

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

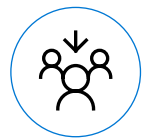
Marketing with Purpose



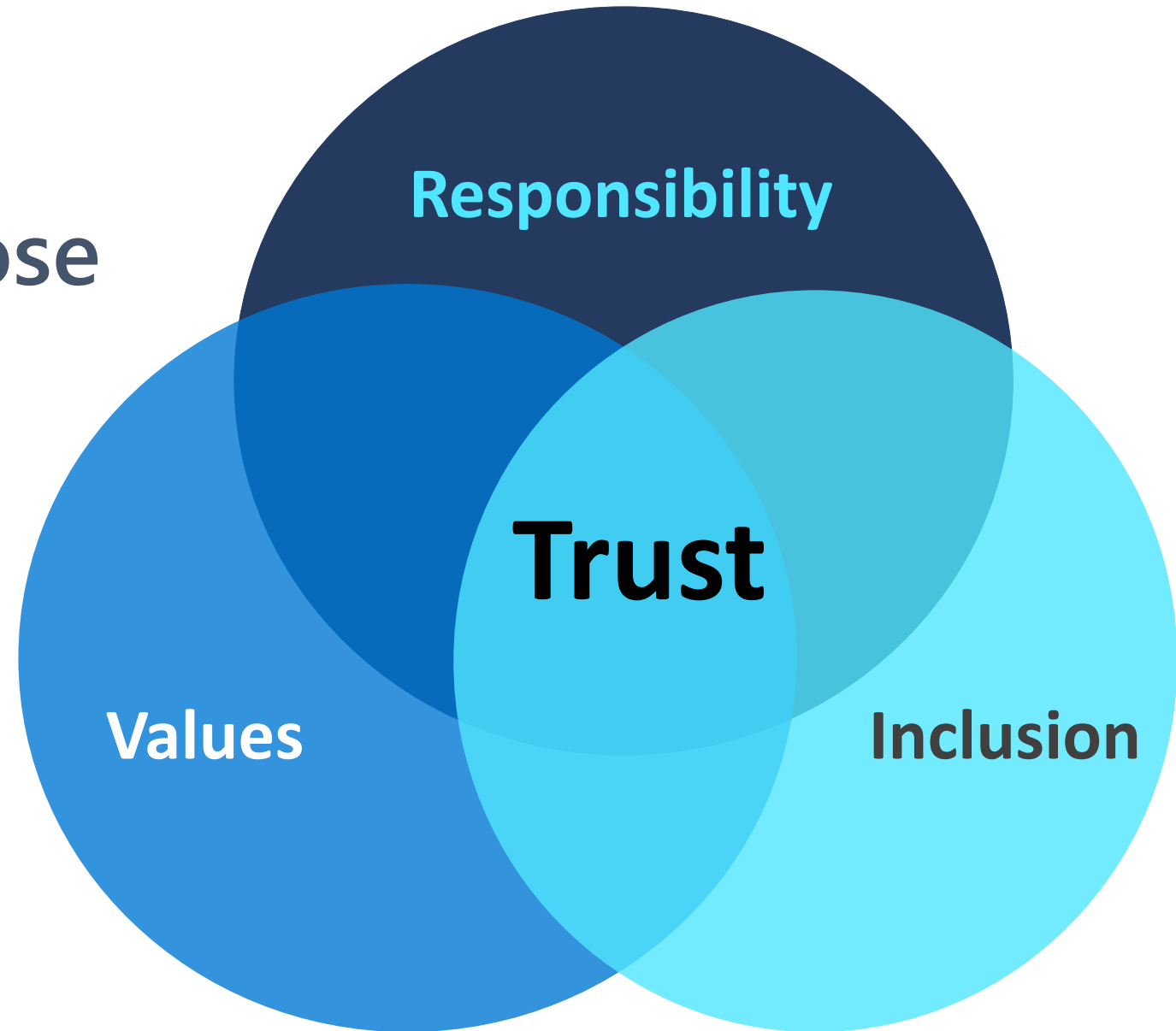
Focus on responsibility



Values drive value



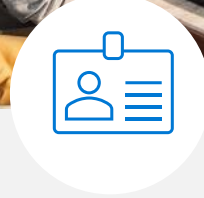
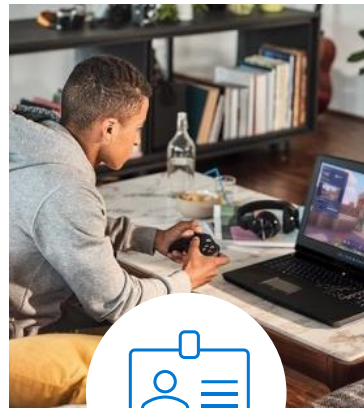
Inclusion creates authentic connections



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



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 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



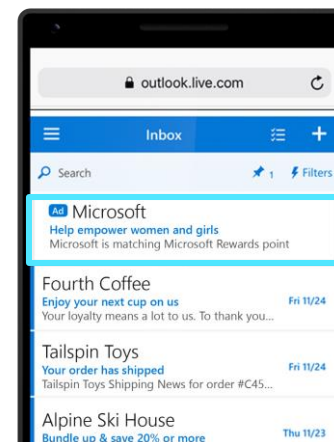
Brand-safe experiences
Transparency and controls for advertisers



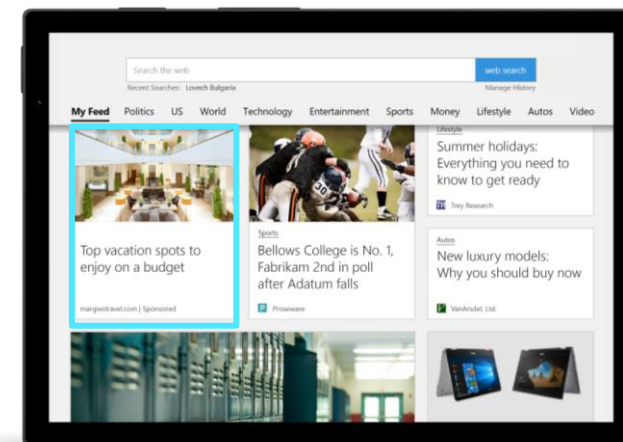
Highly contextual ad placements
Based on Microsoft first-party data



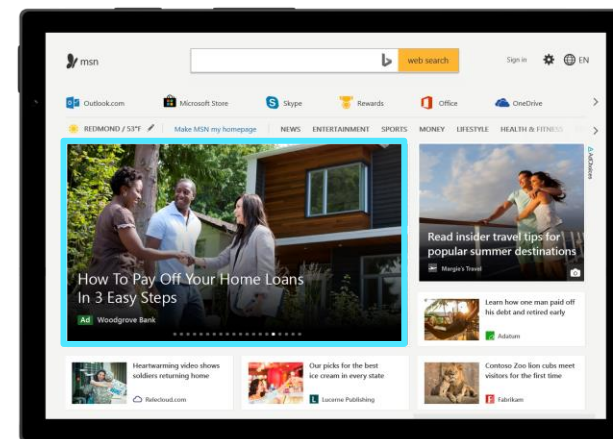
Strong industry ad performance
Driven by leading-edge AI technology



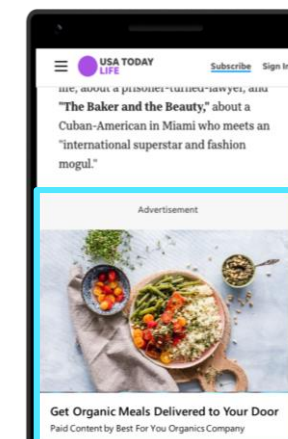
Outlook.com



Microsoft Edge



MSN



Select publisher partners

Why advertise on the Microsoft Audience Network?



Reach your audience
in brand-safe
environments



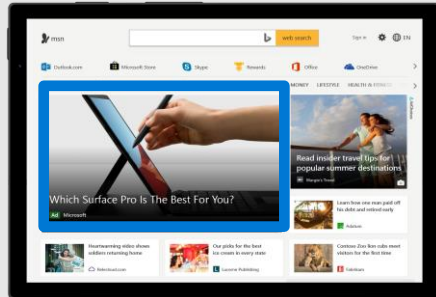
Drive highly
personalized
engagements



Achieve your
marketing
goals

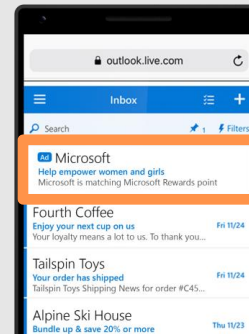
Meet your customer where they browse, e-mail, & search

Percentage of user overlap between Microsoft properties & Bing



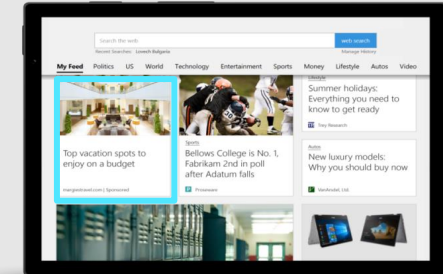
Microsoft News

69.6%



Outlook

48.4%



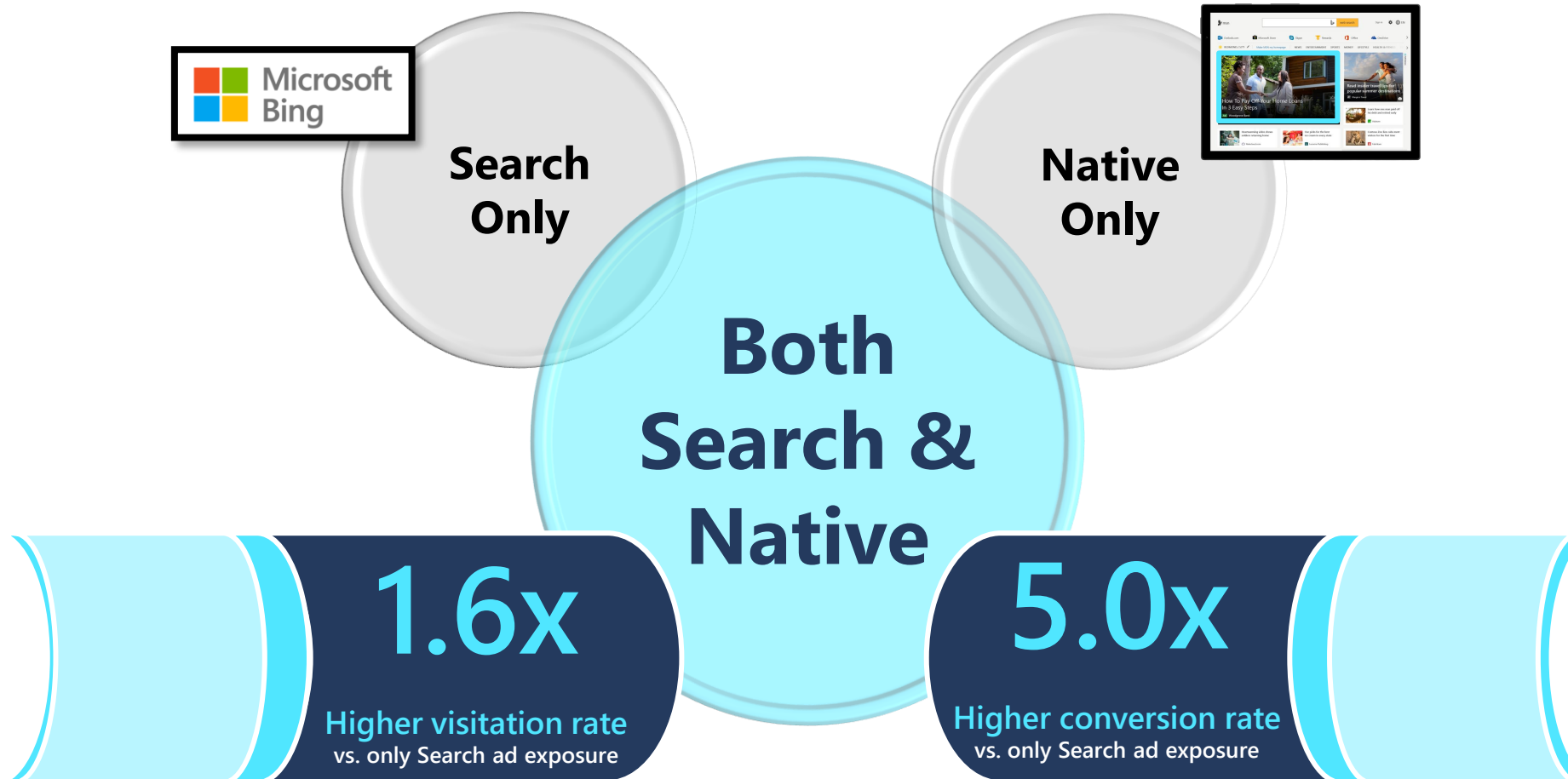
Edge & IE New Tab

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

2.4x

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



CONSIDERATION

4.9x

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



CONVERSION

1.7x

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

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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



Leverage KPIs that align with your strategy



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



Use Image & Video (pilot) assets known for driving high awareness in other channels



Deploy lifestyle imagery & simple ad copy to garner attention & recall

Maximize **consideration** with the Microsoft Audience Network

Careers & Education Ad Effectiveness Study



Maximize targeting of your own 1st party audiences, especially recent visitors



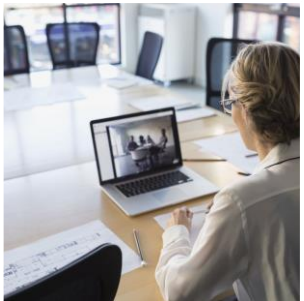
Allocate additional budget toward campaigns during peak seasonal periods



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



Test In-Market Audience segments most relevant to Education



Monitor domain level performance and exclude low-performing domains if necessary



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



Encourage engagement with clear call to action & references to promotions

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



Microsoft Advertising. Intelligent connections.

advertising.microsoft.com