td>
<td>Touchless pickup</td>
</tr>
<tr>
<td>Family-friendly</td>
<td></td>
<td>Family-owned</td>
<td>No-contact delivery</td>
</tr>
<tr>
<td>Kosher</td>
<td></td>
<td>Minority-owned</td>
<td>Web accessibility</td>
</tr>
<tr>
<td>Halal</td>
<td></td>
<td>Black-owned</td>
<td></td>
</tr>
<tr>
<td>Alcohol-free</td>
<td></td>
<td>Supports disease research</td>
<td></td>
</tr>
<tr>
<td>Gluten-free</td>
<td></td>
<td>LGBTQI+-owned</td>
<td></td>
</tr>
<tr>
<td>Vegetarian</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
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.
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 achieve the maximum conversion value/revenue for the 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.
Microsoft Advertising.
Great relationships start here.