



# Paid search and Microsoft Audience Ads

BETTER TOGETHER

## Hand in hand, they deliver more eyeballs and clicks

Whether it's cookies with milk or cake and ice cream, some things are simply better together. The same rings true for combining search advertising's finest with the best of native advertising.

When used together, they can help marketers reach customers across multiple touch points of the user journey, and get high-quality clicks and conversions at scale. While native ads is a well-recognized ad format, we call them Microsoft Audience Ads. After all, it's more about reaching the right audience and less about the ad type, right?

## Ad spend is growing for native and search

In fact, it's growing by double digits for both.

**25%**

Expected annual growth in **native ad** spending in the U.S. through 2019<sup>1</sup>



**11%**

Expected annual growth in **paid search ad** spending in the U.S. through 2020<sup>2</sup>



## Looking to increase impressions and capture more purchase intent?

Using native and paid search ads together can help you get results at scale.

**53%**

MORE FREQUENTLY VIEWED



**DISPLAY VS. NATIVE**

Consumers viewed native ads 53% more frequently than they viewed display ads.<sup>3</sup>

**32%**

HIGHER PURCHASE INTENT



**NO BRAND AD VS. BRAND AD**

Searchers on Bing who saw a brand's ad showed 32% higher purchase intent even if they didn't click on a brand's ad.<sup>4</sup>

**24%**

HIGHER BRAND RECALL



**NO BRAND AD VS. BRAND AD**

Searchers on Bing who saw a brand's ad were 24% more likely to recall the brand than those who didn't see the ad.<sup>4</sup>

**18%**

HIGHER PURCHASE INTENT



**BANNER VS. NATIVE**

Native ads registered an 18% higher lift in purchase intent than banner ads.<sup>3</sup>

## Two powerful ways to run Microsoft Audience Ads

Along with your search campaigns, add Microsoft Audience Ads to get more high-quality volume outside of search.



### CONVENIENCE

Leverage the search campaigns you already set up.

Add Image Extensions to extend your search campaigns with Microsoft Audience Ads.



### CONTROL

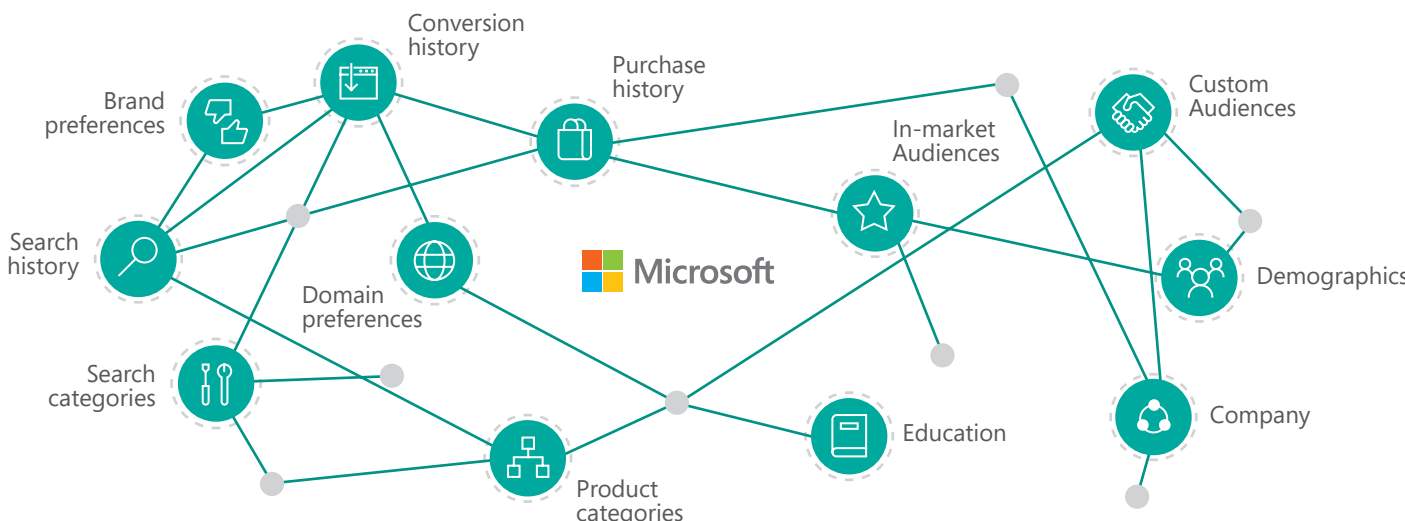
Build separate Microsoft Audience Ads campaigns with separate budgets and optimization options.\*

No need to set up keywords.

AND

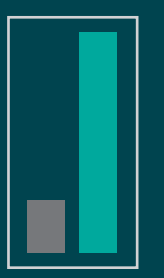
## What's boosting the performance behind Microsoft Audience Ads?

Artificial intelligence (AI) and the Microsoft Graph — which is built on rich consumer understanding through robust data sets, including search and web activity, demographic and consumer data, and global LinkedIn member profiles.



## Microsoft Audience Ads are seeing phenomenal results

Microsoft Audience Ads see **4.5x** higher CTRs than traditional display ads.<sup>5</sup>



Don't take our word for it.

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

Vivian Dang, senior director of marketing analytics at American Advisors Group

Since American Advisors Group extended its search campaigns, **50%** of its account volume is driven by Microsoft Audience Ads, and the cost per lead has decreased by **75%**.<sup>6</sup>

## Keep calm, and put privacy first

Data is at the heart of AI innovation. At Microsoft, so is maintaining consumer privacy and trust. Safeguarding consumer privacy and trust is core to who Microsoft is. More personalization does not mean less protection of consumers' privacy. With the rise of AI and personalization comes a deep responsibility for Microsoft to maintain privacy and trust.



## Feel more secure about brand safety

You're concerned about brand safety. So are we.



**81% OF MARKETERS AGREE**

Given recent news concerning the credibility of digital sources, it's even more important to advertise on the right site.<sup>7</sup>

Your brand safety is Microsoft's **top priority**. Microsoft Audience Ads and paid search ads serve on high-quality networks of sites that brands can trust, including Bing, MSN, Outlook, Skype, Edge browser and more.

Learn more about how Bing Ads is combining the best of native and search.

[MICROSOFTAUDIENETWORK.COM](https://microsoftaudienetwork.com)

\*Separate Audience Ads campaigns are in closed pilot.

1. eMarketer, US Native Digital Display Ad Spending, 2016-2019, March 2018. 2. eMarketer, US Digital Ad Spending, by Format, 2016-2021, October 2017. 3. Sharethrough/IPG Media labs, <http://www.sharethrough.com/resources/in-feed-ads-vs-banner-ads/>. 4. Microsoft, Brand Impact of Search Study, 2016; comparison of U.S. searchers on Bing who saw a brand's ad to those who didn't see a brand's ad. The confidence level is at 90%. 5. Microsoft internal data for Microsoft Audience Ads pilot 2017, compared to Display Ad Performance Metrics US, eMarketer, Q3 2017. 6. Results provided to Bing by American Advisors Group, May 2017. American Advisors Group is a lead-generation mortgage lending company. 7. Trusted Media Brands, 2017: More than Ever, Marketers Need Brand Safe Environments, March 2017.

