



MICROSOFT ADVERTISING

Audience targeting

Playbook



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Say hello to your target audience

You want to reach the right people. Microsoft Advertising is here to help.

Audience targeting can increase the chance that the customers you're looking for see your ad. With features that incorporate your own data, and those that take advantage of powerful Microsoft data, you can pinpoint your target audience.

With a full suite of targeting features, you can reach potential customers who meet the criteria you specify, exposing your ad to customers who are interested in your products or services and are more likely to convert.



Microsoft Advertising audience targeting suite

In the past, search advertising was all about search queries. Today, we take keywords, add in demographics, connect your data with the power of Microsoft intelligence and layer in audience targeting to help you pinpoint your target customers. How do you know which audience targeting feature — or combination of features — is the best for you? Read on to learn about the power and capabilities of the Microsoft Advertising audience targeting suite.



REACH EXISTING CUSTOMERS

- Custom Audiences
- Customer Match (coming soon)
- Remarketing
- Product Audiences



BROADEN YOUR AUDIENCE WITH NEW CUSTOMERS

- In-market Audiences
- LinkedIn Profile Targeting
- Similar Audiences



YOUR DATA AND
MICROSOFT AUDIENCE DATA



DEMOGRAPHICS



KEYWORDS

Remarketing

75% of cart abandoners have intent to buy.¹

PRODUCT DETAILS

Reengage with audiences who have visited your website.

Searchers who have visited your site are more familiar with your brand and products and are more likely to convert. Returning visitors result in twice the rate of conversions when compared with first-time visitors.² Remarketing gives you a second chance to convert or engage with customers to help increase your ROI.

WHAT IT'S CALLED ON GOOGLE ADS

Remarketing

1. Walker, Tommy. "Shopping cart abandonment: Why it happens & how to recover baskets of money," CXL, May 8, 2017. 2. Meola, Andrew. "Returning customers are far more valuable to online retailers than new customers," Business Insider, March 30, 2016.



REQUIREMENTS

Universal Event Tracking (UET) tag required



WHO CREATES AUDIENCE LIST?

Customer



AVAILABLE ON

✔ Search ✔ Microsoft Audience Network

MARKET AVAILABILITY

Global

[Web](#) | [Blog](#)

In-market Audiences

17% GREATER CVR¹

Ads shown to In-market Audiences saw up to a 17% greater conversion rate (CVR) than the same ads shown to non-audience targeted users.

PRODUCT DETAILS

Reach people who are ready to buy.

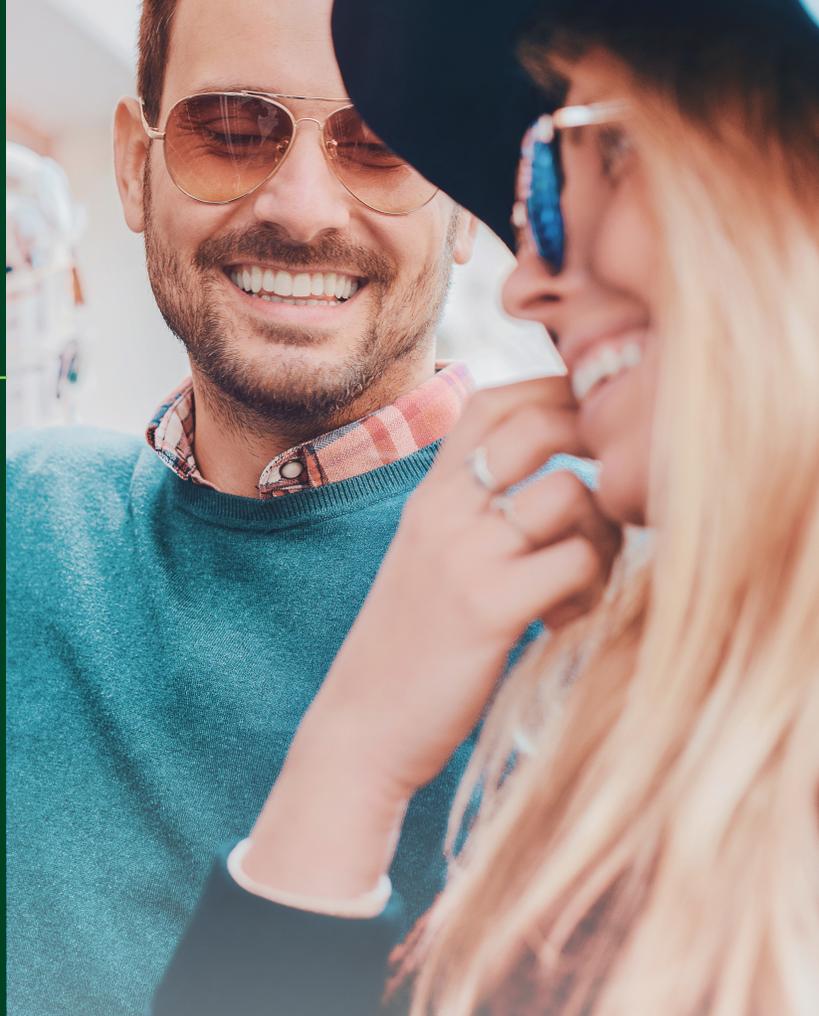
In-market Audiences are curated lists of customers who have shown purchase intent signals within a particular category, including searches and clicks on the Microsoft Search Network and the Microsoft Audience Network and page views on Microsoft services.

Bonus: If you're using In-market Audiences on Google Ads, you can get started quickly with our [Google Import for In-market Audiences tool](#).

WHAT IT'S CALLED ON GOOGLE ADS

In-market audiences

1. Microsoft internal data; U.S. pilot performance data using "bid only" targeting, April 2018.



REQUIREMENTS

None



WHO CREATES AUDIENCE LIST?

Microsoft



AVAILABLE ON

✔ Search ✔ Microsoft Audience Network

MARKET AVAILABILITY

Available in US, CA, UK and AU

[Web](#) | [Blog](#)

Custom Audiences

2x HIGHER CTR¹

Custom Audiences delivered more than double the click-through rate (CTR) when compared with users who weren't targeted by any audience targeting setting.

PRODUCT DETAILS

Create richer user segments with your own data.

Custom Audiences are Remarketing lists that are generated by using your own customer data to create richer user segments. You can use Custom Audiences in conjunction with Remarketing lists, usually through your data management platform (DMP). You can use Custom Audiences separately from Remarketing, with no UET required.

WHAT IT'S CALLED ON GOOGLE ADS

Remarketing with data management platform (DMP) data



REQUIREMENTS

Must work with DMP who partners with Microsoft Advertising (Adobe Audience Manager, LiveRamp or Oracle BlueKai).



WHO CREATES AUDIENCE LIST?

Customer (first-party data)



AVAILABLE ON

🔗 Search 🔗 Microsoft Audience Network

MARKET AVAILABILITY

Available in all markets except the European Union, Norway and Switzerland

[Web](#) | [Blog](#) | [Help](#)

1. Microsoft internal data, February 2019.

Product Audiences

92% of first-time retail site visitors don't make a purchase.¹

PRODUCT DETAILS

Reach retail customers with Remarketing for products.

Product Audiences help you target users and display more-relevant Product Ads. With this feature, you can target users based on specific product IDs they've interacted with to show users ads with those same product IDs (also known as dynamic remarketing).

WHAT IT'S CALLED ON GOOGLE ADS

Dynamic remarketing



REQUIREMENTS

Universal Event Tracking (UET) tag + two new parameters (Page Type + Product ID). Must have a product feed for search and product feed for the Microsoft Audience Network.



WHO CREATES AUDIENCE LIST?

Customer



AVAILABLE ON

Search Microsoft Audience Network

MARKET AVAILABILITY

Pilot in progress in US, CA, UK, AU, IN, FR and DE

[Help](#)

1. Fierce Retail, January 2017.

LinkedIn Profile Targeting

42% CVR¹

Ads shown to LinkedIn Profile Targeting audiences saw up to a 42% greater conversion rate (CVR) than the same ads shown to non-audience targeted users.

PRODUCT DETAILS

Target potential customers based on their LinkedIn profile information.

Find the audience you're looking for based on their LinkedIn profile information, including company, industry or job function.

WHAT IT'S CALLED ON GOOGLE ADS

Not available — unique to Microsoft

1. Microsoft internal data, U.S. pilot performance data using "bid only" targeting, January-March 2019.



REQUIREMENTS

None



WHO CREATES AUDIENCE LIST?

Data is owned by Microsoft



AVAILABLE ON

📍 Search 📍 Microsoft Audience Network

MARKET AVAILABILITY

Available in pilot for search campaigns in the US, CA, UK, AU, FR and DE. Clients can be located in any market, but they'll only be able to target LinkedIn users in these markets.

[Web](#) | [Blog](#) | [Help](#)

Similar Audiences

PRODUCT DETAILS

Reach more of your best customers.

Connect with additional users who are similar to your current customers. You define audience segments using your Remarketing lists. We find new customers who are similar to those, giving you an increased pool of potential customers, who are more likely to convert. Simple to set up and quick to get started, Similar Audiences make it easier to find new customers.

WHAT IT'S CALLED ON GOOGLE ADS

Similar audiences



REQUIREMENTS

Requires Remarketing list (which requires a UET tag)



WHO CREATES AUDIENCE LIST?

Microsoft (based off customer Remarketing list)



AVAILABLE ON

✔ Search ✔ Microsoft Audience Network

MARKET AVAILABILITY

US pilot in progress

Customer Match

PRODUCT DETAILS

Email matching helps target your customers online.

Use your own data to target and engage your customers. Customer Match uses information your customers have shared with you, like their email addresses,* to target your customers on the Microsoft Search Network and Microsoft Audience Network.

WHAT IT'S CALLED ON GOOGLE ADS

Customer match



REQUIREMENTS

None



WHO CREATES AUDIENCE LIST?

Customer (first-party data)



AVAILABLE ON

Search Microsoft Audience Network

MARKET AVAILABILITY

Coming soon

*More capabilities in addition to email-based matching will be included in the future.

Combine features to create more powerful targeting

We recommend using all Microsoft Advertising audience targeting solutions in combination to best reach your customers. It's easy to associate and manage audiences with campaign-level and ad group-level associations, helping you to easily implement additional audience targeting features.

INCREASE YOUR REACH

Engage more qualified users when you create lists from both your own data and Microsoft data.



YOU BRING THE DATA

- Custom Audiences
- Customer Match (coming soon)
- Remarketing
- Product Audiences



MICROSOFT BRINGS THE DATA

- In-market Audiences
- LinkedIn Profile Targeting
- Similar Audiences

BOOST YOUR BIDS

We'll only serve the ad to the user on the audience list with the highest bid modifier, meaning you won't be charged multiple times, and you can control which list is served by changing the bid modifier.

BONUS

Use ad customizers with audience targeting to increase the relevance of your ads.

With ad customizers, your Expanded Text Ads can dynamically update themselves to appeal to specific customers. All it takes is uploading an ad customizer feed that tells us what information you want to insert into your ads under which circumstances.

Modify your Expanded Text Ads content for different audience lists using the Target Audience ID column in the feed file to provide more personalized ad copy for relevant customers. This is a scalable solution to IF-functions where you modify ad copy based on audience lists.

BEST PRACTICES

Capture more volume with audience targeting



Capture mobile traffic.

Capture more volume by extending campaigns across device types or running mobile-only campaigns, which can account for 25% of Microsoft Search Network search volume.¹

Test different campaign types. Use with Shopping Campaigns, Microsoft Audience Ads and Dynamic Search Ads.

Audience targeting works across all campaign types, including Shopping Campaigns, Microsoft Audience Ads and Dynamic Search Ads.

Bid on broader search terms.

Consider broader search terms that tend to be highly competitive and expensive keywords, while keeping your budget on track by using audience targeting.

Expand your match types. Test broad match with audience targeting.

Running your audience targeting campaigns with broad match may help you achieve boosted results versus using exact match and no audience targeting.

