



Microsoft Advertising

# Microsoft Advertising Health Clinic

## Achieve more with less



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Learning & Development

Microsoft Advertising

## 3 tips to help shape your 2023 gameplan

1. Be bold and flex your creativity.
2. Treat brand as mission critical leading with empathy.
3. Think bigger.





# 1. Be bold and flex your creativity

- It all starts with the basics
- Time, that precious commodity
- Unleash your creative assets



# UET tag is the basis of Automation – Key steps for success

1

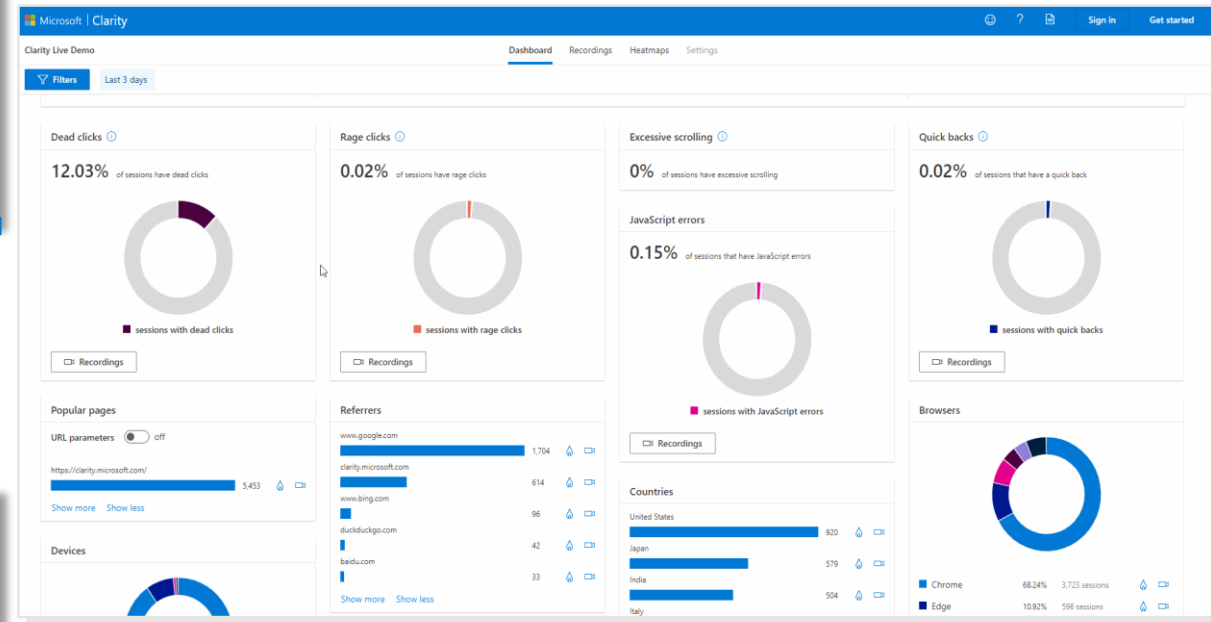
Implement your **JavaScript UET** tag on every page of your website.

Enable **Clarity** for deeper consumer's insights & audit with UET Tag Dashboard.

UET tag is compatible and interoperable with Tag Managers

2

Update your Universal Event Tracking (UET) tag with all **recommended parameters** (i.e. page type and product ID for Dynamic Remarketing or custom events, etc.)



# UET tag is the basis of Automation – Key steps for success

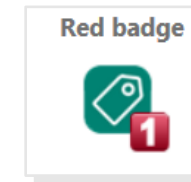
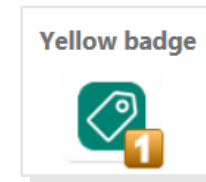
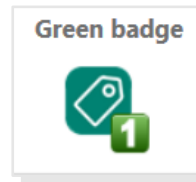
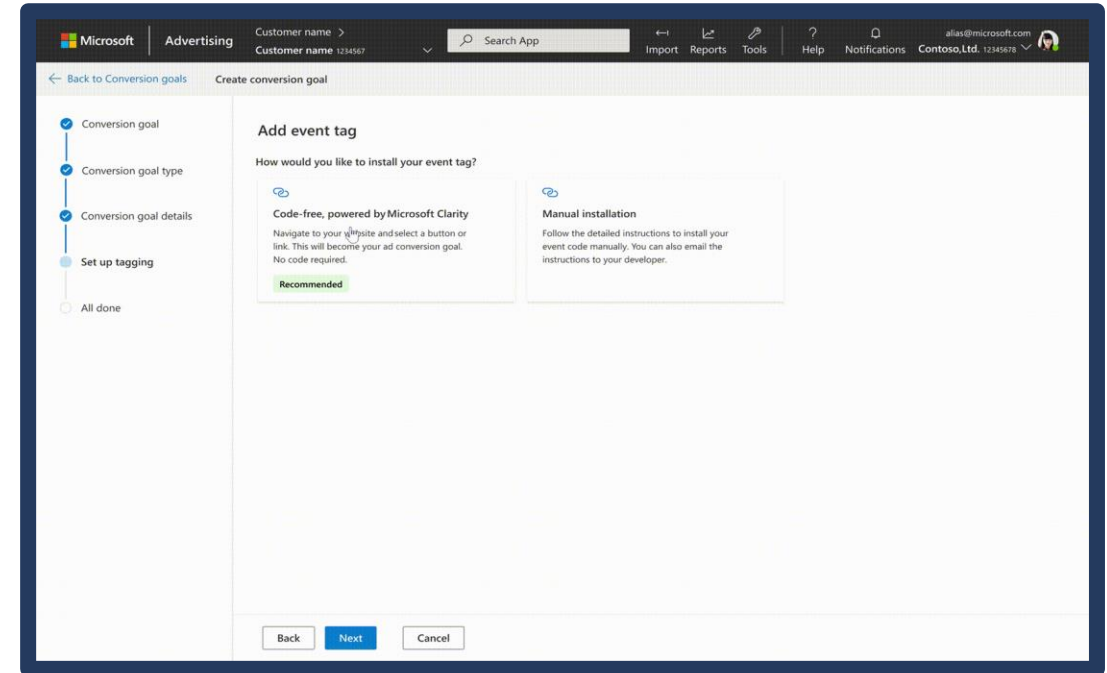
3

Create [conversion goals](#) to track performance including  
With Clarity enabled, create [Code free conversions](#)

4

Ensure conversion goals are accurately set up in Microsoft Advertising online with [UET Tag Helper](#):

- Set up [variable revenue tracking](#) to capture accurate ROAS for Target ROAS.
- Create [Remarketing lists](#) to target different segments of visitors.



# 1.1. Balance cost and conversions with Automation

## Max Conversions and Target CPA

*"We knew these strategies were working really well and it was easy for us to tweak and adjust the campaigns depending on what we wanted to emphasise for a given product."*

Laura Kunisch, Paid Media Consultant, morefire

# 500%

Increase in conversions with max conversions



# 50%

Lower cost-per-acquisition with Target CPA



# Google Import & Microsoft Merchant Center Import

The screenshot shows the 'Import from Google Ads' page in the Microsoft Advertising interface. The header includes the Microsoft logo, 'Advertising', and the user's account information: 'Contoso Manager account F109007W9M'. A search bar is visible in the top right. Below the header, there are navigation links for 'Back to accounts' and 'Import from Google Ads'. The main heading is 'Import from Google Ads', followed by a brief instruction: 'Get your accounts and campaigns up and running quickly by importing them directly from Google Ads. Before you start, make sure to understand what will get imported.' The section 'Choose Microsoft Advertising accounts' contains a list of available accounts and a 'Selected accounts' list. The available accounts are: 'Contoso (Historical)', 'Contoso Products', 'Contoso Subsidiaries', and 'Contoso Search'. The 'Selected accounts' list currently contains 'Contoso Products' and 'Contoso Subsidiaries'. At the bottom, there are 'Continue' and 'Cancel' buttons.

The screenshot shows the 'Onboarding Flow' for creating a new import in the Microsoft Advertising interface. The header includes the Microsoft logo, 'Advertising', and the user's account information: 'Onboarding Flow Account F109JE73'. Below the header, there are navigation links for 'Back' and 'Imports > Create New Import'. The main content area is divided into two columns. The left column contains a vertical list of steps: 'Accounts', 'Feeds', 'Find and replace string', 'Import Schedule', and 'Confirmation'. The 'Accounts' step is currently selected. The right column 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'.



# Google Import Top 3 Tips

**1** For the first import download locally your campaign in Editor, then schedule imports in the UI

**2** Avoid tracking template issues: unticking the tracking template box or use the find and replace functionality; enable UTM autotagging at account level

**3** Don't update bid strategies when working with 3rd party tool for auto-bidding & Increase bids & budgets to the minimum for Microsoft Advertising

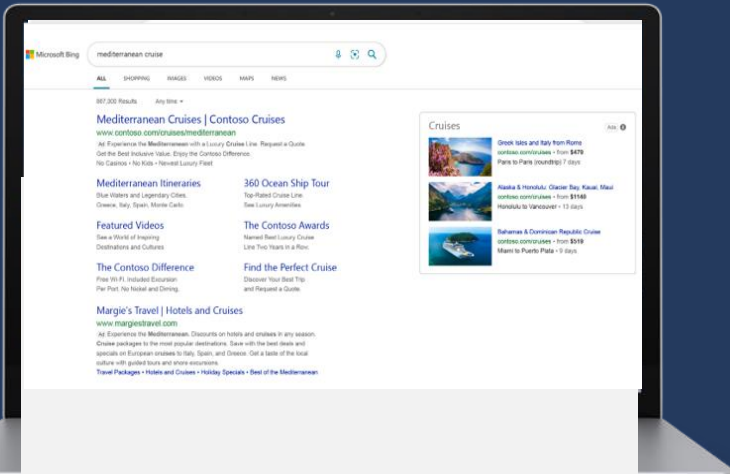
## What to import

- Account-level URL options
- Tracking template:** Not available
- Items not previously imported into Microsoft Advertising [Hide advanced options](#)
- Import items**  All
  - Campaigns
  - Ad groups for existing campaigns
  - Ads for existing ad groups
  - Keywords for existing ad groups
  - Negative keywords for existing campaigns and ad groups
  - Negative keyword lists
  - Keyword landing page URLs
  - Tracking templates and custom parameters
  - Negative sites
- Targeting**  All
  - Location targets
  - Ad schedules
  - Device targets
  - Demographic targets
  - Audience targets
- Ad extensions**  All
  - App Extensions
  - Call Extensions
  - Callout Extensions
  - Location Extensions
  - Price Extensions
  - Review Extensions
  - Sitelink Extensions
  - Structured Snippet Extensions
- Feeds**  All
  - Page feeds
- Updates to existing items [Show advanced options](#)
- Delete items that have been removed from your Google Ads account



# 1. Be Bold & Flex your creativity- Unleash your creative assets

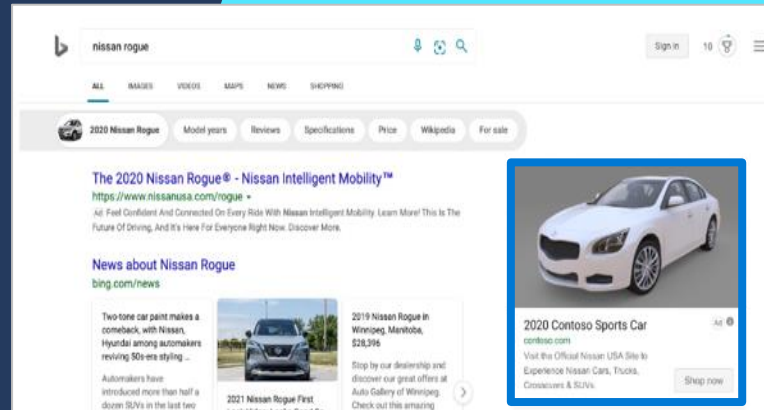
## Richer ad experiences



The screenshot shows a Bing search results page for 'Mediterranean cruise'. The search results are dominated by vertical ads for 'Mediterranean Cruises | Contoso Cruises'. The ads feature various images of cruise ships and scenic views, along with text describing the cruise experience, including itineraries, awards, and travel packages. The layout is clean and visually appealing, with a focus on high-quality imagery and clear text.

### Vertical Ads

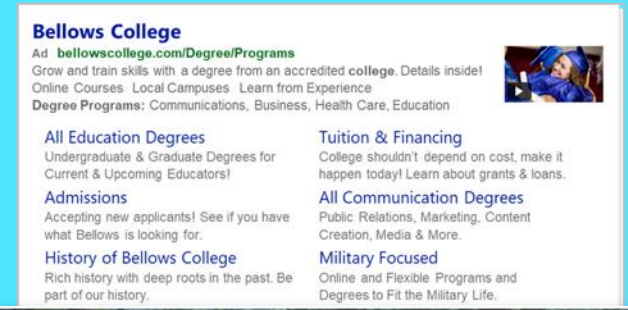
- 1 Split up your feeds into multiple ad groups with different bids
- 2 Use 1 unlike keyword & RSA per adgroup. The bid will be taken from this bridge kw.
- 3 Add negative keywords



The screenshot shows a Bing search results page for 'Nissan Rogue'. The search results include a main ad for the '2020 Nissan Rogue' featuring a large image of the car and text describing its features and availability. Below the main ad are several smaller multimedia ads, including a video ad for the '2020 Contoso Sports Car' and a text ad for the '2019 Nissan Rogue'. The ads are visually engaging and provide a comprehensive overview of the vehicle's capabilities and pricing.

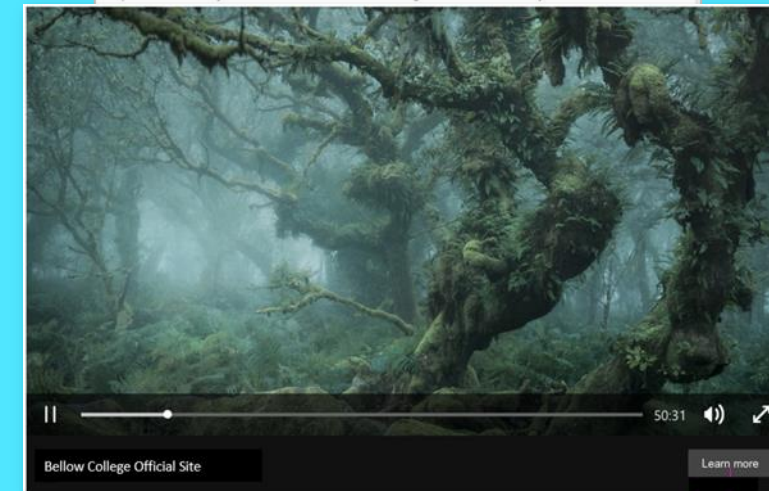
### Multimedia Ads

- 1 Pick lifestyle photos & test multiple images.
- 2 Use the Creator tools to smart cropping, add various filters, etc.
- 3 Leverage Automated recommendations in the UI



The screenshot shows a Bing search results page for 'Bellows College'. The search results include a main ad for 'Bellows College' featuring a large image of a student and text describing the college's programs and services. Below the main ad are several smaller text ads, including 'All Education Degrees', 'Admissions', 'History of Bellows College', 'Tuition & Financing', and 'All Communication Degrees'. The ads are visually engaging and provide a comprehensive overview of the college's offerings.

### Video and Image Ads & Extensions



The screenshot shows a video player displaying a video from Bellows College. The video features a large, detailed image of a tree in a forest, with a person visible in the background. The video player includes a progress bar, a play button, and a volume icon. The video is titled 'Bellows College Official Site' and has a 'Learn more' button in the bottom right corner.

## Video and Image Ads & Extensions

- 1 First 10 seconds are key: showcase your brand
- 2 Optimize your video for both mobile and desktop
- 3 Design for sound off & use captions

# Innovating with creative assets

## Multimedia Ads (MMA) & Image Extensions



*"I really value Microsoft as an advertising partner. It's great to have access to a product like Multimedia Ads, and we're really enthusiastic about the experiment we ran. It's so much more interesting for our strategy to be able to do something innovative and take paid search beyond just blue links.*

— Jerry Jacobs, Paid Search Lead, VodafoneZiggo

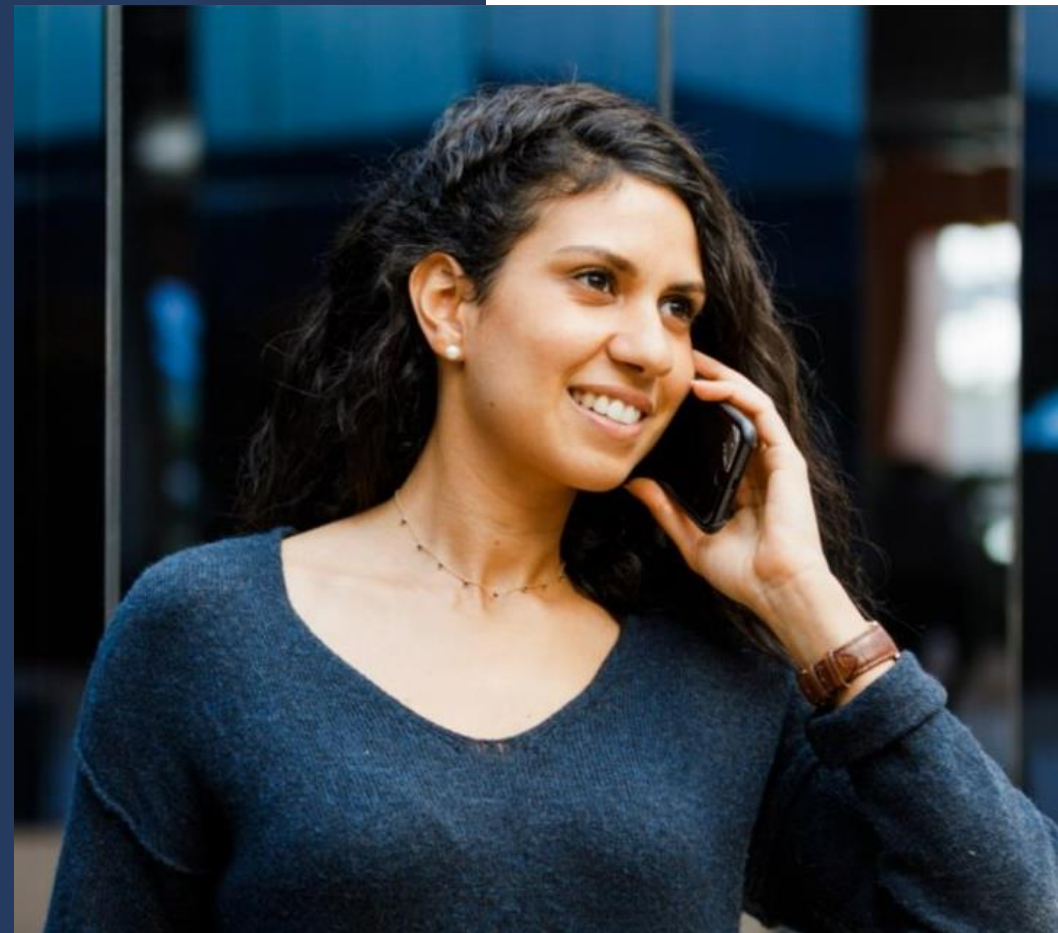
# 45%

More impressions  
with MMA



# 85%

More conversions with  
MMA enabled



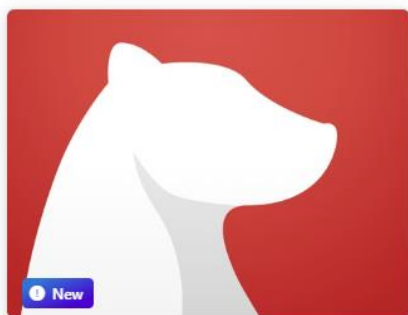
# New Asset Library

Sweat your assets and let your creativity shine



Access all your assets in one place & search your library using filter menu.  
Create a new folder or upload existing folders from local computer

+ Add assets    Search image name or ID    Image size    Date added     Imported from Google



APPI.jpg    ID 7284264817321



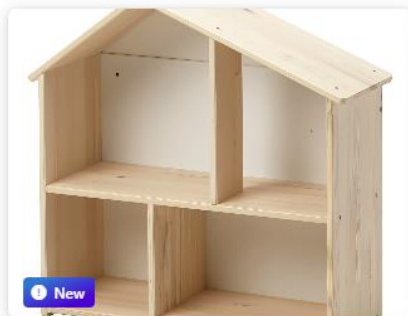
ID 7284264817145



ID 7284264813925



ID 7284264813902



ID 7284264813901



ID 7284264813900

## TOP 3 TIPS

1. Leverage your most popular social media assets
2. Access over 330 millions of Shutterstock images
3. Import your creative assets from Google, Facebook, Pinterest (and soon Amazon)





# ... And they also show up in the new Bing Chat Experience

whats better for kids; tenerife or fuerteventura?

✓ Searching for: **tenerife or fuerteventura for kids**

✓ Generating answers for you...

Both Tenerife and Fuerteventura are beautiful islands in the Canary Islands, Spain. They have different attractions and activities for kids. Tenerife is more developed and has a varied landscape, including Spain's highest peak, Mt Teide <sup>1 2 3</sup>. It also has resorts, shopping, and hiking options <sup>2 3</sup>. Fuerteventura is less crowded and quieter, and has amazing beaches and water sports, such as surfing, kiteboarding, and windsurfing <sup>1 2 4</sup>. It also has an animal park, Oasis Park, and a water park, Acua Park <sup>5</sup>. Depending on what your kids enjoy, you can choose the island that suits them better.



### Tenerife Holidays

<https://www.loveholidays.com> ▼

Speedy Refunds And Free Holiday Changes. Book Your Holiday With Confidence Now!

Book Now

Learn more: [1. wanderingourworld.com](#) [2. wanderingourworld.com](#) [3. wanderingourworld.com](#) +2 more



Ask me anything...



# Make automation work for you to unleash your creativity



## Plan strategically

- Test out new features and products when there's less competition



## Tracking & Targeting

- Set up accurate UET tagging and conversion tracking.
- Check your targeting settings and make sure you give space for discovery.



## Goals

- Adjust bid strategy and goals (eCPC, Max Clicks, Max Conversions, tCPA, tROAS)
- Set secondary goals.



## Assets

- Import creative assets from Google, Facebook, Pinterest
- Broaden your strategy with Video Ads, Image ads, Multimedia and Vertical Ads

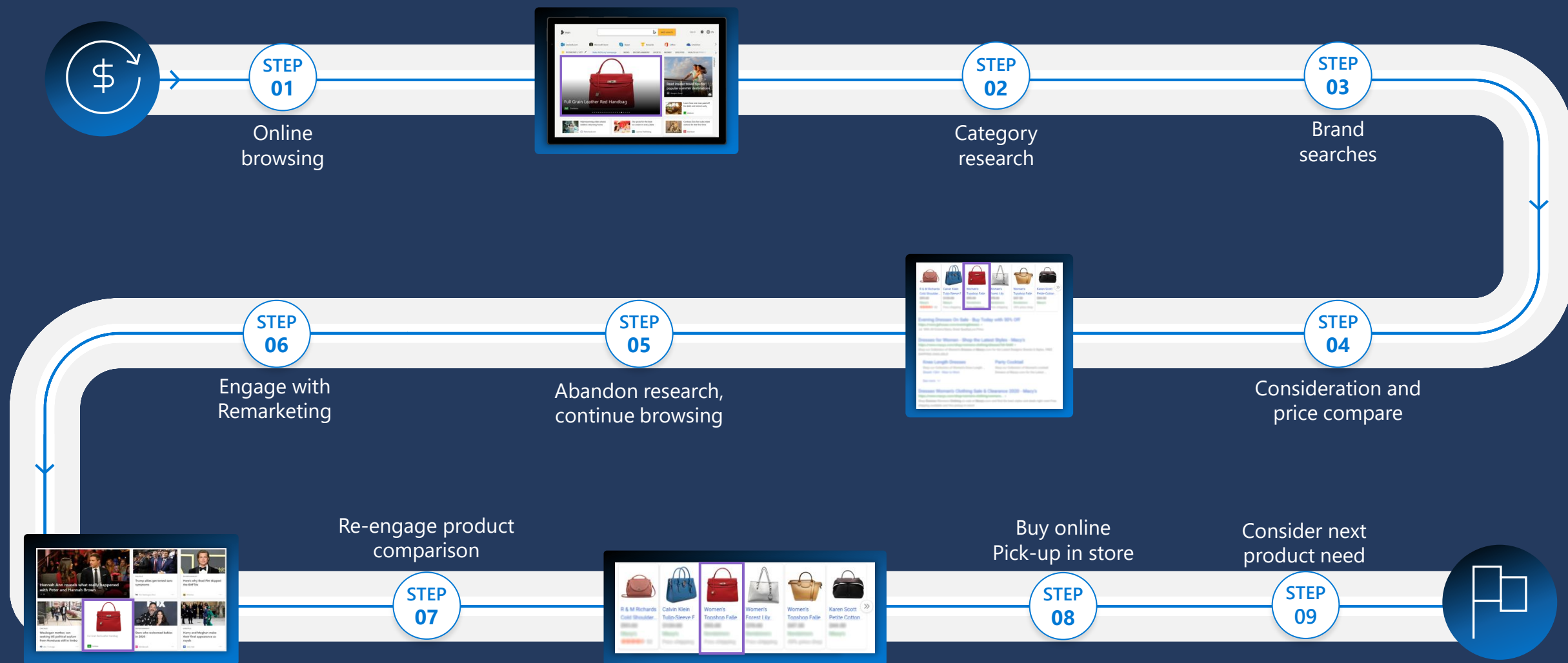


## 2. Treat brand as mission critical

- Be there and everywhere
- Hit the right note with your audience
- Show empathy in action



# The path to purchase in a consumer decision journey



# Multi-touch brand opportunities

Create evocative brand memories at every touchpoint with Microsoft Audience Network

*"I would never expect a display campaign to drive that many leads in the first place."*

Jeff Bilson, Paid Search Manager at Dentsu Aegis Network.

## 64%

Of all impressions came from Audience Ads



## 11%

Incremental clicks





# Combine our data with your 1st party data to reach your ideal customer in a **privacy compliant way**

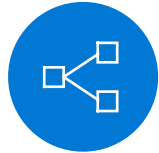
## MICROSOFT DATA



In-market audiences



**LinkedIn profile targeting**



Predictive targeting



**Similar audiences\***



Age and gender targeting



Device targeting



Location targeting



## YOUR 1<sup>ST</sup> PARTY DATA



Remarketing\*



Dynamic remarketing\*



Custom audiences



Customer match

\*UET required

## Audience Targeting - top tips

1

Leverage your 1<sup>st</sup> party Customer Match

2

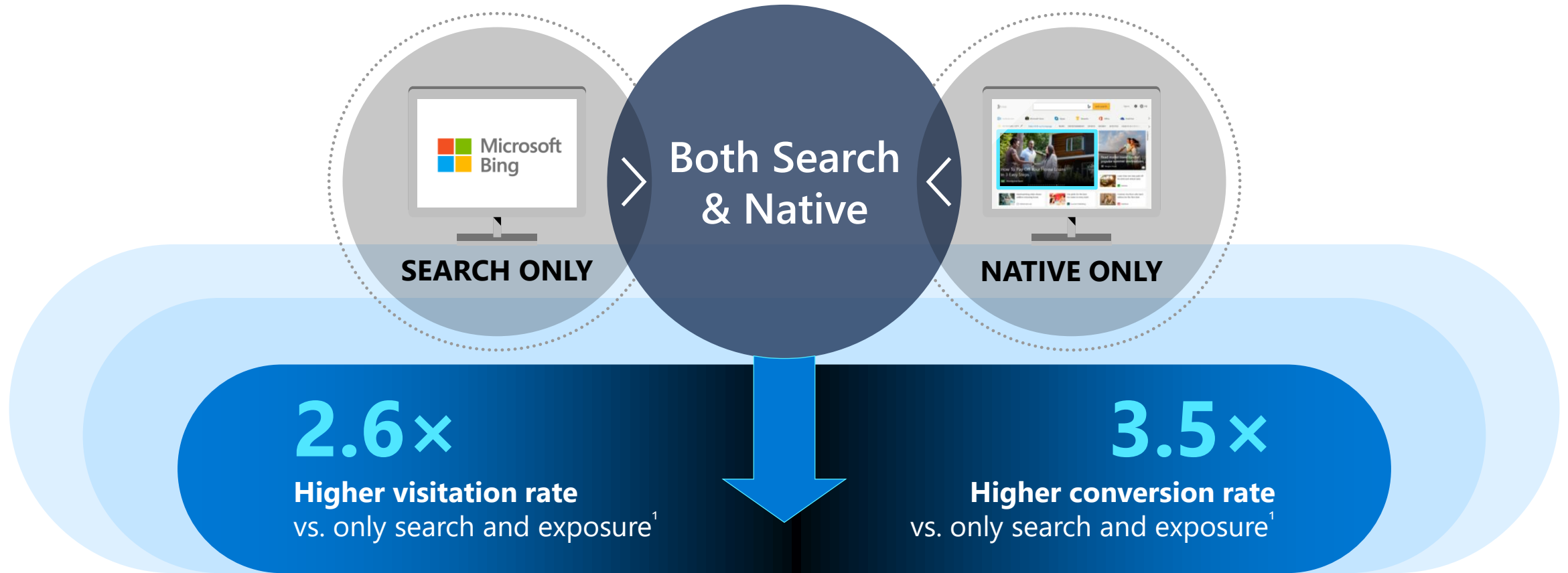
Consider **broader keywords** and match types. Broadening your keywords can help you to increase traffic and deliver a good return on investment by targeting more qualified audiences.

3

Target professionals by "Industry", "Company" and "Job Function" with LinkedIn Profile Targeting.

# Building reassurance across channels with the right message

85% of consumers only buy brands they trust



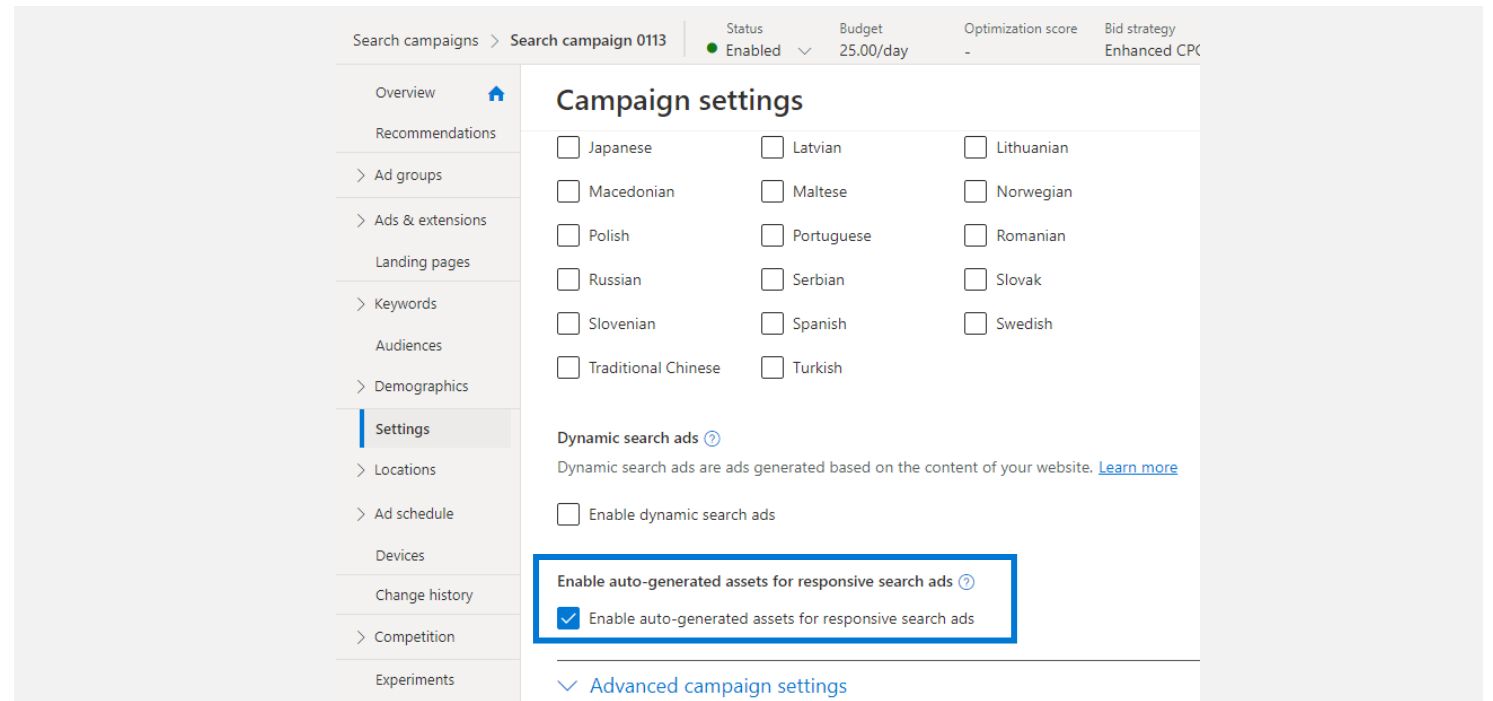
1. Source: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Feb. 2020). These advertisers are a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.55M

# Auto-generated Assets for Responsive Search Ads

Leverage AI technology to automatically generate headlines and descriptions from your landing page to maximize ad performance.

## TOP TIPS FOR RSA

- 1 Implement [ad customizers](#), countdown support, location insertions, & dynamic keyword insertions.
- 2 Review asset strength within the Asset tab.
- 3 Include top performing keywords and clear call to actions within your assets.



Piloting now globally

**To enable auto-generated assets:** check the campaign setting box for your existing or new campaigns.

**To view reporting:** view auto-generated asset performance in asset level and combination reports.



# Testing ad copy at scale to improve ad performance

Hit the right tone and test new ideas with Responsive Search Ads

*"I don't have to do ad copy testing manually anymore. That in turn has helped to improve the account performance, and ultimately lets British Gas show more relevant ads to its users."*

Claudia Ziegenbein, Head of Search, Mediacom

**44%**

Higher click through rate



**2 hrs**

A week saved in manual optimisations



Source: British Gas internal data, comparing Responsive Search Ads with Standard Text Ads, September to October 2019.

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

**Global Availability**

# Search with purpose

Empowering partners with an engaged audience is a win-win

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



DuckDuckGo



**7M+**

plastic bottles  
recovered

**100M+**

trees planted

**\$3M+**

donated

# Reassure your audience with messages that resonate across the entire funnel



## Multi-touch brand opportunities

- Native & Display are not only upper funnel tools



## Expand to new users and retarget your existing audience

- Expand your audience with Predictive Targeting, In Market Audiences, Similar Audiences
- Test out broad match with Audience targeting



## Send the right message

- Uncover opportunities with RSA & DSA
- Strengthen your RSA with autogenerated assets, ad customizers and countdown
- No pinning unless you must



## Show empathy with action

- Promote what your customers care about and what your brand stands for
- Support sustainable partners



## 3. Think Bigger

- Expand to new horizons
- Better together
- The New Bing



# The World of Microsoft Advertising

**164**  
Markets

**35**  
Languages

## The Americas (44 markets)

Anguilla	Dominican Republic	Peru
Argentina	Ecuador	Puerto Rico
Aruba	El Salvador	Saint Kitts & Nevis
Bahamas	French Guiana	Saint Lucia
Barbados	Greenland	Saint Vincent & the Grenadines
Belize	Grenada	Suriname
Bermuda	Guatemala	Turks & Caicos Islands
Bolivia	Guyana	Trinidad & Tobago
Brazil	Jamaica	United States of America
British Virgin Islands	Haiti	United States Virgin Islands
Canada	Honduras	Uruguay
Cayman Islands	Martinique	Venezuela
Chile	Mexico	
Colombia	Montserrat	
Costa Rica	Panama	
Dominica	Paraguay	

## Europe (45 markets)

Albania	Gibraltar	Norway
Andorra	Greece	Poland
Austria	Hungary	Portugal
Belgium	Iceland	Romania
Bosnia and Herzegovina	Ireland	San Marino
Bulgaria	Italy	Serbia
Croatia	Latvia	Slovakia
Cyprus	Liechtenstein	Slovenia
Czechia	Lithuania	Spain
Denmark	Luxembourg	Sweden
Estonia	Malta	Switzerland
Faroe Islands	Moldova	Türkiye
Finland	Monaco	United Kingdom
France	Montenegro	Vatican City
Germany	Netherlands	
	North Macedonia	

## Middle East and Africa (47 markets)

Algeria	Guinea	Qatar
Armenia	Iraq	Reunion
Azerbaijan	Israel	Saudi Arabia
Benin	Kyrgyzstan	Senegal
Bahrain	Lesotho	Seychelles
Botswana	Libya	Somalia
Burkina Faso	Madagascar	South Africa
Cameroon	Malawi	Tajikistan
Cote d'Ivoire	Mauritania	Tanzania
Democratic Republic of the Congo	Mauritius	Togo
Egypt	Namibia	Tunisia
Ethiopia	Niger	Uganda
Gabon	Nigeria	United Arab Emirates
Gambia	Oman	Yemen
Georgia	Republic of Congo	Zambia
	Rwanda	Zimbabwe

## Asia Pacific (28 markets)

American Samoa	Nepal
Australia	New Caledonia
Bangladesh	New Zealand
Brunei	Northern Mariana Islands
Fiji	Pakistan
French Polynesia	Papua New Guinea
Guam	Philippines
Hong Kong	Singapore
India	Sri Lanka
Indonesia	Taiwan
Japan	Thailand
Marshall Islands	Tonga
Malaysia	Vietnam
Maldives	
Mongolia	



# Expanding to new horizons

## Microsoft Advertising Japan

*"We can't ignore the potential of Microsoft Advertising. It makes a difference, and it makes sense for us to be here [in Japan]"*

Bruno Frangen, Head of Performance Marketing, trivago

# 25%

Lower cost-per-click



# 50%

Lower cost-per-acquisition



Source: British Gas internal data, comparing Responsive Search Ads with Standard Text Ads, September to October 2019.

# Performance Max Import

Find more converting customers across multiple channels



Are you using a Merchant Center with your Performance Max Campaigns on Google Ads?

## Yes.

These campaigns will import on Microsoft Advertising as Smart Shopping Campaigns.

## No.

These campaigns will import as Dynamic ad groups. Starting with Dynamic Search Ads (DSAs). Other ad formats & algo generated assets are in development.

## Microsoft's Performance Max

Our own version of Performance Max will be available by summer 2023.

## Differentiators

We are adding more reporting metrics to our version of Performance Max on top of Impressions.



## 3.2. Lean on our Partners to scale

### Microsoft Search Partners

*"Our main metrics are growth and cost and Microsoft is so efficient that it's bringing our overall cost down."*

Jackson McKee, Search Engine Advertising and Display Manager, Younited Credit

# 16%

Incremental conversions



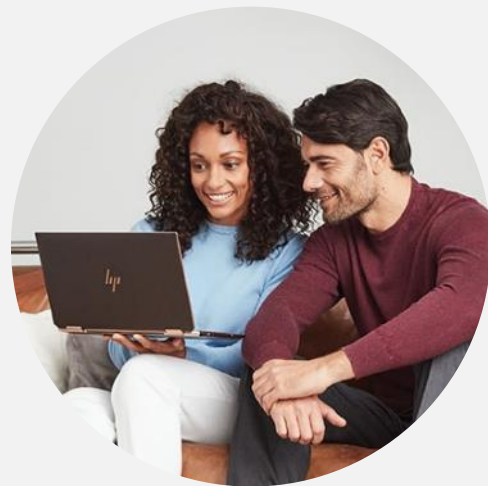
# 63%

Lower cost-per-acquisition



# The Microsoft Advertising Network grows with search partners

Managed partners, carefully vetted to bring you quality traffic



# The new full-funnel Microsoft Advertising

Connecting you with customers wherever they are online



## Search

Reach 660M searchers globally making 15 billion searches every month and a global PC market share of 18%.



## Native & Display

Reach over 600M people in 130 markets on 80+ DSPs and 1550+ direct publishers on the open web.

## PromoteIQ

## Retail Media

Generate advertising revenue from onsite page views natively with a typical 6-8X ROAS.

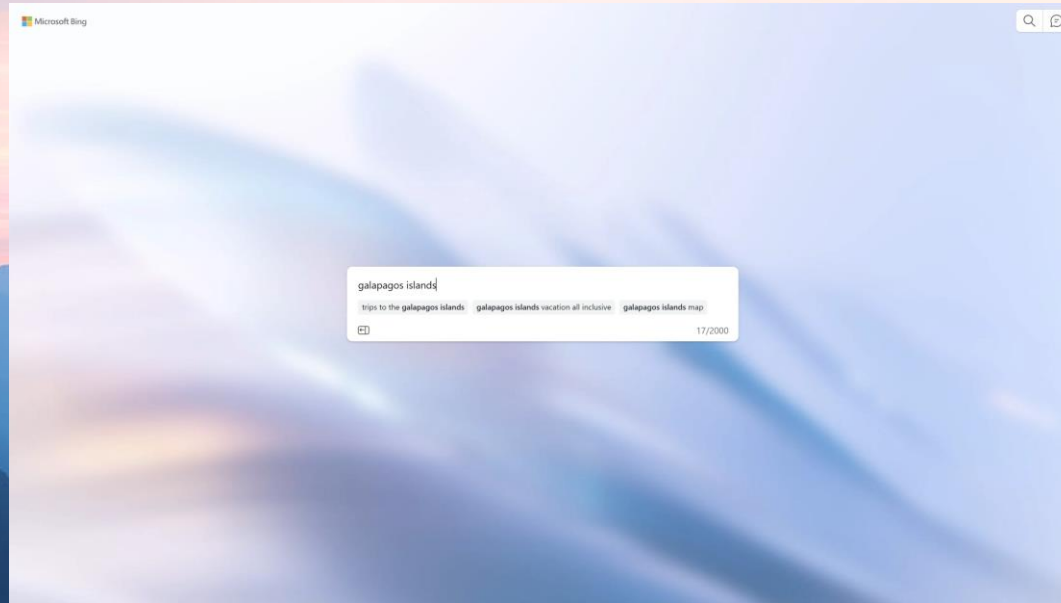


## Video and CTV

We're the exclusive advertising partner of Netflix and world first analytics partner with Roku.

# AI-powered copilot for the web

Joy of discovery





# Think bigger by expanding to new markets, new features and scaling with our partners



## 130 new markets

- Advertise in all markets where your brand is present
- We increased from 34 markets to 164



## New features

- Import Performance Max campaigns into Smart Shopping & Local Inventory Ads or DSA
- We will launch Performance Max in the summer 2023



## More than just search

- The acquisitions of Xandr and PromoteIQ open more advertising solutions
- Our partnership with Netflix and Roku give you access to a bigger audience base



## The New Bing

- Over 1 million people signed up to the new AI-powered Microsoft Bing search engine within 48 hours of its announcement

Microsoft Advertising

# 3 tips to help shape your 2023 gameplan

## 1. Be bold and flex your creativity

With automation (UET, conversion goals, audience targeting, multi assets, etc.) and our visual experiences

## 2. Treat brand as mission critical & show empathy with action

With multitouch & cross-channel brand opportunities, targeting the right audience with the relevant messages with DSA & RSA and with Marketing with purpose extensions

## 3. Think bigger & lean on our partners to scale

Expanding to new markets & partners, covering the full funnel





Microsoft Advertising

**Thank You!**



