

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



MICROSOFT AUDIENCE NETWORK

Meet the Microsoft Audience Network, an audience marketing solution powered by Microsoft Graph and artificial intelligence (AI), and home to Microsoft Audience Ads. When using Microsoft Audience Ads, you can choose from multiple dimensions to target your clients' ideal customer.



MICROSOFT AUDIENCE ADS

Help your clients reach audiences beyond search and get more high-quality clicks and conversions. These native ads are served across premium sites on the Microsoft Audience Network, an audience marketing solution powered by the Microsoft Graph and artificial intelligence (AI).



REMARKETING

Help your clients optimize 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 cost per acquisition (CPA) and boost their conversion rate (CVR) and return on ad spend (ROAS).



IN-MARKET AUDIENCES

Get your clients in front of searchers who are ready to buy in a particular product category with curated audience lists available in Microsoft Advertising.



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's best for their business.



LOCATION TARGETING

Make the most of your clients' budgets by targeting searchers in selected cities, states, metro areas, and postal codes or within a specified radius.

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're 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.

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).

"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

"We're definitely going to continue to invest and expand on Microsoft Advertising. We're very happy with the support we get, and of course, we see results!"

Kevin Tang,
VR SEM Manager,
TripAdvisor