

# Microsoft Advertising Partner Program

## Frequently asked questions

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## Program basics

### Q: What is the partner program?

**A:** The Microsoft Advertising Partner Program recognizes and rewards agency, channel, technology and search supply partners that have committed to a deeper engagement and investment with Microsoft Advertising.

The Microsoft Advertising Partner Program helps distinguish partners through public recognition and enables their growth through exclusive training, marketing and sales resources. At its core, it's a relationship between Microsoft Advertising and the most competent and qualified partners in the advertising industry to ensure our current and future clients exceed their goals.

### Q: Why is the partner program important to our partners?

**A:** The Microsoft Advertising Partner Program gives partners opportunities to nurture and grow their intelligent search and digital business, get access to the Microsoft community, and receive recognition for their work with Microsoft Advertising. The program benefits include brand association, sales incentives, training and certifications, events and awards, technology enablement, and marketing investment for our most exclusive partners.

### Q: Where is the partner program available?

**A:** The expanded Microsoft Advertising Partner Program is available for partners in 22 markets: Australia, Austria, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, India, Italy, Israel, Mexico, the Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, the United Kingdom and the United States.

### Q: How is the program structured?

**A:** The Microsoft Advertising Partner Program consists of three tiers — **Partner**, **Select** and **Elite** — and is available for agency, channel, technology and search supply partners. Currently, search supply partners are only eligible for the Select and Elite tiers.

These tiers are based on criteria such as engagement levels and annual spend with Microsoft Advertising. Partners can move up or down tier levels depending on the results of an annual performance review that takes place in December. Tier status updates are communicated in January. Benefits increase as a company upgrades through the tiers.

### Q: How do we define the various partner types?

**A: Agency partner:** We define an agency (creative/ad agency) partner as a business dedicated to creating, planning and managing digital advertising and search engine marketing for its clients on the Microsoft Advertising platform.

**Channel (reseller) partner:** A channel partner focuses on small and mid-sized businesses and typically manages many accounts. To become a channel partner with Microsoft Advertising, the organization must meet certain minimum requirements to maintain the partnership.

**Technology partner:** Technology partners are developer partners who enable scaled demand through apps and solutions. This includes but isn't limited to campaign management, shopping advertising, analytics and reporting. All types of developers and projects are welcome in the Technology Partner Program. It doesn't matter if they work alone or with a team, build apps for a small business or an international organization, or distribute tools for free, charge a price, or keep them for their own use.

**Search supply partner:** Supply partners help advertisers reach a broader audience by distributing Microsoft Bing on their devices or by using Microsoft to power their own search and advertising experiences.

### Q: What will change in the program in 2021?

**A:** Due to the disruption caused by COVID-19, we've decided to defer any changes that negatively impact tier status for the 2021 program cycle. So unless you qualify for an upgrade, you'll maintain your current program tier and benefits through December 2021, regardless of whether you've met the program requirements.

We've also expanded the program to Mexico, opened an invite-only partner tier for technology partners, and opened the program up to search supply partners in the Select and Elite tiers. To learn more, see the [requirements and benefits](#) section below.

### Q: How long is a program cycle?

**A:** The partner program is on a calendar year (January-December) program cycle as follows:

| December   | January   | January-March   |
|--|---|---|
| <p><b>Annual program cycle ends.</b> Final audit against requirements for enrolled partners to determine status for the new cycle starting in January.</p> | <p><b>Annual program cycle starts.</b> Partner upgrade or downgrade announcements.*</p> | <p><b>Open enrollment period</b> for Select and Elite prequalified partners. Enrolled partners don't need to take any action. Partner tier enrollment is open year-round.</p> |

\*Due to COVID-19, all partners will maintain their tier status for the 2021 program cycle unless the partner qualifies for an upgrade.

**Q: Which partners are eligible to join the program?**

**A:** Agencies, resellers (aka channel partners), tool providers (aka technology partners) and search supply partners are eligible to join. The Microsoft Advertising Partner Program isn't available to direct advertisers. If an agency is incorrectly set up with a direct advertiser shell in the Microsoft Advertising platform, they'll need to adjust their setup and create an agency shell to be qualified. Please contact [Microsoft Advertising Support](#) for help.

**Q: How do I join the Microsoft Advertising Partner Program Community on LinkedIn?**

**A:** If you're an enrolled partner, you can request access on the [Microsoft Advertising Partner Program Community LinkedIn page](#). Please ensure your LinkedIn profile accurately represents that you work for the company that's enrolled in the partner program. Your request will be reviewed by the Microsoft Advertising Partner Team to confirm your company's enrollment.

**Q: Who can I contact with program-related questions?**

**A:** Agencies, channel partners and technology partners can contact [Microsoft Advertising Support](#) for help with any issues or reach out to their Microsoft Advertising account team. Supply partners can reach out to their Microsoft Advertising point of contact.

**Requirements and benefits**

**Q: What are the eligibility criteria for agency partners per tier?**

**A:** The specific eligibility criteria by tier for agency partners is as follows in the United States\* for each program cycle. All partners must pass fraud checks for the past three months.

| Requirement        | Partner tier  | Select tier   | Elite tier  |
|--------------------|---|---|---|
| <b>GROWTH</b>      | Bring at least <b>two</b> unique active accounts to Microsoft Advertising each calendar year.<br><br><b>\$20,000 USD</b> (or regional minimum) annual spend with Microsoft Advertising. | Bring at least <b>four</b> unique active accounts to Microsoft Advertising each calendar year.<br><br>There's a minimum spend requirement for independent agencies at this level. Please work with your account team. | Bring at least <b>four</b> unique active accounts to Microsoft Advertising each calendar year.<br><br>There's a minimum spend requirement for independent agencies at this level. Please work with your account team.   |
| <b>COMMUNITY</b>   | At least <b>one Microsoft Advertising Certified Professional (MACP)</b> employee.   | At least <b>five members</b> of your search team must be a <b>Microsoft Advertising Certified Professional (MACP)</b> .   | At least <b>10 members</b> of your search team must be a <b>Microsoft Advertising Certified Professional (MACP)</b> .<br><br>Complete at least one <b>Microsoft Advertising Learning Lab training</b> per year.   |
| <b>RECOGNITION</b> | Include <b>Microsoft Advertising Partner</b> badge on website.  | Include <b>Microsoft Advertising Select Partner</b> badge on website.   | Include <b>Microsoft Advertising Elite Partner</b> badge on website.<br><br>Collaborate on at least one co-marketing initiative per year: <ul style="list-style-type: none"> <li>• Social media campaign.</li> <li>• Success story.</li> <li>• Co-branded marketing materials.</li> <li>• Press release.</li> <li>• White paper.</li> </ul> |

\*For requirements per market outside of the United States, please work with your account team or Microsoft Advertising sales representative.

**Q: What are the eligibility criteria for channel partners per tier?**

**A:** The specific eligibility criteria by tier for channel partners, also known as resellers, is as follows in the United States.\* All partners must pass fraud checks for the past three months.

| Requirement      | Partner tier  | Select tier  | Elite tier  |
|------------------|---|--|---|
| <b>GROWTH</b>    | <p>Partner must bring at <b>least two unique active accounts</b> to Microsoft Advertising.</p> <p>No minimum spend requirement.</p> | <p>Partner must bring more than <b>50 unique active accounts</b> to Microsoft Advertising each calendar year.</p> <p>Code to at least one of the priority features identified by the Microsoft Advertising product team.</p> <p>There's a minimum spend requirement at this level. Please work with your account team.</p> | <p>Bring more than <b>150 unique active accounts</b> to Microsoft Advertising annually (minimum 75 each half).</p> <p>Code to at least two of the priority features identified by the Microsoft Advertising product team.</p> <p>There's a minimum spend requirement at this level. Please work with your account team.</p> |
| <b>COMMUNITY</b> | <p>At least <b>one Microsoft Advertising Certified Professional (MACP)</b> employee.</p>  | <p>At least <b>five members</b> of your search team must be a <b>Microsoft Advertising Certified Professional (MACP)</b>.</p>  | <p>At least <b>10 members</b> of your search team must be a <b>Microsoft Advertising Certified Professional (MACP)</b>.</p> <p>Complete at least one <b>Microsoft Advertising Learning Lab training</b> per year.</p>   |

|                           |   |  |  |
|---------------------------|---|--|--|
| <p><b>RECOGNITION</b></p> | <p>Include <b>Microsoft Advertising Partner</b> badge on website.</p> | <p>Include <b>Microsoft Advertising Select Partner</b> badge on website.</p> | <p>Include <b>Microsoft Advertising Elite Partner</b> badge on website.</p> <p>Collaborate on at least one co-marketing initiative per year:</p> <ul style="list-style-type: none"> <li>• Social media campaign.</li> <li>• Success story.</li> <li>• Co-branded marketing materials.</li> <li>• Press release.</li> <li>• White paper.</li> </ul> |
|---------------------------|---|--|--|

\*For requirements per market outside of the United States, please work with your account team or Microsoft Advertising sales representative.

**Q: How do we treat partners who operate globally in the Microsoft Advertising Partner Program, and what are the eligibility criteria?**

**A:** We consider global agencies operating under holding companies as Global Agency Partners. All partners must pass fraud checks for the past three months.

The eligibility criteria are as follows:

| Requirement             | Select Global Agency  | Elite Global Agency   |
|-------------------------|---|---|
| <p><b>GROWTH</b></p>    | <p>There's a minimum spend requirement for global agencies at this level. Please contact your account team.</p>               | <p>There's a minimum spend requirement for global agencies at this level. Please contact your account team.</p>   |
| <p><b>COMMUNITY</b></p> | <p>At least <b>five members</b> of your search team must be a <b>Microsoft Advertising Certified Professional (MACP)</b>.</p> | <p>At least <b>10 members</b> of your search team must be a <b>Microsoft Advertising Certified Professional (MACP)</b>.</p> <p>Complete at least one <b>Microsoft Advertising Learning Lab training</b> per year.</p> |

|                    |   |   |
|--------------------|---|---|
| <b>RECOGNITION</b> | Include <b>Microsoft Advertising Select Partner</b> badge on website. | Include <b>Microsoft Advertising Elite Partner</b> badge on website.<br><br>Collaborate on at least one co-marketing initiative per year: <ul style="list-style-type: none"> <li>• Social media campaign.</li> <li>• Success story.</li> <li>• Co-branded marketing materials.</li> <li>• Press release.</li> <li>• White paper.</li> </ul> |
|--------------------|---|---|

**Q: What are the eligibility criteria for technology partners per tier?**

**A:** The specific eligibility criteria by tier for technology partners is as follows in the United States.\* The Technology Partner Program is by invitation only, but if you’re enabling scaled demand solutions, we invite you to apply. All partners must pass fraud checks for the past three months.

| Requirement   | Partner tier   | Select tier   | Elite tier   |
|---------------|--|---|--|
| <b>GROWTH</b> | Code compliance to API version migrations and breaking changes in advance of item sunset.<br><br>No minimum spend requirement. | <p><b>All partners:</b> Code compliance to API version migrations and breaking changes in advance of item sunset.</p> <p>There’s a minimum spend requirement for Global Technology Partners at this level. Please contact your account team.</p> <p>Active commitment/action toward mutually determined shared goals.</p> | <p><b>Tool providers:</b> Top priority Microsoft Advertising features coded within four months of general availability, each supported with published announcement of release. These features are exclusive from API migrations and breaking changes listed as a separate requirement below.</p> <p><b>All partners:</b> Code compliance to API version migrations and breaking changes in advance of item sunset.</p> |

|                    |  |   |   |
|--------------------|--|---|---|
|                    |  |   | <p>There's a minimum spend requirement for Global Technology Partners at this level. Please contact your account team.</p> <p>Must have active commitment/action toward mutually determined shared goals.</p>   |
| <b>COMMUNITY</b>   | <p>At least <b>one Microsoft Advertising Certified Professional (MACP)</b> employee.</p> | <p>At least two <b>Microsoft Advertising Certified Professional (MACP)</b> employees.</p> <p>Must have minimum monthly touch points with a Microsoft Advertising representative.</p> <p>Must actively participate in product-specific education opportunities (e.g., live training, webinars and educational collateral).</p> | <p>At least <b>five Microsoft Advertising Certified Professional (MACP)</b> employees and complete at least one <b>Microsoft Advertising Learning Lab training</b> per year.</p> <p>Must have minimum monthly touch points with a Microsoft Advertising representative.</p> <p>Must have active commitment/action toward mutually determined shared goals.</p> <p>Must actively participate in product-specific education opportunities (e.g., live training, webinars and educational collateral).</p> |
| <b>RECOGNITION</b> | <p>Include <b>Microsoft Advertising Partner</b> badge on website.</p>                    | <p>Include <b>Microsoft Advertising Select Partner</b> badge on website.</p> <p>Partner must participate in one of the following programs each year:</p>  | <p>Include <b>Microsoft Advertising Elite Partner</b> badge on website.</p> <p>Partner must participate in two of the following programs each year:</p>   |

|  |  |   |  |
|--|--|---|--|
|  |  | <ul style="list-style-type: none"> <li>• Collaborate on one success story.</li> <li>• Collaborate on four (4) social posts.</li> <li>• Complete one press release.</li> <li>• Complete one joint blog post.</li> <li>• Participate in one joint webinar.</li> </ul> | <ul style="list-style-type: none"> <li>• Collaborate on one success story.</li> <li>• Collaborate on eight (8) social posts.</li> <li>• Complete one press release.</li> <li>• Complete one joint blog post.</li> <li>• Participate in one joint webinar.</li> </ul> |
|--|--|---|--|

\*For requirements per market outside of the United States, please work with your account team or Microsoft Advertising sales representative.

**Q: What are the eligibility criteria for search supply partners per tier?**

The eligibility criteria each calendar year is as follows for search supply partners. At this time, search supply partners can join the program by invite only at the Select and Elite tiers.

| Requirement      | Select tier  | Elite tier  |
|------------------|--|---|
| <b>GROWTH</b>    | <p>Search supply partners must meet the <b>minimum annual revenue requirement</b> for your region (based on location) – US/EMEA/APAC.</p> <p>Ability to drive new revenue opportunities through a <b>Joint Business Plan</b> with a SEAM <b>approval rate of 70%</b> and pursues one product or feature adoption per year.</p> <p>Meet all technical, policy and contractual requirements.</p> | <p>Search supply partners must meet the <b>minimum annual revenue requirement</b> for your region (based on location) – US/EMEA/APAC.</p> <p>Ability to drive new revenue opportunities through a <b>Joint Business Plan</b> with a SEAM <b>approval rate of 80%</b> and pursues <b>3</b> product or feature adoption per year.</p> <p>Meets or exceeds all technical, policy and contractual requirements.</p> |
| <b>COMMUNITY</b> | <p>Minimum of <b>two monthly touch points</b> and drive meaningful discussions as part of a <b>Quarterly Business Review</b></p>   | <p>Minimum of <b>four monthly touch points</b> and drive meaningful discussions as part of a <b>Quarterly Business Review</b></p>   |

|                    |   |   |
|--------------------|---|---|
|                    | with your Microsoft Partner Account Manager and extended team.<br><br>Active participation in at least one <b>Voice of the Partner</b> engagements (surveys, listening tours, etc.) – coming in 2021. | with your Microsoft Partner Account Manager and extended team.<br><br>Active participation in all <b>Voice of the Partner</b> engagements (surveys, listening tours, etc.) – coming in 2021.  |
| <b>RECOGNITION</b> | No specific requirements.   | Work together on <b>one of the following</b> per year: <ul style="list-style-type: none"> <li>• Collaborate on one success story.</li> <li>• Participate in advertiser event by invitation.</li> <li>• Participate in one joint webinar.</li> </ul> |

**Q: What are the benefits of the partner program?**

**A:** See the below benefit offerings by tier:\*

|                  |  | Partner | Select | Elite |
|------------------|--|---------|--------|-------|
| <b>GROWTH</b>    | Eligible for contests and promotional offers                                 | ✓       | ✓      | ✓     |
|                  | Annual agency consultation (Partner tier only)                               | ✓       |        |       |
|                  | Engagement at Microsoft Advertising and Microsoft-led events                 |         | ✓      | ✓     |
|                  | Partner event sponsorship  |         |        | ✓     |
|                  | Joint marketing planning   |         |        | ✓     |
|                  | Priority access to product solution pilots                                   |         |        | ✓     |
| <b>COMMUNITY</b> | Access to Microsoft Advertising Partner Program Community on LinkedIn        | ✓       | ✓      | ✓     |
|                  | Invitation to the annual Global Microsoft Advertising Virtual Partner Summit | ✓       | ✓      | ✓     |
|                  | Access to Microsoft Advertising engineering for product feedback             |         | ✓      | ✓     |
|                  | Invitation to Microsoft Advertising Elevate (Global Partner Summit)          |         | ✓      | ✓     |

|                    |  |   |   |   |
|--------------------|--|---|---|---|
|                    | Access to exclusive Microsoft Advertising events                           |   |   | ✓ |
| <b>RECOGNITION</b> | Microsoft Advertising Partner Program badge                                | ✓ | ✓ | ✓ |
|                    | Listing in online partner directory  | ✓ | ✓ | ✓ |
|                    | Eligible for annual Microsoft Advertising Partner Awards                   |   | ✓ | ✓ |
|                    | Microsoft Advertising Partner Celebration                                  | ✓ |   |   |
|                    | Speaking opportunities at Microsoft events or webinars                     |   |   | ✓ |
|                    | Collaboration on press releases, social amplification and customer stories |   |   | ✓ |

\*These are the current benefits as of January 2021. Benefits are subject to change and may vary by location and partner type.

## Program enrollment

### Q: How does a new agency partner enroll in the partner program?

**A:** Any existing Microsoft Advertising agency, channel or technology partner is eligible to join the program at the Partner tier year-round if they meet the entry-level requirements specified above. The enrollment period for Select and Elite tiers occurs January to March each calendar year. Agency partners may follow the steps below to join the program:

- Start by visiting [microsoftadvertisingpartners.com](https://microsoftadvertisingpartners.com) and click on the [apply now](#) button to submit an application.
- Request is then routed to determine eligibility. If your company meets the requirements, you'll receive an email with instructions on how to access your benefits.
- Please note that this **process typically takes about 72 hours**. If this time has passed and you haven't received an email about acceptance or denial for membership, you can contact your account team or Microsoft Advertising Support to have a representative escalate to the Microsoft Advertising Partner Program team on your behalf.
- On your first visit to the Microsoft Advertising Partner Program website, you'll be asked to 1) allow permission to link your Microsoft Advertising account and 2) accept the terms and conditions. To sign in, please use your Super Admin or Standard User account credentials associated with your Microsoft Advertising account. For more information on user roles see the [Help article](#).
- Upon successful sign in, complete your directory profile under the account drop-down menu in the upper right corner to list your company in the Microsoft Advertising Partner Directory and download your partner badge(s).
- Finally, contact your account team or [sign in](#) to the Microsoft Advertising Partner Portal for details on availability of benefits for your tier.

### Q: How does a new channel partner enroll in the partner program?

A: Net-new channel partners can join the program in conjunction with the channel partner master terms and conditions and their addendum. All three documents will be signed via DocuSign. Here is the process:

- New channel partners must complete all three agreements, including the Microsoft Advertising Partner Program agreement, via DocuSign.
- The new partner is processed and then receives their reseller ID, officially becoming a channel partner.
- Once a partner receives their reseller ID, the partner program is alerted via email that a new channel partner has been onboarded. The program will then inherit the T&C's from DocuSign and grant the new partner permission to the partner portal.

### Q: How does a new technology or search supply partner enroll in the partner program?

A: At this time, technology and search supply partners may join the program via invitation only. If you have further questions, please reach out to our [support team](#) or your Microsoft Advertising contact.

### Q: Who do I contact if I've submitted my request to enroll in the program but haven't heard back?

A: You should expect to hear back regarding your application status within two business days from submission. If you haven't received a response, please attempt to sign in to the [Microsoft Advertising Partner Program website](#) with your Microsoft Advertising credentials to check if you're already a partner. If you're still experiencing troubles, please reach out to your account team if you're managed, or contact our [support team](#) with your company name and Microsoft Advertising manager account ID. If you don't have a Microsoft Advertising account, you can create one on the [Microsoft Advertising contact sales resources page](#).

## Partner website

### Q: Who can access the partner website?

A: [Super Admins](#) and [Standard Users](#) associated with the partner's Microsoft Advertising account can access the partner website by using the same username and password they use to access the [Microsoft Advertising platform](#). Supply partners can access program materials in the supply partner portal.

### Q: I receive an error message when trying to sign in. What can I do now?

A: If you're an enrolled partner and having trouble signing in to the partner website, please try the following troubleshooting steps:

1. Ensure that you're a [Super Admin](#) or [Standard User](#) associated with your Microsoft Advertising account and use the same username and password you use to sign in to that platform.
2. If asked whether your account is a work/school or personal account, try both options. Work emails are often set up as personal accounts.
3. Try signing in with a private browser.

**Q: I forgot my username or password. Where can I retrieve it?**

**A:** If you don't remember your username or password, please follow these steps:

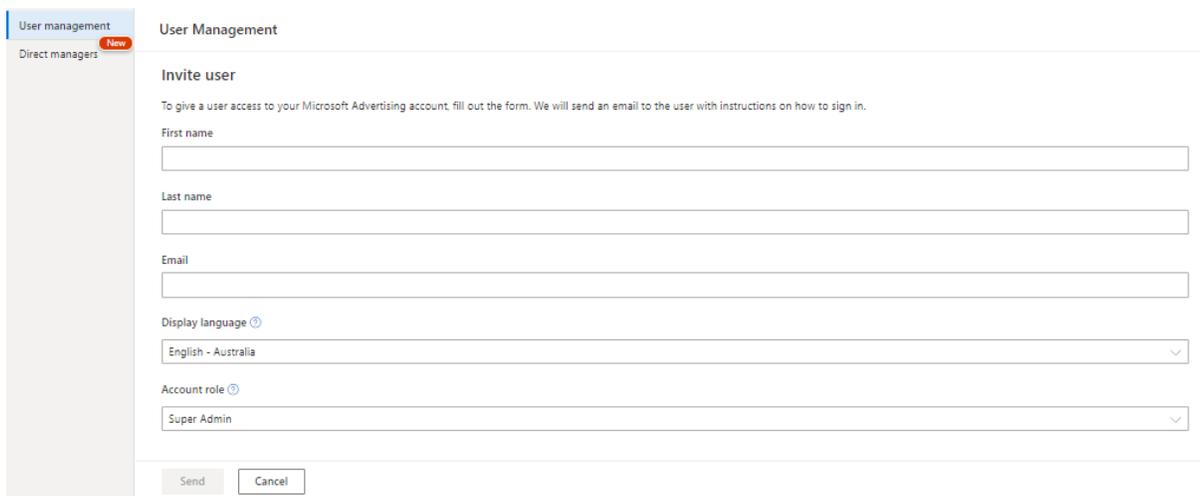
1. On the sign-in screen at <https://ads.microsoft.com>, click the "[Forgot your username?](#)" link.
2. Follow the on-screen steps to retrieve the proper information.

**Q: How can I add users to my account so they can access the partner website?**

**A:** Everyone who uses Microsoft Advertising is assigned a user role, which gives permissions to perform specific account functions. The person who signs up for the account is given the role of Super Admin, which gives them full permissions, including inviting and deleting other users.

If you'd like to grant access to additional portal users, you may do so by adding the user to your Microsoft Advertising account. Portions below are from this [Help article](#).

1. After signing in to [Microsoft Advertising](#), click **Tools** from the global menu, then click **Account access**.
2. Click **User Management** from the main menu.
3. Click **Invite user** from the **User Management** page.
4. Enter information about the new user and their account role.\*
5. Click **send**.

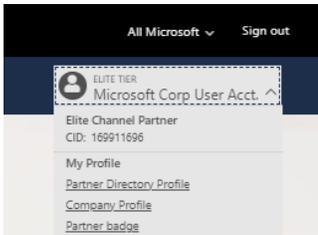


The screenshot shows the 'User Management' interface with a sidebar on the left containing 'User management' and 'Direct managers' (with a 'New' badge). The main content area is titled 'User Management' and contains an 'Invite user' form. The form includes a sub-header 'Invite user' and a note: 'To give a user access to your Microsoft Advertising account, fill out the form. We will send an email to the user with instructions on how to sign in.' The form fields are: 'First name' (text input), 'Last name' (text input), 'Email' (text input), 'Display language' (dropdown menu with 'English - Australia' selected), and 'Account role' (dropdown menu with 'Super Admin' selected). At the bottom of the form are 'Send' and 'Cancel' buttons.

\*The account role (user level) must be Standard User or Super Admin to access the Microsoft Advertising Partner Program website. Users who are defined as any of the other account roles will be able to sign in to the program website and navigate, however, they won't be able to edit.

### Q: How do I sign in to the portal and update my profile and directory listing?

**A:** If you're an enrolled partner you can access the Microsoft Advertising Partner Portal by using the same authentication credentials as your Microsoft Advertising account. Once you've successfully signed in to the portal, you can edit your company profile (internal use only) and directory profile (information that will appear publicly in the [partner directory](#)) under your account drop-down menu in the top navigation bar.



### Q: What do I do if I'm an enrolled partner, but my company information does not show up in the partner directory?

**A:** Please sign in to the portal and fill out the "Partner Directory Profile" in your account drop-down menu in the upper right corner. Please note that the "Company Profile" isn't public and is meant for internal program use only and won't affect your directory listing, so please complete both. Be sure to **fill out all fields completely**, as incomplete/missing fields may result in a profile not being published. Once you've completed and submitted your profile, please allow one to two days for our web team to review your submission and publish to the directory. Partners may list themselves in any supported market where they have an active service location.