WELCOME TO
Microsoft Advertising

Learn how to get started as a Microsoft Advertising agency
Thank you for considering Microsoft Advertising for agencies

Though you may already manage clients 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 your clients by adding Microsoft Advertising to their marketing strategies.

Globally, the Microsoft Search Network is continually growing its market share¹

In Australia, your clients can potentially reach:²

- **8 MILLION** unique searchers who represent
- **137 MILLION** monthly searches
- **15%** of the PC search market

The Microsoft Search Network audience in Australia is sophisticated, educated and financially secure³

- **30%** have a household income of $85K AUD or more
- **54%** 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

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

EXPERT ADVICE
Highly skilled agency support specialists can help you with billing, setting up new accounts, importing existing campaigns and providing campaign analysis. They will also explain the resources available to successfully manage your clients and their ad campaigns.

SALES CONSULTATION OPPORTUNITIES
The Microsoft Advertising Agency Sales Consultation team will help you onboard as a Microsoft Advertising agency. Call 1800-030716 to speak with the team and saying, “I am new to Microsoft Advertising and want to get started.”

We reach people across multiple devices and platforms

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

TRAINING AND ACCREDITATION
Choose from abundant online assets, including video tutorials and customised presentations. Showcase your industry expertise with the Microsoft Advertising Partner badge and get your business featured in the Partner Directory.

ONLINE RESOURCES
Our online agency resources feature custom marketing materials and industry insights to help you optimise your accounts, while seasonal sales kits help you better serve your clients during peak sales periods. Client facing materials help you sell Microsoft Advertising and your services to prospective clients.
Get started as a Microsoft Advertising agency

1. Create your Microsoft Advertising account.
2. Request access to your client’s Microsoft Advertising account. To do this:
   • Click the gear icon, and then click Accounts & Billing.
   • Click the Requests tab.
   • Click Link to account, and follow the instructions in the form.
3. Questions? Contact your Microsoft Advertising Support Team by calling 1800-030716.

The agency-to-client onboarding process

1. You become a Microsoft Advertising Partner agency.
2. Your client signs up for Microsoft Advertising.
3. In Microsoft Advertising, you send the client a request.
4. The client accepts the request.
5. You will gain the necessary permissions to perform all campaign management tasks on behalf of your client, but they will still have access to view and edit their campaigns. The responsibility for paying the bills (the bill-to customer) can belong to you or can remain with the client.

Reach ideal customers with these Microsoft Advertising features

LOCATION EXTENSIONS — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link in your ads to target local customers.

LOCATION TARGETING — Make the most of your budget by targeting searchers in selected cities, provinces, metro areas and postal codes.

CALL EXTENSIONS — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you directly.

SITELINK EXTENSIONS — Increase the size of mainline ads and highlight your products, specials or services so searchers can go directly to pages they are interested in.

APP EXTENSIONS — Promote your apps to increase user engagement and drive more sales.

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.
Streamline efforts with these Microsoft Advertising agency tools

**AGENCY ENABLEMENT**
Link new client accounts after you have created your agency customer shell to view all client accounts, track their performance and select improved billing options, all in one place.

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

**BULK EDITING**
Streamline editing by making bulk changes to multiple campaigns, ad groups, ads and keywords. For example, you can update bids, match types or the destination URL for multiple keywords at once.

**UNIVERSAL EVENT TRACKING**
Save time and improve your client’s investment with this simple and powerful campaign measurement tool that can track conversion rates, duration of site visits, pages per visit and other custom goals that you choose to monitor.

**AUTOMATED RULES**
Save time by setting up rules you choose to best manage your client accounts and meet all desired KPIs.

**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.

**ACCOUNTS SUMMARY**
Manage multiple accounts from one location and view performance and budget data to quickly target areas that need attention. The overall total at the bottom of the Accounts Summary table sums up all your accounts.
AD PREVIEW AND DIAGNOSTICS TOOL — See if your ads are showing on the first page of Bing search results without affecting clicks. Plus, get bid suggestions and instantly preview the results of bid changes.

COMPETITION TAB — Help your clients stay ahead of the pack with actionable competitive recommendations.

AUCTION INSIGHTS REPORT — Compare your ad performance with other advertisers in the same auction. Then make more informed decisions to optimize your own campaign.

RECOMMENDATIONS TAB — Get ROI-driven recommendations that are relevant to your clients’ business to help optimize their campaign performance.

KEYWORD PLANNER — Regularly check keyword performance and update seasonally by adjusting your keywords and match types accordingly to ensure competitive placement.

Testimonials from Microsoft Advertising Partner agencies and their clients

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 at Labelium

The CTR for the syndicated search campaign is over 130% higher than the next best performing campaign targeting only Bing, AOL and Yahoo websites. Despite having only started in Q4 2017, today the syndicated search campaign acquires the most traffic out of all campaigns in the ActiveBeat account.

— Elise Marion, search acquisition lead for Concourse Media
Support resources

Microsoft Advertising
about.ads.microsoft.com/en-au

Agency Hub
about.ads.microsoft.com/en-au/resources/agency-hub

Industry insights
about.ads.microsoft.com/en-au/insights

Training and accreditation
about.ads.microsoft.com/en-au/resources/training/get-accredited

Customer success stories
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.

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LinkedIn linkedin.com/showcase/microsoft-advertising

1. comScore qSearch, (custom), June 2019; includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites worldwide. Data represents desktop traffic only.
2. comScore qSearch, (custom), June 2019; includes Microsoft search sites, Yahoo search sites (searches powered by Bing) and AOL search sites in Australia. Data represents desktop traffic only.