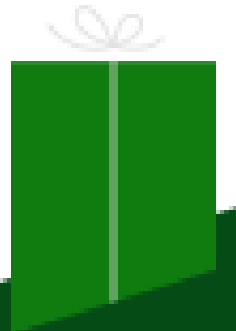
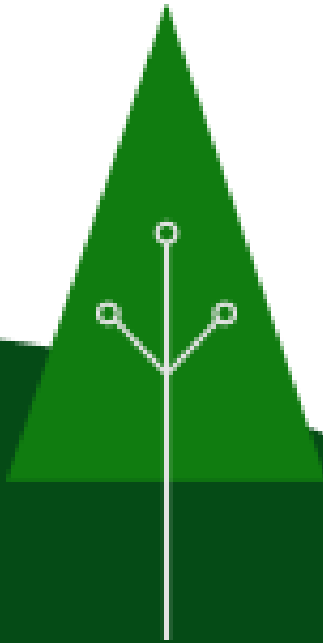
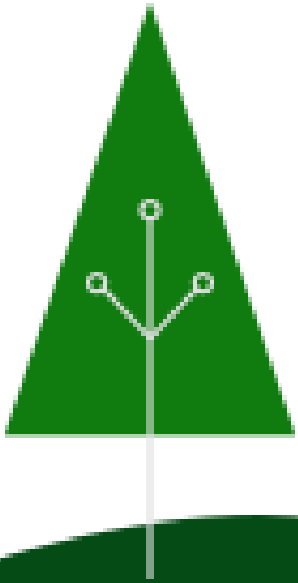


Microsoft Advertising Holiday 2020 5-Minute News Flash

**Are you ready to reach your customers this
holiday shopping season?**





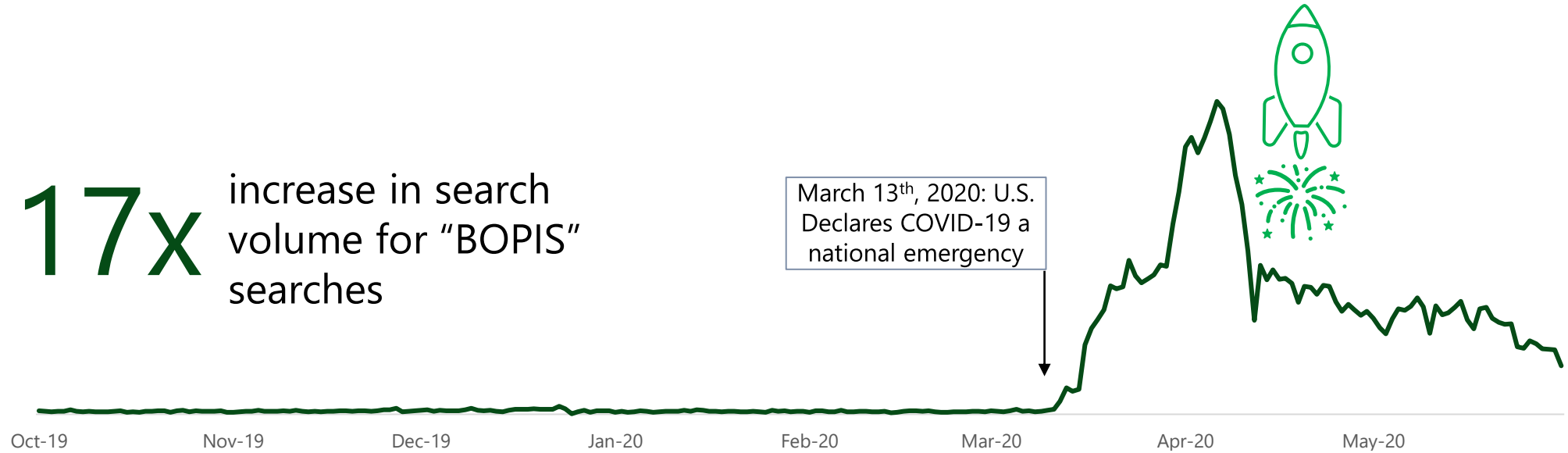
Holiday 2020 Planning

Drive Value both Online and
Offline with Buy Online Pick
Up In Store (BOPIS)



Buy online, pick up in store (BOPIS) searches have skyrocketed!

17x increase in search volume for "BOPIS" searches



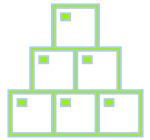
60%
of retailers
implemented BOPIS
in the 2019 Holiday
Season¹

35%
increase of BOPIS
purchases for the
2019 Holiday
Season²

52%
of the US population
will utilize BOPIS in
2020³

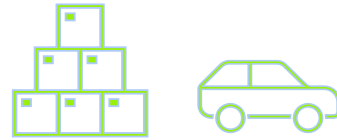
+60%
increase in BOPIS
sales for 2020⁴

Local Inventory Ads Setup and Best Practices



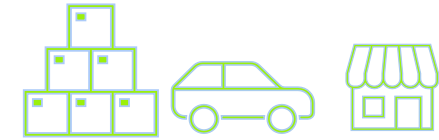
“Good”

- Activate Local inventory ads and break them out into their own campaigns for reporting and optimization



“Better”

- Use our new Curbside Badges to drive buy online pickup in-store specific traffic



“Best”

- Use our LiveRamp pilot to report on other conversions driven “In-Store” by Local inventory ads*

*Ask your account manager about the pilot’s availability

If you are running Local Inventory Ads, here is how to make the most out of them with our new Curbside Badge!

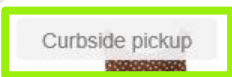


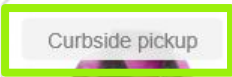




GET STARTED

- 1) Ensure you have information somewhere on your site about offering Curbside pickup.
- 2) Let your account manager know you'd like to be opted in.

DETAILS

- Must be using Local Inventory Ads to show Curbside pickup badge
- Automatically shown when curbside/contactless pickup offering is detected on advertiser's product page, checkout page, or a policy page.
- US: desktop, mobile

 		 	
Party Dresses for Women \$31.99 Contoso 14+ sold	Vintage Style Skirt and Top \$79.00 Contoso 21+ sold	Breathable Activewear \$39.00 Contoso	Washed Denim Jacket \$29.00 Contoso 8+ watching

NOTE: Curbside pickup badge will be enabled for every store location present on all Local Inventory Ads, even if a store doesn't have this offering. Advertisers are not able to show the badge for specific stores currently.

In addition to (or as an alternative to) Local Inventory Ads, use our new Text Ad badge to drive In-Store or Curbside Pickup!



Bing scans the ad copy and any extensions (i.e. Sitelink Extensions) to see if related words are contained in the ad and adds Store Pickup Badge with the corresponding text:

- Curbside Pickup or anything similar will be mapped to "Curbside Pickup."
- Pick up order in store or anything similar will be mapped to "In-Store Pickup."

US: desktop

Contoso Fashion – Shop Now!

<https://www.contoso.com/fashion> In-Store Pickup

(Ad) Shop Latest Style for Women at Great Prices. Large assortment of dresses and shoes.

Free shipping with minimum \$20 purchase or Pickup in Store

Contoso Fashion – Spring Dresses Sale!

<https://www.contoso.com/fashion> Curbside Pickup

(Ad) Choose From Wide Variety of Dresses at Great Prices. Choose From Curbside Pickup or Same Day Delivery!

Free shipping with minimum \$20 purchase!

Curbside Pickup/In-Store Pickup Badge is unique to Microsoft Advertising



BOPIS Offerings	Microsoft Advertising	Google Ads
Local Inventory Ads	✓	✓
Curbside Pickup Badge for LIAs	✓	✓
Curbside Pickup/In-Store Pickup Badge for Text Ads	✓	✗
In-Store Conversion Tracking (via LiveRamp)	✓	✓
Store Visits Tracking	✗	✓

Getting started



1

Get Local Inventory Ads up and running! Reach out to your account manager if you need assistance launching LIAs. Ideally, break them out from your normal PLA campaigns for better reporting and optimization.

2

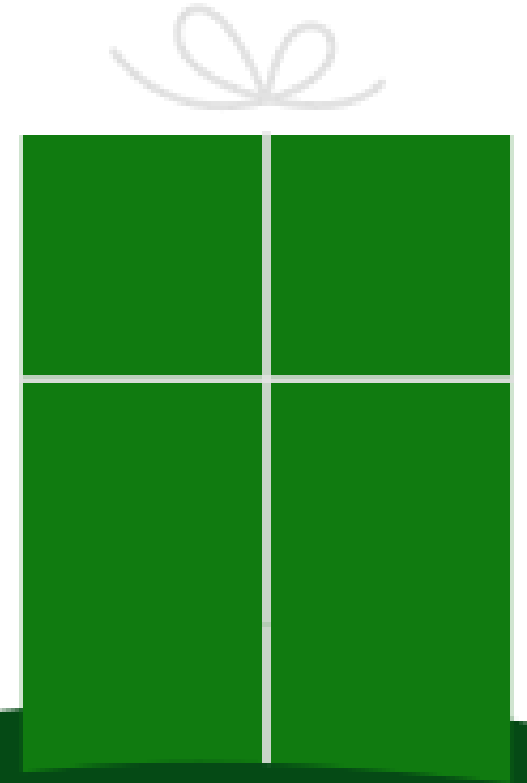
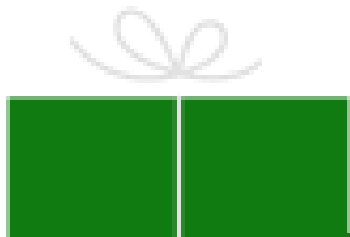
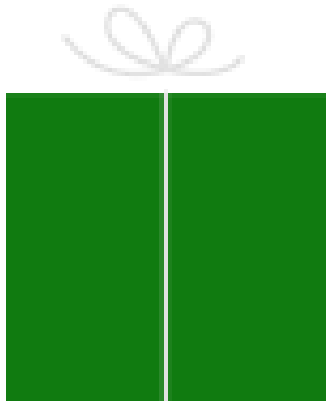
Use our Local Inventory Ad Badges and Text Badges for Curbside and In-Store Pickup! Reach out to your AM to ensure you are opted into both. Leverage Curbside and In-Store pickup language on your text ads.

3

Leverage our LiveRamp In-Store Transactions Reporting – Ask your account manager about using our LiveRamp pilot and if your client is a good fit

Thank you and Next Steps

1. Contact your account team if you want assistance launching any of the Microsoft Advertising products featured here.
2. Not a current Microsoft Advertising advertiser, but want more information, contact a Microsoft Advertising Search specialist: <https://aka.ms/SearchSpecialist>
3. For more insights, resources and retail and holiday related information, please visit the Microsoft Advertising Holiday Hub: <https://aka.ms/AllAboutRetail>





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