



Microsoft Advertising Insights

# Brand lift across the Microsoft Audience Network: Tech and Telco

# Market with a purpose to build trust with your customers



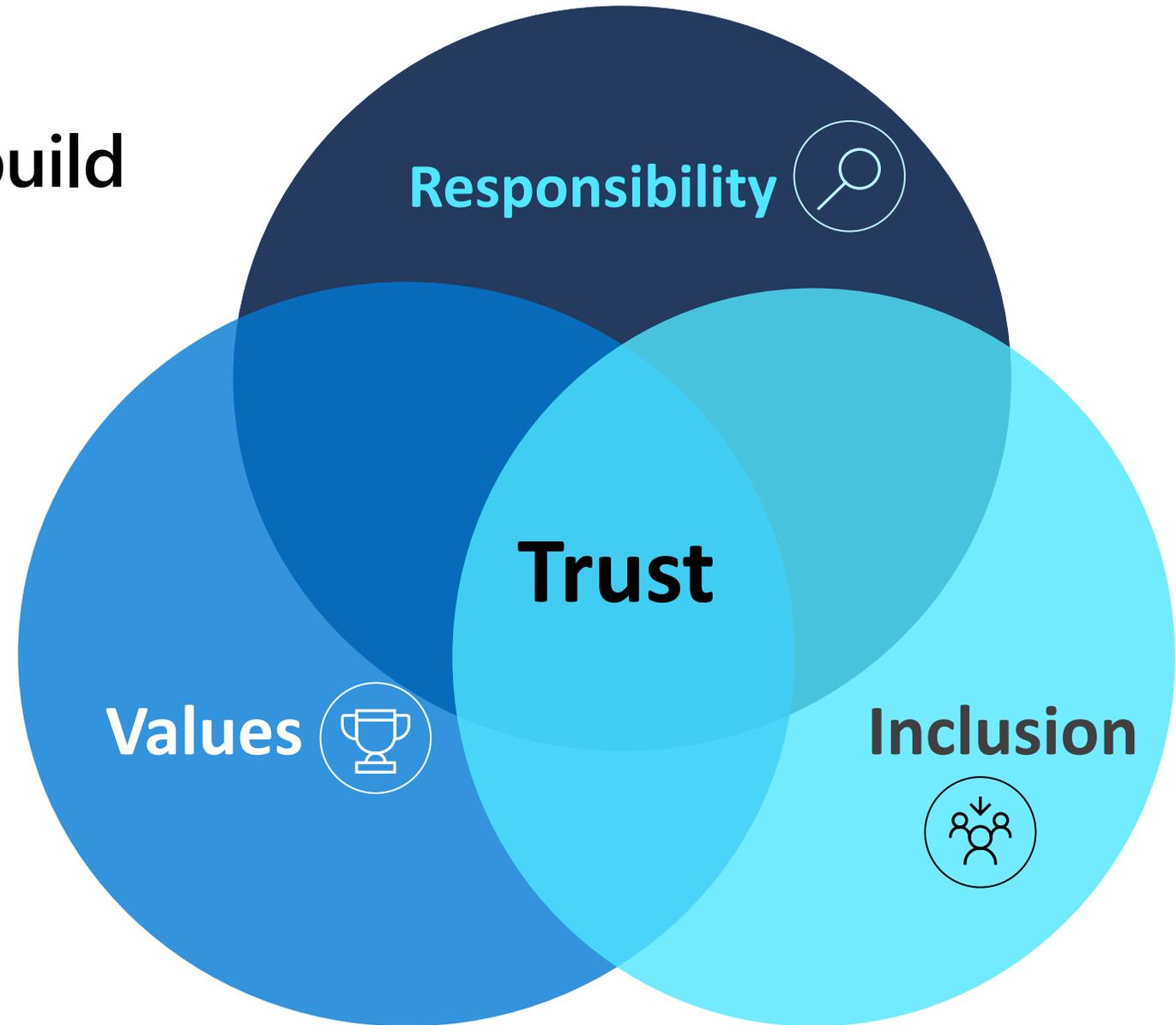
Focus on your responsibility to employees and consumers



Values should be more about the consumers you serve and less about the products you offer



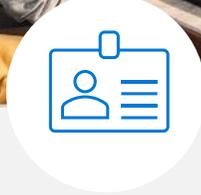
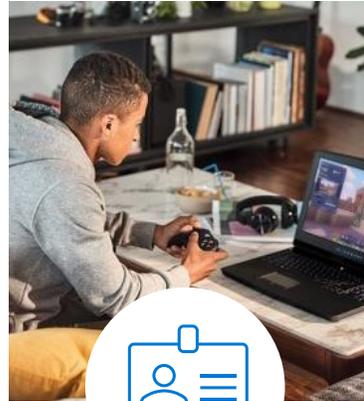
Inclusion creates authentic connections



# 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<sup>1</sup>



Brands and publishers invested U.S.\$19.7B in audience data and activation in the U.S. alone<sup>2</sup>



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

1. "Uncovering the trust drivers," Microsoft Advertising and LRW Research, 2019 (U.S.). 2. "The state of data," IAB, July 2020.

# 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



1. Microsoft internal data, June 2020, (<https://news.microsoft.com/bythenumbers/en/windowsdevices>). 2. comScore, August 2018. 3. Omnicore, May 2019. 4. Microsoft internal data.

# 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



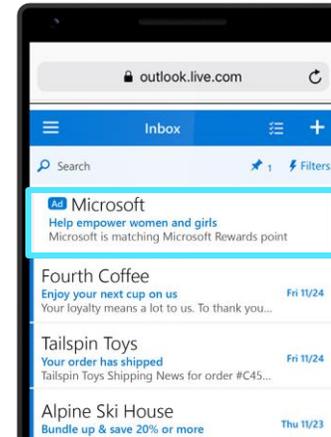
Brand-safe experiences  
Transparency and controls for advertisers



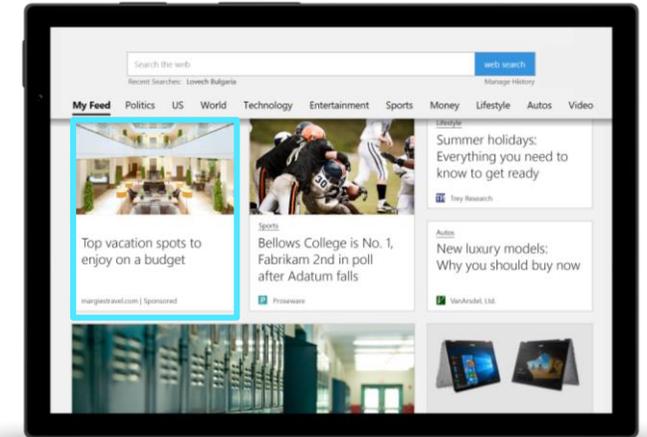
Highly contextual ad placements  
Based on Microsoft first-party data



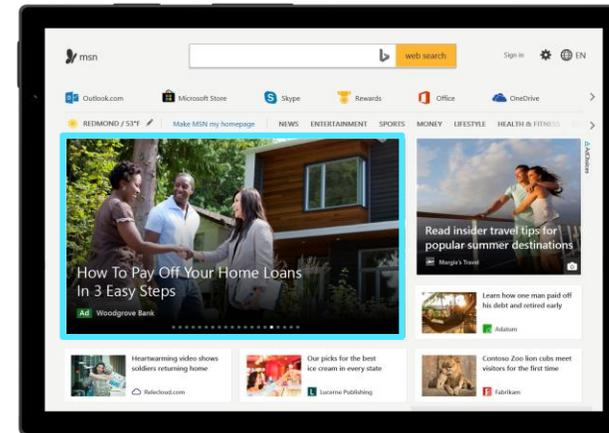
Strong industry ad performance  
Driven by leading-edge AI technology



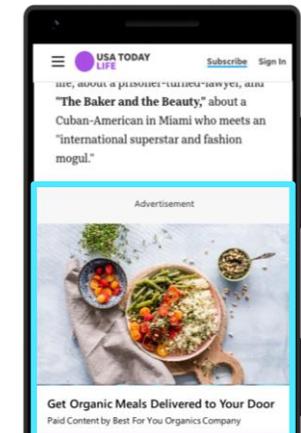
Outlook.com



Microsoft Edge



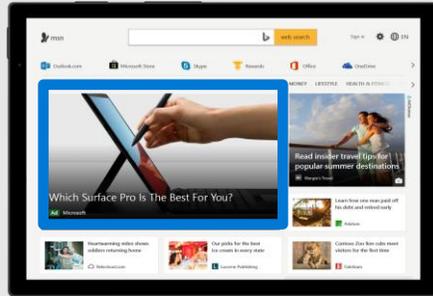
MSN



Select publisher partners

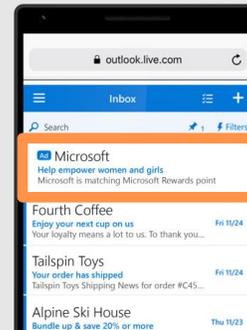
# Meet your customer where they browse, e-mail, & search

Percentage of user overlap between Microsoft properties & Bing



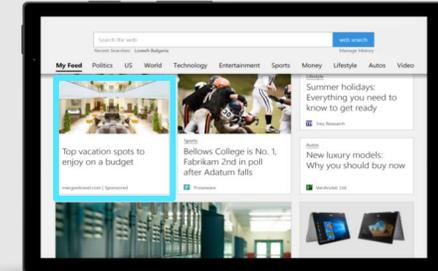
Microsoft News

69.6%



Outlook

48.4%



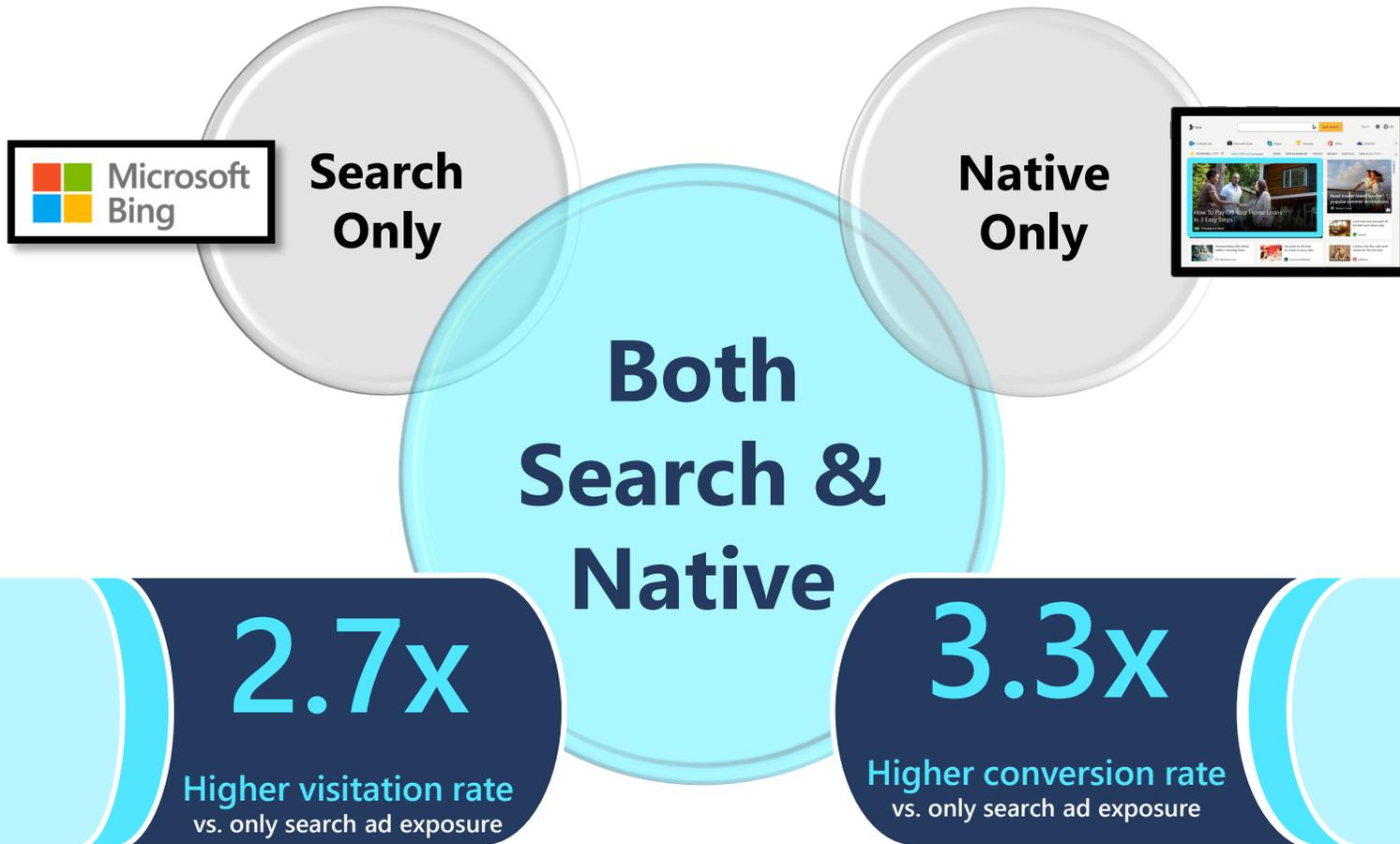
Edge & IE New Tab

72.6%



# Maximize performance by combining Microsoft search & native strategies

Technology & Telecommunications Ad Effectiveness Study



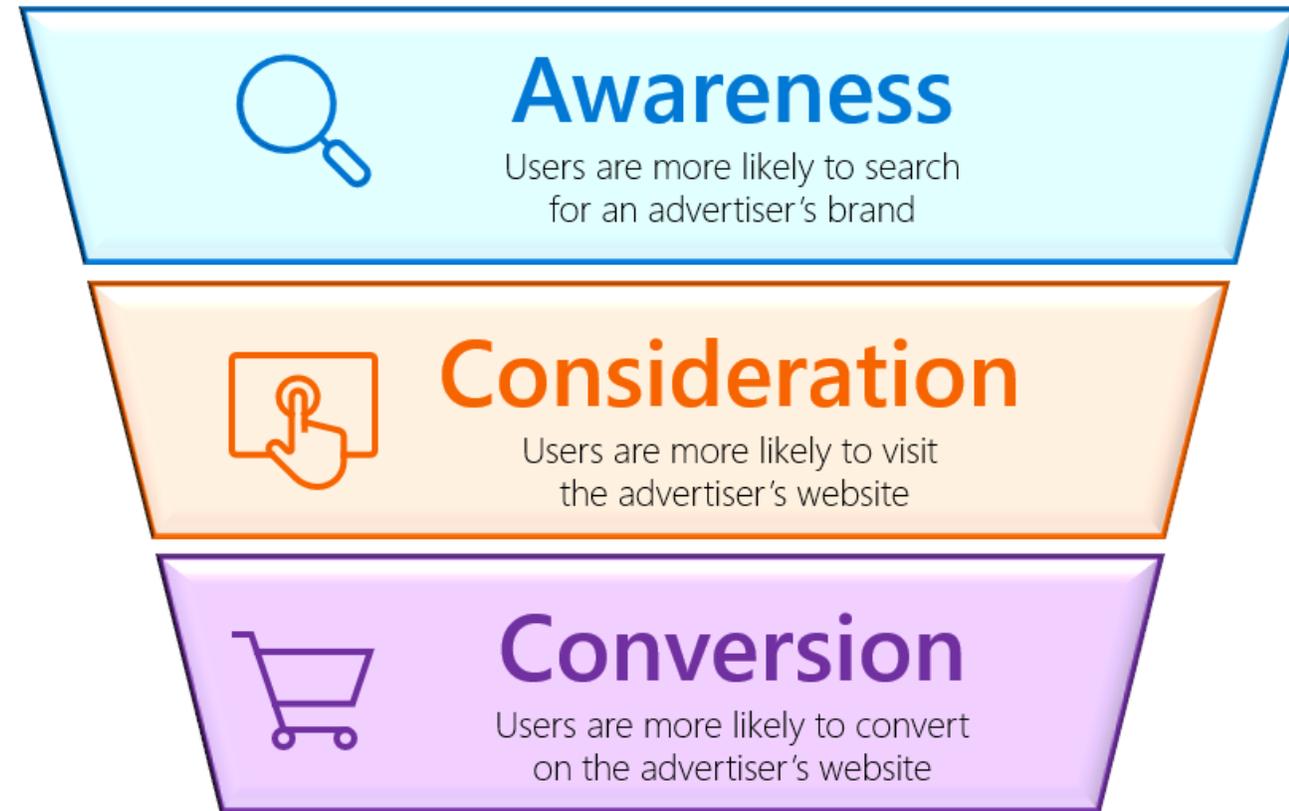
Users exposed to both Microsoft Search ads & Microsoft Audience ads are **more likely to visit and convert on a Technology & Telecommunications advertiser's website** compared to those who are exposed to only one type of ad

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all Technology & Telecommunications 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 = 844Kc

# Audience ad exposure helps advertisers achieve greater...

## Hypothesis:

Microsoft Audience Ads in native environments drive a lift in engagement at every step of the marketing funnel for Technology and Telecommunication advertisers



**“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**



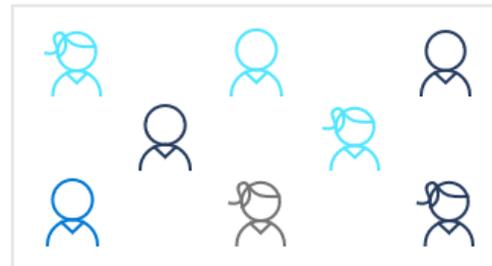
In order to test our hypothesis, we compared online search behavior between those who saw Microsoft Audience Technology and Telecommunication ads and those who did not

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



Search behavior and site visitation/conversion

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



Search behavior and site visitation/conversion

- 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

# As predicted, we found that users exposed to Microsoft Audience ads engaged with brands at a higher rate

Technology & Telecommunications ad effectiveness study



AWARENESS

2.3x

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



CONSIDERATION

5.0x

*Lift in brand consideration per user, measured by post-exposure domain visit rate*



CONVERSION

4.3x

*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 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





# Achieve greater brand awareness

Technology & Telecommunications ad effectiveness study



AWARENESS

# 2.3x

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



**Lead with In-Market and Similar audiences for widest reach of net-new users**



**Ensure campaigns are not budget constrained by monitoring Share of Voice Lost Due to Budget**



**Use Image & Video assets known for driving high awareness in other channels**

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



# Achieve greater brand **consideration**

Technology & Telecommunications ad effectiveness study



CONSIDERATION

# 5.0x

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



**Allocate additional budget toward campaigns during peak seasonal periods**

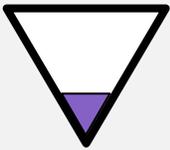


**Target In-Market segments core to your product category as well as ones with high overlap**



**Promote brand value proposition with memorable ad copy to drive future engagement**

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# Achieve greater conversions for your brand

Technology & Telecommunications ad effectiveness study



CONVERSION

# 4.3x

*Overall in brand conversion per user, 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**

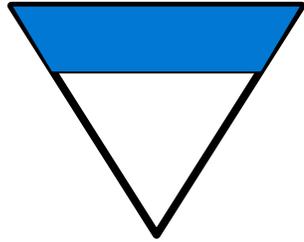


**Leverage feed-based ads to engage users with specific products they've researched**

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# Top performing ad products by marketing stage

Technology & Telecommunications ad effectiveness study

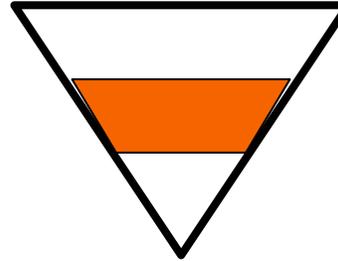


SIMILAR  
AUDIENCES

saw a

**3.1x**

lift compared to 2.3x  
overall awareness lift

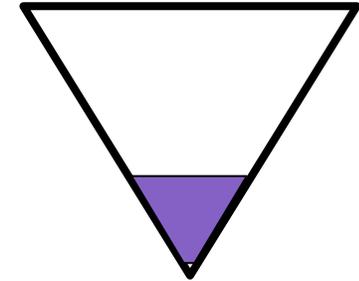


IN-MARKET  
AUDIENCES

saw a

**9.1x**

lift compared to 5.0x  
overall consideration lift



IN-MARKET  
AUDIENCES

saw a

**6.0x**

lift compared to 4.3x  
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

Lift in brand awareness per user is measured by post-exposure brand search rate, lift in brand consideration per user is measured by post-exposure domain visit rate and lift in brand conversion is measured by post-exposure conversion page visit rate



# Delivering on what matters most to YOU

## Safety



IAS Integral Ad Science | Microsoft

### Platform-wide Brand Protection

Control the quality of your media buys

- 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 3<sup>rd</sup> 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 technology and telecommunications field showed higher brand lift than those who were in the control group



**Microsoft Ad Network has an array of products your team can use to start capturing your target audiences**

Tactics such as In-market Audiences and Similar Audiences showed the highest lift for advertisers in the technology and telecommunications industry

To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)



Microsoft Advertising. Intelligent connections.

[advertising.microsoft.com](https://advertising.microsoft.com)

# Appendix

## Methodology

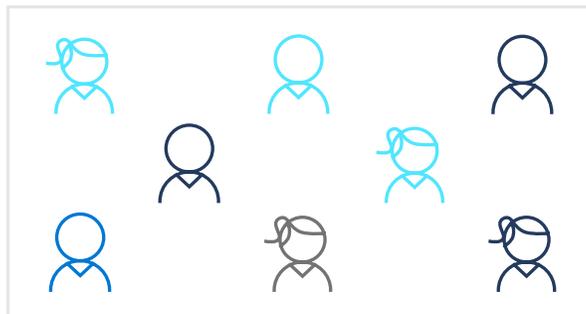
# Used experimental design principles to evaluate impact of Microsoft Audience Ads

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



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

**EXPOSED**

Exposed to an advertiser's Microsoft Audience Ads

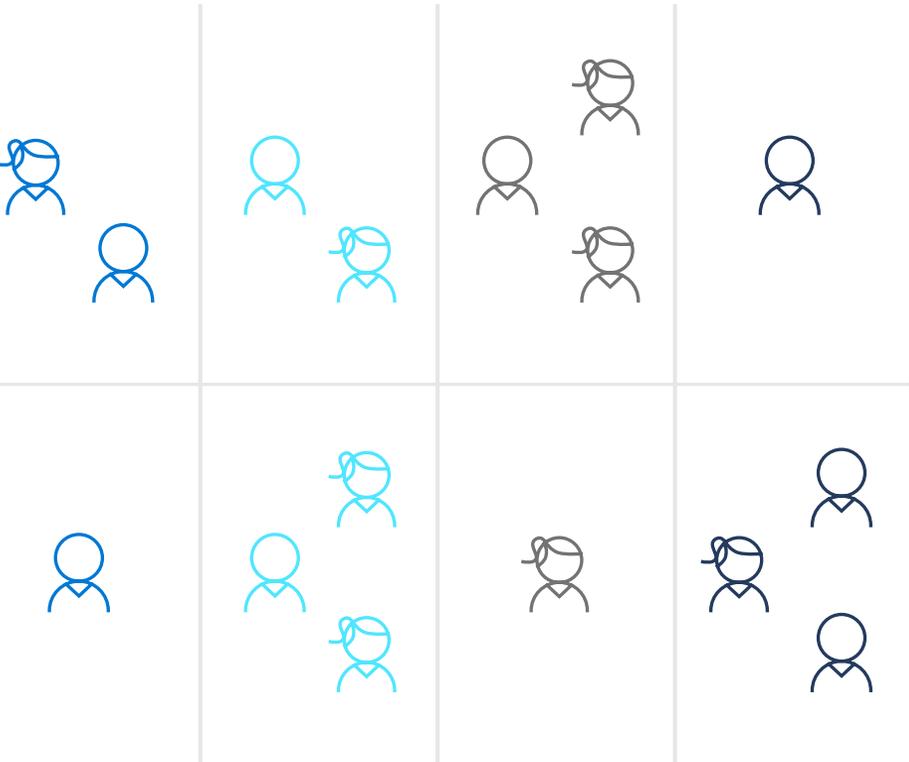


Seg1&2

Seg1&3&4

Seg4

Seg2&5



Behavior difference

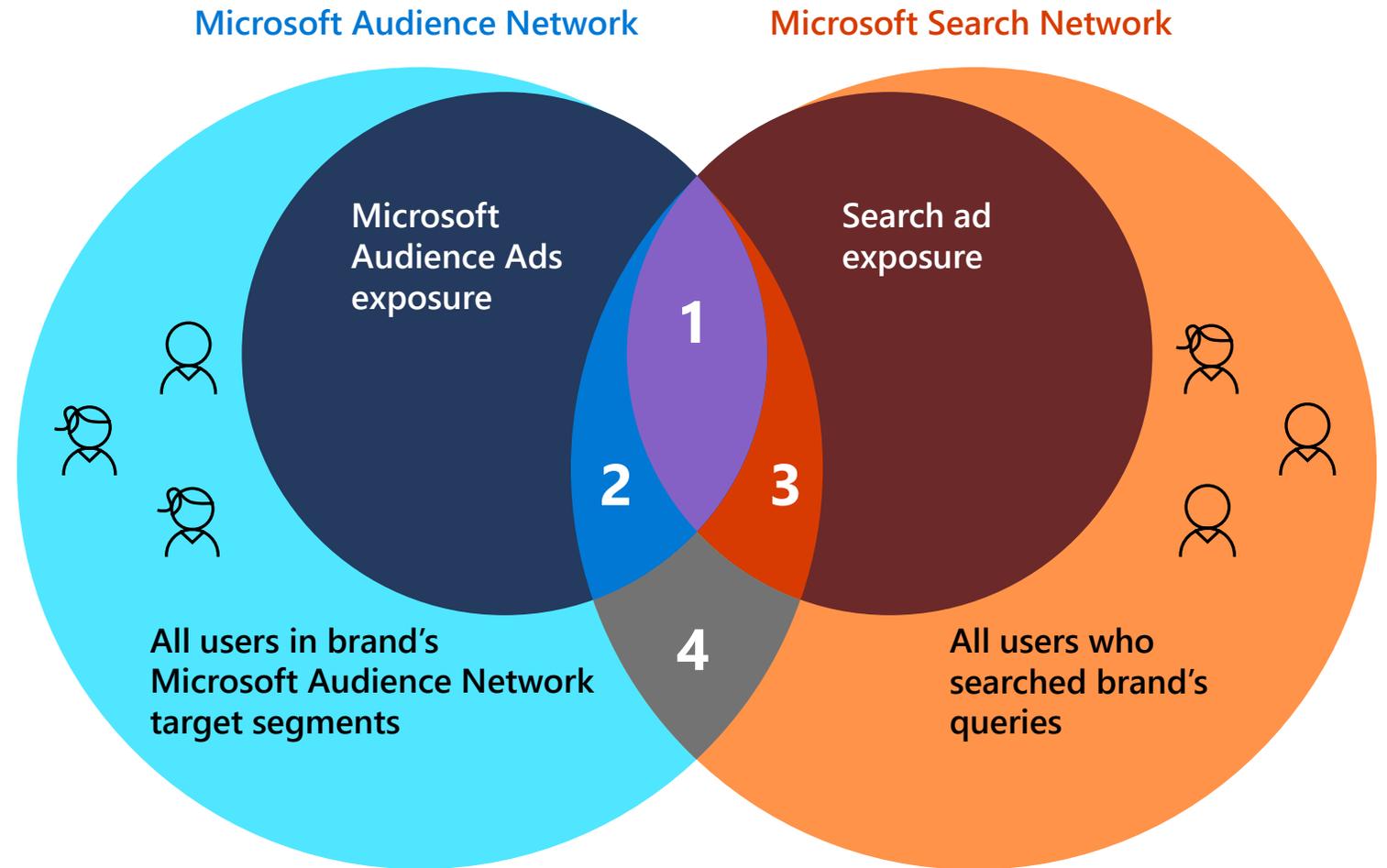
**CONTROL**

Eligible, but not exposed to an advertiser's Microsoft Audience Ads



Comparison and normalization

When connecting our **Audience Network** with our **Search Network**, we can measure the true value of advertising with Microsoft



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