Microsoft Advertising

WHERE SMART SEM SOLUTIONS LEAD TO BETTER RESULTS

Discover the tools and tricks of Microsoft Advertising and get the knowledge to help your clients grow their business.

Right audience

REMARKETING

Help your clients optimise their ads, bids and keywords for high-value customers, like those who visited their homepage or abandoned a shopping cart.

CUSTOM AUDIENCES

Create custom Remarketing lists using your clients' data through their data management platform and help your clients cut their CPA and boost their conversion rate (CVR) and return on ad spend (ROAS).

DEMOGRAPHIC TARGETING

Get quality conversions by serving more relevant ads to your clients' audience. Target and adjust bids based on age and gender.

DEVICE TARGETING

Control when, where and on what device your clients' ads connect with customers based on what is best for their business.

Right message

SHOPPING CAMPAIGNS

Manage Product Ads more easily and help your clients get more targeting control and deeper performance insights.

DYNAMIC SEARCH ADS

Dynamically create an ad for each landing page in your clients' domain and automatically match ads to user queries.

SITELINK EXTENSIONS

Get more clicks with more links in your clients' ads, and highlight products, specials or services, so searchers can go directly to pages they are interested in. Add even more detail with Enhanced Sitelinks.

CALL EXTENSIONS

Connect searchers to businesses with a clickable phone number. Potential customers are just a tap away from speaking to your clients.

LOCATION EXTENSIONS

Drive foot traffic, not just web traffic, to your clients by displaying their business address, a phone number and a directions link in their ads.

APP EXTENSIONS

Do your clients have an app? Promote it to increase user engagement and drive more sales. Plus, track installs and clicks as part of the detailed reporting.

"If [businesses] are looking at any kind of win, any kind of incrementality when it comes to clicks and additional conversions, I would definitely suggest Microsoft Audience Ads."

Steven Sun,
Senior Paid Search Manager,
Overstock

Right technology

UNIVERSAL EVENT TRACKING

Save time and improve your clients' investments by tracking conversion rates, duration of site visits, pages viewed per visit and other custom goals.

AUTOMATED BIDDING

Let Microsoft Advertising manage your clients' bids to help them get more clicks and conversions and achieve their target cost per acquisition (CPA).

Microsoft