Microsoft Advertising

Microsoft Audience Network

Microsoft programmatic native advertising
Microsoft Advertising audience marketing solutions

Microsoft Search Network

Microsoft Audience Network

Microsoft Promote IQ

AI-powered solutions

Trusted | Intelligent | Empowering
Meet the **Microsoft Audience Network**

- **Premium native placements**
  - Strict publisher standards and AI-powered curation

- **Brand-safe experiences**
  - Transparency and controls for advertisers

- **Highly contextual ad placements**
  - Based on Microsoft first-party intent data

- **Strong industry ad performance**
  - Driven by leading-edge AI technology
Reach your audience at scale through in-feed native ads

242M total unique visitors in the U.S.¹

20B daily cross-screen data signals²

Product ad

New Colors & Sleek Design, Free Shipping While Supplies Last!

Text ad

Microsoft
Help empower women and girls
Microsoft is matching Microsoft Rewards point

Image ad

Unique audience intelligence powered by machine learning
Powerful set of attributes to deliver more relevant messages based on audience intent
Achieve your goals with high-performing ads

Our Audience Ads CTRs outperform other native platforms delivering ads on the same properties

MSN INFOPANE
2x CTR¹

OUTLOOK.COM
1x CTR¹

PUBLISHER PARTNERS
3.5x CTR²


CTR is click-through rate.
100,000+ clients work with us today¹

**RETAIL**

33% quarterly return on ad spend increase²

“If (businesses are) looking at any kind of win, any kind of incrementality when it comes to clicks and additional conversions, I would definitely suggest Microsoft Audience Ads.”

**AUTO**

65,000 site visits in incremental traffic³

“The Microsoft Audience Network is a very efficient way to add scale and it performs.”

**FINANCIAL SERVICES**

50% of AAG’s account volume is driven by Microsoft Audience Ads⁴

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

**FOOD & BEVERAGE**

317% return on ad spend in 30 days using Dynamic Remarketing⁵

“We’ve seen success with Microsoft Advertising’s Dynamic Remarketing... showing images of products that users viewed on our site similar to Remarketing lists for search ads and Dynamic Remarketing.”

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THANK YOU