



Retail Product Roadmap



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

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)

Additions coming in 2020/21

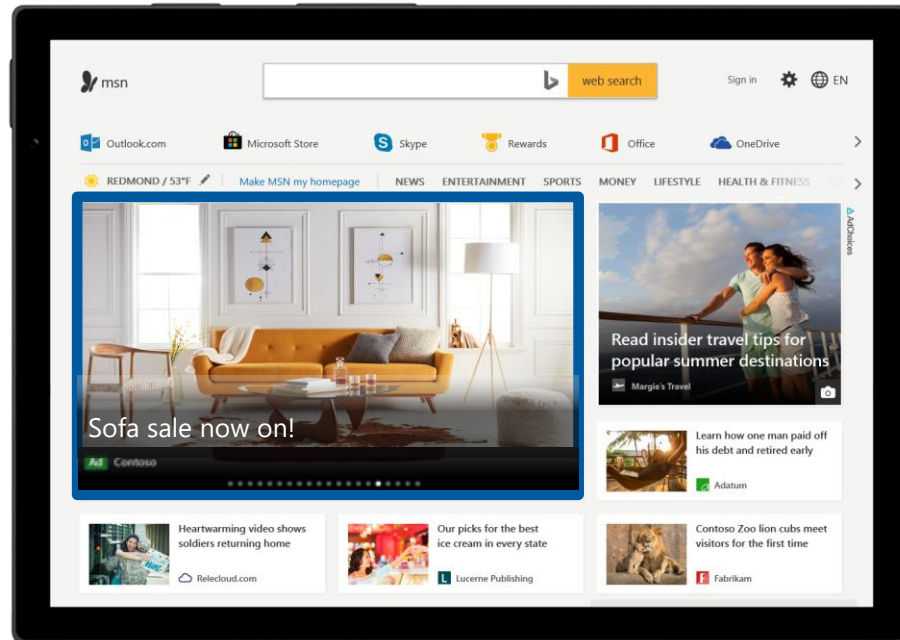
- Custom Combinations (UK, FR, DE)
- Income Targeting
- In-market Audiences (expansion)

* In pilot

Spark interest in your brands with compelling ads

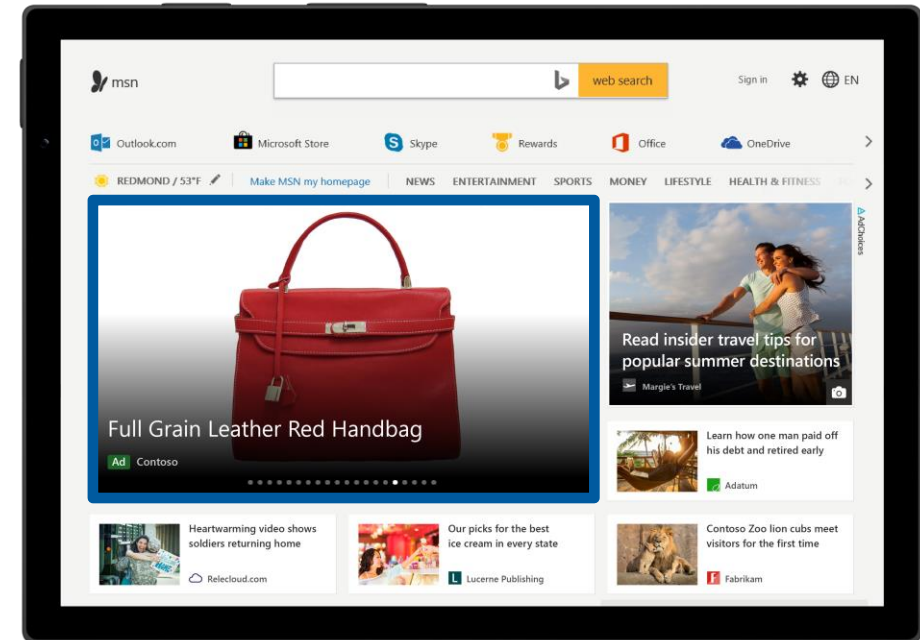
Microsoft Audience Ads

Image



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

Product

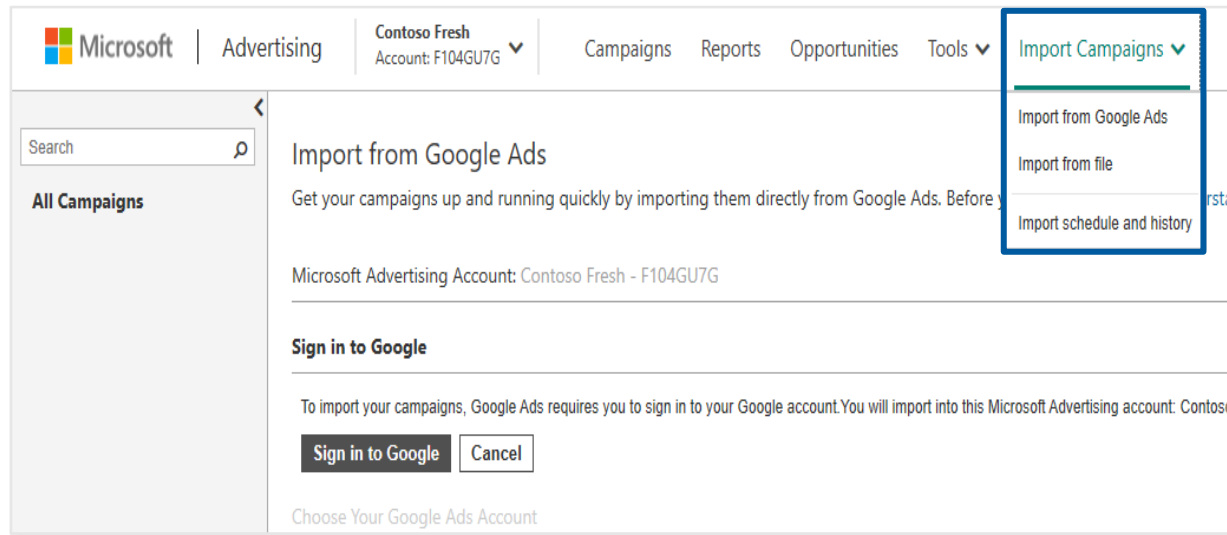


Bonus: No need to upload images for Product Ads. We will automatically create your ad from your shopping feed.

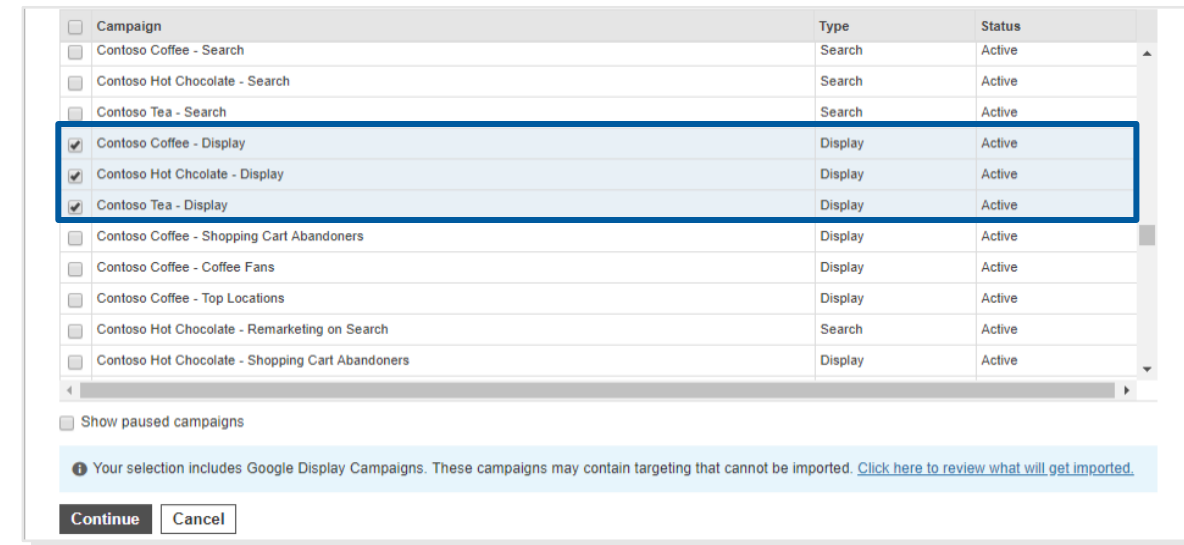
Unleash the power of Import from the Google Display Network

Efficiently manage your audience campaigns across ad platforms

Easily import your Google Display Network campaigns and remarketing lists



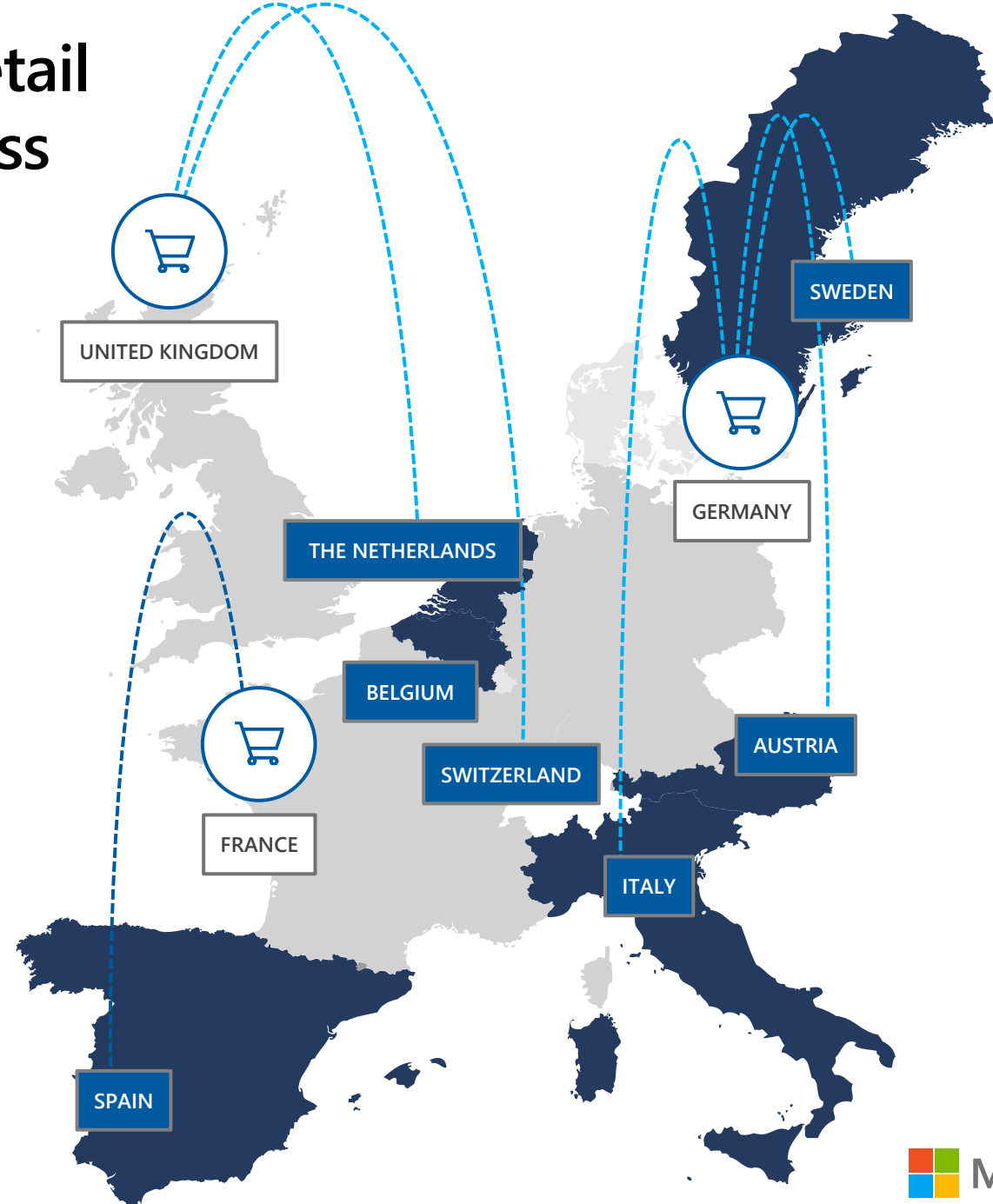
Imports include all your images. Use the power of scheduled imports and import history.



Reach your customers on their retail consumer decision journeys across more international markets

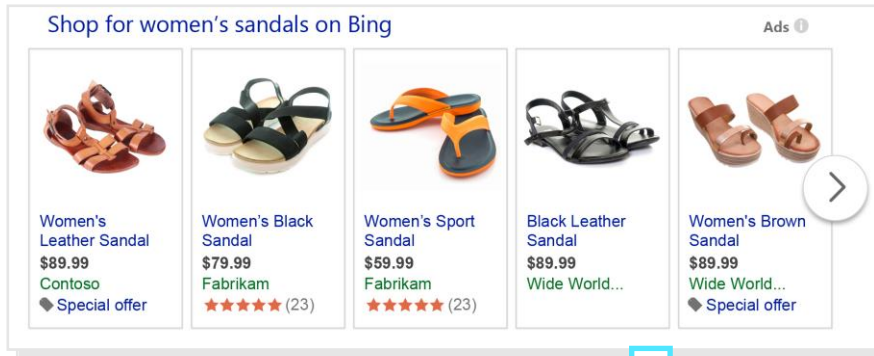


International expansion is **moving faster**, so don't miss out on these capabilities!

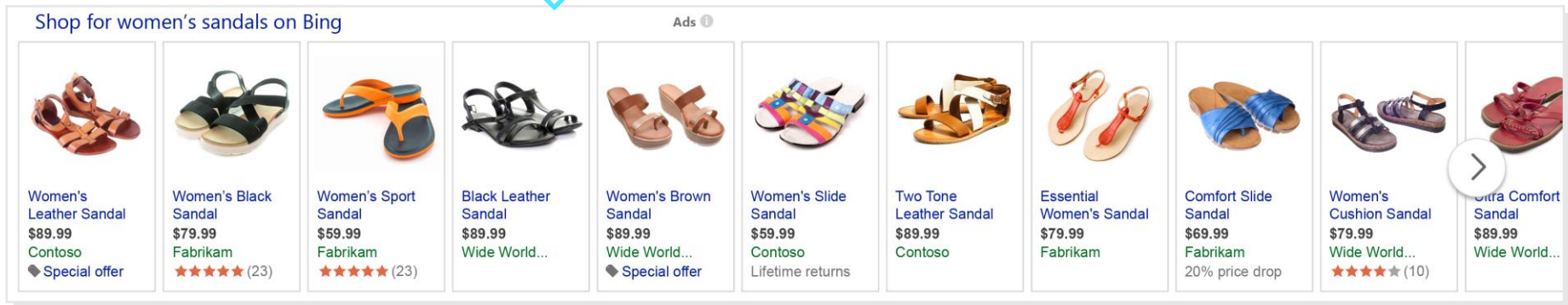


Expanded Product Ads carousel on Search

Bringing you more volume, with no action required from you. Rolling out in the US, UK, FR, DE, AU, CA, IN.



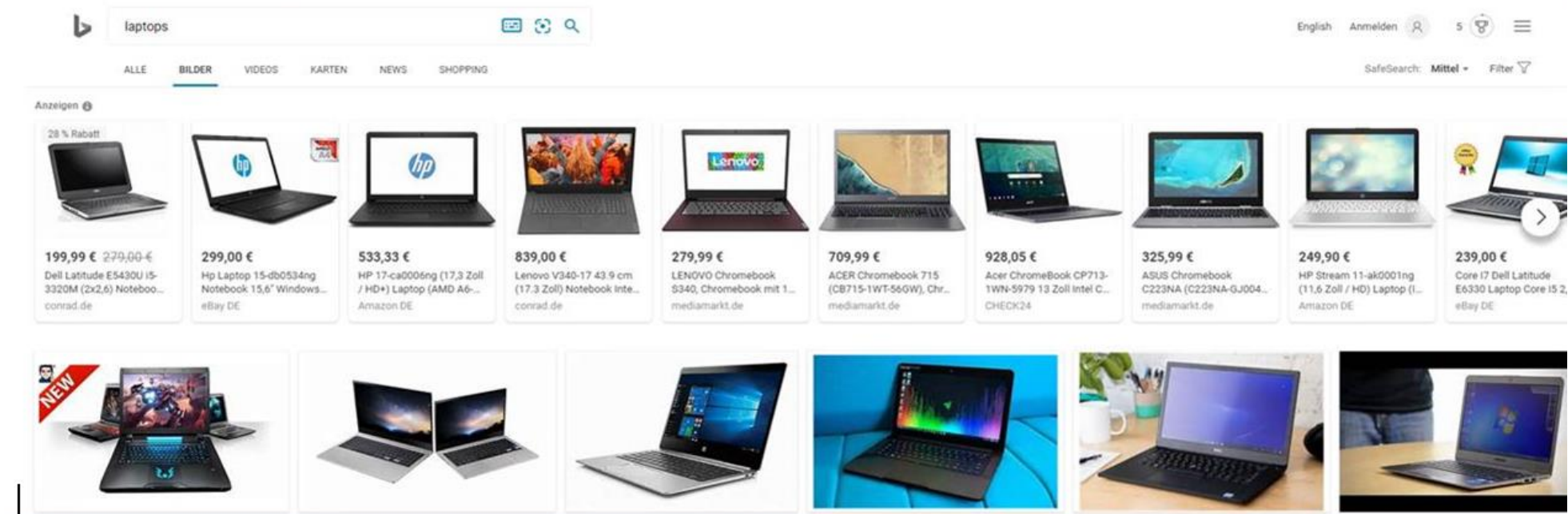
Current experience



New experience

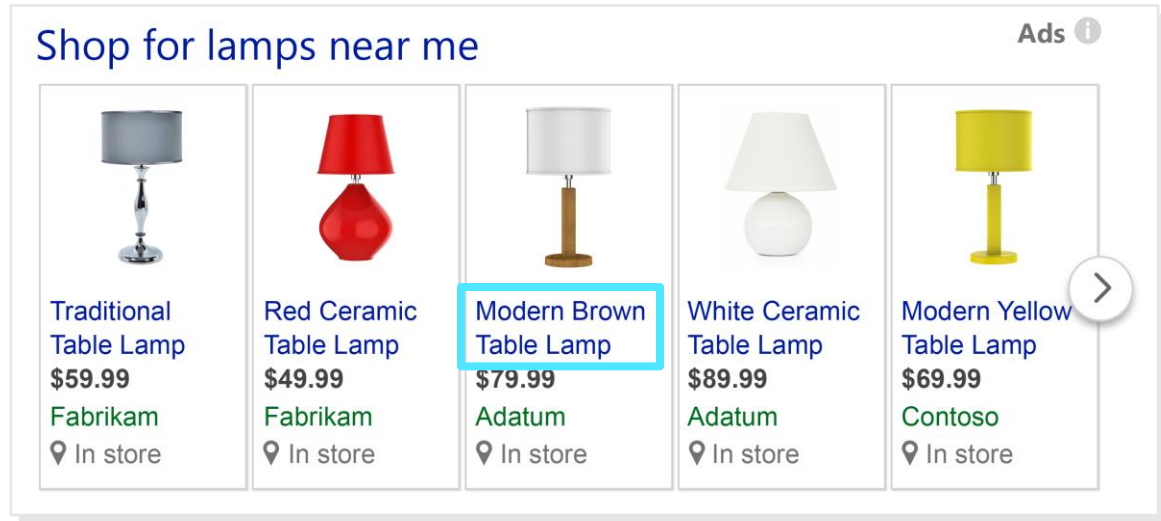
Product Ads in Image Vertical

Immersive shopping experiences, meeting your customers where they are.



Local Inventory Ads

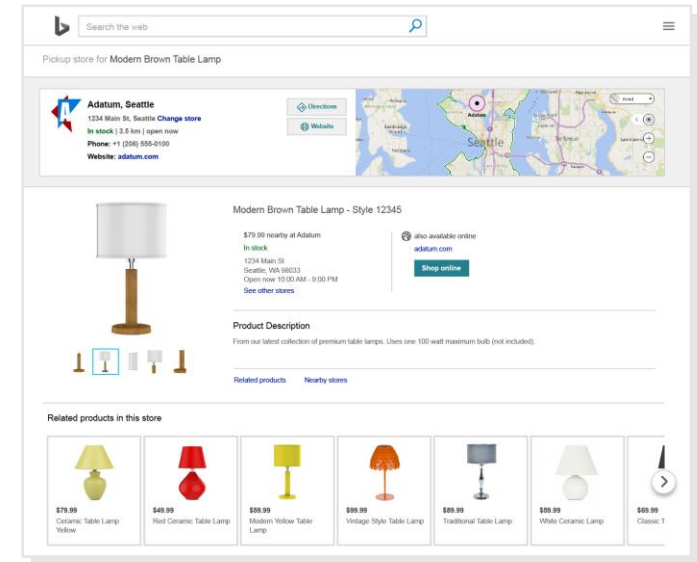
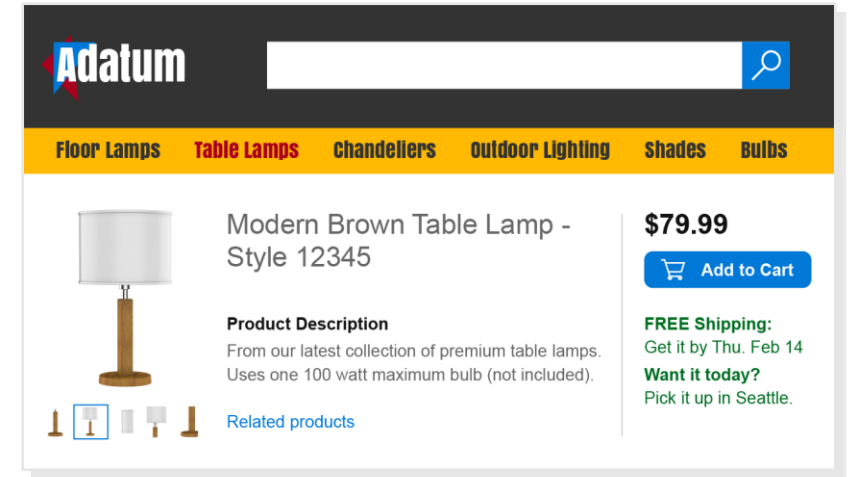
Available in the US, in pilot in the UK,FR and DE.



your
website



or
page 2

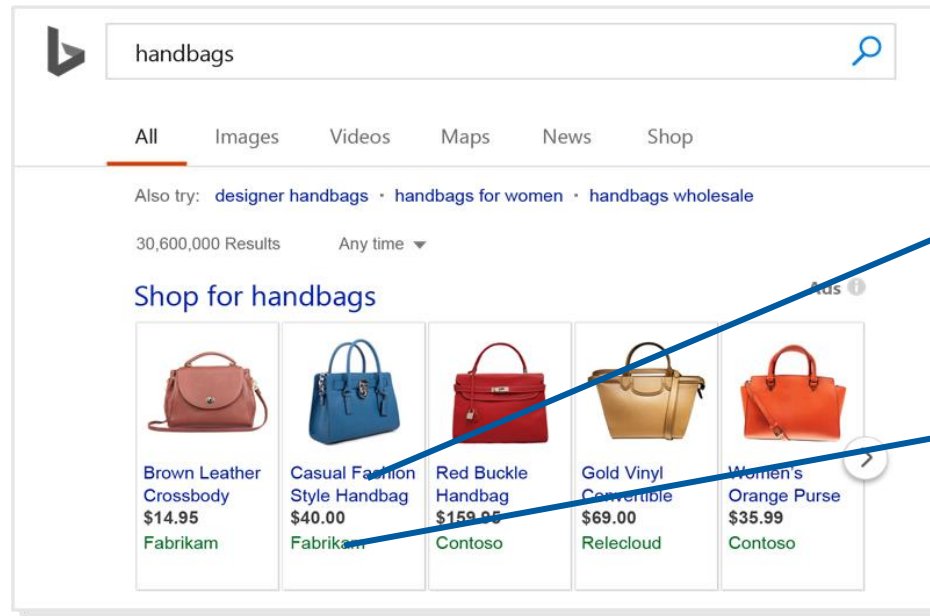


Boost sales in your brick-and-mortar locations

- Showcase your products and local retail store information to nearby shoppers.
- Drive traffic to your website or the page two experience on Bing highlighting your business details.

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.



Manufacturer Bid : \$1.00

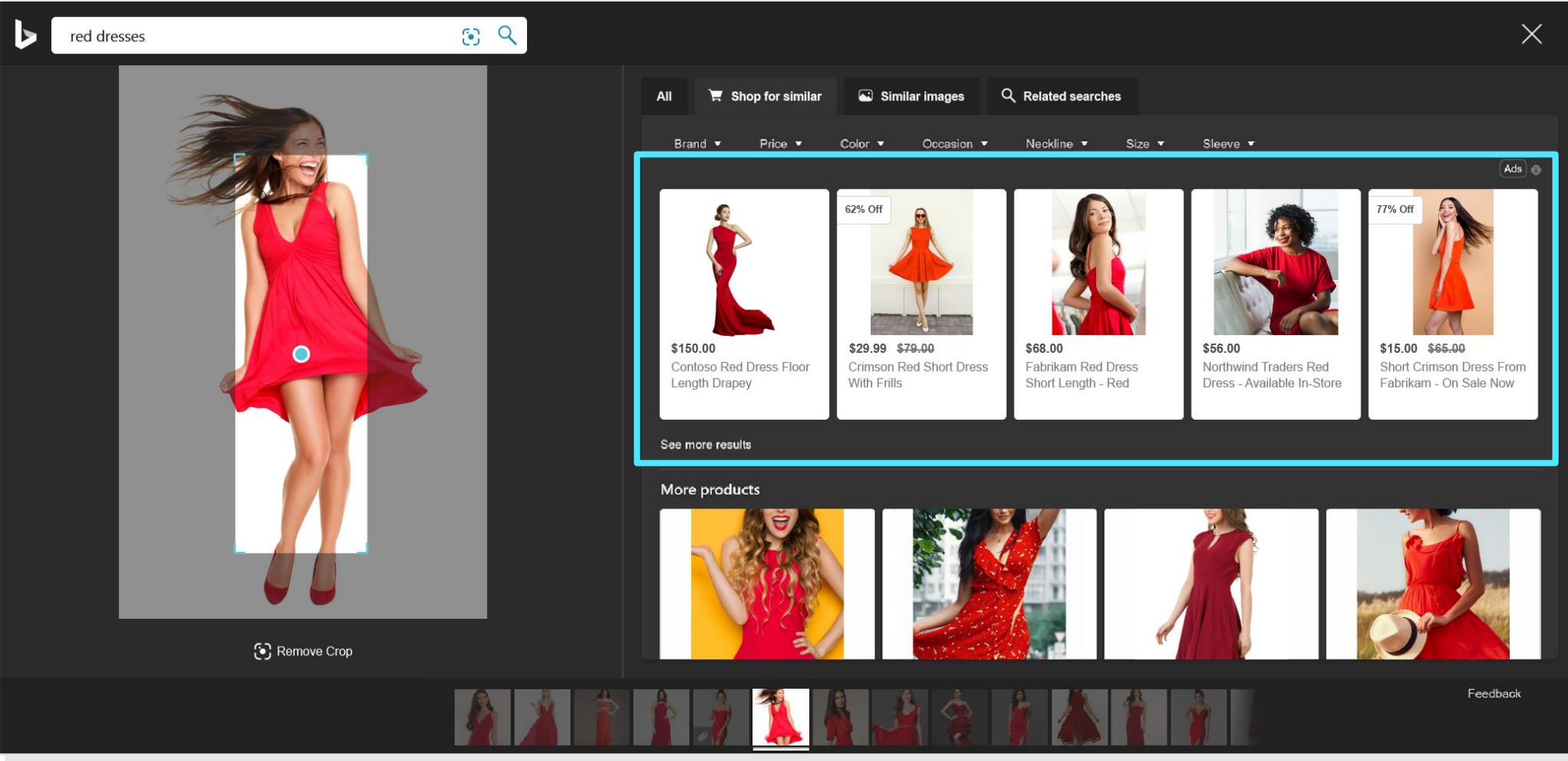


Retailer Bid: \$.50

= Total bid \$1.50

Product Ads in Visual Search

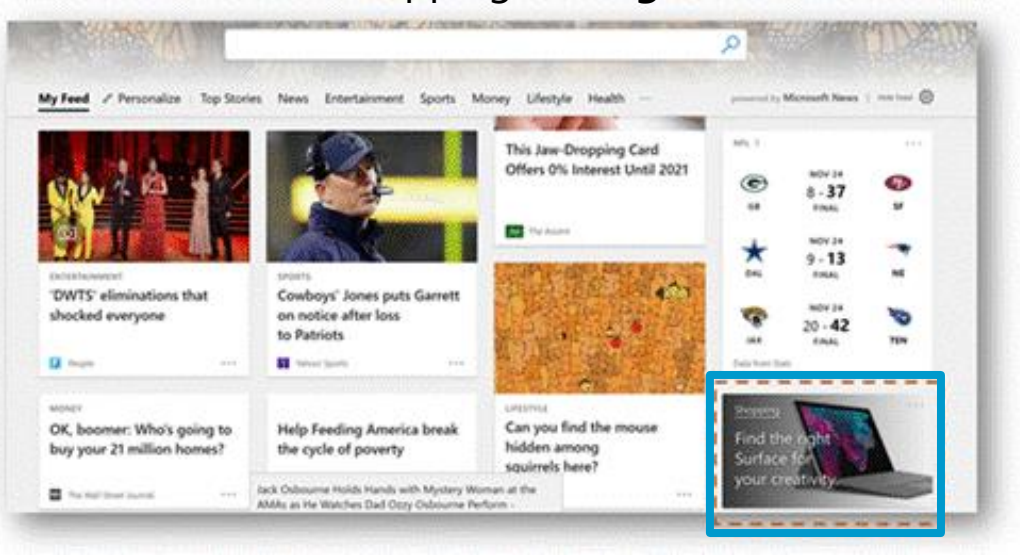
Increasing Product Ads coverage on qualified image queries to drive more volume.
Available in US.



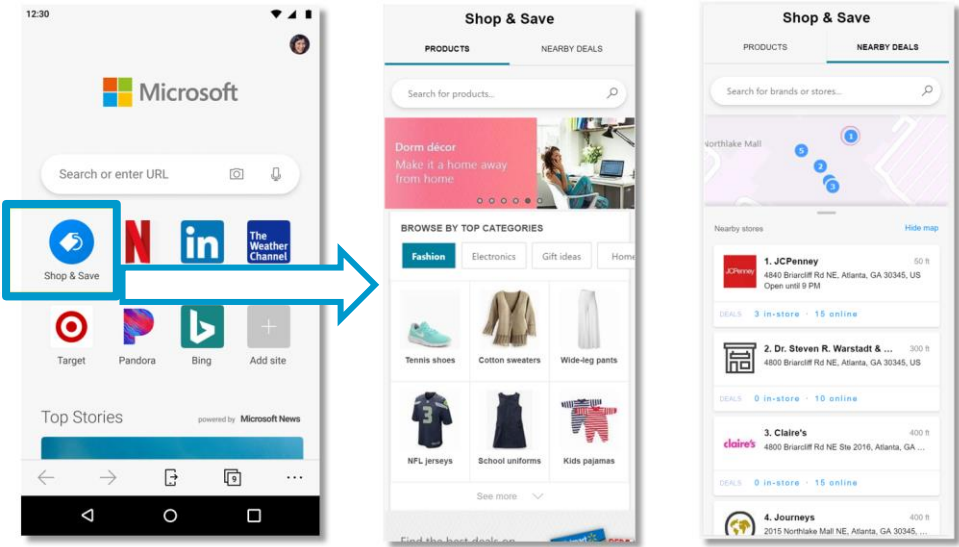
More placements leading to immersive shopping experiences

Bringing you more volume.

Shopping on **Edge**



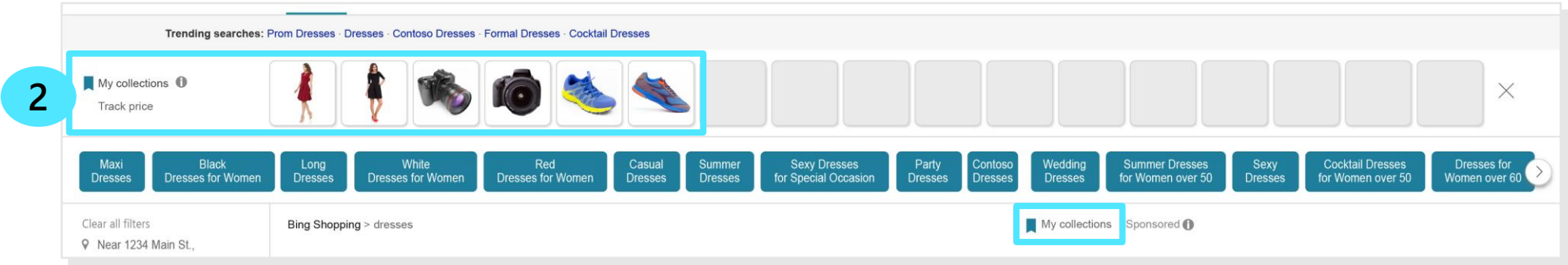
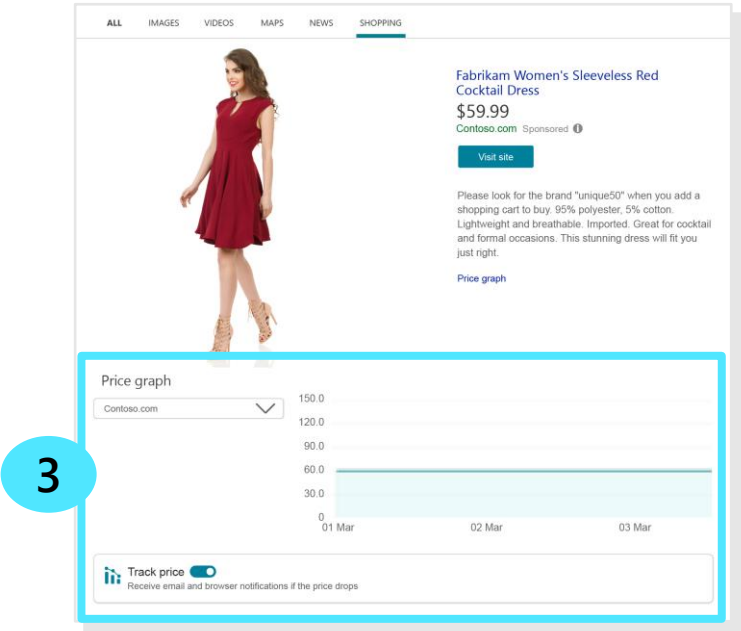
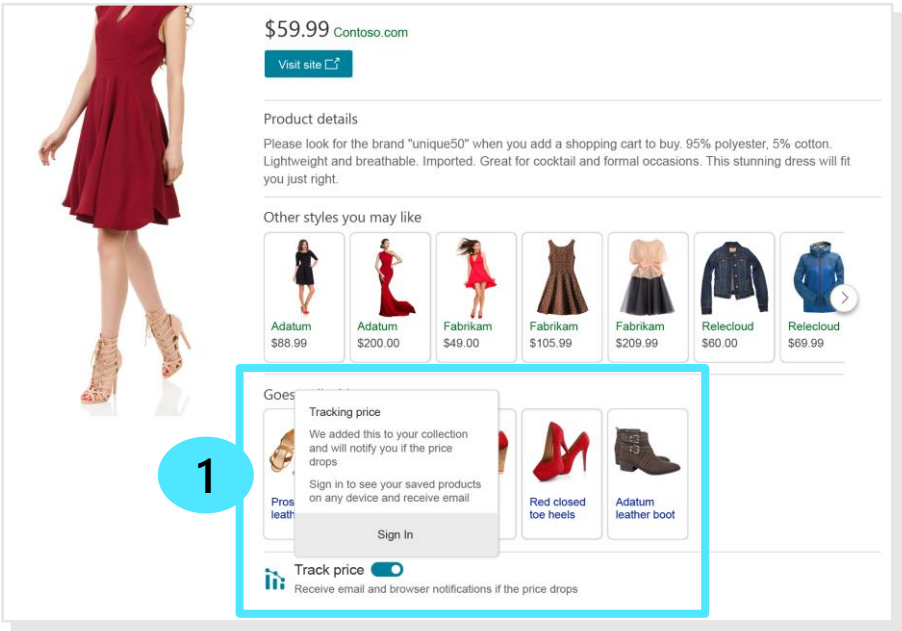
Shopping on **Edge MMX**



Save and Notify on the Shopping Tab

Increase your conversions with interested shoppers tracking prices through the Shopping Tab. Available in the US.

Save and Notify allows shoppers to track prices and get notified when a price drops below a certain threshold. Shoppers will see their products tagged for price tracking in their collection.



Smart Shopping Campaigns



Use auto-bidding, Universal Event Tracking and audience remarketing technologies.



Serve Product Ads on search and responsive ads on native (one campaign, two networks).



Same basic structure as standard Shopping Campaigns.



Use Maximum Conversion Value and Target ROAS fully automated strategies.



Good for "catchall" or tail-inventory optimization.



Closed beta
Available in
US,UK,FR,DE

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

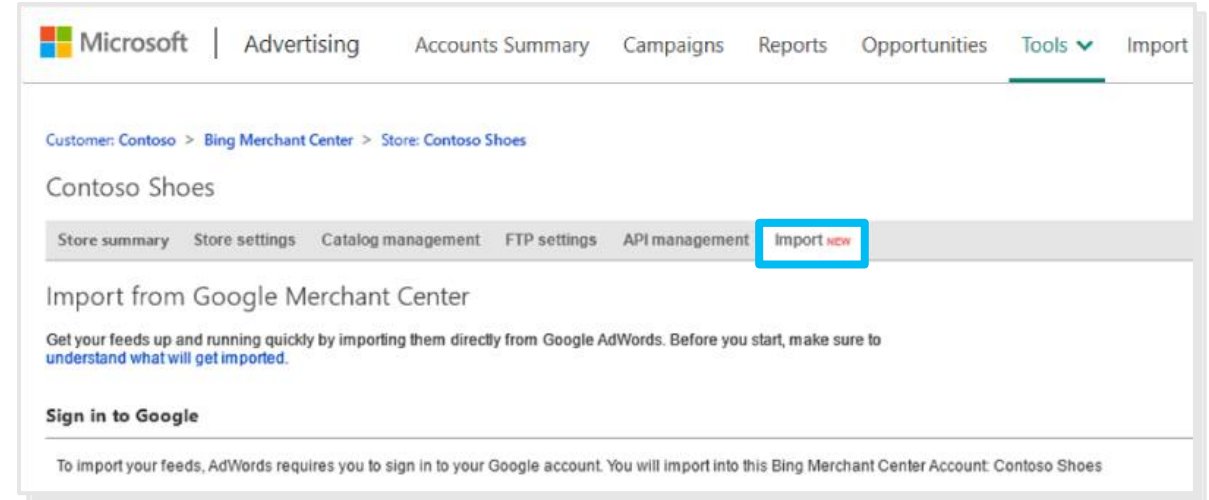
- Remove Min Conversion Requirement
- Maximize Conversion Value
- Target Impression Share
- Portfolio Bid Strategy
- Bid Strategy Report
- Seasonality Adjustment
- Campaign level Conversion Goals
- Ad group level TCPA

* In pilot

Merchant Center Import

Easily import approved product offers into Microsoft Merchant Center

If you already have Product Ads running in Google Ads, save time and effort with the Merchant Center Import tool and get your ads in front of more customers through Microsoft Advertising.



Save time

Spend less time maintaining two separate feed files for Google Ads and Microsoft Advertising.

Easily import products

The Merchant Center Import tool makes it effortless to import approved product offers from Merchant Center into the Microsoft Merchant Center (MMC).

Keep your product feeds fresh

Maintain up-to-date product offers by scheduling a regular sync from Merchant Center to MMC.

Achieve more with the new Microsoft Advertising online experience

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

Microsoft Advertising

Contoso Café
Manager account H11804DBU

Search Microsoft Advertising

Import Reports Tools Help Notifications contoso.cafe@outlook.com

Accounts

Overview Accounts summary Bulk operations Saved account re...

Performance Management Requests Notifications Import

Last month: 2/1/2020 - 2/29/2020
Compare to: 1/3/2020 - 1/31/2020

Welcome back Contoso Café! Here's your Microsoft Advertising Accounts page

No data available. To update the graph, select a different date range. If the graph is empty, there may be no data for the selected date range.

+ Create account Link to accounts + Add filter

Account name

	Account name	Currency	+Clicks
<input type="checkbox"/>	Contoso Café(F118JH2P)	USD	0
Overall total - 1 accounts			

Show rows: 50

Not all metrics are in real time. Clicks and impressions in the last 1 hour; UET conversions in the last 2 hours; and Non-UET conversions (App Install, Offline Conversions) in the last 5 hours. Only clicks are MRC accredited.

Microsoft Advertising

pachadno test account
Account E104ECBE

Search App

Collapse

All campaigns

Search campaigns

Shopping campaigns

Dynamic search ads

Audience campaigns

Enabled, Paused

asd

ericwa test campaign #7...

bing

campaign1

shoppingcampaign

reee1

All campaigns

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Dynamic ad targets

Audiences

Demographics

Settings

Locations

Ad groups Auction insights

+ Create ad group

Ad group name

Segment

	Ad group	Campaign	Delivery	Bid strategy type
Overall total - 148 ad groups				
<input type="checkbox"/>	12	raa45	Draft ad group	Manual
<input type="checkbox"/>	432	raa32	Draft ad group	Manual
<input type="checkbox"/>	55	raa14	Draft ad group	Manual
<input type="checkbox"/>	66	raa56	Draft ad group	Manual
<input type="checkbox"/>	a	reee1	Ad group paused	Manual

THANK YOU