Microsoft Advertising Insights

Microsoft Audience Network trends across holiday categories

Retail | CPG | Tech & Telco
Performance snapshot

Global Microsoft Audience Network performance

• All-up Microsoft Audience Network key performance indicators (KPIs) remain up year over year (YoY) as the Marketplace has grown across all three holiday verticals
  • Clicks up >252% YoY
  • Spend up >100% YoY
  • Click-through-rate (CTR) up 30% YoY
  • Cost-per-click (CPC) down 43% YoY

• Microsoft Audience Network traffic for Retail, CPG and Tech & Telco has increased 25% week over week (WoW), as momentum has started to pick up heading into the peak holiday period

• Feed-based Microsoft Audience Network campaigns drove the largest increase in impressions YoY (3,186%), while clicks grew 5% WoW
  • Top movers WoW:
    • Beauty & Personal Care clicks up 52%
    • Jewelry & Watches clicks up 29%
    • Apparel & Accessories clicks up 27%
All-up Microsoft Audience Network trends
Retail, Tech Telco, & CPG all saw WoW growth & YoY gains

All-up trends – Retail | CPG | Tech & Telco

Impressions

- +169.38% Impressions YoY
- +28.17% Impressions WoW

Clicks

- +252.04% Clicks YoY
- +25.69% Clicks WoW

Spend

- +100.07% Spend YoY
- +30.55% Spend WoW
While KPIs continued to improve
All-up KPI trends – Retail | CPG | Tech & Telco

**Cost Per Click**
-43.17% CPC YoY

**Click Through Rate**
+30.68% CTR YoY

+3.87% CPC WoW

-1.94% CTR WoW

Microsoft Advertising, 2020, Data through 11/20
Feed-Based Microsoft Audience Network trends
Retail, Tech Telco, & CPG all saw WoW growth & YoY gains

All-up feed-based trends – Retail | CPG | Tech & Telco

- +3.186% Impressions YoY
- +2.656% Clicks YoY
- +1.708% Spend YoY
- +3.25% Impressions WoW
- +5.36% Clicks WoW
- +10.23% Spend WoW

Microsoft Advertising; 2020, Data through 11/20
While CTR continued to improve WoW

All-up feed-based KPI trends – Retail | CPG | Tech & Telco

-34.37% CPC YoY

-16.12% CTR YoY

+4.62% CPC WoW

+2.04% CTR WoW
Microsoft Audience Network ad effectiveness
Microsoft Audience Ads exposure improves downstream brand awareness, consideration and purchase

**AWARENESS**

+141%
Lift in brand awareness per user, measured by post-exposure brand search rate

**CONSIDERATION**

+399%
Lift in brand consideration per user, measured by post-exposure domain visit rate

**PURCHASE**

+318%
Lift in brand purchase per user, measured by post-exposure conversion page visit rate

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of advertisers with completed lift studies to date (Sept. 2020). These advertisers are a non-representative sample of all advertisers in the marketplace. Verticals represented include Retail, Technology & Telecommunications, B2C Services, and Food & Grocery. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.98M, data collected May-Sept. 2020.
In-market Audiences drive the highest post-exposure impact to user journey stages

<table>
<thead>
<tr>
<th></th>
<th>Remarketing audiences</th>
<th>In-market Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARENESS</td>
<td>+112%</td>
<td>+239%</td>
</tr>
<tr>
<td>CONSIDERATION</td>
<td>+335%</td>
<td>+664%</td>
</tr>
<tr>
<td>PURCHASE</td>
<td>+479%</td>
<td>+1,318%</td>
</tr>
</tbody>
</table>

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Activate across both the search and audience networks to maximize performance

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Microsoft Audience Ads exposure improves brand awareness, consideration and purchase for Retail

<table>
<thead>
<tr>
<th></th>
<th>Lift (%)</th>
<th>Description</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARENESS</td>
<td>+139%</td>
<td>Lift in brand awareness per user, measured by post-exposure brand search rate</td>
<td><img src="image1.png" alt="Brand" /></td>
</tr>
<tr>
<td>CONSIDERATION</td>
<td>+427%</td>
<td>Lift in brand consideration per user, measured by post-exposure domain visit rate</td>
<td><img src="image2.png" alt="User Interaction" /></td>
</tr>
<tr>
<td>PURCHASE</td>
<td>+323%</td>
<td>Lift in brand purchase per user, measured by post-exposure conversion page visit rate</td>
<td><img src="image3.png" alt="Purchase" /></td>
</tr>
</tbody>
</table>

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Retail advertisers with completed lift studies to date (Sept. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 3.3M, data collected May-Sept. 2020.
Activate across both the search and audience networks to maximize performance for Retail

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Retail advertisers with completed lift studies to date (Sept. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 3.3M, data collected May-Sept. 2020.
Microsoft Audience Ads exposure improves brand awareness, consideration and purchase for Tech&Telco

**AWARENESS**

+210%
Lift in brand awareness per user, measured by post-exposure brand search rate

**CONSIDERATION**

+248%
Lift in brand consideration per user, measured by post-exposure domain visit rate

**PURCHASE**

+131%
Lift in brand purchase per user, measured by post-exposure conversion page visit rate

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Technology & Telecommunications advertisers with completed lift studies to date (Oct. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 818K, data collected May-Oct. 2020.
Activate across both the search and audience networks to maximize performance for Tech&Telco

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Technology & Telecommunications advertisers with completed lift studies to date (Oct. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 818K, data collected May-Oct. 2020.
Next steps
Seven steps for success

1. Launch evergreen campaigns 1-2 weeks ahead of high impact dates. Build history and remarketing pools to maximize volume and amplify during high impact timeframes.

2. Launch standard Shopping campaigns right away since you don’t need UET++. Expand volume for product ads while you work to update the tag to take advantage of Product Audiences.

3. Stay top of mind by setting up targeted image-based campaigns in addition to Shopping. Run Remarketing and Product Audiences to remind consumers of products, promotions and offers.

4. Limited time promotions work but be sensitive to current events. Refresh and test creative more frequently to avoid fatigue.

5. Use Shared Budgets and set up Automated Rules to maximize volume on top priority strategies during your promotional period.

6. Don’t be afraid to bid aggressively in the beginning to allow our system to learn your campaign, optimize after the first 10 days, then 1x per week. We’re here to help!

7. Drive increased performance by implementing enhanced UET to Dynamically retarget product ads using the specific product that the user engaged with.
Shopping Campaigns on Microsoft Audience Network: five steps to set up

Enhanced UET not required, campaign creation in two minutes or less!

1. Select **Create New Campaign** and select **Sell Products From Catalog**

2. Select **Audience Ads** option

3. Set **Campaign Name**, choose **MSC store** and select **All Products** filter. We recommend no product filters to maximize volume.

4. Set **Audience Targets**. Any audiences should be layered on as “bid only” to maximize volume.

5. Set **Daily Budget** and **Default Bid**. We recommend ~10% of search shopping spend as a starting point and a minimum of $1.50 bid to start. Click **Save** and LAUNCH.

**Important tips to remember**

- Customer must have an active shopping feed and be enabled in Microsoft Audience Network to launch
- Even though Enhanced UET is not needed, customer must have a UET tag in place to launch
- Allow 24-48 hours for delivery to begin ramping
Shopping and Product Audiences – setup steps
Enhanced UET implementation required

1. [Image of Bing Ads interface]
2. [Image of Bing Ads interface]
3. [Image of Bing Ads interface]

Same initial setup steps as Shopping Campaigns on Microsoft Audience Network...

4. [Image of Bing Ads interface]
5. [Image of Bing Ads interface]
6. [Image of Bing Ads interface]
To get actionable data, insights and best practices to help make decisions and grow your business, visit aka.ms/MicrosoftAdvertisingInsights