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)

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* 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.

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 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.
THANK YOU