

Are you ready for the Holiday 2020 shopping season?

Microsoft Advertising is here to share valuable insights to help you plan your successful holiday advertising campaigns.



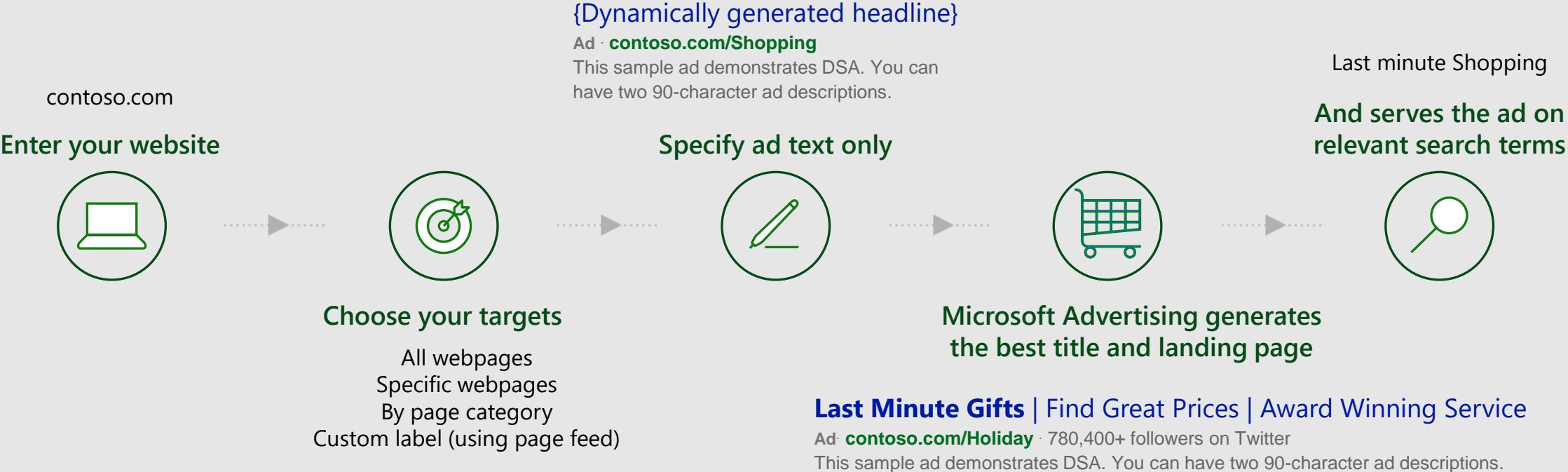


Holiday Planning 2020

Unlocking Holiday Magic
with Dynamic Search Ads



How it Works: DSA creates Intelligent and customized experiences based on the content of your website



Use DSA to Bring in More Traffic at Lower Costs

-4.23%
CPC

Lower cost per click (CPC)*

Dynamic Search Ads have a 4.23% lower CPC than ads with non-exact match type keywords.

+10.55%
clicks

Net new volume*

On average, customers are seeing a 10.55% incremental increase in clicks, compared with their regular text ad campaigns.

How DSA Helped One Retailer Win the Holiday Season



DSA vs Text Ads during holiday period 2019

While using DSA to capture holiday traffic they wouldn't have otherwise, one big box retailer saw their DSA ROAS outperform their text ad ROAS by almost 200%.

Several categories* including the catchall bucket had a ROAS of over 700%

The categories were: Toys, home décor, kitchen and dining, and catchall

How DSA Can Help With Time-Consuming Activities

Increased search term coverage

Helps you identify new queries.

Increased click and impression volume

Are complementary to your existing campaigns.

Reduced burden of bulky operations

By eliminating keyword lists and the creation or update of ad copy.

Increased ad relevance

Ads are automatically created based on the latest content of your website.

Similar management to text ads

Dynamic Search Ads use many of the same features* as text ads.

Take more control with DSA Static Headlines



Unique to Microsoft Advertising: Dynamic Search Ads with static headlines are available to all Dynamic Search Ads advertisers.



Static headlines allow you to run pre-approved ad titles and ad copies on Dynamic Search Ads.



In a single step, you can create ads from one landing page to all the landing pages in a domain.



You can either set a unique ad title for each page or apply a single general headline to all your pages.

Use Page Feeds to Easily Promote Holiday Deals in your DSA Campaigns



Increase Conversions

- Page feeds help ensure maximum page coverage as well as enable the labeling and targeting of specific URLs via custom labels.
- Advertisers using page feeds observed a 13% conversion increase compared with advertisers not using page feeds.*



Improve Auto-Target Page Freshness

- Each time a page feed is uploaded, the pages included in the feed are automatically recrawled if changes to them have occurred. If they aren't currently included in the Bing index of your website, they will be added.

Get the most out of your DSA efforts with these 5 best practices

1

Set up your default bid close to your non-exact match bids for similar keyword categories and bid aggressively initially to get traction in the auction.

2

Take high-volume and high-converting keywords and add them to your regular text ad campaigns. Make sure to negate them in the Dynamic Search Ads campaign.

3

Exclude parts of your site that don't drive many meaningful opportunities for your customers.

4

Create an "all webpages" auto target as a catchall bucket. This is especially important for advertisers who don't have products split out across accounts.

5

Use Remarketing lists, In-market Audiences and Custom Audiences to improve ad effectiveness.



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>

