

Microsoft Advertising Partner Program

Jumpstart to our most important partner resources

Microsoft Advertising. Great relationships start here.

Microsoft Advertising Partner Portal

[MicrosoftAdvertisingPartners.com](https://microsoftadvertisingpartners.com)

Enjoy access to exclusive partner events and business growth opportunities, connect with your peer community, and receive recognition for your outstanding work with the Microsoft Advertising Partner Program.

Requires login with Partner Portal credentials:

- [Dashboard](#)
- [Welcome Kit](#)
- [Program requirements](#)
- [Program benefits](#)
- [Special Partner Events & webinars](#)
- [Microsoft Advertising insights](#)
- [Training & certification](#)
- [Sales collateral and marketing materials](#)
- [Create and maintain your external visible Partner Directory Profile](#)
- [See your own Partner Directory Profile entry listed](#)
- [Get your Partner Program badge](#)
- [Microsoft Advertising tools](#)

No login required:

- [Partner Program one-sheet](#)
- [Partner FAQ document](#)
- [Partner marketing resources one-sheet](#)
- [PR and social media guidance](#)
- [Microsoft Advertising Partner Awards](#)
- [Microsoft Advertising Policies and Guidelines](#) and [Microsoft Trademark and Brand Guidelines](#)

Microsoft Advertising on Social Media

Stay connected! Tag us and use #MSFTAds and #MSFTAdsPartners

- [Join and engage with the Microsoft Advertising Partner Program community on LinkedIn](#)
- [Microsoft Advertising on LinkedIn](#)
- [Microsoft Advertising on Twitter](#)
- [Microsoft Advertising on Instagram](#)
- [Microsoft Advertising on Facebook](#)
- [Microsoft Advertising on YouTube](#)
- [The Download: A marketing video series \(also available as a podcast\)](#)

Search Engine Marketing Solutions

- [Ad products: Solutions for online advertising](#)
- [Audience targeting: reach high quality customers](#)
- [Microsoft Audience Network](#)
- [SEM Tools for Advertising](#)

Partner Program overview video



Microsoft Advertising Websites

- [Microsoft Advertising Portal](#)
- [Agency Center](#)
- [Small business advertising solutions](#)
- [Microsoft Audience Network data](#)
- [Xandr Solutions](#)
- [PromoteIQ Solutions](#)
- [Advertising Learning Lab](#)
- [Developer documentation](#)
- [Microsoft Advertising Help Center](#)
- [Microsoft Advertising: Contact Us](#)
- [What's new at Microsoft Advertising?](#)
- [Microsoft Advertising Platform Health](#)
- [The new Bing: creating new value for advertisers](#)
- [Access a world of opportunity scaling campaigns to 164 markets](#)

Newsletter and Blogs

- [Microsoft Advertising Blog](#)
- [Microsoft Advertising Insider Newsletter](#)
- [Microsoft Bing Blog](#)

Events & Education

- [Webcasts & Videos](#)
- [Microsoft Advertising Video series](#)
- [Digital Advertising Fundamentals Learning Path](#)
- [Learning Events and Bootcamps](#)
- [Thought Leadership Series](#)
- [Marketing with Purpose Playbook: Building trusted brand experiences and get certified](#)
- [Microsoft Virtual Training Days \(incl. cost free exams like AI-900, AZ-900, DP-900, PL-900\)](#)

Customer Success Stories

Get more visibility for you and your clients and take advantage of content marketing opportunities with Microsoft Advertising.

- Contact your account representative and say, "I want to be featured in a Microsoft Advertising [customer success story](#)."
- Each company featured in a Microsoft story must sign the Microsoft release form via Adobe Sign before beginning story production.
- Work with the Microsoft Advertising customer success stories team and participate in an interview.
- See your story featured on the Microsoft Advertising blog, or social media channels or in newsletters.

Press Releases

Get your Microsoft Advertising related press releases reviewed.

- Please submit your press release to: partnerrelease@microsoft.com
Please allow 2-10 days for brand and messaging approval.
- If you would like a quote from a Microsoft Advertising executive, please provide preliminary topic guidance in your request. We'll do our best to accommodate you.

Further questions as a partner?

Please reach out to your Microsoft Advertising representative or email us at msftadspartner@microsoft.com