

# Ace your campaigns this back-to-school season with Microsoft Advertising



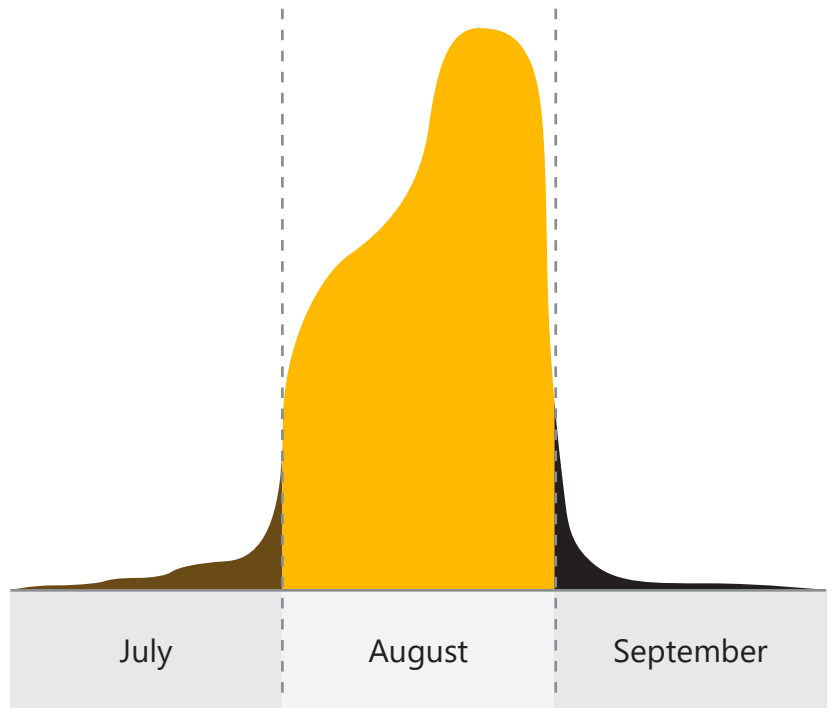
## Shopping is a multi-month journey

### PRO TIP

Track conversions more accurately and improve ad performance with Universal Event Tracking.

Choosing brands takes time. Remarketing to site visitors and shopping cart abandoners to reach prospective customers when they're making purchases.

[Learn about Universal Event Tracking](#)



Search volume over time

Advertisers should plan search campaigns to influence decision-making throughout the season.

## Grow your brand and business together with the Microsoft Search Network audience



Connect to shoppers when it matters most.

### PRO TIP

Reduce the effort to calculate budget distribution with Shared Budgets.

Set daily budgets across campaigns and let Microsoft Advertising optimize them for you. Increase your chances of getting more clicks from campaigns that are performing well.

[Learn about Shared Budgets](#)

| August 2019 |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|
| S           | M  | T  | W  | T  | F  | S  |
|             |    |    |    | 1  | 2  | 3  |
| 4           | 5  | 6  | 7  | 8  | 9  | 10 |
| 11          | 12 | 13 | 14 | 15 | 16 | 17 |
| 18          | 19 | 20 | 21 | 22 | 23 | 24 |
| 25          | 26 | 27 | 28 | 29 | 30 | 31 |

Expected top mobile search days

| August 2019 |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|
| S           | M  | T  | W  | T  | F  | S  |
|             |    |    |    | 1  | 2  | 3  |
| 4           | 5  | 6  | 7  | 8  | 9  | 10 |
| 11          | 12 | 13 | 14 | 15 | 16 | 17 |
| 18          | 19 | 20 | 21 | 22 | 23 | 24 |
| 25          | 26 | 27 | 28 | 29 | 30 | 31 |

Expected top PC/tablet search days

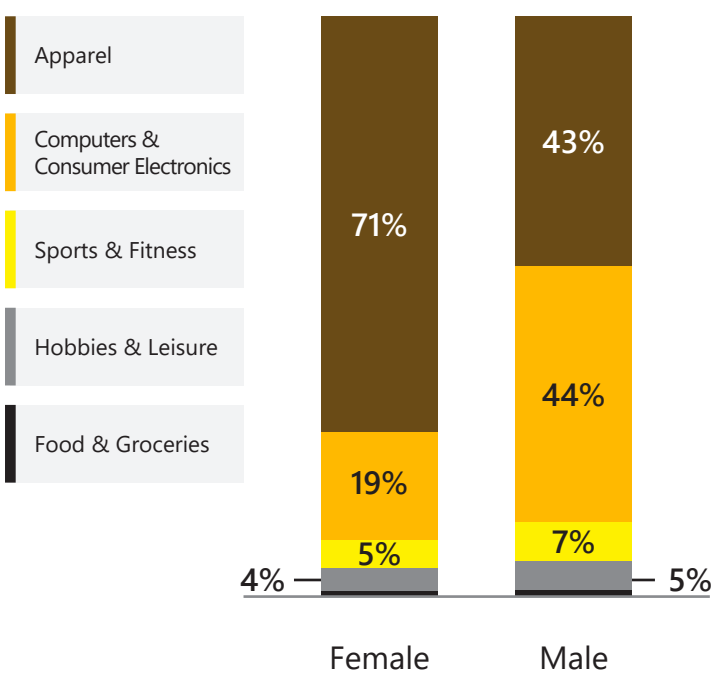
Connect to the customers who matter most.

### PRO TIP

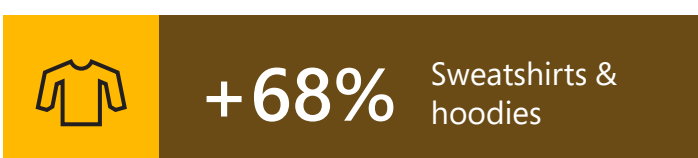
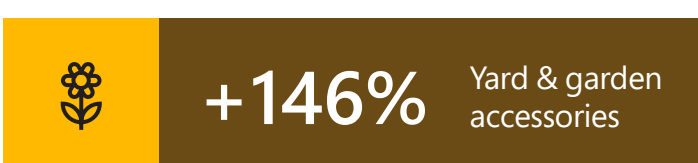
Strategically target by demographics to reach high quality shoppers.

See stronger engagement and returns by focusing your marketing on the customers most likely to convert.

[Learn about audience targeting](#)



Click-Through Rates (CTRs) for ages 18-24, compared to 35-64



CTRs for ages 35-64, compared to 18-24

