

MODERN SEARCH

MICROSOFT ADS AND AI:
TRANSFORM YOUR SEARCH
ADVERTISING

MAY 30, 2019





**WE HELP RETAIL BRANDS
FIND & ACQUIRE
NEW CUSTOMERS**



OUR MISSION IS TO HELP COMPANIES SUCCEED ONLINE BY
HUMANIZING EVERY CLICK.



130+
TEAM MEMBERS

3
GLOBAL OFFICES



FEATURED PARTNERSHIPS



NetElixir is Proud to be Select Partners of Microsoft Ads



MANISH MOHAN
DIRECTOR OF PAID MEDIA
NETELIXIR



MILTON REIS
ACCOUNT EXECUTIVE
MICROSOFT ADVERTISING



JOE FRANCIKA
ACCOUNT MANAGER
MICROSOFT ADVERTISING



Transform your search advertising

Milton Reis, Account Executive
Joe Francia, Account Manager
Global Corporate Sales



Bing Network. Intelligent search.



“AI isn't just another piece of technology. It could be one of the world's most fundamental pieces of technology the human race has ever created.”

SATYA NADELLA



Why invest in the Bing Network?



Bing Network. Intelligent search.

Bing is bigger than you think

35%
PC market share¹

9.2B
Monthly queries
across all devices²

1. Based on comScore 1 (custom), Sep 2018. U.S., PC The Bing Network includes Microsoft Core Search sites, Yahoo (Bing Powered) sites and AOL Core Search sites in the U.S.
2. Microsoft Internal, Q4 2018, US monthly average, All Devices

Our audience is diverse

Nearly **1/3** of Bing Network audience has a household income of \$100K

1/2 of Bing Network audience graduated from college

Nearly **1/2** of Bing users are under the age of 45

50% female

50% male

Nearly **half** of Bing Network users are married

Our audience is unique

16%
of monthly searches
on Bing are new
search queries²

27%
of clicks come from
searches that are unique
to the Bing network²

63M PC
searchers you
cannot reach on
Google¹

1. comScore (custom), September 2018. The Bing Network includes Microsoft Core Search sites, Yahoo (Bing Powered) sites and AOL Core Search sites in the U.S. PC Only
2. U.S. click data from Microsoft internal data, July 2018

We reach people across devices



1. Based on comScore qSearch Multi-Platform September-2018 US.

2. comScore (custom), September-2018. The Bing Network includes Microsoft Core Search sites, Yahoo (Bing Powered) sites and AOL Core Search sites in the U.S. PC Only

Cross-Device Strategy Partnerships



Syndication

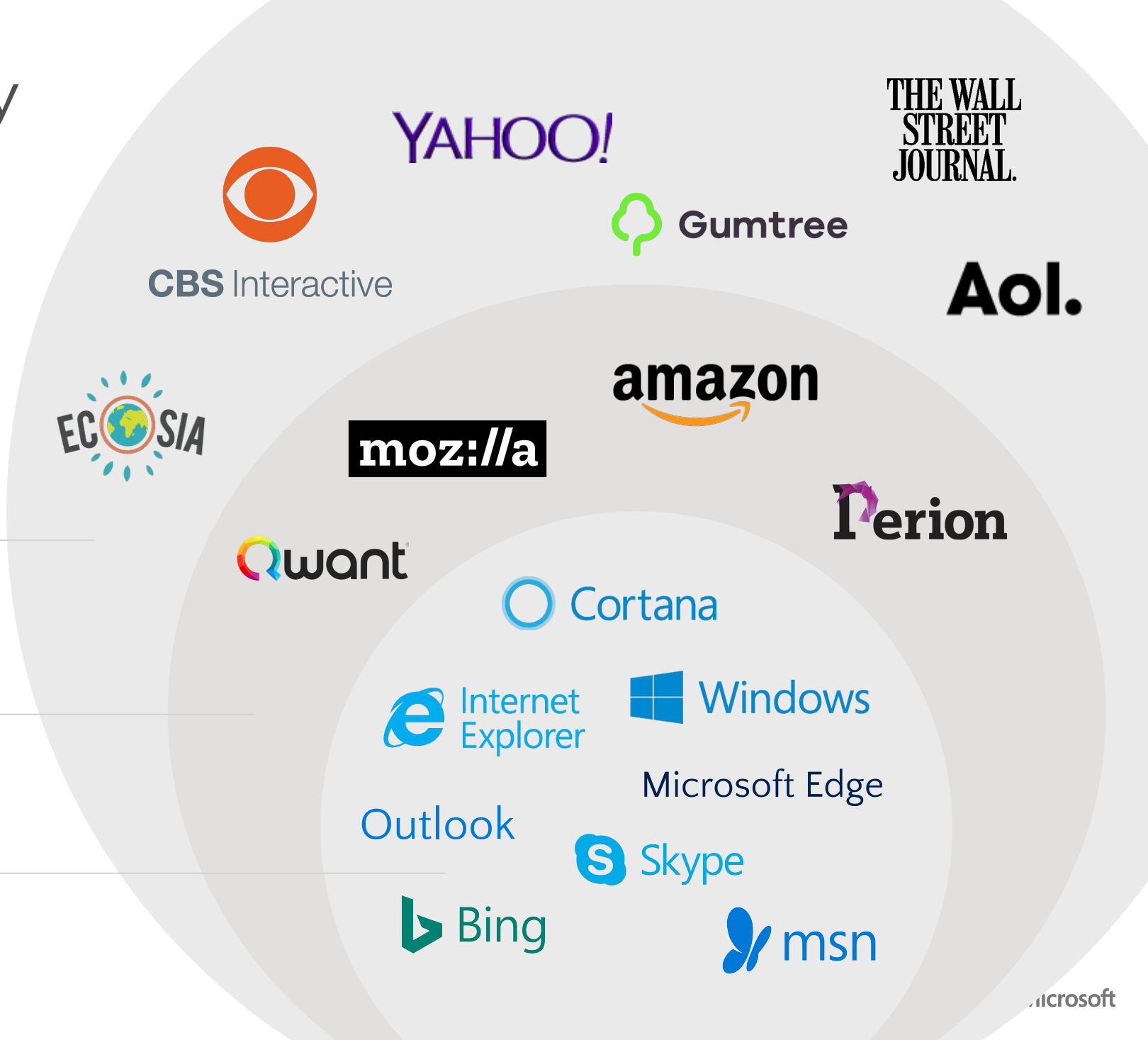
20 partners including:

Distribution

21 partners including:

Microsoft properties

Multiple partners including:



Cross-Device Strategy

Bing is on platforms you might not expect



Bing is the default search engine on [Amazon Kindle's](#) native browser, [SilkTV](#) on [FireTV](#) and Bing Videos on [Echo Show](#).



Bing is the default search engine on [Microsoft Edge](#), [Xbox](#), [Office](#) and powering [Cortana](#) on Windows 10 devices



Bing provides image search results for Siri on [Apple devices](#)

Cross-Device Strategy

Bing on Windows 10

900M

devices running
Windows 10

48%

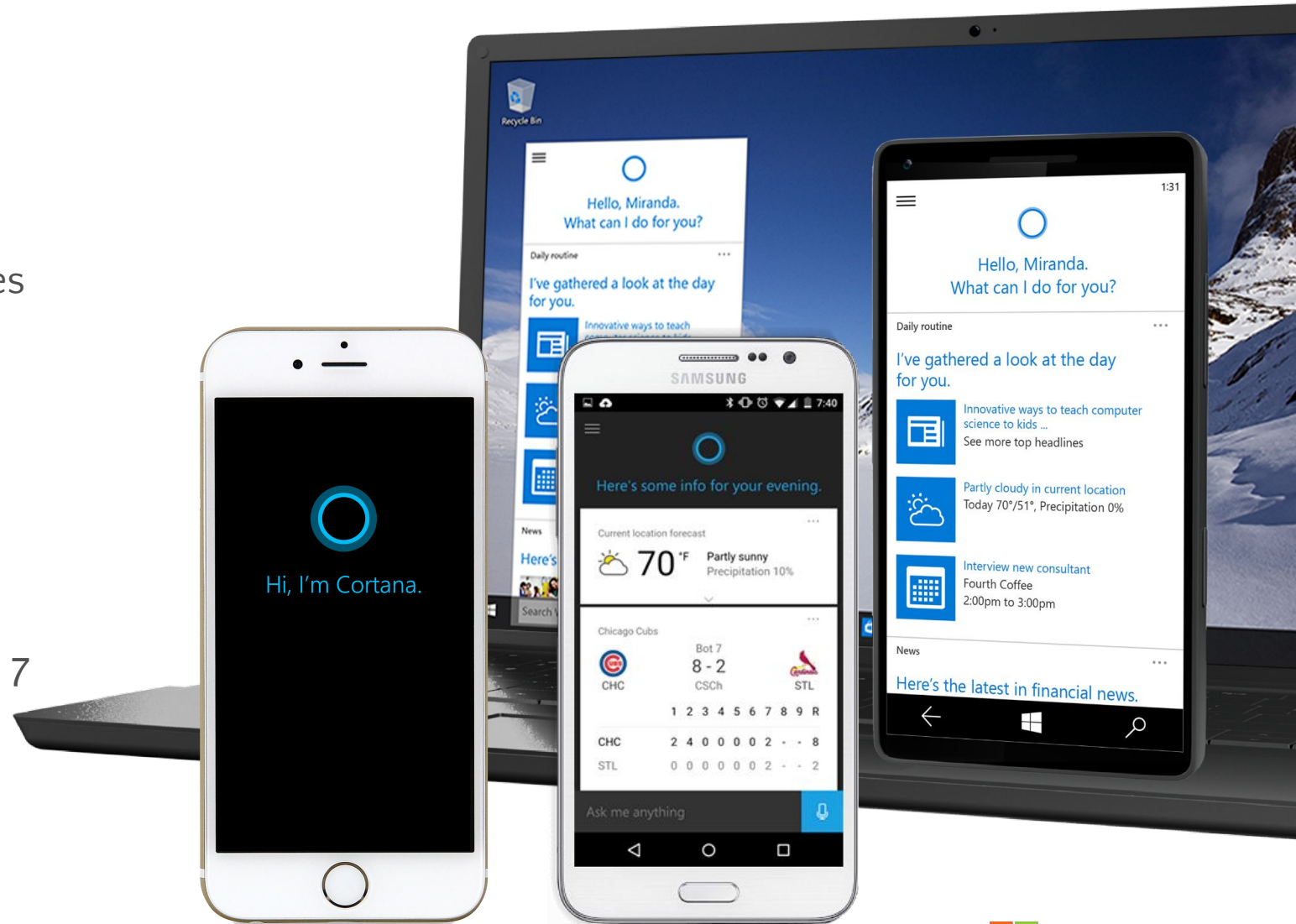
of Bing searches
are from
Windows 10

90%

growth year-over-year
of active Windows 10
devices with business
customers

150%

faster growth
than Windows 7



Source: Microsoft Internal Data, December 2018.



Cross-Device Strategy

Bing on Mobile



67%

of Bing Network mobile
click volume is from syndication¹



32%

increase in Mobile Bing
Network syndication clicks²



34%

increase in mobile CTR³



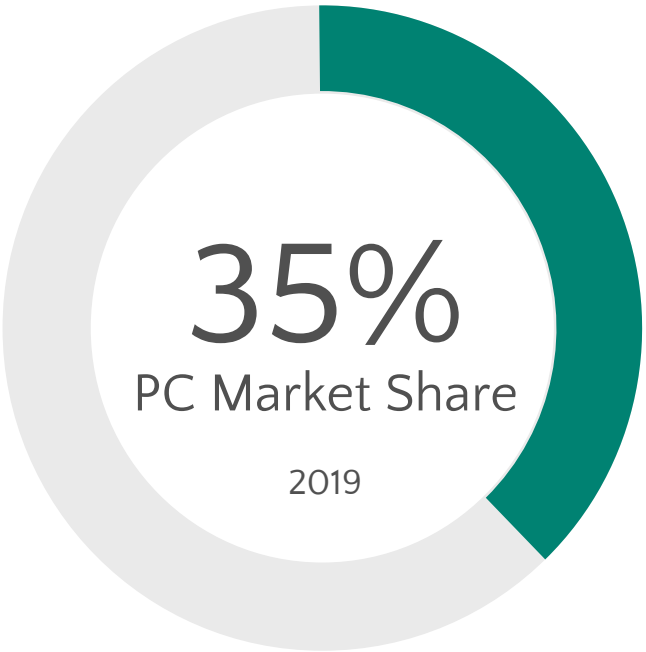
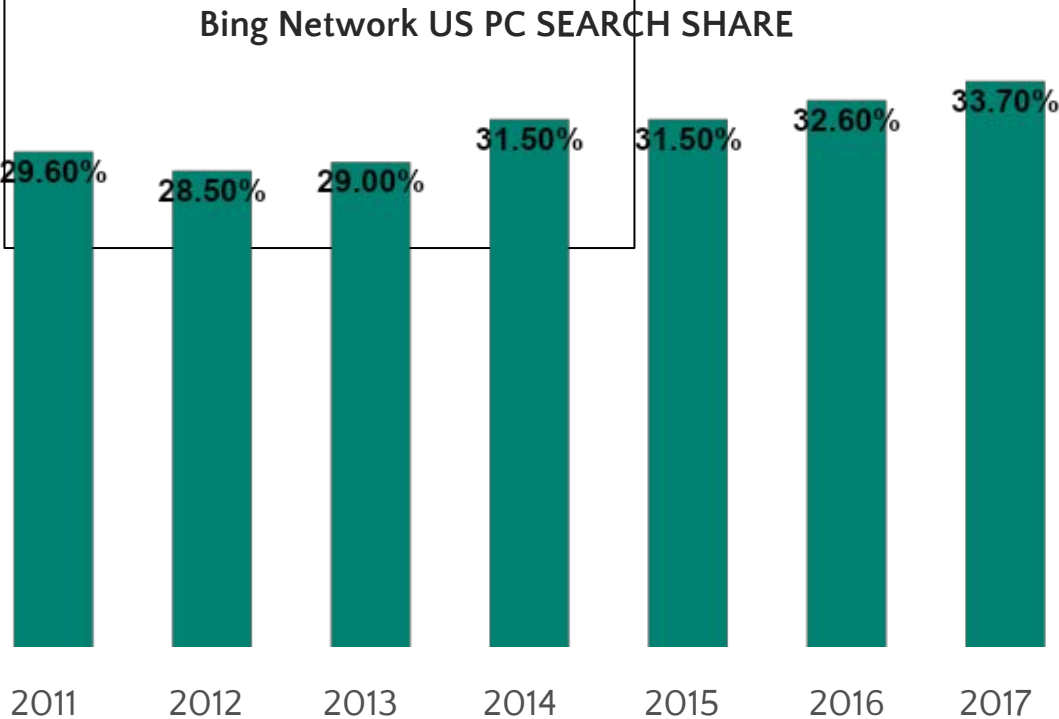
1. Microsoft Internal data, U.S. Bing Network, FY18Q2 2018.

2. Microsoft Internal data, U.S. syndication data, FY18Q2 2018 vs. FY18Q2 2017.

3. Microsoft Internal data, U.S. Bing Network, FY17Q2 2018 vs. FY18Q2 2017.

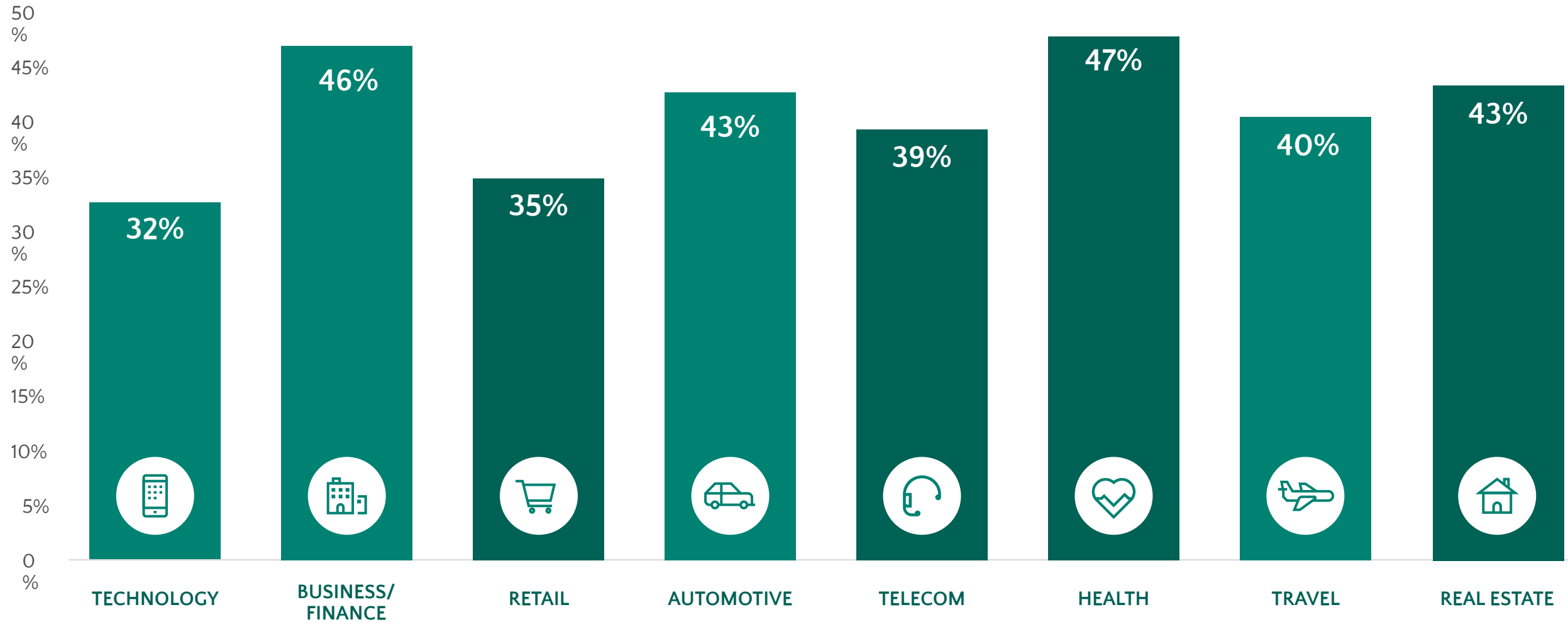


Bing Network powers 1 in 3 PC searches in the U.S.



Source: comScore qSearch, Explicit Core Search (custom), September 2018. P.C., Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in the United States.

Significant PC paid click share across verticals



Source: comScore qSearch (custom), US, PC, September 2018; industry categories based on comScore classifications.

Introducing the Microsoft Audience Network

Extend search campaigns with Microsoft Audience Ads

Poll Question



Meet the Microsoft Audience Network

An audience marketing solution powered by the Microsoft Graph and artificial intelligence (AI).

Home of the new Microsoft Audience Ads.

Native advertising reaches audiences across the consumer journey

Drive lift in purchase intent and brand affinity



People see them

Consumers looked at native ads **52% more frequently** than display ads.



Viewed as content

Consumers looked at native ads **the same number of seconds** as editorial content and spent the same amount of time viewing.



Branding

Native ads delivered a **9% increase** in brand affinity over banner ads.

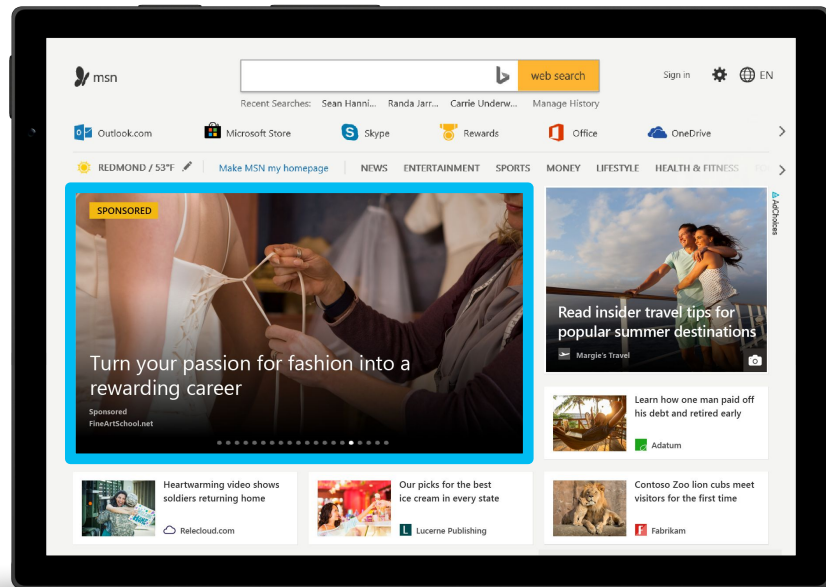


Purchase drivers

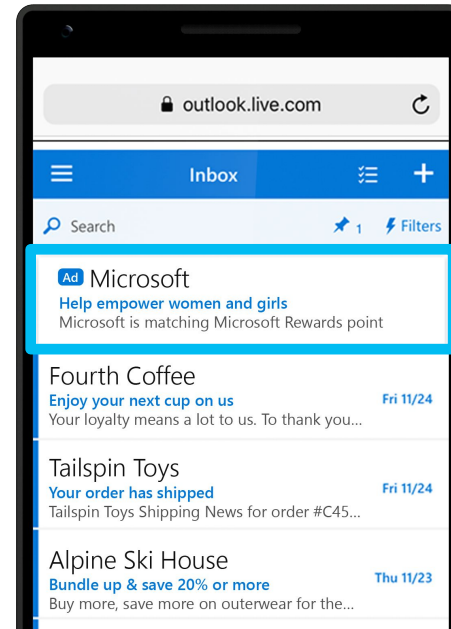
Native ads registered an **18% higher lift** in purchase intent than banner ads.

Microsoft Audience Ads are high-quality native placements

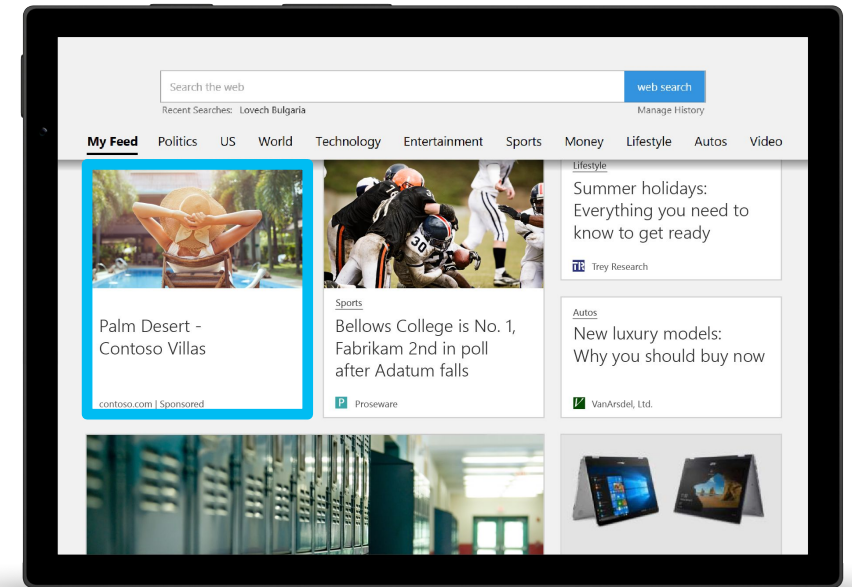
Placements are cross-device and include premium sites like MSN, Microsoft Outlook, Microsoft Edge and other partners, with more to come.¹



MSN



Microsoft Outlook



Microsoft Edge

Other partners include MarketWatch and NativeAds.com (U.S. only)¹



1. Placements on Microsoft Edge and partner sites available in the U.S. only. More high-quality publishers and placements to follow from Microsoft and third parties.



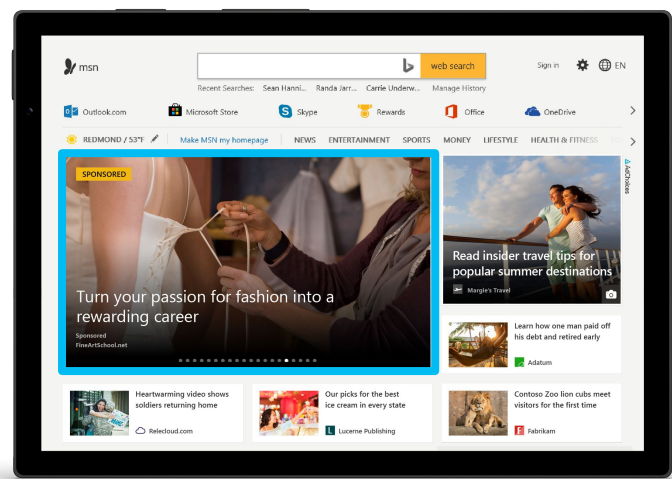
Poll Question

Microsoft Audience Ads

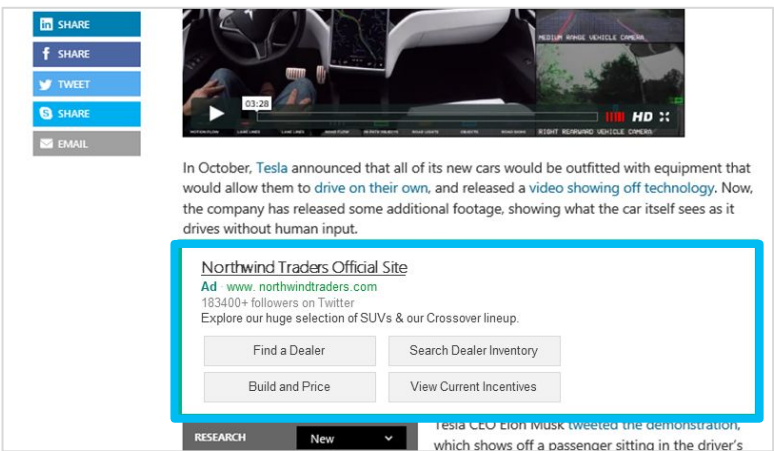
The Microsoft Audience Network supports three ad formats: image-based ads, text ads and feed-based ads.

Images are compatible across platforms – this means you can use most of your existing assets from the Google Display Network and Facebook Audience Network.¹

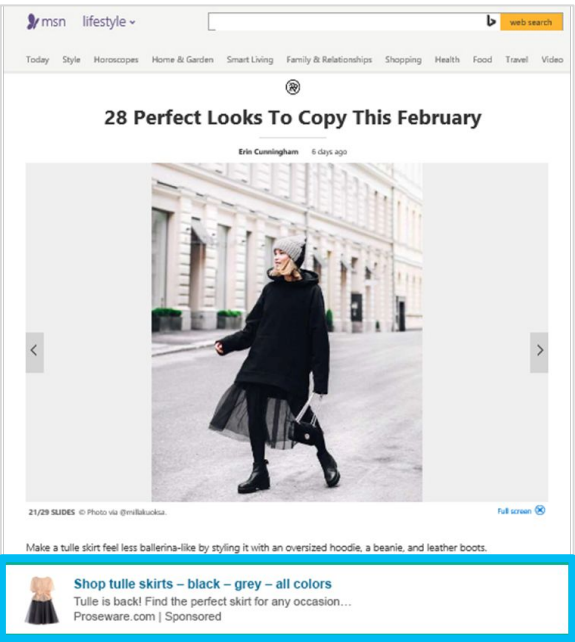
Imaged-based ads



Text ads



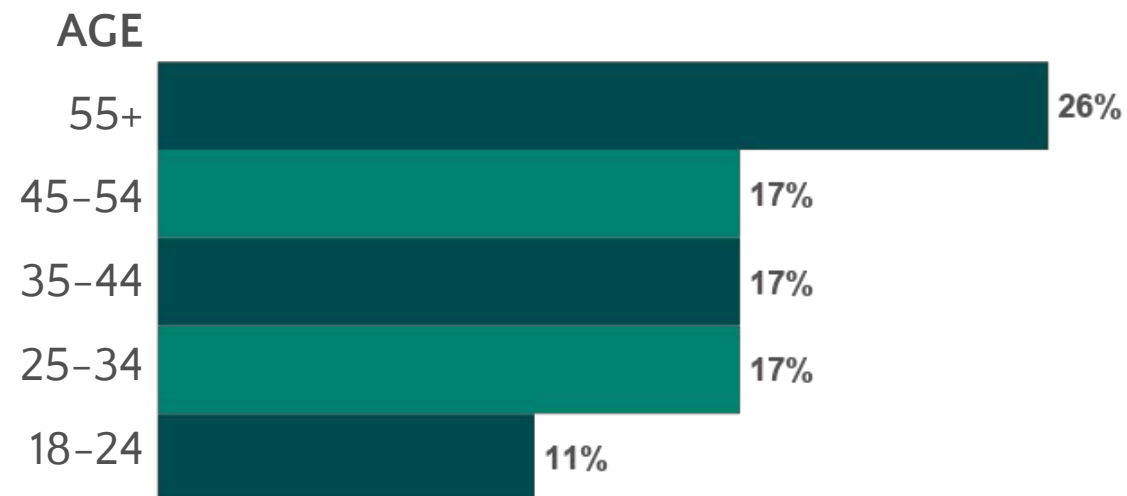
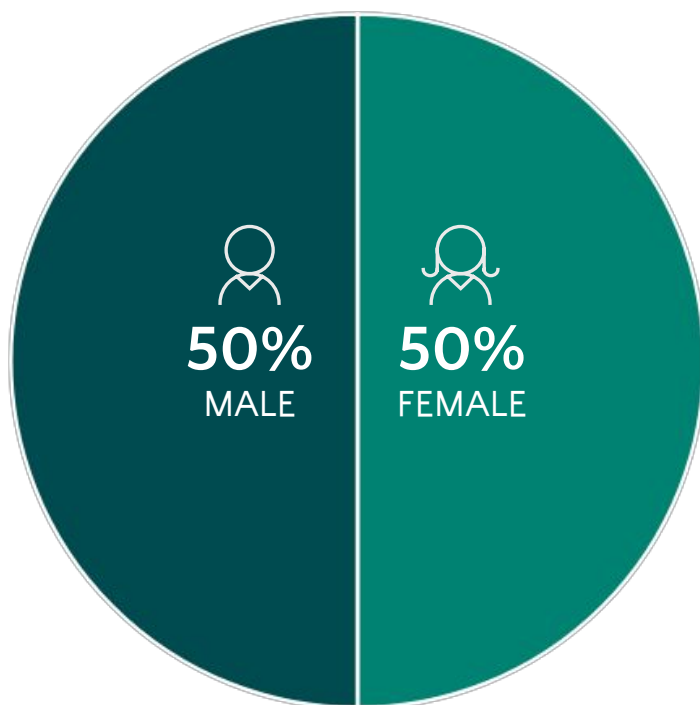
Feed-based Product Ads



1. Bing Ads supports the same aspect ratios and image specifications as the Google Display Network's responsive display ads and Facebook Audience Network's image ads.

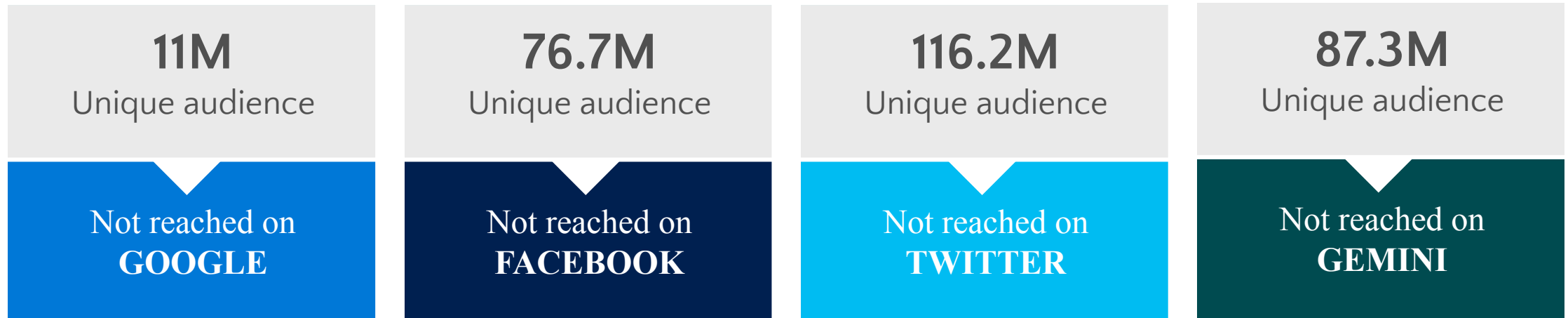
Microsoft Audience Network audience — U.S.

139.4M total unique visitors across MSN and Microsoft Outlook



Reach users not reached on other networks — U.S.

The Microsoft Audience Network brings a unique audience, including:



Extend search campaigns to reach audiences beyond search

Boost clicks and conversions with Microsoft Audience Ads



Highly relevant audiences

Harness audience and intent data coupled with **artificial intelligence (AI) and machine learning** to reach your audience.



Boosted performance

Microsoft Audience Ads naturally blend into the core user experience and regularly outperform traditional display advertising.²



Massive reach

Reach **hundreds of millions of people** through **high-quality, brand-safe placements** on MSN, Microsoft Outlook, Microsoft Edge and partner sites.¹



Simple solution

Setup and manage campaigns in a **familiar, easy-to-use** product designed and optimized for search advertisers.

1. comScore Media Metrix Multi-Platform, December 2017, U.S. desktop and mobile combined. 2. Polar, 2016, compared to Microsoft internal data, Bing Intent Ads (now known as Microsoft Audience Ads) powered by the Microsoft Graph, 2017.



A smarter way to target your ideal customer

“I’ve invested a lot in my audience targeting strategy for my search campaigns — I want to reach this group of customers outside of search as well.”

In addition to targeting keywords, **the more targeting dimensions you select, the more impressions are available with Microsoft Audience Ads.**

USER INTENT TARGETING



Remarketing in
Paid Search



In-market
Audiences



Custom
Audiences²



Product
Audiences³
(dynamic
remarketing)

USER PROFILE TARGETING



LinkedIn
profile
targeting³



Age and gender
targeting

LOCATION AND DEVICE



Location
targeting



Device targeting



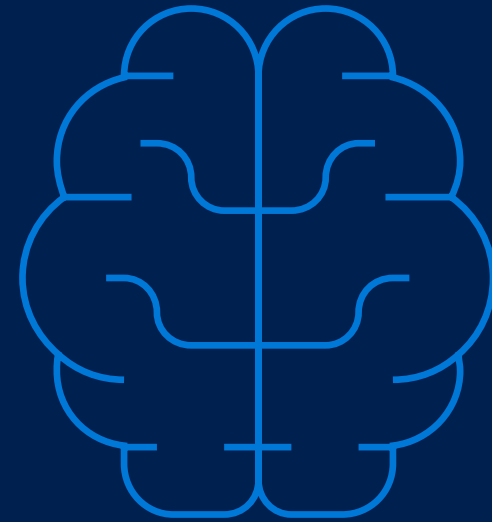
Search terms¹

Boosted performance, powered by artificial intelligence

(AI)
“I don’t want another ad offering with fading performance and quality. I need a solution that is always learning in response to deliver strong performance.”

Beneath the hood, the Microsoft Audience Network is powered by AI and machine learning to guide ad selection, relevancy matching, and pricing, click, and conversion prediction — all to **help deliver a terrific return on investment.**

Always on and always learning to deliver your best results.



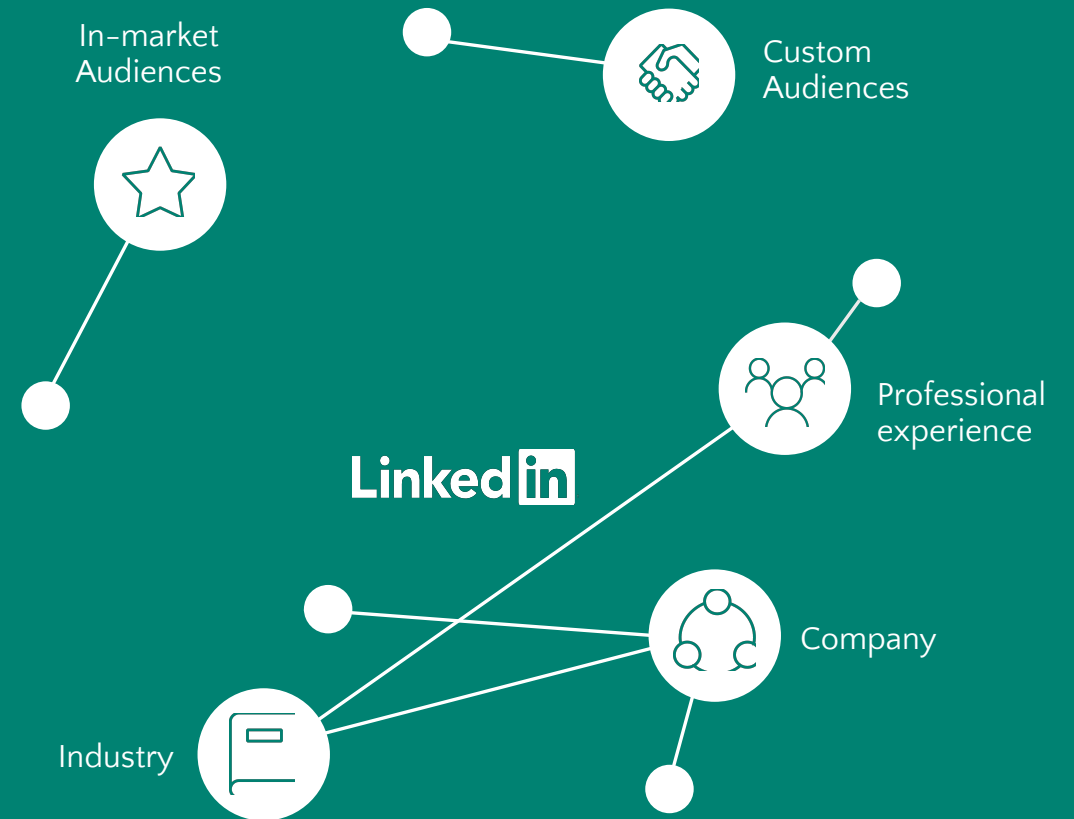
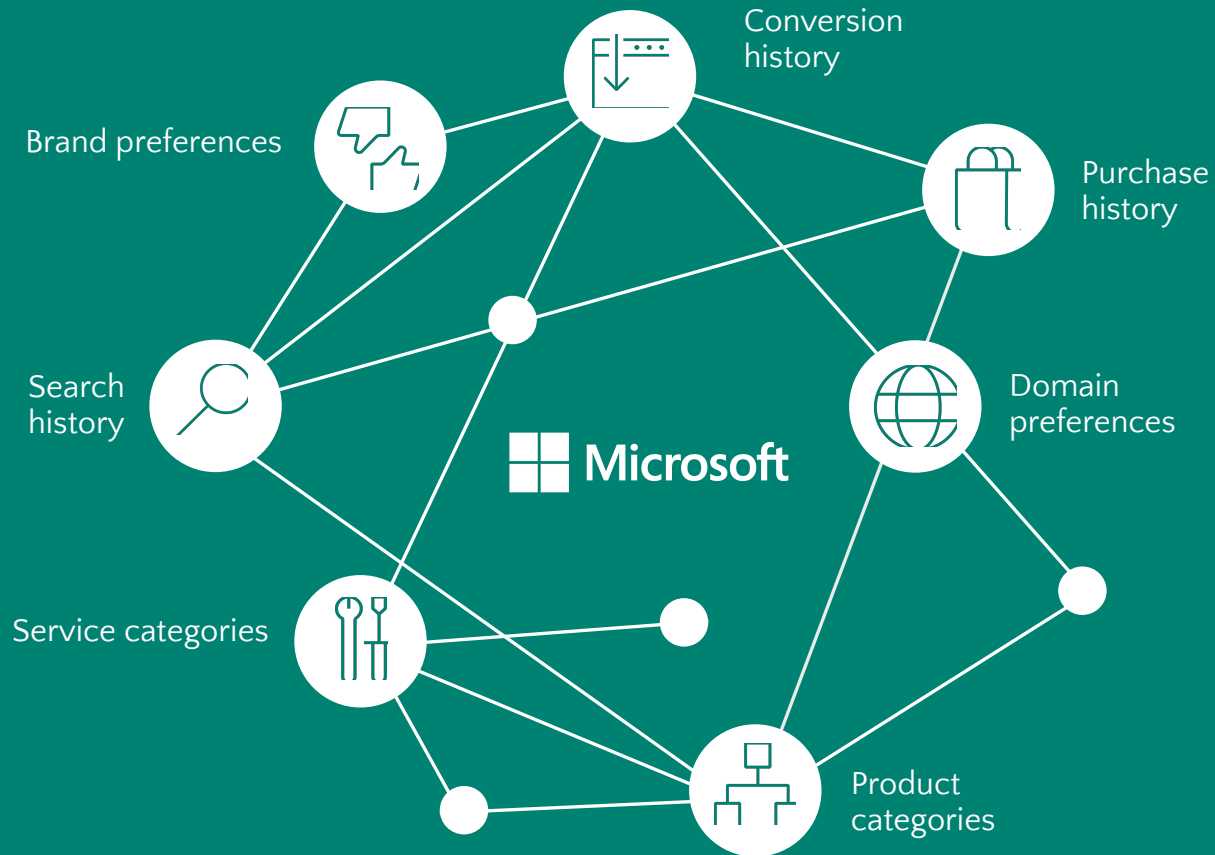
Microsoft Graph: A smart differentiator

The thing that sets Microsoft Audience Ads apart is the Microsoft Graph's rich user understanding that powers our native offering and its high performance.

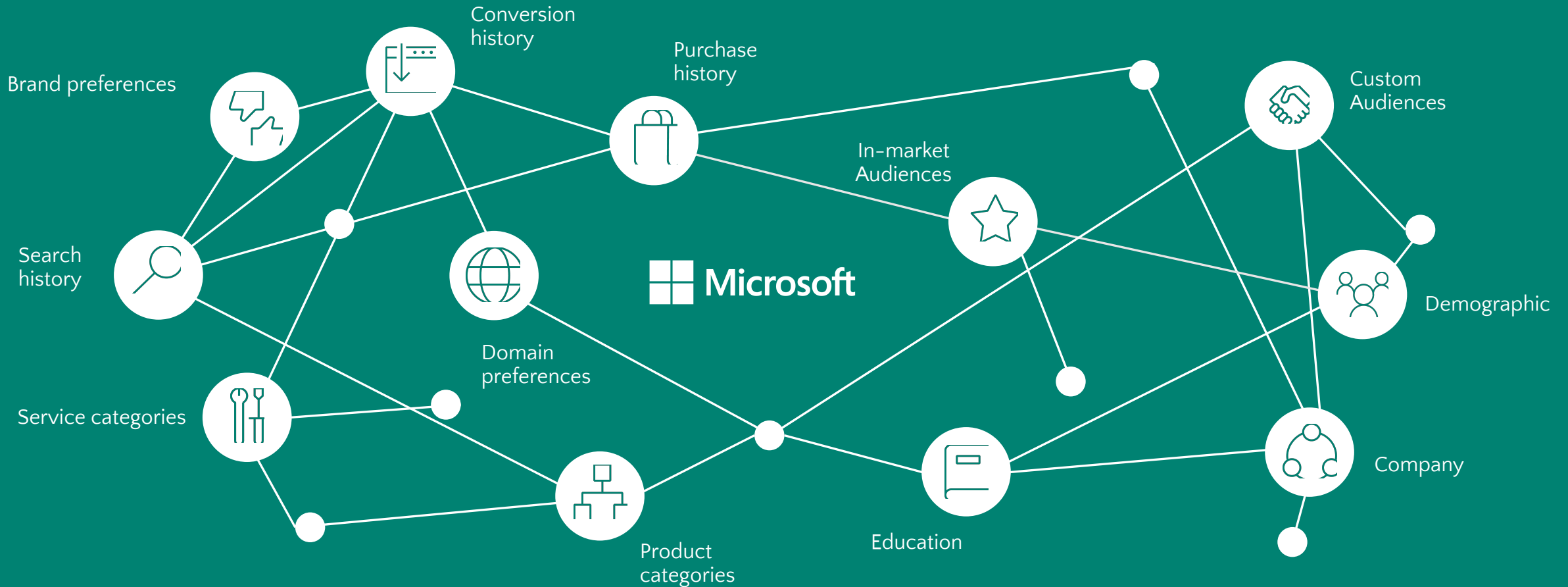
Our premium, brand-safe ad placements may show ads from other offerings, but the Microsoft Graph can help you reach your return on investment goals.








Delivering rich user understanding



To put the right message in front of the right user



Microsoft Graph consumer understanding includes signals from:

-  Search
-  Web activity
-  LinkedIn profile
-  Demographics
-  Customer data



- Search engagement
- Remarketing / web engagement
- In-market product and service segments
- Product and brand preferences
- Purchases and conversions
- Professional profile (LinkedIn)*
- Demographic profile
- Content preferences
- User location

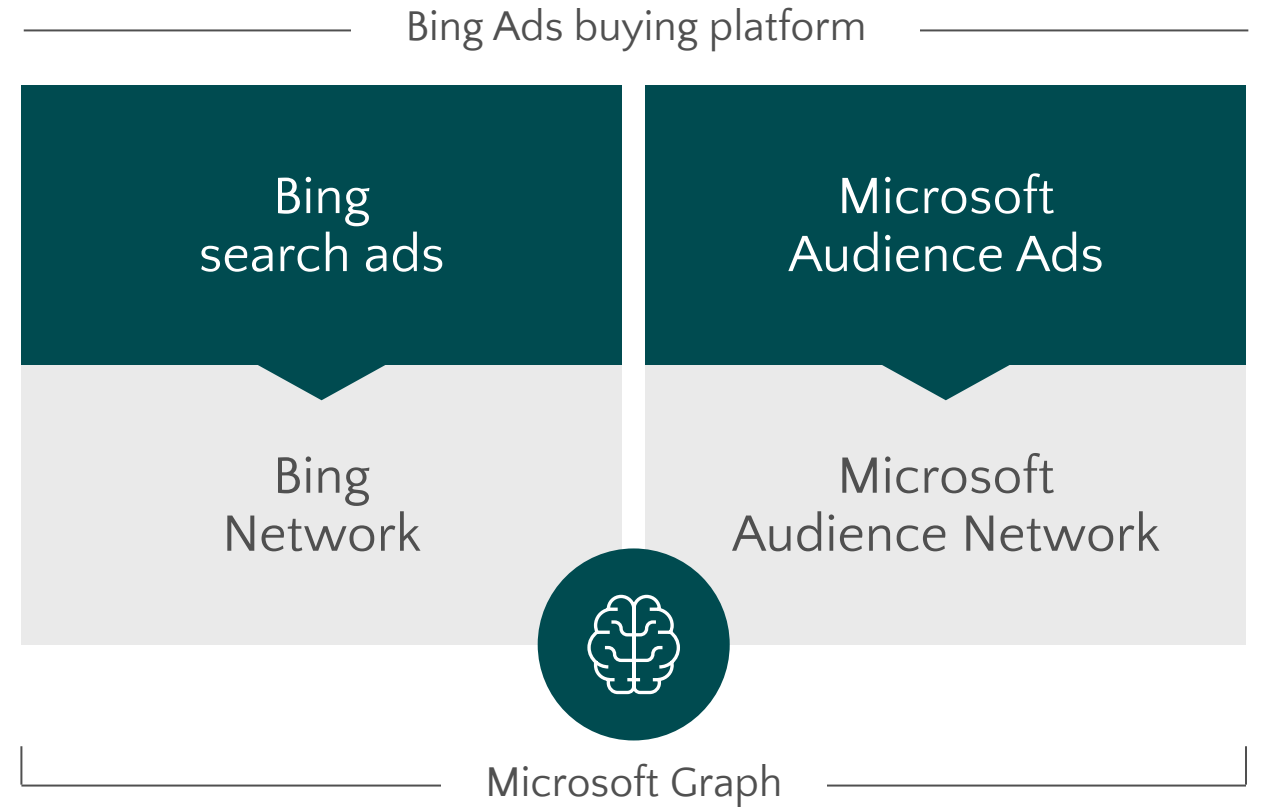
One platform, two great ways to use it

Extend and complement your search campaigns to reach customers outside of search and gain more high-quality clicks and conversions at scale.

Use the same buying platform to reach:

- Audiences in search through the Bing Network.
- Audiences beyond search through the Microsoft Audience Network.

Powered by the Microsoft Graph, you can reach the right audience across each network.



Connect with the audiences that matter most

It's about reaching an audience that's highly relevant to you.
It's about their interests, preferences, engagement and network.

We do this by offering high-quality placements and audience targeting —
**we help you target audiences,
rather than placements.**

Bid on **your** target audience with Microsoft
Audiences Ads.



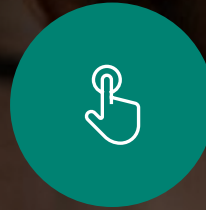
The benefits of adding images

You want more volume — adding images to your campaigns can help



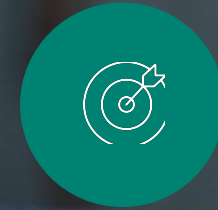
Boost volume and conversions

Show your ads in more premium placements, like the MSN home page, when you have an image attached to your ad.



Drive high-quality clicks

Attract the attention of your target audience and drive engagement when you show images your audience can relate to.



Control your message

Choose how your brand is showcased when you provide a visual that embraces your brand and speaks to your audience instead of using a generic image or logo.

Optimize and manage your Microsoft Audience Ads

Take advantage of familiar tools and reporting to make the most of your campaigns



Use familiar setup and **campaign management tools** that are fully **integrated with Bing Ads**.



Control participation in Microsoft Audience Ads using bid modifiers, similar to other bid modifiers in Bing Ads.



Upload images easily via Image Extensions.

If advertising on Google Display Network, Facebook Audience Network, or Yahoo Gemini you can **use the same creative assets on Bing Ads**.



Manage by using your familiar search ad tools and interfaces: Bing Ads online, Bing Ads Editor and Bing Ads API.¹



Use integrated reporting (search and native in one place) and campaign optimization with keyword-level tracking.

Who should use Microsoft Audience Ads?

Advertisers interested in native advertising should use Microsoft Audience Ads. Easy to manage, they can help you find incremental opportunity outside of search, whether you're a small to midsize business, an agency or an enterprise (B2B and B2C).

Advertisers who are currently managing audiences on Facebook Audience Network, Google Display Network and Yahoo Gemini can benefit from Microsoft Audience Ads.

Audiences you can reach:

- Customers in a **personal or consumer context**.
- **B2C and B2B**.
- **Purchase scenarios span a wide variety of scenarios** — from more spontaneous, lower consideration purchases to higher consideration purchases with long lead times, and from online to in-store.
- **Top verticals:** Financial Services, Travel, Autos, Retail, Tech & Telecom.

One trusted platform.
Two powerful ways to run Microsoft Audience Ads.

Microsoft Audience Ads

Convenience

Search campaigns extended to native

Increase high-quality clicks from target audiences by extending Bing Ads search campaigns to native.

Control

Separate audience campaigns

Build separate audience campaigns for separate budgets and optimization.



Powered by the Microsoft Graph

Setup and bid adjustment Microsoft Audience Ads

Extend your search campaigns

How to manage your campaign's audience ads bid adjustment

1. In the **Campaigns** page, click the campaign you want to manage.
2. Click the **Settings** tab.
3. Under **Advanced Settings**, under **Other settings**, you will find **Audience Ads**:

Advanced settings

Advanced campaign settings

Targeting Adjust bids for customers in specific locations, at certain times, and on certain devices.

[Ad schedule](#)

[Device](#) ?

[Demographic](#) ?

Exclusions ? Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

[Website](#) ? 0 websites or web pages excluded

[IP Address](#) ? 0 IP addresses excluded

Campaign URL options Set up the tracking and redirect information for your ads.

[Tracking template](#) ?

[Custom parameters](#) ?

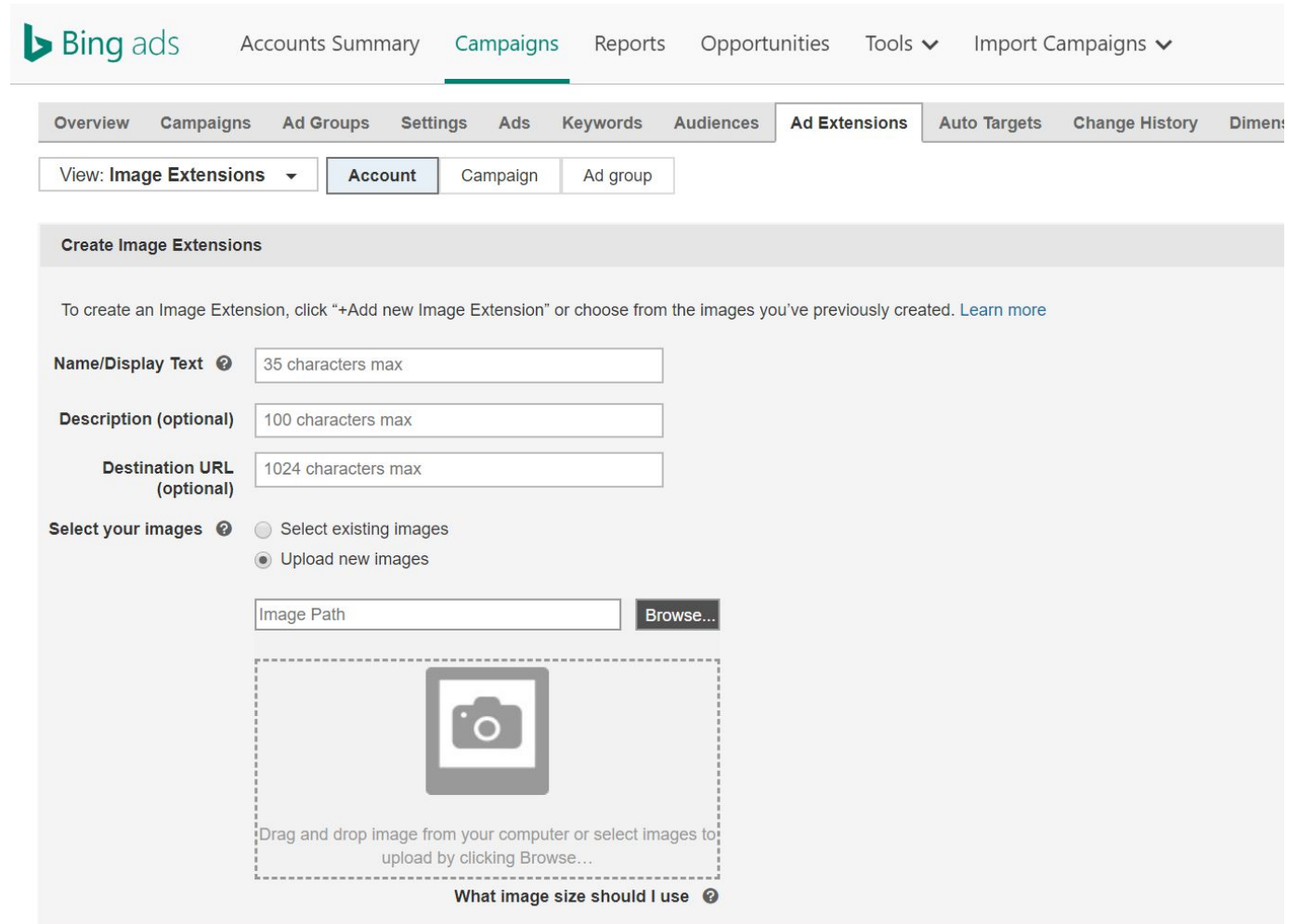
Other settings Choose the options that are applicable to your campaign.

[Audience ads](#) ?

Audience ads	Bid adjustment ?
Audience ads bids	<div>Increase by ▼</div> <div>0 %</div>

How to add Image Extensions to your Audience Ads

1. In the **Campaigns** page, click the **Ad Extensions** tab.
2. On the upper left corner of the Ad Extensions tab, click **View: Sitelink Extensions**.
3. Select **Image Extensions**, then click **Create ad extension**.
4. Here you can select Image Extensions that you have already created. If you do not have any, click **Create new Image Extension**.



The screenshot shows the Bing Ads interface for creating image extensions. At the top, the 'Bing ads' logo is on the left, and navigation links for 'Accounts Summary', 'Campaigns' (which is highlighted), 'Reports', 'Opportunities', 'Tools', and 'Import Campaigns' are on the right. Below this is a secondary navigation bar with tabs for 'Overview', 'Campaigns', 'Ad Groups', 'Settings', 'Ads', 'Keywords', 'Audiences', 'Ad Extensions' (which is selected), 'Auto Targets', 'Change History', and 'Dimensions'. Under the 'Ad Extensions' tab, there's a 'View: Image Extensions' dropdown menu and buttons for 'Account', 'Campaign', and 'Ad group'. The main section is titled 'Create Image Extensions'. It contains a text box for 'Name/Display Text' (35 characters max), a text box for 'Description (optional)' (100 characters max), and a text box for 'Destination URL (optional)' (1024 characters max). Below these is a 'Select your images' section with two radio buttons: 'Select existing images' and 'Upload new images' (which is selected). Under 'Upload new images', there is an 'Image Path' text box and a 'Browse...' button. Below this is a large dashed box containing a camera icon and the text 'Drag and drop image from your computer or select images to upload by clicking Browse...'. At the bottom of the dashed box is a link that says 'What image size should I use' with a help icon.

Image specifications

If advertising on Google Display Network, Facebook Audience Network or Yahoo Gemini, you can use the same creative assets you use on Bing Ads online.

- JPG, PNG or GIF (no animated GIFs).
- Images must be relevant to ad and landing page. We recommend using images that can be found on the ad’s landing page to ensure relevance.
- Text can’t be embedded in images.
- High-resolution images only — they should not pixelate or degrade across screens.
- Before submitting images, ensure images look OK in all aspect ratios after smart cropping. If needed, provide separate images for each aspect ratio.
- **Provide multiple images for maximum placement and to avoid user fatigue.**
- If your campaign is missing any of the following aspect ratios, this may result in fewer placements and less traffic, so we highly recommend submitting images in all ratios.

Image dimensions		
Image dimensions are limited to: <ul style="list-style-type: none">• Minimum: 760 x 400 pixels• Maximum: 1900 x 1000 pixels• Recommended: 1200 x 628 pixels		
Aspect ratios	Minimum dimensions (pixels)	Maximum dimensions (pixels)
1.2:1	300 x 250	1200 x 1000
1.5:1	300 x 200	1500 x 1000
16:9	640 x 360	1778 x 1000
4:3	100 x 75	1333 x 1000

How to measure your performance for Audience Ads

1. On the **Reports** page, click the report that you want to run. For example, Campaign performance report.
2. Under **Columns**, under **Attributes**, you will find **Ad distribution**.
 - This column will show **Search** for clicks and impressions that occurred on a search results page.
 - This column will show **Audience** for clicks and impression that are applied to Audience Ads.

Bing ads Accounts Summary Dashboard Campaigns Reports Opportunities Tools Import Campaigns

Create campaign report

What it shows: The impressions, impression share (%), clicks, spend, and average cost-per-click for each campaign or account. This data can be sorted by
Why run it: To view high-level performance statistics and quality attributes for each campaign or account. This is also a quick way to flag any major campaign

Report name: Campaign Performance
Report type: Campaign

General settings

Choose your columns

Attributes Performance statistics

Available columns

Add all »

- Account number ? »
- Account status ? »
- Ad distribution ? »**
- Ad relevance ? »
- Bid match type ? »
- Budget association status ? »
- Budget name ? »
- Budget status ? »
- Campaign ID ? »
- Campaign labels ? »
- Campaign status ? »
- Currency ? »

Selected columns

Remove all «

- Account ? «
- Campaign ? «
- Quality score ? «
- Impressions ? «
- Clicks ? «
- CTR ? «
- Avg. CPC ? «
- Spend ? «
- Avg. position ? «
- Conversions ? «
- Conversion rate ? «
- CPA ? «

Best practices: Images

Reuse images from other ad platforms in your Microsoft Audience Ads	With 1.91:1 and 1:1 aspect ratios supported across the Microsoft Audience Network, Google Display Network (GDN), Facebook Audience Network and others, you can reuse the best performing images from Facebook or Google (GDN) in your Microsoft Audience Ads.
Use high-quality images	<p>Microsoft Audience Ads are image-centric. Take full advantage of the premium placement by paying special attention to the images that you use for your ads.</p> <ul style="list-style-type: none">• We recommend using lifestyle photos instead of a graphic based on your logo.• Images should be high resolution — they should not pixelate or degrade across screens.• Text can't be embedded in images, and images should generally align to your brand.
Submit images in all aspect ratios	<ul style="list-style-type: none">• If your campaign is missing any of the aspect ratios, it may result in fewer placements and less traffic.• After cropping, ensure images look okay in all aspect ratios. If needed, provide separate images for each aspect ratio.
Test multiple ads to see what performs best	Test different copy and images to identify top-performing combinations.

Campaign Structure

Remarketing

In-Market

LinkedIn

“Run of Network

- Break out as many relevant audiences as possible & target only one audience per campaign (or small group if very similar) – utilize In-Market, Remarketing, Similar*, Custom Audiences*
- Ad copy and imagery should be relevant to your landing page (and pause underperforming)
- Use run of network campaign as a tool to test other (or all other) in-market audiences to find additional good performing audiences for your advertiser to break out (make sure you move out relevant audiences from this campaign)
- Tier bidding (highest for most relevant, lowest for most broad – RON)

Microsoft Audience Ads versus Google and Facebook

Audience Ads features and functionality		Microsoft Audience Ads (Search workflow)	Google Display Network (GDN)	Facebook Audience Network
Availability status	Product has launched	✓	✓	✓
Campaign planning	Audience Dashboard: overview of audience and targeting dimensions available	✗	✓	✗
Budget and bidding	Budget: campaign level	✓	✓	✓ ¹
	Budget: ad group level	✗	✗	✓
	Budget: Shared Budgets	✓	✓	✗
	Bid type: cost per click (CPC)	✓	✓	✓ ²
	Bid type: cost per thousand impressions (CPM)	✗	✓	✓
	Bid modifier	✓	✓	✗
	Auto-bidding: Enhanced CPC	✓	✓	✓
	Auto-bidding: Maximize Conversions / ROAS	✗	✓	✓
Ad formats	Ad extensions	✓	✓ ³	✗
	Ad format: text ad + image ads (responsive ad decides which format automatically)	✓	✓	✓
	Ad format: carousel	✗	✗	✓
	Ad format: video	✗	✓	✓
	Ad format: feed-based ads (Product Ads, Hotel Ads ⁴)	✓	✓	✓

Microsoft Audience Ads versus Google and Facebook


Audience Ads features and functionality		Microsoft Audience Ads (Search workflow)	Google Display Network (GDN)	Facebook Audience Network
Image specs for uploading*	1200 × 628 px (1.91:1) Wide/landscape responsive image	✓ *	✓	✓
	1200 × 1200 px (1:1) Square responsive image	✓ *	✓	✓
Audience targeting	Affinity Audiences (interest targeting)	✗	✓	✓
	Custom Audiences (DMP) feature	✓	✓	✓
	Customer match (email match) feature	✱	✓	✓
	Demographic, device and location targeting	✓	✓	✓
	In-market Audiences (behavior targeting) feature	✓	✓	✓
	Placement targeting (ex: show my ad only in Instagram)	✗	✓	✓
	Product Audiences (dynamic remarketing) feature	✓	✓	✓
	Professional profile targeting	✱	✗	✓
	Remarketing feature	✓	✓	✓
	Similar Audiences (look-alike audiences) feature	✱	✓	✓
Reporting	Performance reporting	✗	✓	✓
Editor support	Editor tool available	✓	✓	✗
API support	API support for setup and management of campaigns	✓	✓	✓
International	International market availability	US, UK, CA, AU	Global	Global



✱ Coming later this year — stay tuned!

Last updated March 5, 2018. *Required aspect ratios for images that advertisers upload — this is *not* necessarily a list of the dimensions that these images will display across different ad placements. All networks above resize these images for the given ad placement. Bing Ads will automatically crop images to this size at time of uploading. **In beta.



A close-up photograph of a young man with dark hair and a light beard, wearing a blue t-shirt. He is looking down at a smartphone in his hands with a slight smile. The background is blurred, showing what appears to be an outdoor setting with a brick wall and some foliage.

New to Bing or MSAN targeting?

Reach out to your **NetElixir** representative to request a \$250 coupon to test a new Bing account or a new MSAN campaign.



GRACIAS
ARIGATO
SHUKURIA
JUSPAYAR
DANKSCHEEN
TASHAKKUR ATU
VAQHANYELAY
SUKSAMA
KEMHMET
TINGKI
BI'YAN
SHUKRIA
THANK
YOU
BOLZIN
MERCİ

خ=

