Native performance impacts on the Microsoft Audience Network: Careers & Education industries
Marketing with Purpose

- Focus on responsibility
- Values drive value
- 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
Microsoft’s audience intelligence makes targeting possible

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

498M monthly unique visitors

11B global monthly searches

675M global professionals

200M monthly unique visitors

Start testing our 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
Why advertise on the Microsoft Audience Network?

- Reach your audience in brand-safe environments
- Drive highly personalized engagements
- Achieve your marketing goals
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 your Microsoft Search and Native strategies

Careers & Education Ad Effectiveness Study

Users exposed to both Microsoft Search ads and Microsoft Audience ads are 1.6x more likely to visit a Careers & Education 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 advertisers with completed lift studies to date (Jun. 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 = 450K
“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

Audience ad exposure helps advertisers achieve greater...

- **Brand Awareness**: Users are more likely to search for an advertiser’s brand
- **Brand Consideration**: Users are more likely to visit the advertiser’s website
- **Brand Conversions**: Users are more likely to convert on the advertiser’s website
Microsoft Audience ads engage with brands at a higher rate

Careers & Education Ad Effectiveness Study

AWARENESS

Lift in brand awareness per user for Careers & Education, measured by post-exposure brand search rate

2.4x

CONSIDERATION

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

4.9x

CONVERSION

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

1.7x

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 (Jun. 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 = 450K.
Maximize **awareness** with the Microsoft Audience Network

**Careers & Education Ad Effectiveness Study**

- Lead with In-Market and Similar audiences for widest reach of net-new users
- Promote new services as they launch and during tentpole events
- Ensure campaigns are not budget constrained by monitoring Share of Voice Lost Due to Budget
- Deploy lifestyle imagery & simple ad copy to garner attention & recall
- Use Image & Video (pilot) assets known for driving high awareness in other channels
- Leverage KPIs that align with your strategy
Maximize **consideration** with the Microsoft Audience Network

**Careers & Education Ad Effectiveness Study**

- Maximize targeting of your own 1st party audiences, especially recent visitors
- Allocate additional budget toward campaigns during peak seasonal periods
- Target In-Market segments core to Education as well as ones with high overlap
- Actively monitor & optimize bids, budget levels, & share of voice
- Test & learn across all available ad types *Ex. Image, Text, Video*
- Promote brand value proposition with memorable ad copy to drive future engagement
Maximize **conversions** with the Microsoft Audience Network

**Careers & Education Ad Effectiveness Study**

- **Target & Bid Remarketing & Custom Audiences** to upsell converters
- **Ensure an evergreen strategy**, continually optimizing bids & budgets to exceed ROI targets
- **Monitor domain level performance** and exclude low-performing domains if necessary
- **Encourage engagement with** clear call to action & references to promotions
- **Test In-Market Audience segments** most relevant to Education
- **Leverage feed-based ads** to engage users with specific products they’ve researched
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 customers.

Reach your audience in brand-safe environments and take advantage of our 1st party data through the Microsoft Audience Network.

Our survey shows that combining search and native strategies help advertisers to push consumers down the marketing funnel.

Users exposed to ads on the Microsoft Audience Network for the education industry showed higher brand lift than those in the control group.

Using the Microsoft Audience Network is a safe, transparent, and easy way to reach consumers.

If you already advertise on Google, you can simply use our Google Import function to get started. We provide a brand-safe environment and fully transparent reporting.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights