Microsoft Advertising
Holiday 2020 5- Minute News Flash

Are you ready to reach your customers this holiday shopping season?
Holiday 2020 Planning

Microsoft Audience Network and Programmatic Native Advertising
Meet the Microsoft Audience Network

- **Premium native placements**
  - Strict publisher standards and AI-powered curation

- **Brand-safe experiences**
  - Transparency and controls for advertisers

- **Highly contextual ad placements**
  - Based on Microsoft first-party intent data

- **Strong industry ad performance**
  - Driven by leading-edge AI technology

Outlook.com
Microsoft Edge
MSN
Select publisher partners
Reach your audience at scale through in-feed native ads

242M total unique visitors in the U.S.¹

10B daily cross-screen data signals²

Product ad

Text ad

Image ad

Achieve your goals with high-performing ads

Our Audience Ads CTRs outperform other native platforms delivering ads on the same properties

- **MSN INFOPANE**: 2x CTR<sup>1</sup>
- **OUTLOOK.COM**: 1x CTR<sup>1</sup>
- **PUBLISHER PARTNERS**: 3.5x CTR<sup>2</sup>

1. Microsoft internal data, November 2019-January 2020. 2. Publisher partner data and Microsoft internal data, November 2019-January 2020. Numbers are rounded to the nearest percentage point. CTR is click-through rate.
Retail Strategy for Seasonal Promotions

Complement product ads with image-based ads to drive users down funnel

**AWARENESS**
- **Similar Audiences to prospect**
  Expand your remarketing lists for new reach.

**CONSIDERATION**
- **Relevant In-market Audiences**
  Using In-market Audiences, target prospects that are interested in your products and/or services

**CONVERSION**
- **Remarketing** to drive increased site engagement
- **Shopping Campaigns on the Microsoft Audience Network**
- **Shopping Campaigns with Dynamic Remarketing**

**REPEAT PURCHASE**
Why expand your shopping reach through the Microsoft Audience Network?

**Increased Opportunity**
Retail clicks on the Microsoft Audience Network have
grown 27% MoM\(^2\), which is
16% higher\(^2\) than our all up
native marketplace growth

**Easy Activation**
No images or text required-
assets are **pulled directly**
from the feed.

**Amazing Performance**
Using Dynamic Remarketing in
Holiday Season 2019, retailers saw:

- **30% Higher CTR\(^1\)**
- **38% Lower CPA\(^1\)**
- **72% Higher CVR\(^1\)**

1. Microsoft Internal Data, KPIs for clients on the Microsoft Audience Network using Dynamic Remarketing versus our native marketplace overall CTR, 17\(^{th}\) November, 2019 to 28\(^{th}\) December 2019
2. Microsoft Internal Data, Microsoft Audience Ads, April + May 2020 vs June + July 2020
100,000+ clients work with us today

**RETAIL**
- 33% quarterly return on ad spend increase

**AUTO**
- 65,000 site visits in incremental traffic

**FINANCIAL SERVICES**
- 50% of AAG’s account volume is driven by Microsoft Audience Ads

**FOOD & BEVERAGE**
- 317% return on ad spend in 30 days using Dynamic Remarketing

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“**Overstock.**

“If (businesses are) looking at any kind of win, any kind of incrementality when it comes to clicks and additional conversions, I would definitely suggest Microsoft Audience Ads.”

“**Volvo.**

“The Microsoft Audience Network is a very efficient way to add scale and it performs.”

“**AAG.**

“Microsoft Audience Ads has allowed our business to be in front of tens of thousands of users with minimal setup time.”

“**KaTom.**

“We’ve seen success with Microsoft Advertising’s Dynamic Remarketing... showing images of products that users viewed on our site similar to Remarketing lists for search ads and Dynamic Remarketing.”

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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