



MICROSOFT ADVERTISING

Microsoft Advertising Masters: Audiences

Microsoft Advertising. Intelligent connections.



2 billion monthly searches on Bing across Europe

A Treasure Trove of Data for Trend Spotting



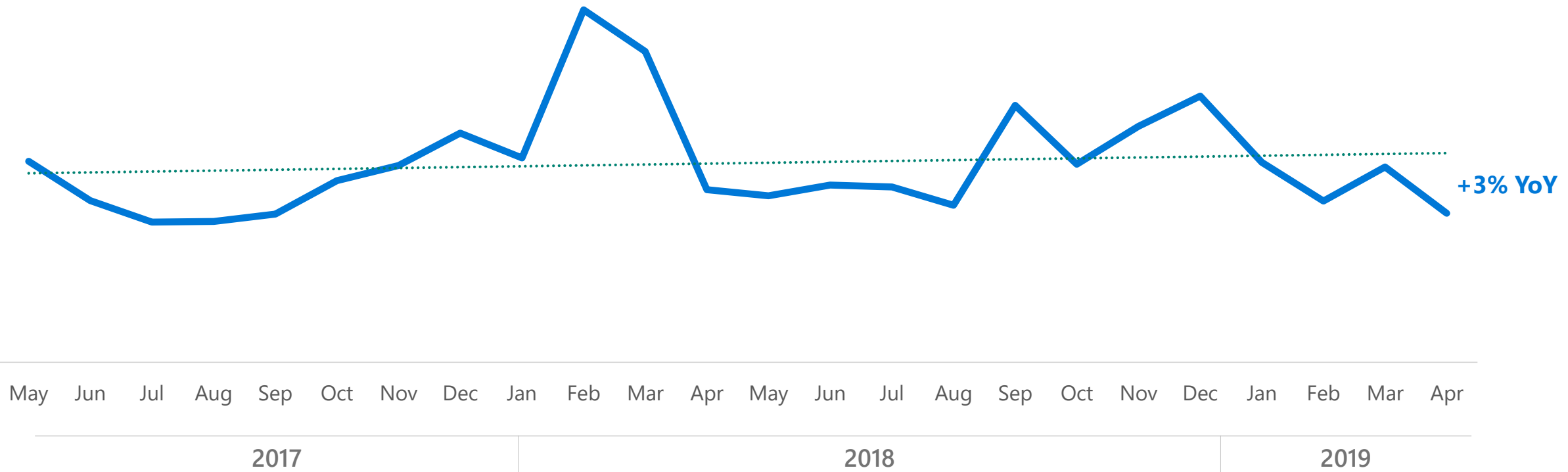


Make it convenient for me

Busy lives, a lack of time and ever-increasing number of choices are leading consumers to increasingly make choices based on simplicity, speed and convenience.

Can we confirm this trend with search data?

We see a **small increase** in convenience-related queries. **But...**
Volumes are low and almost exclusively in Retail, focusing on delivery and returns



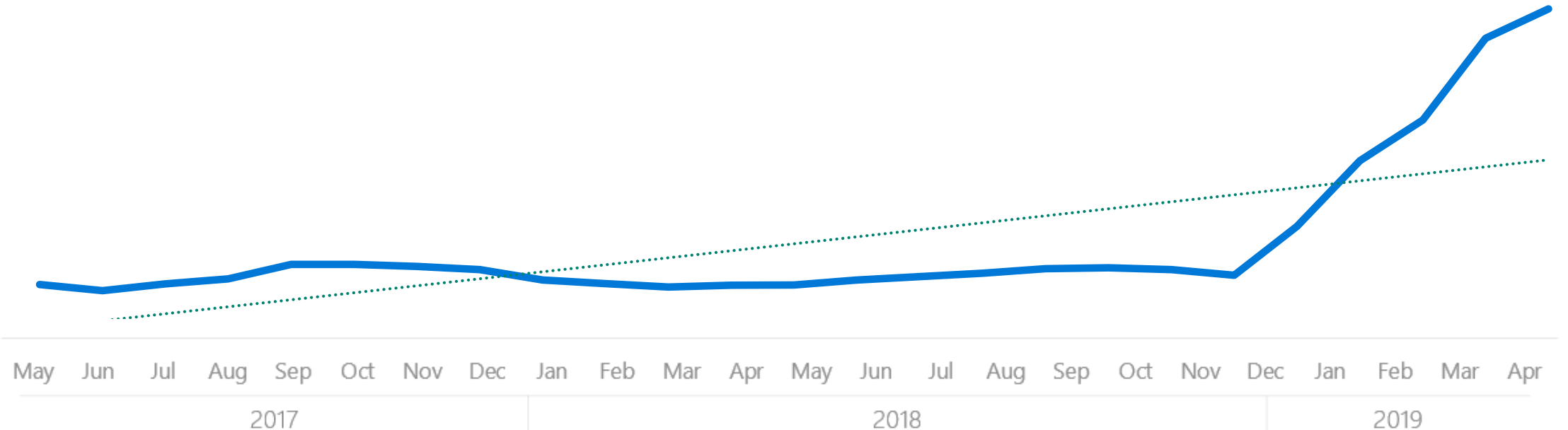


73%

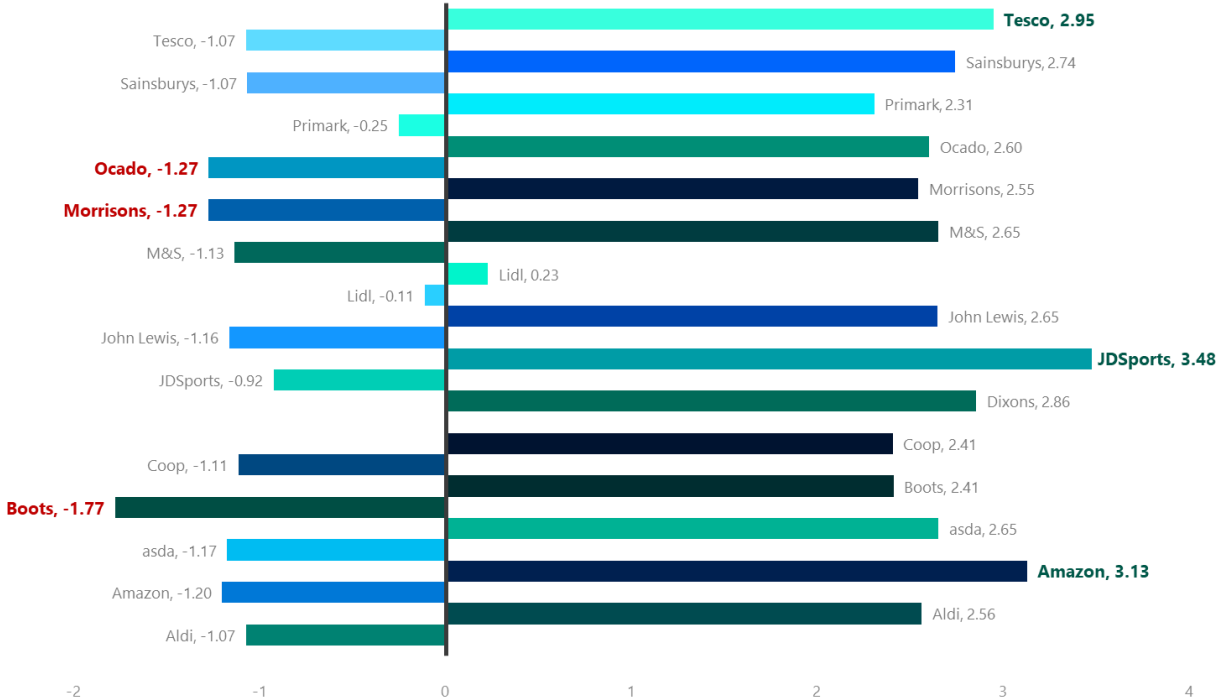
of shoppers says that 'free & fast shipping' greatly impacts their ordering decision

eMarketer 2018

Substantial increase in **Convenience Tweets** in the past 6 months, driven by tweets about shipping & delivery



Negative Index Positive Index



ANALYSING THE TONE OF THE TWEETS

Mostly positive for UK Retailers but also a clear signal to take action for some

Convenience has shifted from being a motivating factor to the minimum bar of expectation. Rather than being something special: simplicity and speed are the new normal.

Audience Marketing Solutions



Microsoft Graph



Empowering you to achieve more with your marketing



Smarter ads
that will make
your life
easier



Richer ad
experiences
that will
delight



Expand
existing reach
to new
audiences

Smarter ads



Reach your ideal customer

Data from Microsoft Advertising + data from you:

Choose one or multiple dimensions

User intent targeting



Remarketing



In-market Audiences



Custom Audiences



Product Audiences*



Similar Audiences*

User profile targeting



LinkedIn Profile Targeting
(company, industry, job function)



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

* In pilot

Target and Automated bidding | Piloting US/UK/AU/CA



Max conversions



Get the most conversions for search, DSA and shopping campaigns



Target CPA



Set your acquisition cost and ads will adjust to this target



Target ROAS



Optimize to a Return on Ad Spend

Choose the metrics you want to emphasize

Reduce your dependency on manual optimization

Always working, even when you're not there

LinkedIn Profile Targeting | Piloting US/UK/AU/CA/FR/DE



Company



Example:
Microsoft,
Verizon, Adobe



Job Function



Example:
engineering,
sales,
consulting



Industry



Example:
retail, banking,
marketing

Overlay highly relevant LinkedIn audience data to your campaigns

Improve CTR by 15% and CVR by 40% (based on US pilot)


Target in a way you can't on Google

New ad experiences



Add another dimension with 3D ads | Piloting US/UK

2018 Ford Escape SE Share
SUV



Increased Power, Performance, And Versatility. Research The 2018 Ford Escape SE.

[See 3D View](#) Ad

MSRP: \$25,700 · [Loan Calculator](#)

Fuel economy (MPG): 23 city | 30 highway

Dimension: 178.1" L x 75" W x 66.3" H

Towing capacity: 2,000 lbs

Fuel tank capacity: 16.3 gal

Weight: 3,226 lbs

More specs ▼

Other trims


S	\$23,940
SE 4WD	\$27,050
SEL	\$28,100
SEL 4WD	\$29,450
Titanium	\$32,140

[See more](#) ▼

Data from: MSN Autos · © JATO · © IZMO

[Suggest an edit](#)

2018 ford escape se



Engine Type
1.5L EcoBoost® Engine with Auto Start-Stop
- 170 hp @ 6000 rpm
- 177 lb-ft of torque @ 2500 rpm
- FWD: 23 city / 30 hwy / 26 combined mpg

Exterior

2018 Ford Escape - For those who live on the go. Always unstoppable.

Ingot Silver Blue Metallic Shadow Black Ruby Red

[Build Yours](#)

Ford | Sponsored

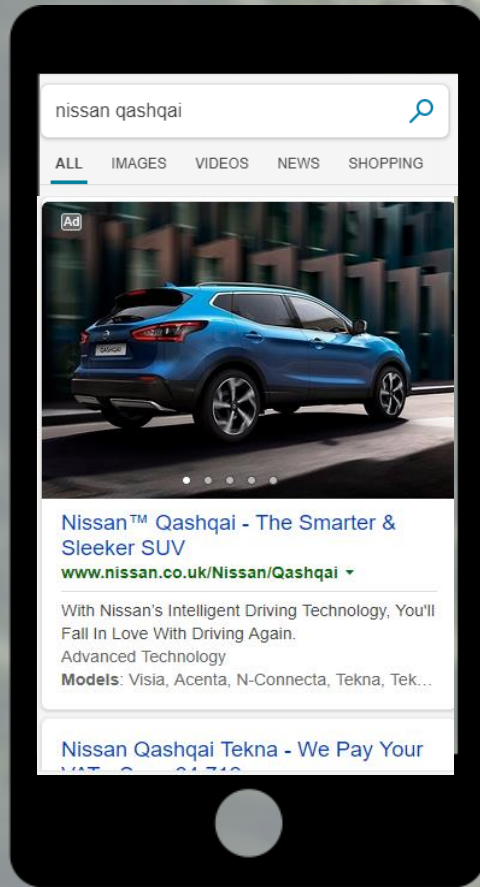
2018 Ford Escape SE 4WD Specs and Features | U.S. News ...
cars.usnews.com > Home > Ford > 2018 Ford Escape

Launch 3D model viewers of your products

Showcase different options that can be swapped in real time on the model

Interactive ads that react to touch

Multi image extensions | *Piloting US/UK*



Curate your own carousel of images

Entice customers with striking ads

Take up more space on the SERP

Video Extensions | Piloting US/UK

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, make it happen today! Learn about grants & loans.

All Communication Degrees

Public Relations, Marketing, Content Creation, Media & More.

Military Focused

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



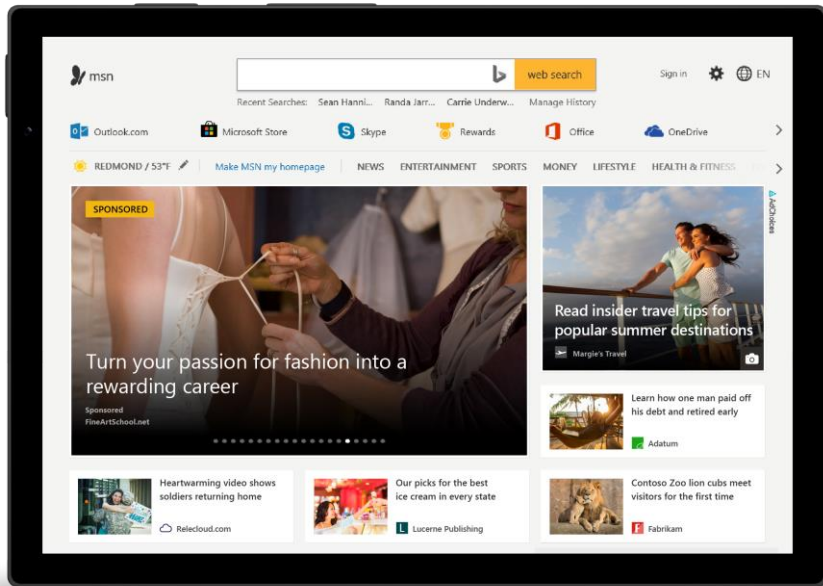
2018 Ford Escape SE 4WD Specs and Features | U.S. News ...
cars.usnews.com | Home | Ford | 2018 Ford Escape

Clickable video inside your ad which expands to a pop-up overlay

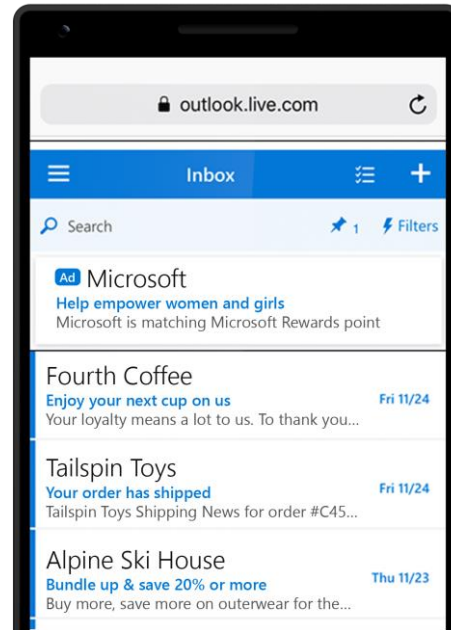
Highlight your latest video assets within the SERP

Create more engaging ads that resonate with your customers

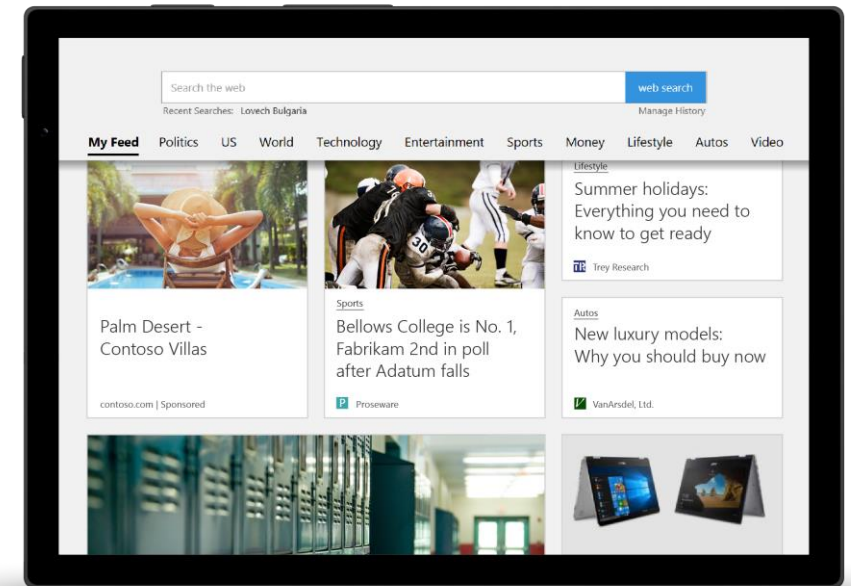
Microsoft Audience Ads | *Piloting US/UK/AU/CA*



MSN



Microsoft Outlook



Microsoft Edge

Extend your search campaigns into a native experience across Microsoft properties

Brand safe experiences of editorially curated content

Highly targeted and relevant placements based on Microsoft data

Expanding our reach



Microsoft and Verizon Media

A strengthened partnership making it easier to reach your audience using search advertising campaigns.

Microsoft Advertising will be the exclusive platform to manage search ads across Verizon Media networks on all devices.



More shopping placements on Yahoo, Gumtree & Ecosia

Search results for "dresses for women" on Yahoo. The search bar contains "dresses for women". Below the search bar are tabs for Web, News, Images, and Video. The main content area is titled "Shop for dresses for women" and "Ads". It displays three shopping ads for dresses from Contoso, each priced at £39.99.

Product Name	Price
Contoso Women's Dress...	£39.99
Contoso Women's Pink...	£39.99
Contoso Women's D...	£39.99

Mobile search interface for "nike air max". The search bar contains "nike air max". Below the search bar are tabs for Web, News, Images, and Video. The main content area is titled "Shop for nike air max" and "Ads". It displays 808 ads for Nike Air Max in Clothing for Sale. Below the search bar are tabs for Web, News, Videos, Maps, and More. The main content area is titled "Shop for nike air max" and "Ads". It displays a grid of Nike Air Max shoes with prices ranging from £65 to £154.95.

Product Name	Price
Nike Air Max 98 Men'...	£144.95
Nike Air Max 97 Men'...	£144.95
Nike Air Max 97 SE T...	£144.99
NIKE AIR MAX ULTRA FLYKNIT MULTI COLOURED	£65
Nike Air Max Sequent 4 Shield...	£69.47
Nike Air Max 97 LX Men's...	£154.95
Nike Womens Air Max 270...	£114.99
Nike Air Max 1 Essential Black...	£75

Ecosia search results for "nike air max". The search bar contains "nike air max". Below the search bar are tabs for Web, Images, News, Videos, Maps, and More. The main content area is titled "Shop for nike air max" and "Ads". It displays a grid of Nike Air Max shoes with prices ranging from £75 to £154.95.

Product Name	Price
Nike Air Max 1 - Black - Mens...	£75
Nike Air Max 97 Essential...	£144.95
Nike Air Max 90 Essential -...	£100
Nike Air Max 97 OG Women's...	£120
Nike Air Max Sequent 4 Shield...	£69.47
Nike Air Max 97 LX Men's...	£154.95
Nike Womens Air Max 270...	£114.99
Nike Air Max 1 Essential Black...	£75

More reach for your shopping campaigns

Increasing impressions and clicks across our network of partners

Bringing more mobile volume to our network

Microsoft Advertising Partner Network

Select partners, carefully vetted to bring you quality traffic

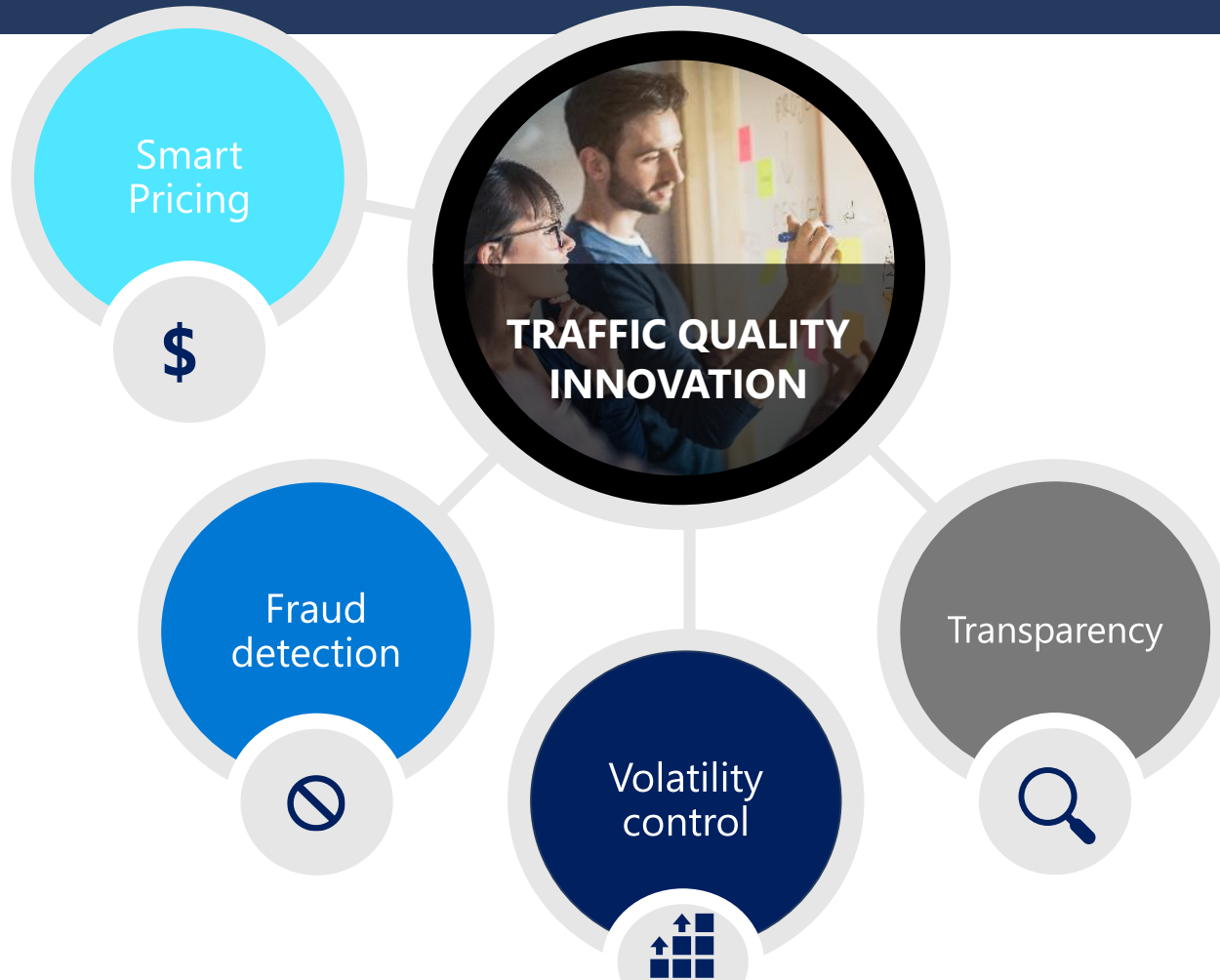


Syndication
Search Partners

O&O

Microsoft
Search Network

Syndication improvements



27%
Clicks lost to competition when opted out of syndication

28%
Conversions lost to competition when opted out of syndication

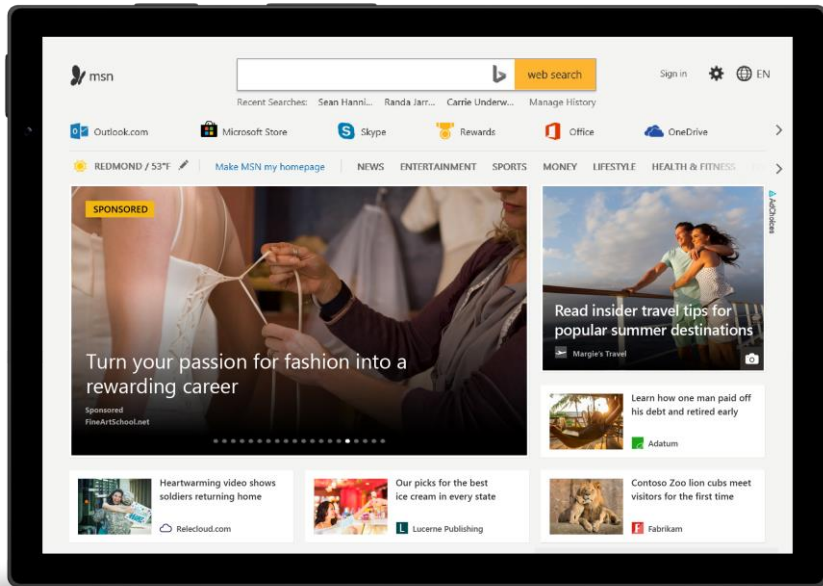
Data aggregated for all EU markets

Reach more customers through our search partners

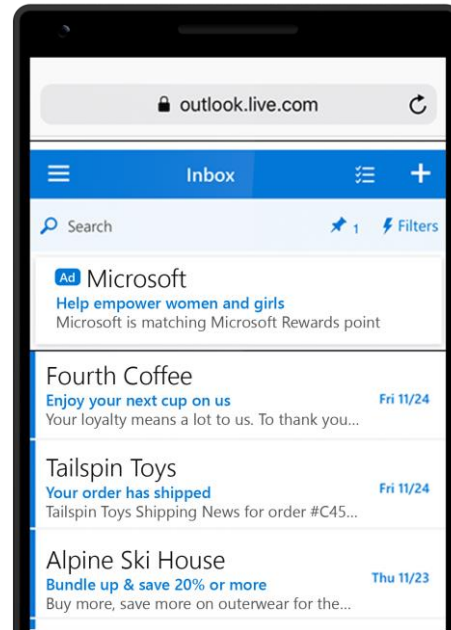
More AI-powered quality controls

Smart pricing to ensure a fair return for the clicks you receive

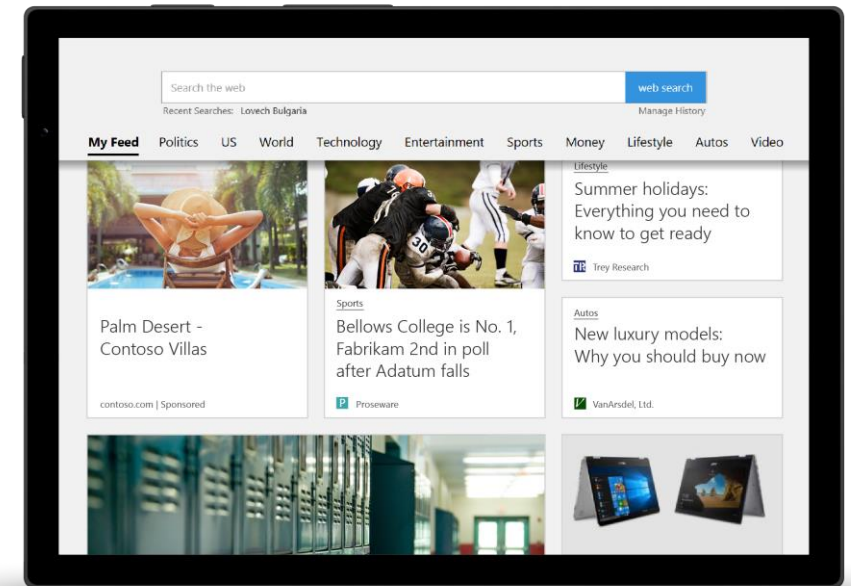
Microsoft Audience Ads | *Piloting US/UK/AU/CA*



MSN



Microsoft Outlook



Microsoft Edge

Extend your search campaigns into a native experience across Microsoft properties

Brand safe experiences of editorially curated content

Highly targeted and relevant placements based on Microsoft data



Microsoft Advertising. Intelligent connections.