

# Reach your ideal customers with Product Ads from Microsoft Advertising

**More reach, higher quality, lower costs.**

In today's highly competitive and continually evolving marketplace, search marketing campaigns should be an integral and easy-to-manage, easy-to-measure extension of your business. To reach more shoppers on their retail customer journey, manage your Product Ads with Shopping Campaigns from Microsoft Advertising.



## Product Ads

Product Ads put your customers closer to the purchase decision and offer several advantages to promote your online and local products:

- **Visually engaging ad format** stands out and attracts attention with images, product ratings and promotions.
- **More real estate** enables you to highlight more than one product on the same search results page, and Product Ads can appear next to your text ads.
- **Easy setup** saves you time. You can import your Google Shopping campaigns directly into your Microsoft Advertising account.
- **Merchant Promotions** highlight your special offers in Shopping Campaigns.
- **Local Inventory Ads** showcase your in-store offerings and increase foot traffic.
- **Enhanced CPC for Shopping Campaigns** automates your bids for better efficiency.
- **Automatic item update** ensures correct pricing and accurate inventory are displayed.

# Search matters: Reach more shoppers with Product Ads

Product Ads feature custom images from your product catalogs created in Microsoft Merchant Center and include pricing and other relevant details that you choose. Not only do they enhance your ads with real-time, specific product information, they can also lead to higher click-through rates and more conversions.

## To get started, create a store and catalog in Microsoft Merchant Center

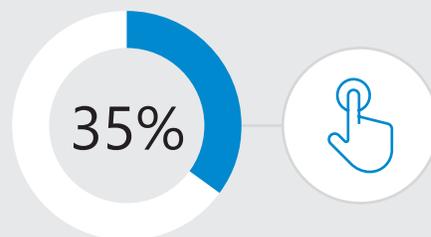
- 1 On the top menu, click [Tools](#) and then click [Microsoft Merchant Center](#).
- 2 Click [Create a store](#).
- 3 Enter your store information.
- 4 Upload your catalog.

“WordStream clients see great performance with Shopping Campaigns from Microsoft Advertising. Not only do they sell to more customers, but also their campaigns average a 30% lower cost per sale than with Google Ads.”

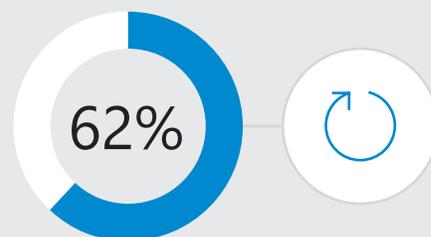
— Mark Irvine, [WordStream](#)

## Product Ads

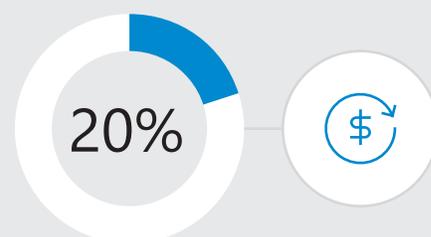
More clicks and more conversions continue to help advertisers see growth year over year.<sup>1</sup>



35% increase in clicks.



62% increase in conversions.



20% increase in conversion rates.

1. Microsoft internal data, Microsoft Search Network, U.S., year over year, 2017 vs. 2018.

## Let us help you set up your Shopping Campaigns

- 1 When you [set up your Shopping Campaigns](#), use the same strategies you're already familiar with. Techniques like setting appropriate targeting, using negative keywords, and monitoring on a regular basis are still important, so don't forget to implement [best practices](#) you already know.
- 2 Be sure to get [complimentary account support](#) from a Microsoft Advertising expert to ensure your campaigns are meeting your goals, or reach out to our partners at [WordStream.com](#) for help managing and optimizing your campaigns and data feeds.