



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 — and spends more online. Here you'll 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 share<sup>1</sup>



## The Microsoft Search Network powers millions of searches in Canada:<sup>2</sup>

14 MILLION

unique searchers who represent



296 MILLION

monthly searches



22%

of the PC search market

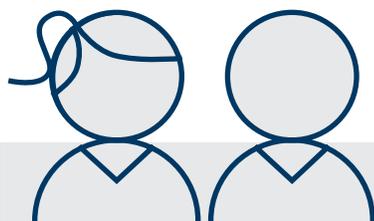


## The Microsoft Search Network audience is sophisticated, educated and financially secure<sup>3</sup>



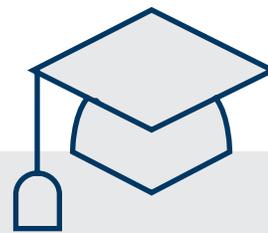
34%

have a household income of \$80K+ CAD



56%

are under the age of 45 (16-44 years old)



43%

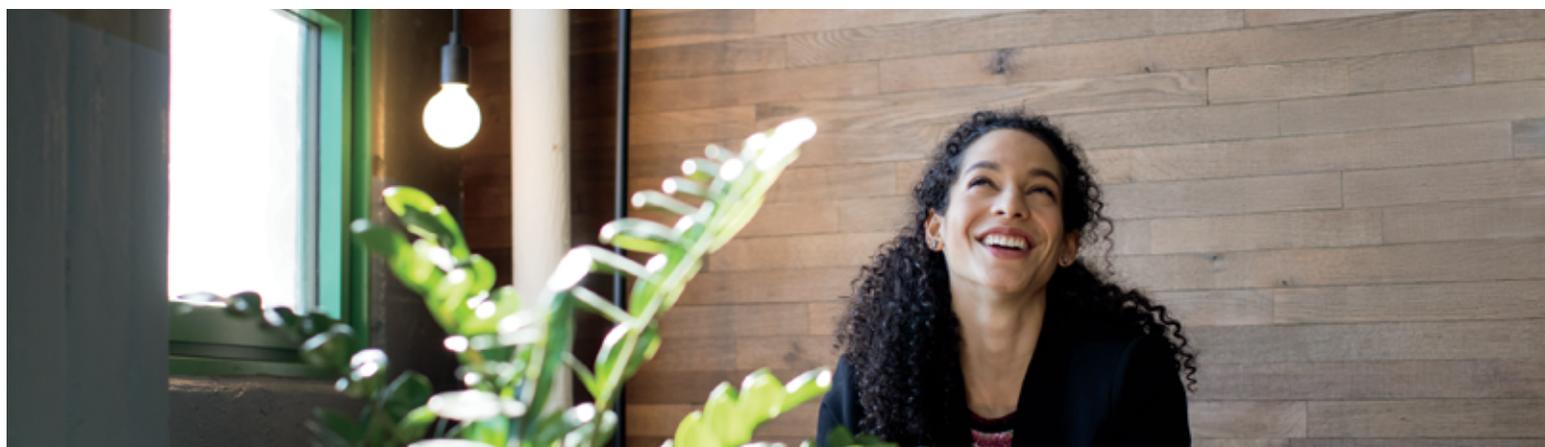
have graduated college (university/postgraduate degree)

## 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.

## The Microsoft Search Network reaches people across multiple devices and platforms<sup>4</sup>

- 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.



## Agency support and resources are at your fingertips



### EXPERT ADVICE

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



### TRAINING AND ACCREDITATION

Choose from abundant online assets, including video tutorials and customized 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 optimize 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 800-985-4671.

## 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'll gain the necessary permissions to perform all campaign management tasks on behalf of your client, but they'll 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're interested in.

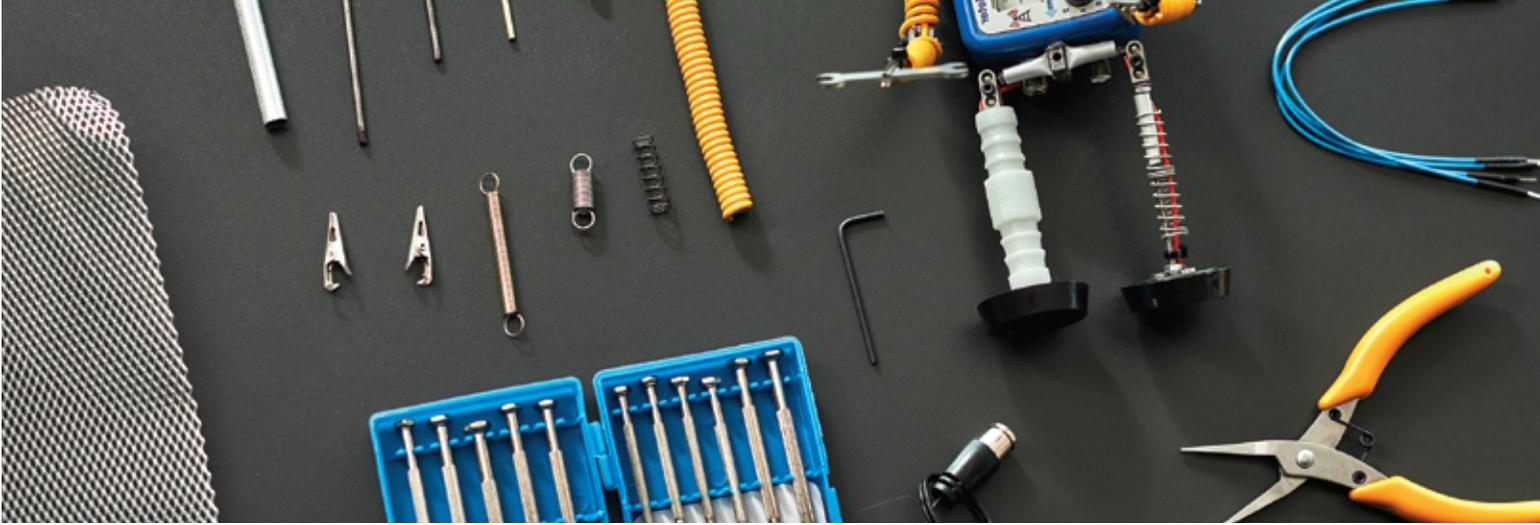


**REMARKETING** — Help your clients optimize their ads, bids and keywords for high-value customers, like those who visited their homepage or abandoned a shopping cart.



**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've 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.



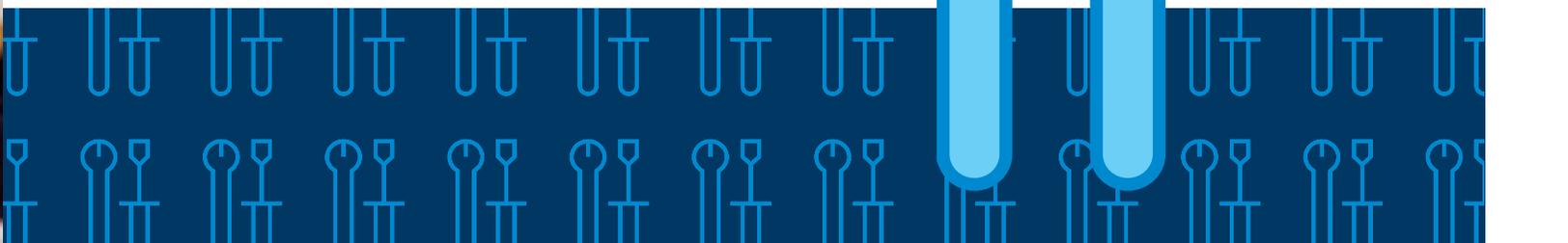
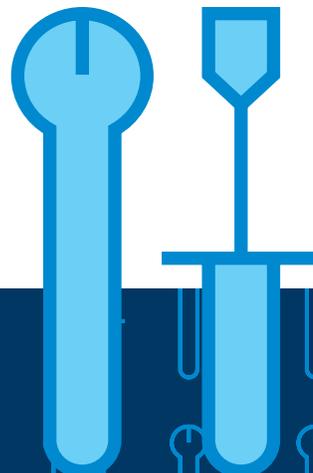
### MICROSOFT ADVERTISING EDITOR

This bulk management tool helps you edit and manage several campaigns at once. Edit campaigns offline to publish changes later.



### 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.



## Optimize your campaigns and stay ahead of the competition with these helpful agency tools



### 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.

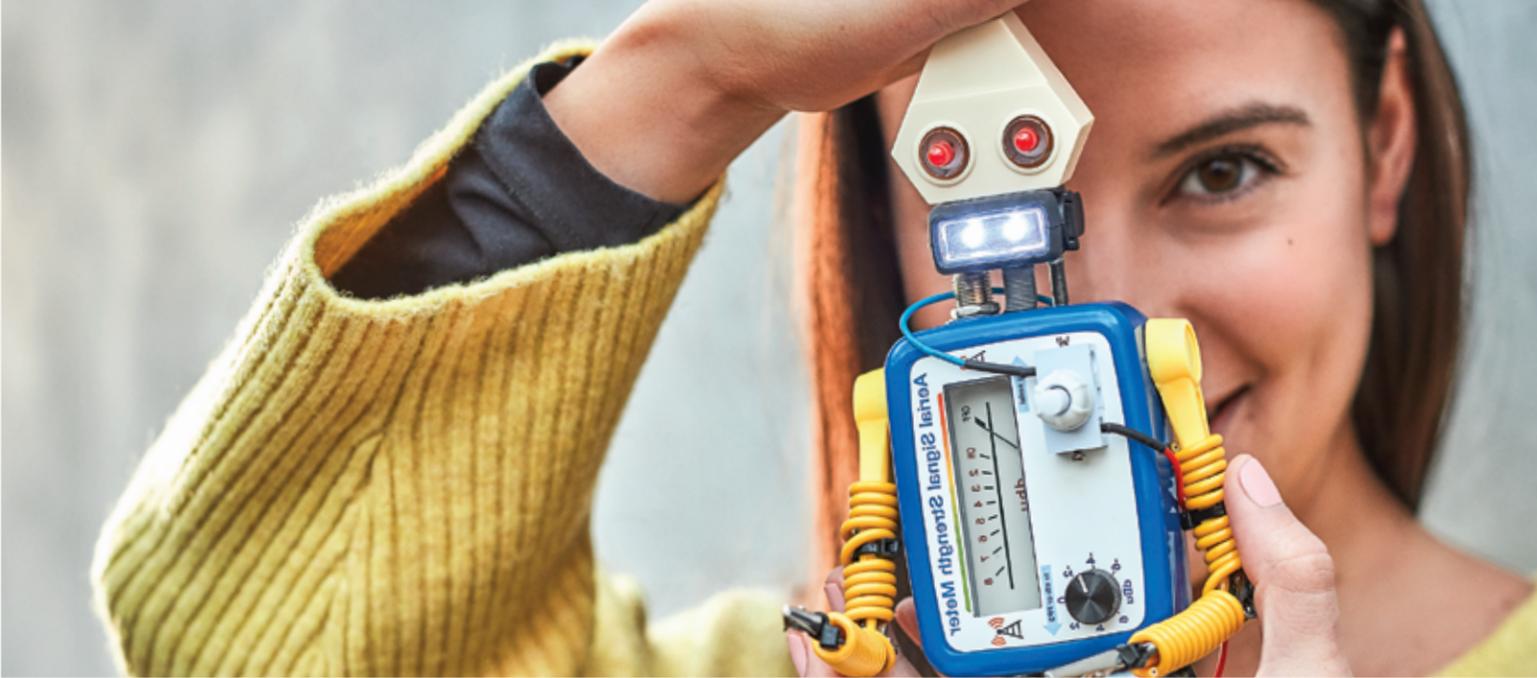
— **Angelo Zarbo**, digital marketing director at **Labelium**



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-ca](https://about.ads.microsoft.com/en-ca)

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

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

Training  
[about.ads.microsoft.com/en-ca/resources/training/courses](https://about.ads.microsoft.com/en-ca/resources/training/courses)

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

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

**Microsoft Advertising Support Team**  
800-985-4671

Reach us Monday through Friday 6 a.m. to 6 p.m. and Saturday from 8 a.m. to 6 p.m. (PST). Follow the prompts for “agency” to talk with a specialist.

If you are an agency partner that already uses Microsoft Advertising, you may qualify for the Microsoft Advertising Partner Program. The program 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 Program, visit the [sign-up page](#).

## Stay connected

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

[about.ads.microsoft.com/en-ca/subscribe-to-microsoft-advertising-insider](https://about.ads.microsoft.com/en-ca/subscribe-to-microsoft-advertising-insider)

Microsoft Advertising.  
Intelligent connections.

