Microsoft

Microsoft Advertising Partner Program: Frequently Asked Questions

Contents – click on Ctrl+mouse to go to specific question and answer:

Q: What is the Microsoft Advertising Partner Program? 2

Q: Why is the Microsoft Advertising Partner Program important to our partners? 2

Q: Where is the Microsoft Advertising Partner Program available? 2

Q: How is the Microsoft Advertising Partner Program structured? 2

Q: What will change in the Microsoft Advertising Partner Program in 2020? 2

Q: What is the program cycle of the Microsoft Advertising Partner Program? 3

Q: Which customers are eligible for the Microsoft Advertising Partner Program? 3

Q: What are the eligibility criteria for agency partners per tier? 3

Q: What are the eligibility criteria for channel partners per tier? 4

Q: What are the eligibility criteria for technology partners per tier? 5

Q: How do we treat partners that operate globally in the Microsoft Advertising Partner Program, and what are the eligibility criteria? 5

*Document continued on next page. 6

Q: What are the benefits of the Microsoft Advertising Partner Program? 7

Q: How does a new agency partner enroll in the Microsoft Advertising Partner Program? 8

Q: How does a new channel partner enroll in the Microsoft Advertising Partner Program? 8

Q: How do I sign in to the portal and update my profile and directory listing? 9

Q: What do I do if I am an enrolled partner, but my company information does not show up in the partner directory? 9

Q: Who do I contact if I have submitted my request to enroll in the program, but I have not heard back? 9

Q: How do I join the Microsoft Advertising Partner Program Community on LinkedIn? 9

Q: Who can I contact with program-related questions? 9

Q: What is the Microsoft Advertising Partner Program?

A: The Microsoft Advertising Partner Program recognizes and rewards agency, channel and technology 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, technical, marketing and sales resources. At its core, it is a relationship between Microsoft Advertising and the most competent and qualified partners in the advertising industry to ensure our current and future clients exceed in their goals.

Q: Why is the Microsoft Advertising 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, provide access to the Microsoft community and technical experts, and receive recognition for their work with Microsoft Advertising. The program benefits include brand association, sales incentives, trainings and certifications, events and awards, technology enablement, account management, and marketing investment for our most exclusive partners.

Q: Where is the Microsoft Advertising Partner Program available?

A: The expanded Microsoft Advertising Partner Program is available for partners in 20 countries: Australia, Austria, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, India, Italy, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, United Kingdom and the United States.

Q: How is the Microsoft Advertising Partner Program structured?

A: The Microsoft Advertising Partner Program consists of three tiers – **Elite**, **Select** and **Partner** – and is available for agency, channel, and technology partners.

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 the December timeframe. Benefits increase as a company upgrades through the tiers.

Q: What will change in the Microsoft Advertising Partner Program in 2020?

A: Starting January 2020, the Microsoft Advertising Partner Program has revised the minimum partner tier spend requirements. While requirements in the US and Spain have increased other markets have been lowered or are remaining the same. The change in requirements helps us to better align with the actual business conditions in specific markets.

Microsoft

Q: What is the program cycle of the Microsoft Advertising Partner Program?

A: The Partner Program is on a calendar year (January-December) program cycle.

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

Q: Which customers are eligible for the Microsoft Advertising Partner Program?

A: Agencies, resellers (aka channel partners) and tool providers (aka technology partners). The Microsoft Advertising Partner Program is not available to direct advertisers. If an agency is incorrectly set up with a direct advertiser shell in Microsoft Advertising platform, they will need to adjust their set up and create an agency shell to be qualified.

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

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

Requirement	Partner tier	Select tier	Elite tier
GROWTH	Partner must bring at least two unique active accounts to Microsoft Advertising each calendar year. Demonstrated spend of $20,000 (USD or local equivalent) annually with Microsoft Advertising.	Partner must bring at least four unique active accounts) to Microsoft Advertising each calendar year. There is a minimum spend requirement for independent agencies at this level. Please work with your account team.	Partner must bring at least four unique active accounts to Microsoft Advertising each calendar year. There is a minimum spend requirement for independent agencies at this level. Please work with your account team.
COMMUNITY	At least one member of search team must be a Microsoft Advertising Certified Professional.	At least 30% of search team must be Microsoft Advertising Certified Professionals.	At least 50% of search team must be Microsoft Advertising Certified Professionals. Complete at least one Microsoft Advertising Learning Lab training per year.
RECOGNITION	Include Microsoft Advertising Partner badge on website.	Include Microsoft Advertising Select Partner badge on website.	Include Microsoft Advertising Elite Partner badge on website. Participate in two of the following initiatives:

			• One customer story per year. • Collaborate on eight (8) social posts per year. • Complete one press release per year.

*For requirements per country 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
GROWTH	Partner must bring at least two unique active accounts to Microsoft Advertising. No minimum spend requirement.	Partner must bring more than 50 unique active accounts to Microsoft Advertising annually (minimum 25 each half). Code to at least one of the priority features as identified by the Microsoft Advertising product team. There is a minimum spend requirement at this level. Please work with your account team.	Bring more than 150 unique active accounts to Microsoft Advertising annually (minimum 75 each half). Code to at least two of the priority features identified by the Microsoft Advertising product team. There is a minimum spend requirement at this level. Please work with your account team.
COMMUNITY	At least one member of search team must be a Microsoft Advertising Certified Professional.	At least 30% of search team must be Microsoft Advertising Certified Professionals.	At least 50% of search team must be Microsoft Advertising Certified Professionals. Complete at least one Microsoft Advertising Learning Lab training per year.

RECOGNITION	Include Microsoft Advertising Partner badge on website.	Include Microsoft Advertising Select Channel Partner badge on website.	Include Microsoft Advertising Elite Channel Partner badge on website. Participate in two of the following initiatives: • One customer story per year. • Collaborate on eight (8) social posts per year. • Complete one press release per year.

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

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

A: The specific eligibility criteria by tier for technology partners can be found in the next question around global partners.

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

A: We consider technology partners and global agencies operating under holding companies as Global Technology Partners and 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
GROWTH	There is a minimum spend requirement for global agencies at this level. Please contact your account team.	There is a minimum spend requirement for global agencies at this level. Please contact your account team.
COMMUNITY	At least 30% of search team must be Microsoft Advertising Certified Professionals.	At least 50% of search team must be Microsoft Advertising Certified Professionals. Complete at least one Microsoft Advertising Learning Lab training per year.
RECOGNITION	Include the Microsoft Advertising Select Agency Partner badge on their website.	Include the Microsoft Advertising Elite Agency Partner badge on their website. Participate in two of the following initiatives: • One customer story per year. • Collaborate on eight (8) social posts per year. • Complete one press release per year.

Requirement	Select Technology Partner	Elite Technology Partner
GROWTH	**All partners:** Code compliance to API version migrations and breaking changes in advance of item sunset. There is a minimum spend requirement for Global Technology Partners at this level. Please contact your account team. *Select tier is invite only. Active commitment/action towards mutually determined shared goals.	• **Tool Providers:** Top priority Microsoft Advertising ads 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. • **All partners:** Code compliance to API version migrations and breaking changes in advance of item sunset. There is a minimum spend requirement for Global Technology Partners at this level. Please contact your account team. Must have active commitment/action towards mutually determined shared goals.
COMMUNITY	• At least two Microsoft Advertising Certified Professionals. • Must have minimum monthly touchpoints with a Microsoft Advertising representative. • Must actively participate in product-specific education opportunities (e.g. live trainings, webinars and educational collateral).	• At least five Microsoft Advertising Certified Professionals and complete at least one Microsoft Advertising Learning Lab training per year. • Must have minimum monthly touchpoints with a Microsoft Advertising representative. • Must have active commitment/action towards mutually determined shared goals. • Must actively participate in product-specific education opportunities (e.g. live trainings, webinars and educational collateral).
RECOGNITION	• Include Microsoft Advertising Select Technology Partner badge / on website. Partner must participate in one of the following programs each year: • One customer story • Collaborate on four (4) social posts • Complete one press release • Complete one joint blog post • Participate in one joint webinar	• Include Microsoft Advertising Elite Technology Partner badge on website. Partner must participate in two of the following programs each year: • One customer story • Collaborate on eight (8) social posts • Complete one press release • Complete one joint blog post • Participate in one joint webinar

***Document continued on next page.**

Microsoft

Q: What are the benefits of the Microsoft Advertising Partner Program?

A: See the below benefit offerings by tier:

		Partner	Select	Elite
GROWTH	Eligible for contests and promotional offers	✓	✓	✓
	Product trainings and certification	✓	✓	✓
	Access to online sales, industry and marketing insights	✓	✓	✓
	Annual agency consultation	✓		
	Eligible for dedicated account management		✓	✓
	Engagement at Microsoft Advertising and Microsoft led events		✓	✓
	Partner event sponsorship			✓
	Joint marketing planning			✓
	Access to product solution pilots			✓
	Co-branded webcasts			✓
COMMUNITY	Access to Microsoft Advertising Partner Program Community on LinkedIn	✓	✓	✓
	Invitation to Microsoft Advertising Partner Virtual Summit	✓	✓	✓
	Access to Microsoft Advertising Ads engineering for product feedback		✓	✓
	Instructor-led training and certifications		✓	✓
	Invitation to Global Microsoft Advertising Partner Summit			✓
	Access to exclusive Microsoft Advertising events			✓
	Microsoft Advertising Champions community			✓
RECOGNITION	Microsoft Advertising Partner Program badge	✓	✓	✓
	Listing in online partner directory	✓	✓	✓
	Eligible for annual Microsoft Advertising Partner Awards		✓	✓
	Social media promotion		✓	✓
	Speaking opportunities at Microsoft			✓
	Collaboration on press releases, social amplification and customer stories			✓

Q: How does a new agency partner enroll in the Microsoft Advertising 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 from January to March each calendar year. Here are the steps for joining:

- Start by visiting 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 will 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 did not receive an email about acceptance or denial for membership, you can contact your account team or the Microsoft Advertising Support Team to have a representative escalate to the Microsoft Advertising Partner Program team on your behalf.
- On your first visit to the Microsoft Advertising Partner website, you will be asked to 1) allow permission to link your Microsoft Advertising Ads account and 2) accept the terms and conditions document. 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 "My Profile" 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 Microsoft Advertising Partner Program?

A: Net new channel partners can now 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 new 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 do I sign in to the portal and update my profile and directory listing?

A: If you are an enrolled partner you can access the Microsoft Advertising Partner Portal by using the same authentication credentials as your Microsoft Advertising account. Once you have successfully signed into the portal, you can edit your company profile and directory profile under the "My profile" dropdown in the top navigation bar.

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

A: Please sign into the portal and fill out the "directory profile" in the "My Profile" dropdown. Please note that the "company profile" is not public and is meant for internal program use only and will not 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 have 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 can list themselves in any supported country where they have an active service location.

Q: Who do I contact if I have submitted my request to enroll in the program, but I have not heard back?

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

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

A: If you are an enrolled partner, you can request access on the Microsoft Advertising Partner Program Community LinkedIn page. Please ensure that your LinkedIn profile accurately represents that you work for the company that is an enrolled partner.

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

A: Contact your Microsoft Advertising Ads account team or visit the Microsoft Advertising support page for help with any issues.