



MICROSOFT ADVERTISING BEST PRACTICES

# Reaching new audiences

Australia and New Zealand | 2021

Microsoft Advertising. Intelligent connections



# Thank you for considering Microsoft Advertising

Though you may already be using Google Ads, the Microsoft Search Network can help boost traffic by offering an additional customer audience and increase diversity, growth and profits for you and your clients. Our high-value audience is global

local and mobile. Here you will find insights and resources to help solidify your role as a strategic partner to you by adding Microsoft Advertising to your marketing strategies.

Globally, the Microsoft Search Network is continually growing its market share<sup>1</sup>



## In Australia, your clients can potentially reach:<sup>2</sup>

9 MILLION

unique searchers who represent



183 MILLION

monthly searches



17%

of the PC search market

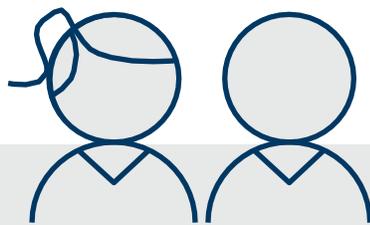


## The Microsoft Search Network audience in Australia is sophisticated, educated and financially secure<sup>3</sup>



More than 1/3

have a household income of \$85K AUD or more



55%

are between the ages of 25-54



68%

graduated from college, have a diploma, certificate or degree

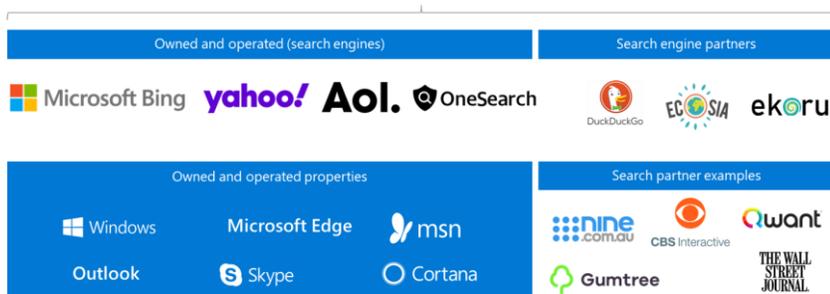
# High-quality partnerships add value to the Microsoft Search Network

- ✓ Microsoft Bing powers Verizon Media web, mobile and tablet search, providing paid search ads to Yahoo & AOL's properties worldwide.
- ✓ Our partnerships with carefully vetted search partners, like DuckDuckGo, The Wall Street Journal, Ecosia, CBS Interactive and others to bring high-quality traffic and increased clicks to your campaigns.

# We reach people across multiple devices and platforms<sup>4</sup>

- ✓ Microsoft Bing search is built into Windows 10, which is now on over 800 million devices.
- ✓ Microsoft Bing powers Microsoft search, which is a unified search experience for enterprises including Office, SharePoint and Microsoft Edge.
- ✓ Microsoft Bing is on phones, tablets, PCs and across many other devices and platforms that you might not expect.

## Microsoft Advertising



## Support and resources are at your fingertips



### [INDUSTRY INSIGHTS](#)

Get actionable data, insights and best practices to help make decisions and grow your business across multiple verticals



### [RETAIL HUB](#)

As eCommerce grows, retailers have an opportunity to better understand consumers through their search behaviour, driving both performance and insights for business recovery. Get the most out of your budget and return on ad spend through industry insights, consumer trends, and actionable product information. Let Microsoft Advertising help you plan your campaign strategy and plot a course to sales success.



### [AUDIENCE DEMOGRAPHIC DATA](#)

Reach more of your customers and connect with the people who matter to you on the Microsoft Search Network. Access in-depth audience understanding and marketplace insights when you use the following audience data to help plan your Microsoft Advertising campaigns.



### [COVID-19 RECOVERY HUB](#)

As consumers remain home, search has grown in increasing importance. Our goal is to provide you with regularly updated insights and trends to allow you to make informed decisions for your business. Be sure to bookmark this page to reference the latest insights..



## Streamline efforts with these Microsoft Advertising tools



### [MICROSOFT ADVERTISING EDITOR](#)

This bulk management tool helps you edit and manage several campaigns at once. Edit campaigns offline to publish changes later. Editor for Windows and Mac is available globally.



### [GOOGLE IMPORT TOOL](#)

Import existing ad campaigns directly into Microsoft Advertising. Bulk import campaigns, ad groups, ads and keywords from Google Ads.



### [COMPETITION TAB](#)

What are your competitors up to and how do they compare to you? The Competition tab is your one-stop shop to gather valuable information about your competition in Microsoft Advertising. Along with insights, we'll recommend actions you can take to get ahead of the pack.



### [AUTOMATED BIDDING](#)

With ever-expanding keyword lists and targeting options, managing bids efficiently can be difficult and time-consuming. Automated bid strategies from Microsoft Advertising give you flexible, advanced tools to save you time and maximise ad spend.



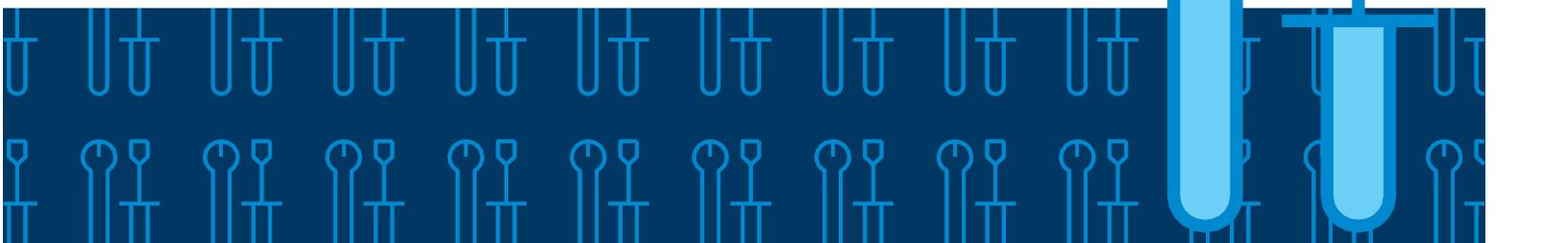
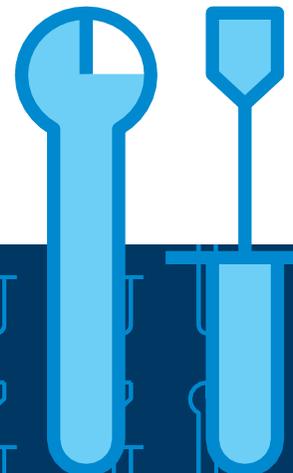
### [RECOMMENDATIONS TAB](#)

Microsoft Advertising creates customised recommendations for you by using your account's historical performance, your campaign settings, and trends.



### [KEYWORD PLANNER](#)

The Microsoft Advertising Keyword Planner can help you conduct keyword research and identify the most effective ad groups and keywords to boost your campaign performance.



# Reach ideal customers with these Microsoft Advertising features

1

## **UNIVERSAL EVENT TRACKING**

When you set up Conversion Tracking, you teach us what works best for you. Then our platform can match you to searchers across our network who are more relevant to your business. You can also access tools and insights to help you optimise your campaigns for greater impact.

2

## **SHOPPING CAMPAIGNS**

Run Product Ads to showcase your products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.

3

## **RESPONSIVE SEARCH ADS**

Responsive search ads make creating ads easier by eliminating the need to figure out which headlines and descriptions work well together. Adapting your ad's content to match what potential customers are searching for can help to improve your campaign's performance.

4

## **IN-MARKET AUDIENCES**

With In-market Audiences, you can find curated lists of users that have been found to be in-market for a certain purchase category.

5

## **MICROSOFT AUDIENCE NETWORK**

Marketers are shifting their attention to refocus on what really counts: people. User intent from search and user profile data can be combined to create a powerful match between a person's needs and an advertiser's offering to deliver greater performance. Meet the Microsoft Audience Network, an audience marketing solution powered by Microsoft audience intelligence and artificial intelligence (AI), and home of the new [Microsoft Audience Ads](#).





## Support resources

Microsoft Advertising  
[about.ads.microsoft.com/en-au](https://about.ads.microsoft.com/en-au)

Agency Hub  
[about.ads.microsoft.com/en-au/resources/agency-hub](https://about.ads.microsoft.com/en-au/resources/agency-hub)

Industry insights  
[about.ads.microsoft.com/en-au/insights](https://about.ads.microsoft.com/en-au/insights)

Training and accreditation [about.ads.microsoft.com/en-au/resources/training/get-accredited](https://about.ads.microsoft.com/en-au/resources/training/get-accredited)

Customer success stories [about.ads.microsoft.com/en-au/insights/topics/success-stories](https://about.ads.microsoft.com/en-au/insights/topics/success-stories)

Microsoft Advertising Support Team  
1800-030716

Reach us Monday through Friday 9 a.m. to 6 p.m.

If you are an agency partner that already uses Microsoft Advertising, you may qualify for the Microsoft Advertising Partner Programme.

The programme provides support, service, and solutions to Microsoft Advertising partners so that they can help their clients achieve better results with Microsoft Advertising.

To learn more about the Microsoft Advertising Partner Programme, visit the [sign-up page](#).

## Stay connected

[about.ads.microsoft.com/en-au/blog](https://about.ads.microsoft.com/en-au/blog)

[facebook.com/MicrosoftAdvertising](https://facebook.com/MicrosoftAdvertising)

[twitter.com/MSFTAdvertising](https://twitter.com/MSFTAdvertising)

[linkedin.com/showcase/microsoft-advertising](https://linkedin.com/showcase/microsoft-advertising)

## Testimonials from Microsoft Advertising Partner agencies and our clients

▯▯ Paid search is an integral channel to help capture in-market consumers irrespective of which stage they are at in their purchase journey. The Microsoft Network helped us navigate through this path with the use of their advanced audience targeting features leading to a better performance.

**Robin Stafford**  
Head of Search,  
Telstra



▯▯ The combination of paid search and the Microsoft Audience Network gave us the opportunity to test a new approach which resulted in a very effective campaign for our client. We see value in recommending paid search and the Microsoft Audience Network to many of our other clients as well.

**Pat McMahon,**  
Performance Media Supervisor,  
Havas Media



▯▯ The Microsoft Search Network allows us to reach a highly valued audience and to achieve performance that, on average, is better than other search engines.

**Angelo Zarbo,**  
Digital Marketing Director,  
Labelium



▯▯ Leveraging paid search to reach people when they are researching plumbing solutions has given our business the marketing support we needed to build a successful small business.

**Jon Tsingolis,**  
Owner,  
Mr. Splash Plumbing Services



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