



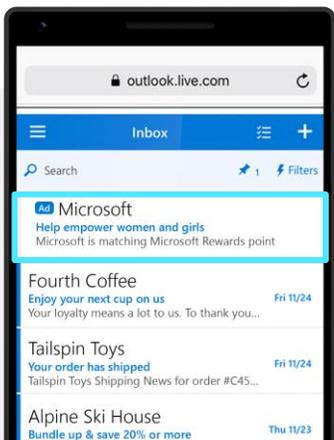
MICROSOFT ADVERTISING INSIGHTS

## Search + Native performance: Retail EMEA

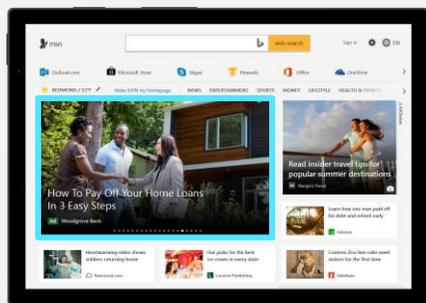
Microsoft Advertising. Great relationships start here.



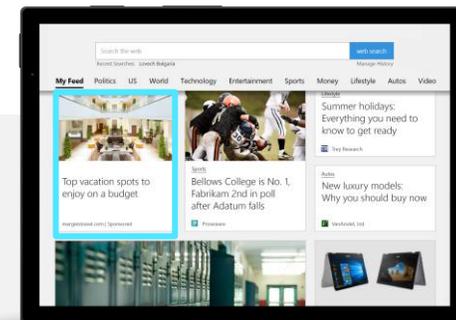
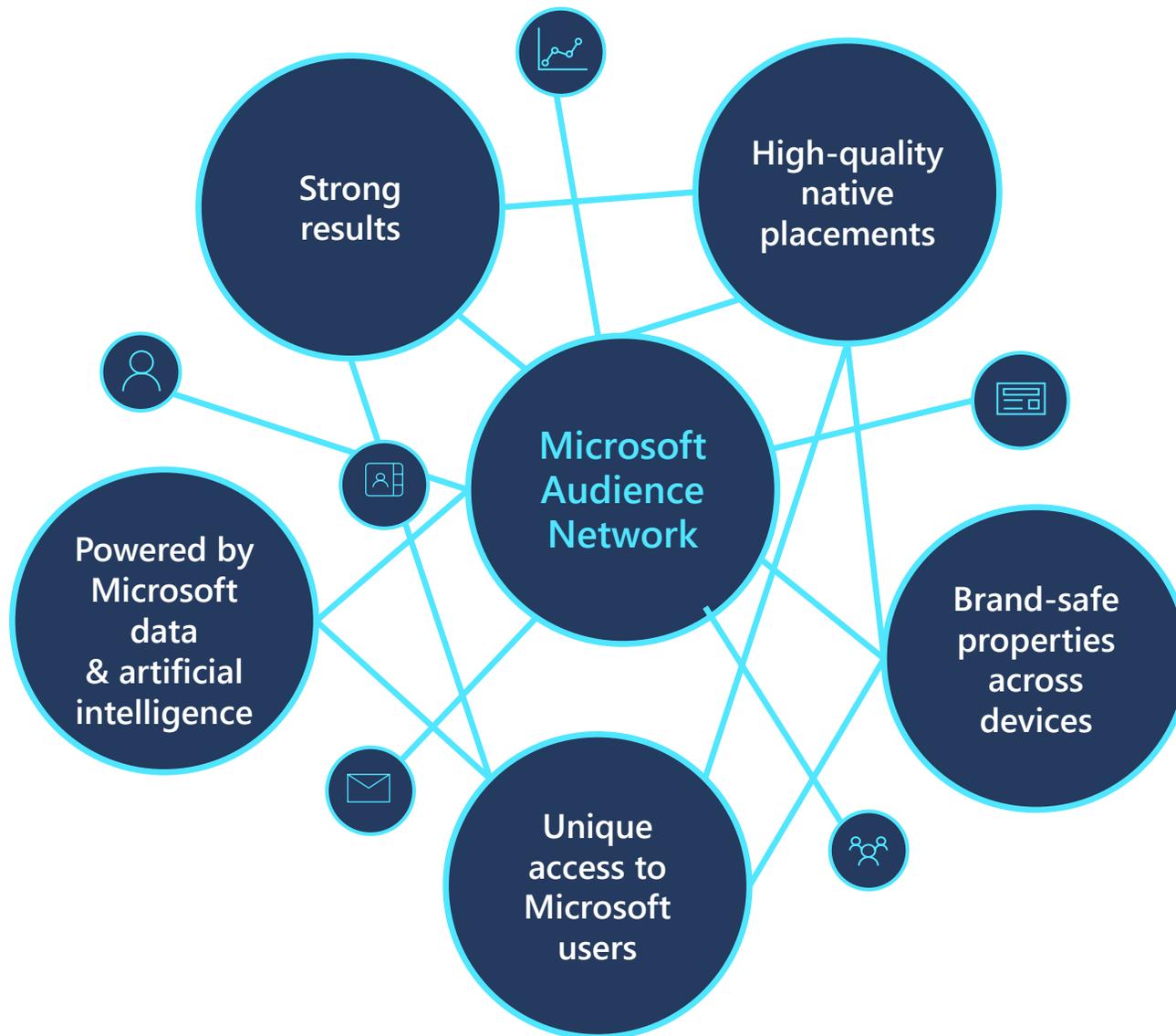
# Meet the Microsoft Audience Network



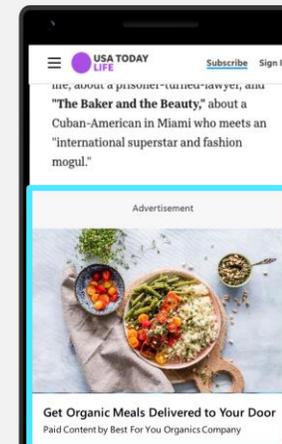
Outlook.com



MSN



Microsoft Edge



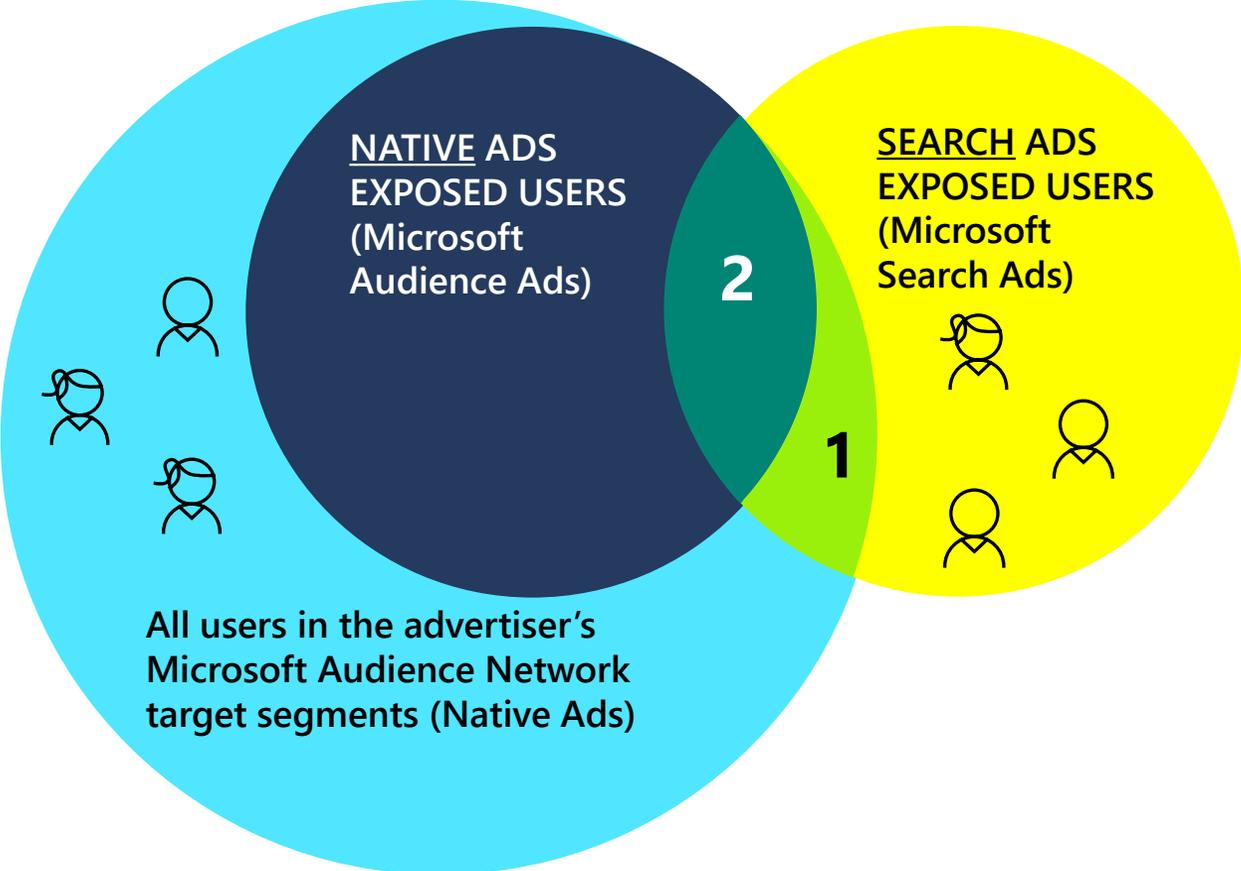
Select publisher partners

## Hypothesis:

People are more likely to engage with a retailer after being exposed to both its Native Ads and its Search Ads

# Comparing users exposed to Native Ads vs eligible non-exposed users

Users in groups 1 and 2 are both eligible to see our native ads. In this analysis, we compare these groups in order to assess the impact of being exposed to both ad formats vs search ads only.



- Group 1** Exposed to advertiser's Search Ads only
- Group 2** Exposed to both advertiser's Microsoft Native Ads and Search Ads

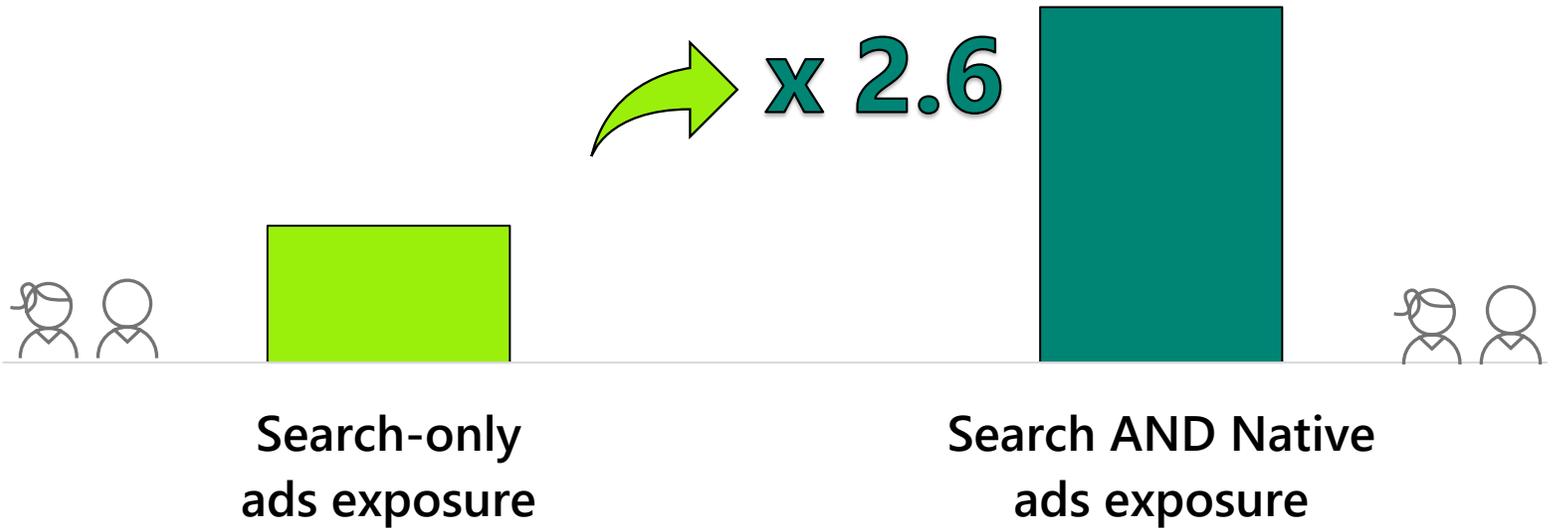


The visual is to give representation of the four different audience breakouts and is not to scale.

# Users exposed to both Microsoft Search & Native Ads are 2.6x more likely to visit a retailer's website compared to those who are exposed to only Search ads

## Domain visitation rate

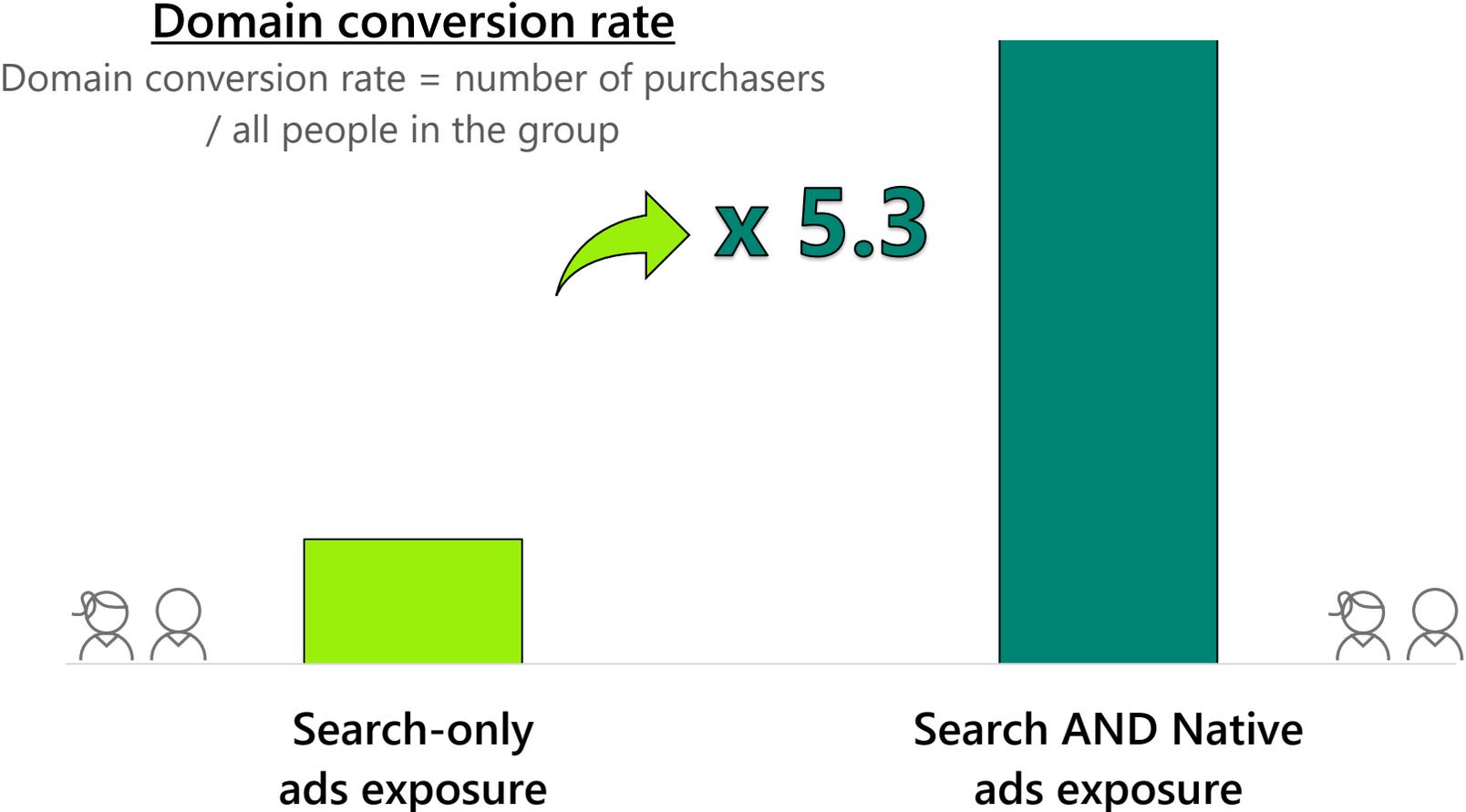
(number of site visitors / all people in the group)



Microsoft Internal Data - Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all retail advertisers with completed lift studies in Sept 2021 in EMEA. 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. There is overall a total of 180 K eligible users in these studies.



# Users exposed to both Microsoft Search & Audience Ads are 5.3x more likely to convert on a retailer's website compared to those who are exposed to only search ads



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# Take your performance to new heights

Structure is everything! We'll work with you to think through your native strategy and set up your targeting parameters.

Gather your assets. Lifestyle imagery and tailored ad copy work best.

Check out your ads and optimize your campaigns on an ongoing basis.



Already running native/display campaigns on other platforms? You can use the same images and ad copy for your Microsoft Audience Ads.



Don't have advertising-ready images? Browse images from our stock photos library.



Microsoft Advertising. Intelligent connections.

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

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