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

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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 visitors

11B global monthly searches

200M monthly unique visitors

675M global professionals

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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
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 = 844K.
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

- **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**

**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)

**Awareness**

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

![Consideration](5.0x)

**Consideration**

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

![Conversion](4.3x)

**Conversion**

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

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*

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**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**
- 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 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
Appendix

Methodology
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.

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

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

Behavior difference

Comparison and normalization
When connecting our Audience Network with our Search Network, we can measure the true value of advertising with Microsoft Audience Network and Microsoft Search Network.

- **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

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