Microsoft Advertising Insights

How the Microsoft Audience Network aligns within the Automotive industry

Microsoft Advertising. Intelligent connections.
Market with a purpose to build trust with your customers

- Focus on your responsibility to employees and consumers
- Values should be more about the consumers you serve and less about the products you offer
- Inclusion creates authentic connections
Brands will need a new data strategy to meet their goals

- A greater emphasis on first-party data
- Importance of logged-in activity
- A new reliance on context and behavior
- Publishers and brands working more closely
- New ways to track the decision journey
It’s a new age for privacy

87% of people in the U.S. believe that privacy is a right, not a privilege\(^1\)

Brands and publishers invested U.S.$19.7B in audience data and activation in the U.S. alone\(^2\)

Regulations and consumer demand will change how brands collect and use data to engage with audiences

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Microsoft’s Audience Intelligence (AI) uses first-party data to identify consumer intent and drive performance

AI powered by billions of first-party data signals to identify the right permissioned audience

498M monthly unique visitors²

11B global monthly searches²

675M global professionals³

200M monthly unique visitors²

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Start testing Microsoft first-party data

Using permissioned audience data at scale

Leverage the Microsoft Audience Network

- Premium native placements
  - Strict publisher standards and AI-powered curation

- Brand-safe experiences
  - Transparency and controls for advertisers

- Highly contextual ad placements
  - Based on Microsoft first-party data

- Strong industry ad performance
  - Driven by leading-edge AI technology

Outlook.com
Microsoft Edge
MSN
Select publisher partners

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Meet your customer where they browse, e-mail, & search
Percentage of user overlap between Microsoft properties & Bing

Microsoft News: 69.6%
Outlook: 48.4%
Edge & IE New Tab: 72.6%

Maximize performance by combining Microsoft search & native strategies

Autos ad effectiveness study

Users exposed to both Microsoft Search ads & Microsoft Audience ads are more likely to visit an Auto advertiser’s website compared to those who are exposed to only one type of ad.

- **Both** Search & Native:
  - **2.2x** Higher visitation rate vs. only Search ad exposure
  - **3.6x** Higher conversion rate vs. only Search ad exposure

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. 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 = 795K.
“The (marketing) funnel is fed from the top, so generating fireworks and brand equity at the awareness stage will ultimately drive higher conversion rates, more leads and ultimately, more sales.”
- MarTech
Hypothesis: Microsoft Audience Ads in native environments drive a lift in engagement at every step of the marketing funnel for Automotive advertisers.

Audience ad exposure helps advertisers achieve greater...
In order to test our hypothesis, we compared online search behavior between those who saw Microsoft Audience Automotive ads and those who did not.
We set out to prove that users exposed to Microsoft Audience ads engage with Automotive brands at a higher rate

Autos ad effectiveness study

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**AWARENESS**

Lift in brand awareness per user for Autos, measured by post-exposure brand search rate

2.4x

**CONSIDERATION**

Lift in brand consideration per user for Autos, measured by post-exposure domain visitation rate

6.6x

**CONVERSION**

Lift in brand purchase per user for Autos, measured by post-exposure conversion page visit rate

3.8x
Achieve greater brand **awareness**

Autos ad effectiveness study

**AWARENESS**

2.4x

Overall lift in brand awareness per user for Autos, measured by post-exposure brand search rate

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Achieve greater brand **consideration**

*Autos ad effectiveness study*

**CONSIDERATION**

6.6x

*Overall lift in brand consideration per user for Autos, measured by post-exposure domain visit rate*

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Feb. 2020). These advertisers are a non-representative sample of all advertisers on the marketplace. 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 = 795K.

- Maximize targeting of your own 1st party audiences, especially recent visitors
- Target In-Market segments core to your product category as well as ones with high overlap
- Test & learn across all available ad types
  - *Ex. Image, Feed-Based, Text, Video (coming soon)*
Achieve greater **conversions** for your brand

Autos ad effectiveness study

**CONVERSION**

3.8x

*Overall lift in brand conversion per user for Autos, measured by post-exposure conversion page visit rate*

- **Ensure an evergreen strategy, continually optimizing bids & budgets to exceed ROI targets**
- **Test In-Market Audience segments most relevant to your core product category**
- **Encourage engagement with clear call to action & references to promotions**

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In-Market Audiences performed best across all stages
Automotive ad effectiveness study

IN-MARKET AUDIENCES saw a 2.3x lift compared to 2.4x overall awareness lift

IN-MARKET AUDIENCES saw a 18.3x lift compared to 6.6x overall consideration lift

IN-MARKET AUDIENCES saw a 6.5x lift compared to 3.8x overall conversion lift

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all Tech & Telco advertisers with completed lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. 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 = 844K.
Delivering on what matters most to YOU

**Safety**
- Evolving partnership with **Integral Ad Science** for Brand Safety & Viewability
- Premium & reliable ad placements away from user-generated content

**Transparency**
- **Full reporting suite** in the Microsoft Advertising User Interface
- Integration with 3rd party tools through **1x1 Impression tracking**

**Ease of Use**
- Ease of getting started through **Google & Facebook Import** tools
- Partnership with **Shutterstock** giving you access to over 300 million images
Key takeaways and recommendations

- Brands should be consistently evolving in how they source their data and use it to target consumers.

  - Reach your audience in brand-safe environments through Microsoft Audience Network.

- Our survey showed that combining search and native strategies can help push consumers down the marketing funnel.

  - As predicted, users exposed to Microsoft Audience ads in the automotive industry showed higher brand lift than those who were in the control group.

- In-Market Audiences performed best across the board in all stages of the marketing funnel.

  - Take advantage of our In-Market Audience solution where you can find a curated list of users and target people who are ready to buy.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights
Appendix
Used experimental design principles to evaluate impact of Microsoft Audience Ads

**EXPOSED**  Exposed to an advertiser’s Microsoft Audience Ads

- Microsoft Audience Ads exposure
- Search behavior and site visitation/conversion

**CONTROL**  Eligible, but not exposed to an advertiser’s Microsoft Audience Ads

- Search behavior and site visitation/conversion
User segmentation and normalization are applied to ensure exposed and control groups are comparable.
When connecting our **Audience Network** with our **Search Network**, we can measure the true value of advertising with Microsoft.

*The visual is to give representation of the four different audience breakouts and is not to scale.*

**Microsoft Audience Network**
- **Microsoft Audience Ads exposure**
  - All users in brand’s Microsoft Audience Network target segments

**Microsoft Search Network**
- **Search ad exposure**
  - All users who searched brand’s queries

**Group 1**
Exposed to both brand’s Microsoft Audience Ads and search ads

**Group 2**
Exposed to brand’s Microsoft Audience Ads only

**Group 3**
Exposed to brand’s search ads only

**Group 4**
No brand ad exposure

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