Product Roadmap for Retailers

Nitin Hegde
Empower YOU to achieve your marketing goals

Make every customer connection count

Drive deeper customer engagement

Make the most of your marketing budget with powerful tools
Unlock the power of Microsoft Search Network and Microsoft Audience Network together

We reach over half a billion people worldwide

+37% lift in searches post-exposure

+47% lift in clicks post-exposure
Spark interest in your brands with compelling ads
Microsoft Audience Ads

**Image**

**Bonus**: Use Google Import to quickly pull your image ads over from the Google Display Network

**Product**

**Bonus**: No need to upload images for Product Ads. We will automatically create your ad from your shopping feed.
Unleash the power of Import from the Google Display Network

Efficiently manage your audience campaigns across ad platforms

Easily import your Google Display Network campaigns and remarketing lists

Imports include all your images. Use the power of scheduled imports and import history.
Reach your customers with these targeting capabilities

Available Now

- Age buckets
- Gender
- Location
- Device
- Day of week
- Time of day
- Remarketing lists (global)
- Custom audiences with Adobe, Oracle BlueKai, LiveRamp (global except UK, FR, DE)
- In-market audiences (US, CA, UK, FR, DE, AU)
- Product audiences* (US, CA, UK, FR, DE, AU, IN)
- Similar audiences* (US)
- LinkedIn profile * (US, CA, UK, FR, DE, AU)
- **Customer match** * (US, CA, AU)
- **Custom combinations** * (US, CA, AU)
- **Time zone targeting** * (global)

* In pilot

Additions coming in 2020/21

- Custom Combinations (UK, FR, DE)
- Income Targeting
- In-market Audiences (expansion)
- Product Audience for non-retail verticals
Reach your customers on their retail consumer decision journeys in the US and more international markets

- Shopping tab in UK, FR, DE. Coming soon to AU, CA.
- New layouts for 3x3, top mainline position
- Filters on brand, price range, product attributes
- Automated extensions for free shipping, price drop, installment price, elite badge, product ratings, merchant promotions
- Local inventory ads in all shopping enabled markets (in pilot)

International expansion is moving faster, so don’t miss out on these capabilities!

Call to Action: Please contact your account team to join the Local Inventory Ads pilot
Expanded Product Ads carousel on Search

Bringing you more volume, with no action required from you. Rolling out in the US, UK, FR, DE, AU, CA, IN.
More placements leading to immersive shopping experiences

Bringing you more volume.

Shopping on Edge

Shopping on Edge MMX
New mobile experiences for Product Ads

Bringing you more volume on mobile

1. Celebrated top mainline position. Available in the US. Coming soon to UK, FR, DE.

2. Quick view. Available in the US.

3. Filters. Available in the US and UK. Rolling out in FR, DE.
Shopping Tab enhancements

Save and Notify helps you increase conversions with shoppers tracking prices

1. Shoppers track prices for specific products

2. Shoppers see the products they tagged for price tracking, in their collection

3. Shoppers get notified when the price drops below a certain threshold
Product Ads in Image Vertical and Visual Search

Immersive shopping experiences, meeting your customers where they are. Differentiator.

Product ads in Image vertical in US, UK, DE, FR. Coming soon to AU, CA.

Embedded shopping experience in Image vertical in the US. Coming to UK and other markets in 2020.
Microsoft Shopping Campaigns with Partners

As manufacturers and retailers, partner together to boost visibility and drive more traffic for top products in Shopping Campaigns. In pilot in the US, UK, FR, DE, AU, CA.

Your feedback is shaping the program, thank you!

<table>
<thead>
<tr>
<th>Area</th>
<th>Current Pilot</th>
<th>Evolving to Shopping Campaigns with Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Set up</td>
<td>Manufacturer must initiate request to each retailer, and each retailer must approve the request</td>
<td>During onboarding, manufacturer is automatically linked to all retailers participating in the Retailer Network, and retailers can set auto-approval for all manufacturers joining the program</td>
</tr>
<tr>
<td>Manufacturer Feed upload</td>
<td>Manufacturer must provide their product feed to match against retailer products</td>
<td>Manufacturer only needs to provide Brands, and we automatically match the products</td>
</tr>
<tr>
<td>Campaign Set up</td>
<td>Manufacturer must create separate campaigns for each retailer</td>
<td>Manufacturer has flexibility and can create a single campaign across all retailers in the Retailer Network</td>
</tr>
<tr>
<td>Bidding</td>
<td>Bidding is limited to specific offer attributes from retailer</td>
<td>With a new Brand-Product graph, manufacturers can bid at the SKU level</td>
</tr>
<tr>
<td>Reporting</td>
<td>Limited visibility into ROI</td>
<td>Manufacturers get SKU level reporting on conversions and revenue</td>
</tr>
</tbody>
</table>
Showcase Ads

Display a variety of relevant products for more general and upper-funnel search queries. Coming to the US and other markets in 2020.
Drive deeper customer engagement

Deepen engagement with rich ad formats
Make the most of these updated and new text ad extensions

**Dynamic Data Sitelink Extensions**
Differentiator. Pilot in the US on PC.

**Multi-Image Extensions**
Differentiator. Pilot in US & UK PC and mobile, FR & DE PC.

**Disclaimer in ads**
Differentiator. Pilot in the US on PC.
Exploring the rich new format of Video Ads
Unlocking video on Search and the Microsoft Audience Network

Use existing audience campaigns and ad groups to create video ads, or add video as an extension to your text ad

Your video ads would run on Microsoft Audience Network or in various experiences in the Search Network
Dynamic Search Ads efficiently captures untapped queries
In the US, UK, FR, DE, CA, AU. In pilot in NL, IT, ES, SE, CH, AT, BE and IE.

In the US, on Main Line, DSA CTR is within 94% of Text Ads CTR, at a 36% lower CPC on non-exact keywords.

Internationally, DSA is delivering 5% more clicks for tail traffic, at 15% lower cost than broad match.

Call to Action: Please contact your account team to join the pilot in our latest set of international markets.
Responsive Search Ads save you time and help you capture new auctions with improved CVR and lower costs

Customers are seeing results

RSA added to highest volume ad groups with at least 3 EXTA. Results led to incremental investment producing 43% more conversions

RSA launched post holiday peak, on brand terms. Amazing results led to RSA adoption in all accounts.

Average performance by vertical, internal data for mid-March to mid-April 2020

Smart Shopping Campaigns

Simplify shopping campaign management and expand your reach with tail-inventory optimization and high ROAS product ads on Microsoft Search Network and Microsoft Audience Network. Coming in 2020.

1. Choose smart shopping campaign type vs. regular shopping campaign type

   Select a campaign subtype.

2. Automated Bidding with Max Conversion Value bid strategy, with optional Target ROAS

3. Responsive Ad creation

Responsive Ad Configuration

Give us the image, text, and URL to use for your ad, and we’ll show you examples of how they could appear on the Microsoft Audience Network, and best practices for audience ad images.
Save time and money with Automated Bidding

**Available Now**
- Enhanced CPC (Search, DSA, Shopping) (global)
- Maximize Clicks (Search, DSA) (global)
- **Max Conversions** (Search, DSA) (US, UK, FR, DE, CA, AU, NL, IT, ES, SE, CH)
- **Target CPA** (Search, DSA) (US, UK, FR, DE, CA, AU, NL, IT, ES, SE, CH)
- Max Clicks (Shopping) (in all Shopping enabled markets)
- “Include in conversions” setting (global)
- Learning Period status in UI (global)
- **Target ROAS** (Search, Shopping, DSA) (US, UK, CA, AU, FR, DE)

**Additions coming in 2020/21**
- Remove Min Conversion Requirement
- Maximize Conversion Value
- Target Impression Share
- Portfolio Bid Strategy
- Bid Strategy Report
- Seasonality Adjustment
- Campaign level Conversion Goals
- Ad group level TCPA

* In pilot
“**Enhanced CPC** optimizations ensure we maximize sales on Microsoft Advertising campaigns. But when combined with **Remarketing**, we increase the search signals considered by Enhanced CPC algorithms, allowing for greater conversion volumes and profitability.”

**“Target CPA** has been very effective for all of our campaigns. It allows me to more easily dial our volume up or manage our costs down — depending on our performance goals. And I love that I can **set a max CPC** for the campaign.”

---

1. Customer data 2. Microsoft internal data
Achieve more with the new Microsoft Advertising online experience

Redesigning Microsoft Advertising to meet your evolving needs. In pilot.
THANK YOU