

# AI in Search and Automation strategies to drive impact

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# Presenters



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Perf. Marketer

# A rapidly changing landscape

More breadth,  
more personalization

GENERATIVE AI

GAMING



LINKEDIN



PARTNER



...AND COPILOT



BING SEARCH



Copilot in Bing enhances search results with better tailored answers.

EDGE



Copilot helps answer questions, summarize content, translate text or rewrite content.

OUTLOOK.COM



M365 Copilot helps summarizing emails and drafting replies.

MSN



MSN uses AI to personalize real-time content curation based on user interests.

# Growth of Copilot usage in Bing

140M Daily active users

1.8X Growth in daily active users Oct 24 to Feb 2025

30% Nearly 1 in 3 user journeys now include mobile

I like the idea of scuba diving but I can't go out of my way to do it. I'll be in Alexandria for a couple days, is there something I can do there?

Absolutely! Alexandria offers some unique scuba diving experiences that you can enjoy without going too far out of your way. Here are a few highlights:

- 1. Cleopatra's Underwater City:** Dive into history by exploring the submerged ruins of Cleopatra's palace, complete with sphinx statues and Roman columns.
- 2. Eastern Harbor:** Discover ancient ruins from the pharaohs, Romans, and Greeks near the shore.
- 3. Wreck Dives:** For a bit of adventure, you can explore wrecks from the Napoleonic-era Battle of the Nile and even a WWII airplane.

These sites offer a mix of historical significance and underwater beauty, making them perfect for a short visit. Would you like more details on any of these spots? 😊

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Considering you're looking for something easy to schedule and close to Alexandria, I'd have a look at these guided activities from Contoso, Fabrikam and others.

Sponsored ...



**Real Life Egypt Shore Excursions From Sefaga To Luxor Day Trip**  
from \$324  
Contoso.com



**Submerge into the Depths: Discover an Underwater Paradise**  
from \$482  
Fabrikam.com



**Sharm El Sheikh - Discover Scuba Diving Yacht Trip with Lunch**  
from \$359  
Margie's Travel



**Sharm El Sheikh Scuba Dive - Scuba Diving**  
from \$199  
Contoso.com

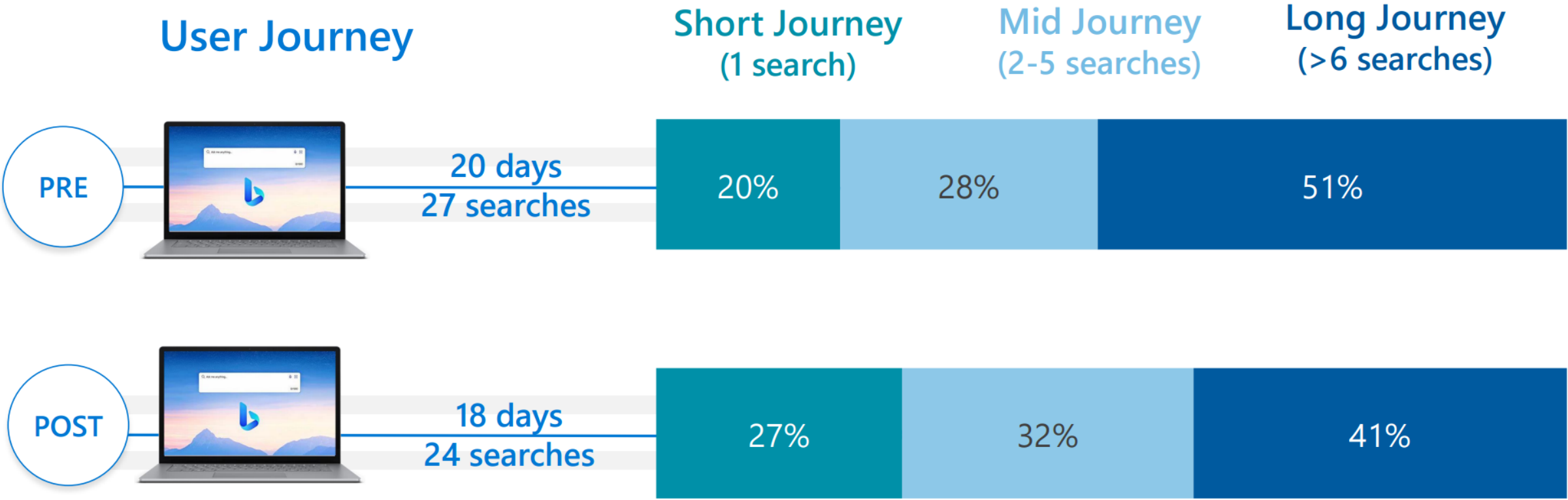


Users on Chat take about up to half of the time of traditional search to reach a decision.



Source: Microsoft Internal, *A randomized experiment comparing traditional and LLM-based search for consumer choice* by Sophia E. Spatharioti, David M. Rothschild, Daniel G. Goldstein, Jake M. Hofman

# The user journey shortened just days after the launch of the Chat experience



Participants rated both similarly on reliability, **but** preferred the Chat search experience.



Source: Microsoft Internal, *A randomized experiment comparing traditional and LLM-based search for consumer choice* by Sophia E. Spatharioti, David M. Rothschild, Daniel G. Goldstein, Jake M. Hofman

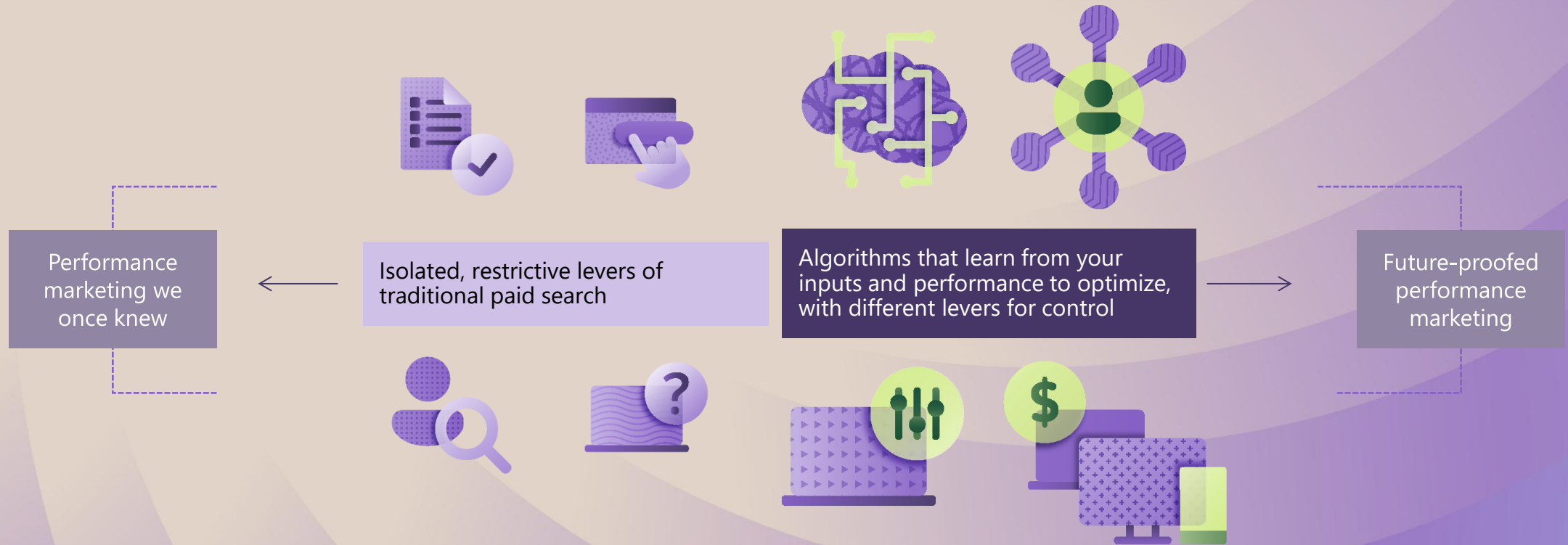




# The evolving role of performance marketing



# The evolving role of performance marketing

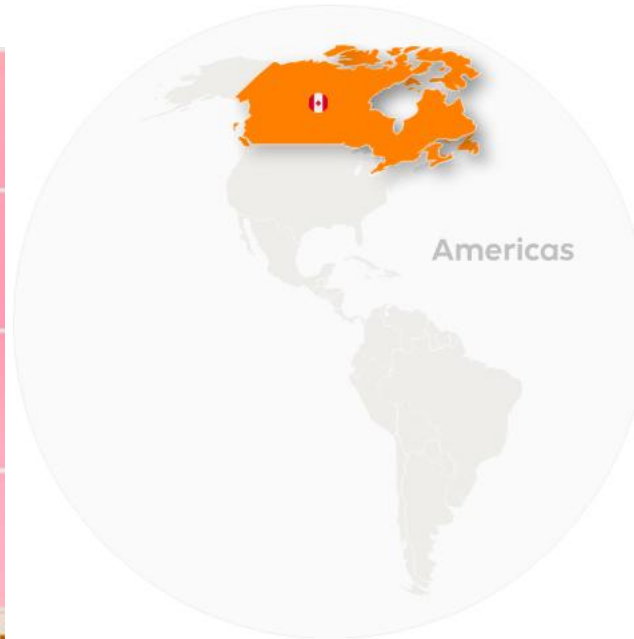


# Geo-sync tool and other automation tactics with **JET** (Just Eat Takeaway.com)





**JET: 356,000 partners**  
**(restaurants, grocery,**  
**retail stores) across**  
**17 countries**



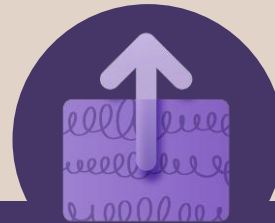
# JET's automation tactics to drive efficiencies



SCRIPTS AND  
AUTOMATED RULES



Google Ads



IMPORTING GOOGLE AD  
CAMPAIGNS TO MSFT



[SOON] TESTING MSFT  
AUTOBIDDING



# JET's Geo Sync tool: Revolutionizing precision targeting for localized ad delivery automation



## CHALLENGE: LOCALIZED DELIVERY RADIUS

Partners deliver within a limited area

Ads should only reach users within this area

Manual geo-targeting is time-consuming and imprecise



## SOLUTION: GEO SYNC TOOL

Internally developed with Tool Solutions & Automation teams

Uses **latitude**, **longitude**, and **range** to define delivery zones

Automatically integrates geolocation into campaigns



## IMPACT: PRECISION & EFFICIENCY

Automates a previously manual process

Ensures highly accurate geo-targeting, especially for MSA

Goes beyond platform limitations for better campaign reach



# UET + platform bidding, intent signals, and Performance Max



*Part 1:* Moving from Floodlight + SA360 intra-day bidding to **UET** + **Microsoft Advertising autobidding**

# What you miss without UET

Compared to Floodlight via Search ads 360

	 Microsoft Advertising <b>What Microsoft Advertising UET provides</b>	 Search Ads 360 <b>What Google Floodlight via SA360 provides</b>
<b>Conversion tracking</b>	Track conversion data related to Microsoft Advertising across all Microsoft Advertising accounts.	Share conversion data attributed to Microsoft Advertising with all Microsoft Advertising accounts linked to your SA360 sub-manager account.
<b>Audience building</b>	Real-time data for building your audiences <i>UET Required for Remarketing, Dynamic Remarketing, and Similar Audiences.</i>	<b>No data</b> for building your audiences.
<b>Ad personalization</b>	Personalized ad experiences based on site interactions, including: <ul style="list-style-type: none"> <li>• Remarketing</li> <li>• Dynamic remarketing.</li> </ul>	<b>No personalized</b> ad experiences based on site interactions.
<b>Comprehensive attribution</b>	All Microsoft touchpoints available in attribution modeling and conversion reporting (including impressions, video views, etc.).*	<b>Limited touchpoints</b> available in attribution modeling and reporting— <b>only click-based traffic.</b>
<b>Product support</b>	Support for all Microsoft Advertising products, including Performance Max and Audience ads.	Support for many Microsoft Advertising products, <b>but not Performance Max** or Audience ads.</b>
<b>Additional features</b>	<ul style="list-style-type: none"> <li>• Supports <b>incremental lift analyses</b> to measure ad effectiveness.</li> <li>• Supports <b>view-through conversion attribution</b> (for Audience ads bidding).</li> <li>• Supports <b>auto conversions</b> to easily detect your site events.***</li> </ul>	<b>No support</b>

\*more information [here](#). \*\* not officially supported \*\*\*coming soon

# Bidding solutions available to SA360 customers

## Available Solutions In SA360

## Must be set-up In Microsoft Advertising

### SA360 Bidding strategies (intraday)

- Not real-time; only updates bids every 6 hours (4X/day).
- Does not allow customers to use Microsoft Advertising bidding solutions beyond eCPC.
- No additional signals shared with Microsoft beyond bids, modifiers, and budgets.
- **Not a recommended option for customers.**

NOT RECOMMENDED

### Auction-time bidding (Open Beta)

- Combines imported (Offline) conversion goals and Microsoft Advertising Autobidding.
- Bidding is fully managed by Microsoft Advertising while macro-optimizations like targets and budgets are managed by SA360.
- Currently in Open Beta and available to all SA360 customers.
- **Conversion Source = SA360 Floodlight Data**

### Microsoft Advertising auto-bidding

- Flexible, advanced bidding tools to save you time and maximize your ad spend.
- Current automated bidding strategies:
  - Enhanced CPC (default)
  - Target CPA/ROAS
  - Maximize Click/Conversions
  - Target Impression Share
  - Maximize Conversion Value
- Microsoft controls all aspects of bidding; No data or signals are shared with SA360.
- **Conversion Source = Microsoft UET**

RECOMMENDED OPTIONS



*Part 2:* Enhancing in-platform bidding with **enhanced conversions** and **micro conversions**

# If still having low volume for the automation to work with, you can add in **micro conversions**

Adding “add to cart” as a secondary micro conversion to serve as an intent signal outside of just purchases



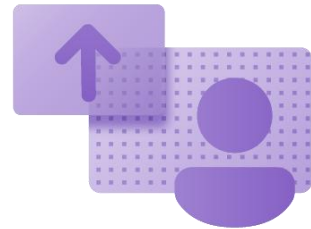
## Available conversion goals:

Conversion type	Sales categories	Leads categories	Other categories
Website	<ul style="list-style-type: none"><li>• Purchase</li><li>• Add to cart</li><li>• Begin checkout</li><li>• Subscribe</li></ul>	<ul style="list-style-type: none"><li>• Submit lead form</li><li>• Book appointment</li><li>• Sign-up</li><li>• Request quote</li><li>• Get directions</li><li>• Outbound click</li></ul>	<ul style="list-style-type: none"><li>• Contact</li><li>• Page view</li><li>• Other</li></ul>
Mobile app install	—	—	<ul style="list-style-type: none"><li>• Download</li></ul>
Offline	<ul style="list-style-type: none"><li>• Purchase</li><li>• Add to cart</li><li>• Begin checkout</li><li>• Subscribe</li></ul>	<ul style="list-style-type: none"><li>• Submit lead form</li><li>• Book appointment</li><li>• Sign-up</li><li>• Request quote</li><li>• Get directions</li><li>• Outbound click</li></ul>	<ul style="list-style-type: none"><li>• Contact</li><li>• Page view</li><li>• Store visit</li><li>• Other</li></ul>

# Supercharge your UET with **enhanced conversions**

Supplements your existing conversion measurement by sending following data to improve match rates

- 1) email addresses
- 2) phone number



## Setting up enhanced conversions:

The screenshot shows a step-by-step guide for setting up enhanced conversions. On the left is a vertical progress bar with six steps: 'Conversion goal' (checked), 'Conversion goal type' (checked), 'Conversion goal details' (selected), 'Edit goal', 'Enhanced conversions', 'Set up tagging', and 'All done!'. The main content area is titled 'Set up Enhanced conversions' and includes a note: 'Note: Setting up enhanced conversions will only apply to this conversion goal.' Below the note is a section for 'Turn on Enhanced conversions' with a radio button that is selected. The text explains that this improves accuracy by matching conversions with personal information like email addresses or phone numbers, and notes that Microsoft uses privacy-safe practices. A green 'Recommended' badge is present. To the right is a section titled 'I don't want to use enhanced conversions' with a warning that users may lose the ability to track certain conversions. At the bottom, there is a checkbox for 'Enable Enhanced conversions for this goal' which is currently unchecked, followed by the text: 'By enabling enhanced conversion tracking, you agree to Microsoft [terms of use](#) and [privacy policy](#).'

# *Part 3:* Incremental revenue uplift with **Performance Max**

# Testing MSFT Performance Max



## PERFORMANCE MAX RESULTS SO FAR

- ❑ **Incremental revenue uplift** when Performance Max was set up as an additional campaign
- ❑ More consolidated data came together, giving us the opportunity to capitalize on MSA more effectively with **less optimization time spent**

## PERFORMANCE MAX LEARNINGS

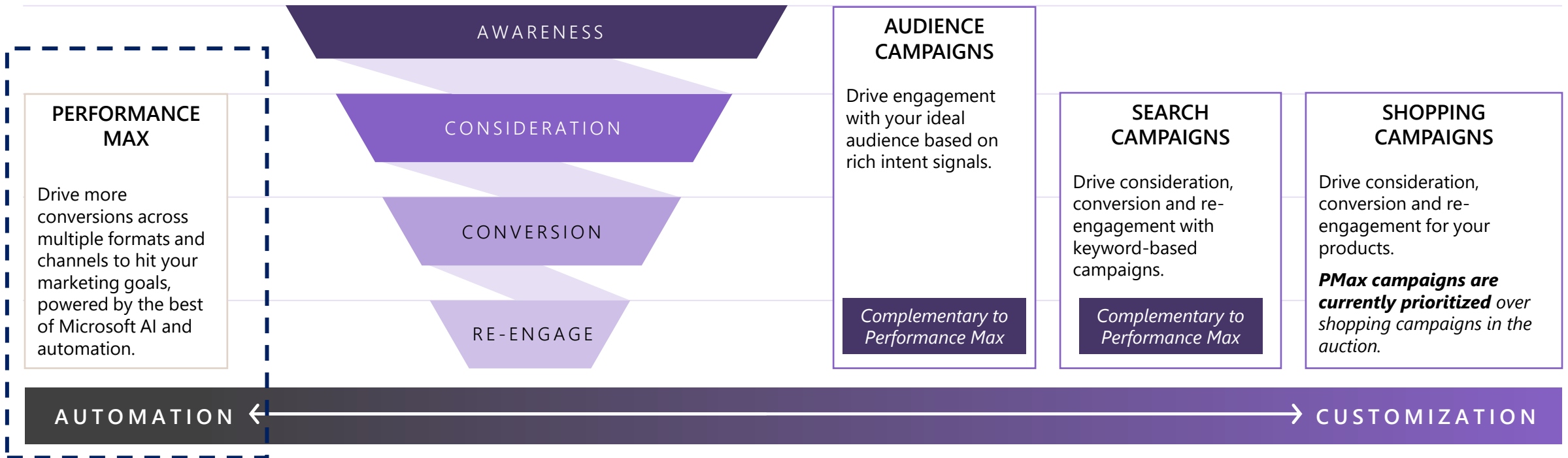
- ❑ Performance Max **did not function as a complete catch-all** campaign, as we noticed we were still missing out in capturing relevant search volume
- ❑ To set Performance Max up for success, it requires:
  - ❑ Patience and allowing a sufficient learning period
  - ❑ A strong budget maintained
  - ❑ Consistent conversion goals
  - ❑ Bid strategies with ample signals (+ micro conversions)



# Testing PMax as an addition to your current setup



**Performance Max complements and augments** your existing Microsoft Advertising strategy across the funnel





# Audience signals unique to Microsoft's Performance Max



1

In-market audiences by job titles and company size

2

[In pilot] LinkedIn profile targeting by company, industry and job function

\*UK, FR, DE, CH, US, AU, CA, and more markets

3

Impression-based remarketing to close the loop

# Using impression-based remarketing in Search and Performance Max campaigns\*

Build remarketing lists based on exposure to your ads.

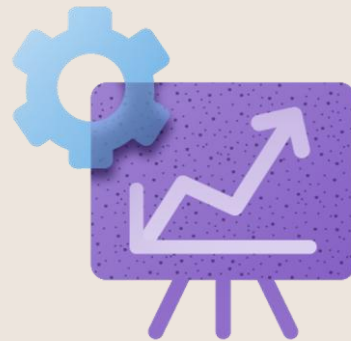
## BUILD LIST FROM EXPOSURE TO

Connected TV ads

Video ads

Display ads

Native ads



## TARGET USERS IN

Performance Max

Search ads\*\*



# Performance Max is also the optimal way to have your ads running on Copilot



## Text ads

What are the top sushi restaurants near me? I'm looking for something authentic

Here are some top sushi restaurants in Austin that offer authentic and delicious experiences:

- 1. Uchi Austin:** Founded by James Beard Award-winning Chef Tyson Cole, Uchi offers non-traditional Japanese cuisine with signature tastings, sushi, and seasonal omakase. It's known for its elevated food and impeccable service.
- 2. Lucky Robot:** This is the first sustainable sushi restaurant in Texas, recognized by the James Beard Foundation's Smart Catch Program. They source their ingredients from local farms and cooperatives, ensuring high environmental and sustainability standards.
- 3. Uchiko Austin:** Originating from the famed Uchi restaurant, Uchiko specializes in upscale sushi, cool tastings, omakase, and small plates in a farmhouse-chic space. It's another creation by Chef Tyson Cole.


These spots should give you a great start on your sushi adventure in Austin! Do any of these sound like what you're looking for?

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If you want to ensure you get a table at your preferred time, you might want to book a table beforehand. Here's a link from Contoso to help you book your place in top Austin sushi restaurants.

Sponsored ...

Book Now on Contoso and Secure Your Spot at Austin's Top Sushi Restaurants.

 Reserve with Contoso on Top Sushi Restaurants  
Contoso.com



 + Message Copilot 

## Feed-based ads

I'm attending a party next April and the dress code is "elegant early 2000s", what do you think I could dress like?

Alright, let's channel that early 2000s chic. Think of timeless icons like Gwyneth Paltrow and Kate Moss. Here's the vibe:

- **Dresses:** Go for a slip dress with delicate straps or a sleek halter-neck dress. Satin or silk fabrics are perfect for that era's elegance.
- **Shoes:** Strappy heels or delicate sandals to keep it classy and stylish.
- **Accessories:** Small shoulder bags, chokers, and minimalistic jewelry to complement the look. Maybe even a touch of glitter on the eyes for that subtle glam.

You're going to nail it. Ready to strut down memory lane?

Microsoft Advertising

Here are some inspiring picks for an early 2000s party look in spring. Depending on what you're looking for you can go for colorful and airy, or maybe you prefer a two-piece suit that's more formal.

Sponsored ...





**Satin Kimono Midi Dress**  
\$119.97 \$154  
Contoso.com

**Black and White Midi Dress Angel...**  
\$87  
Fabrikam

**Halter Tie Neck Midi Dress in Pleat**  
\$122.99  
Contoso.com

**Muse Dropped Hem Mini Dress**  
\$155.97  
Contoso.com

**Classic Wo**  
\$176.50  
Fabrikam

 + Message Copilot 

## Multimedia ads

What vacation rentals would you recommend in Leavenworth?

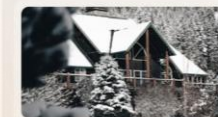
Leavenworth is such a charming place, like stepping right into Bavaria! Here are a few vacation rentals to consider:

- 1. Icicle Village Resort:** A great spot with a nice balance of comfort and amenities. Perfect for families or couples.
- 2. Sleeping Lady Mountain Resort:** If you're into eco-friendly stays and a more rustic vibe, this place has cozy cabins and beautiful scenery.
- 3. Pine River Ranch:** Offers a more romantic and secluded setting, ideal for couples looking for a quiet getaway.
- 4. Haus Hanika:** Right on the river and only a short walk to downtown. It has that authentic Bavarian feel.

Each of these places has its own charm and appeal, depending on what kind of experience you're after. How does that sound?

Microsoft Advertising

Contoso.com may be worth considering: with its unique rentals, easy booking, and verified reviews, you're sure to find the perfect stay in the charming Bavarian village of Leavenworth. Discover your ideal getaway today.



Sponsored ...

Book your Hotel in Leavenworth WA online with no reservation costs. Benefit from great rates.

 Leavenworth Vacation Rentals | Book with Contoso  
<https://www.contoso.com>

Book Now

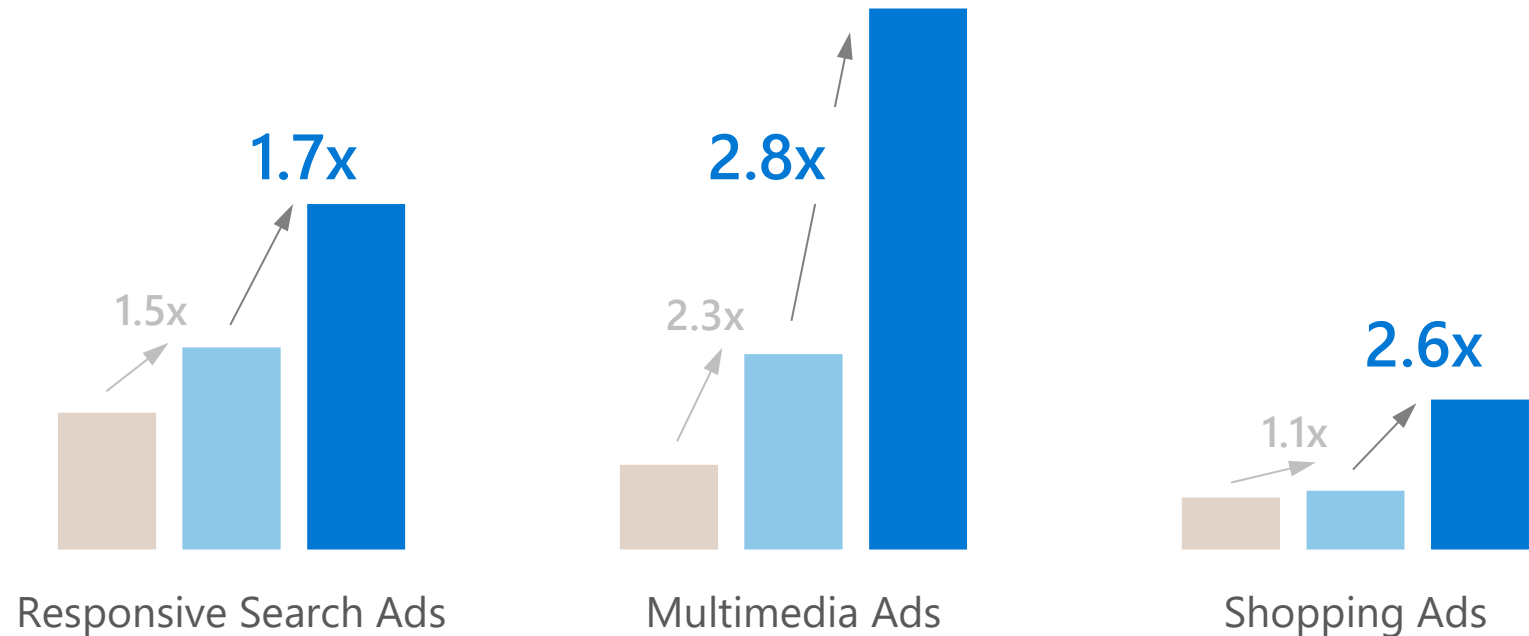
 + Message Copilot 



# The strong PMax user engagement **doubled** with Copilot in user journeys

## Click Through Rates of Ads in PMax Campaigns and in Copilot

- Search Campaigns in User Journeys WITHOUT Copilot Influence
- PMAX Campaigns in User Journeys WITHOUT Copilot Influence
- PMAX Campaigns in User Journeys WITH Copilot Influence



# Key automation tactics:



1) MAINTAINING UET and  
2) MOVING AWAY FROM  
SA360 INTRA-DAY BIDDING  
(*INFERIOR OPTION*)



ADDING SIGNALS WITH  
1) MICRO CONVERSIONS  
and 2) ENHANCED  
CONVERSIONS




PERFORMANCE MAX TO  
EXTEND AND AUGMENT  
YOUR EXISTING STRATEGY





# Upcoming roadmap

 Microsoft Advertising



# Performance Max – catching up to Google capabilities

SUBJECT TO CHANGE

Feature	Google Ads	Microsoft Advertising
Script support	Available	Now available
Audience insight reports v1	Available	Now available
Asset level conversion reporting	Available	Now available
LinkedIn profile targeting as an audience signal	N/A	Pilot – March 2025
New customer acquisition goal	Available	Pilot – April 2025
Conversion value rules	Available	In pilot / For PMax and other campaign types
Disclaimer support (in native ads as well)	Available	Pilot - Q2 CY2025
Video assets	Available	Pilot - Q2 CY2025

# Performance Max – catching up to Google capabilities

SUBJECT TO CHANGE

Feature	Google Ads	Microsoft Advertising
Brand exclusions enhancements – query brand exclusions, import	Available	Q1 CY2025
Brand guidelines for asset generation	Available	Q2 CY2025
Keyword anti-themes	Available	Q2 CY2025
Incrementality measurement (for PMax, Search and Audience ads)	Available	CY2025
Additional audience and asset insight reports	Available	<i>Coming in the future</i>
Support for vertical ads	Available	<i>Coming in the future</i>

**And more!**

**Talk to us as we continue to shape Performance Max for our ecosystem 😊**

# Some other upcoming capabilities for H1 CY2025

SUBJECT TO CHANGE

Feature	Description + Main Benefit	Est. timeline
Automated bidding for vertical ads	Conversion-based bid strategies for vertical ads	Q2 CY2025
Bid strategy and conversion delay reporting	Additional reporting on bid strategies and conversion delays to help better measure performance.	Q2 CY2025
Flexible website URL exclusions for audience ads	Create website URL exclusion lists to prevent delivery of Audience ads on specific sites.	Q1 CY2025
<i>Copilot in the Microsoft Advertising Platform - Performance comparison</i>	Compare performance between two ad groups, campaigns, or campaign types. Compare one campaign or performance metric period over period. Identify top and lowest-performing campaigns, ad groups, ads, and keywords.	Q2 CY2025
<i>Copilot in the Microsoft Advertising Platform – Dynamic keywords and recos</i>	In text asset recommendations for RSA and MMA, Copilot will insert dynamic keyword insertions to help improve relevance. Text asset recommendations for PMax, RSA, MMA, and Audience ads now consider top-performing keywords.	Q1 CY2025



# Roadmap spotlight: Showroom ads

*First ad experience built specifically for Copilot*

*Alpha for starting in April or May with a small group of advertisers*

The screenshot shows a sponsored advertisement for Contoso shoes. At the top, it says "Contoso" and "Microsoft Advertising · Sponsored". Below that, the title "Lightning 40 vs Flash 7" is displayed. The main content is divided into two columns under the heading "UPPER CONSTRUCTION".

**Contoso Lightning 40**  
Comes with an engineered mesh upper that's breathable and supportive, with a slightly more premium fit. The upper molds well to the foot, which many find provides better lockdown and stability.

**Contoso Flash 7**  
Made from lightweight, breathable mesh, designed to keep your feet cool and comfortable. It's crafted to flex naturally with your foot and has a secure, snug fit without feeling restrictive.

Below the text are two pairs of shoes: a light blue pair on the left and a dark grey pair on the right. The ad interface includes a close button (X) in the top right and navigation arrows on the right side.

I'm looking for a new pair of running shoes, what should I look for?

Recommend me some models



Message Copilot



I'm looking for a new pair of running shoes, what should I look for?

Recommend me some models

Alright, here are a few top picks for different running styles:

1. **Contoso Lightning 40:** Reliable for most runners, great cushioning.
2. **Relecloud Flash 24:** Known for its plush comfort, perfect for long runs.
3. **Boulder Stipe 30:** Offers excellent support, ideal if you need more stability.
4. **Wingtip Ghost 21:** Balanced and soft, perfect for road running.

Any of these sound like your next running partner?



**Contoso  
Lightning 40**

★ 4.6 (156)

From \$110



**Relecloud  
Flash 24**

★ 4.6 (156)

From \$110



**Boulder Stipe  
30**

★ 4.6 (156)

From \$110



**Wingtip  
Ghost 21**

★ 4.6 (156)

From \$110




Message Copilot



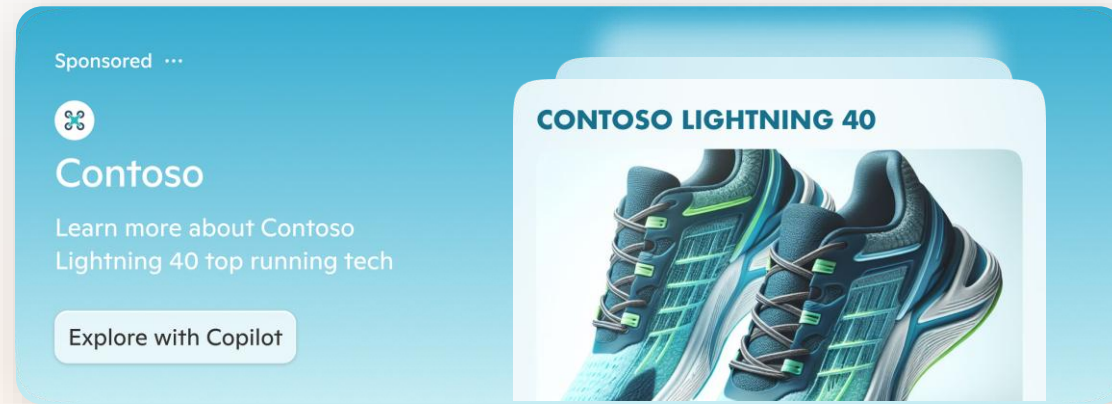
Tell me more about the contoso one

The Contoso Lightning 40 is a favorite for a reason. It's got responsive cushioning, making each step feel springy. The upper is breathable, keeping your feet cool even on long runs. Plus, it has a secure yet flexible fit thanks to the Soft technology, which keeps your foot stable without restricting movement.


Perfect for runners of all levels, from casual joggers to marathoners. Tempted yet?

 Microsoft Advertising · Ads never influence Copilot responses

The Contoso Lightning 40 offer the latest running technology focused on performance. Explore Contoso's experience with Copilot to find out more.




Sponsored ...

 **Contoso**

Learn more about Contoso  
Lightning 40 top running tech

Explore with Copilot

**CONTOSO LIGHTNING 40**



SHOWROOM ADS



Message Copilot







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### Lightning 40 Features

## MADE FOR RUNNING

The Contoso Lightning 40 is engineered for runners seeking a reliable and high-performing shoe. The sole features Contoso foam, which provides a responsive, cushioned feel that adapts to your stride, ensuring a smooth and comfortable run. The durable rubber outsole offers excellent traction and grip on various surfaces, making it a versatile choice for different running conditions. Whether you're logging miles on the pavement or hitting the trails, the Contoso Lightning 40 is designed to support your running goals with confidence and comfort.

#### 1 New Engineered Mesh Upper

A single layer of highly-tuned mesh is lighter and more breathable, striking the ideal balance between comfort and containment.



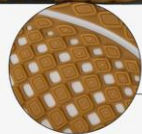
#### 3 Plush Padding

Extra padding on the collar, tongue, and sockliner give you a secure and comfortable fit.



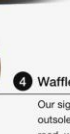
#### 2 ReactX Foam Midsole

Two Air Zoom units, at the forefoot and heel, combine with soft, durable ReactX foam for a smooth, responsive ride.



#### 4 Waffle Outsole

Our signature waffle-inspired rubber outsole provides durable traction on the road, with grooves for added flexibility.



Is this sole really as good for running as it is described?

The Contoso Lightning 40 is a favorite for a reason. It's been a top pick for runners everywhere, praised for its durability, cushioned feel, and reliable performance. The sole is designed to provide excellent traction and grip, making it a versatile choice for different running conditions. Whether you're logging miles on the pavement or hitting the trails, the Contoso Lightning 40 is designed to support your running goals with confidence and comfort. <sup>1</sup> Perfect for runners of all levels, from casual joggers to marathoners. Would you like to know more about its specific features, or perhaps compare it with another model?

<sup>1</sup> [contosorunningshoes.com](https://contosorunningshoes.com)

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Contoso

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## MADE FOR RUNNING

The Contoso Lightning 40 is engineered for runners seeking a reliable and high-performing shoe. The sole features Contoso foam, which provides a responsive, cushioned feel that adapts to your stride, ensuring a smooth and comfortable run. The durable rubber outsole offers excellent traction and grip on various surfaces, making it a versatile choice for different running conditions. Whether you're logging miles on the pavement or hitting the trails, the Contoso Lightning 40 is designed to support your running goals with confidence and comfort.



It features a breathable mesh upper and Contoso+ technology for a secure and comfortable fit. The midsole is equipped with soft foam and air units, providing responsive cushioning and excellent energy return. The durable rubber outsole with a waffle pattern ensures reliable traction on various surfaces. Its cushioned collar, tongue, and heel counter add extra support and comfort. Whether you're training for a marathon or going for a casual run, the Lightning 40 offers the

Buy | \$99

Is this sole really as good for running as it is described?

The sole of the **Contoso Lightning 40** has received **mixed reviews**. While it's praised for its durability and grip, some runners find it a bit **"slappy"** and lacking in energy return compared to other models. It's designed to be a stable, daily trainer, so it might not feel as lively or fun as some other running shoes. <sup>1</sup>

Would you like to know more about its specific features, or perhaps compare it with another model?

<sup>1</sup> [contosorunningshoes.com](https://contosorunningshoes.com)

Sponsored content never influences Copilot responses



Message Copilot





Contoso

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## SOLE FEATURES

**Grip and Traction:** The waffle-pattern outsole provides reliable grip on dry and slightly damp surfaces. It's great for urban settings, paved trails, and tracks.

**Durability:** Nike's rubber compound is known for its durability on the Pegasus line, so the outsole generally holds up well over time, even with regular road use.

**Flexibility and Responsiveness:** The React foam in the midsole is responsive and flexible, which can help with stability on slightly uneven surfaces.



Buy | \$99

Is this sole really as good for running as it is described?

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## CUSHIONING AND COMFORT

### Contoso Lightning 40

Features contoso foam in the midsole, providing more responsive cushioning and a bit more energy return. This foam offers a soft, yet springy feel, making it a popular choice for longer runs and those seeking a more cushioned ride.



### Contoso Flash 7

Features a soft foam midsole that provides a balanced level of cushioning for daily, easy runs and casual use. The foam is plush enough to absorb impact over shorter distances, offering a comfortable, cushioned feel underfoot.



Buy | \$99

Is it better than my current Contoso Flash 7?

Great question! The Contoso Lightning 40 has received mixed reviews. While it's praised for its durability and

Feature	Lightning 40	Flash 7
Cushioning	Moderate, with a firm ride	Lighter, softer feel
Weight	Heavier	Lighter
Stability	More stable, better for faster runs	Less stable, better for easy runs
Durability	High	Moderate
Price	Higher	More affordable
Best For	Daily training, medium to long runs	Shorter, easy runs, daily training

Would you like to know more about its specific features, or perhaps compare it with another model?

Does this help you decide which one might be better for your needs?

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