ATTRACT ONLINE SHOPPERS TO YOUR SITE WITH MICROSOFT ADVERTISING

Achieve business success with new products and features that will help you connect shoppers with the items they’re searching for.

Thanks to your feedback, we continue to innovate and find opportunities to differentiate our products to meet your needs. With intelligent technology and insights you can trust, Microsoft Advertising is focused on making the process of managing your campaigns simpler and more intuitive. Review the chart below to see what’s new at Microsoft Advertising and how we can help you connect with the people who matter to you.

<table>
<thead>
<tr>
<th>Google Ads</th>
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<tbody>
<tr>
<td><strong>TARGETING</strong></td>
<td></td>
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</tr>
<tr>
<td>Audience</td>
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</tr>
<tr>
<td>LinkedIn Profile Targeting</td>
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<td>✓</td>
</tr>
<tr>
<td>Custom Audiences</td>
<td>✗</td>
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</tr>
<tr>
<td>Ad group-level associations</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Campaign-level associations</td>
<td>✓</td>
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<tr>
<td>Remarketing</td>
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<tr>
<td>In-market Audiences</td>
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<td>Similar Audiences</td>
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<td>Customer Match</td>
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<tr>
<td>Custom Combination Lists</td>
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</tr>
<tr>
<td>Language, location and device</td>
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<tr>
<td>Ad group</td>
<td>✗</td>
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<td>Campaign</td>
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### SEARCH PARTNERS

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### BID MANAGEMENT

#### Automated bidding

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<tbody>
<tr>
<td>Enhanced CPC</td>
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</tr>
<tr>
<td>Maximize Clicks</td>
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<td>✅</td>
</tr>
<tr>
<td>Maximize Conversions</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Target CPA (cost per acquisition)</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Target ROAS (return on ad spend)</td>
<td>✅</td>
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<tr>
<td>Target Impression Share</td>
<td>✅</td>
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<tr>
<td>Portfolio bid strategies</td>
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<tr>
<td>Seasonality adjustments</td>
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</tr>
<tr>
<td>Smart Shopping Campaigns</td>
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#### Bid adjustment

<table>
<thead>
<tr>
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<tr>
<td>Location</td>
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<td>✅</td>
</tr>
<tr>
<td>Day of week and time of day</td>
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</tr>
<tr>
<td>Device</td>
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<td>✅</td>
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<td>Demographic</td>
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<td>✅</td>
</tr>
<tr>
<td>Household income</td>
<td>✅</td>
<td>❌</td>
</tr>
<tr>
<td>Interactions (for example, calls)</td>
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### SHOPPING

#### Product Ads

<table>
<thead>
<tr>
<th>Product Ads</th>
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<th>Microsoft Advertising</th>
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<tbody>
<tr>
<td>Flyer Extensions experience</td>
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<td>Local Inventory Ads</td>
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<tr>
<td>Product Ads in Visual Search</td>
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<td>✅</td>
</tr>
<tr>
<td>Shopping Campaigns for Brands</td>
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<td>SHOPPING</td>
<td>Google Ads</td>
<td>Microsoft Advertising</td>
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<td>Merchant center</td>
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<td>Google Merchant Center Import (feeds)</td>
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<td>Google Import (campaigns)</td>
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<td>Feed type support</td>
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<td>FTP/SFTP, manual upload</td>
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<td>Content API for feed updates</td>
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<td>Products tab</td>
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<td>Installment feed</td>
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<td>Microsoft Advertising</td>
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<td>Smart Campaigns</td>
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<td>Available for Microsoft Advertising in US, UK and AU.</td>
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<table>
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<tr>
<th>ACCOUNT MANAGEMENT</th>
<th>Google Ads</th>
<th>Microsoft Advertising</th>
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<td>Multi-account access</td>
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<td>Seamless payment setting switching</td>
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<td>Unified notification queue</td>
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<td>Video Extensions</td>
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<tr>
<td>Image Extensions</td>
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<td>Available in all Microsoft Advertising markets, except CN.</td>
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<td>Callout Extensions</td>
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<td>Available on all devices in US, UK and AU. Available on smartphones only in all other Microsoft Advertising markets, except CN.</td>
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<td>App Extensions</td>
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<td>Automated extensions</td>
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<td>Available globally for Microsoft Advertising, details vary by market and extension type.</td>
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<td>Message Extensions</td>
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<td>EXTENSIONS</td>
<td>Google Ads</td>
<td>Microsoft Advertising</td>
<td>Helpful notes</td>
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<td>Sitelink Extensions</td>
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<td>Account, campaign and ad group level</td>
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<td>✓</td>
<td>Google Ads allows third-party links under limited circumstances.</td>
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<td>Third-party URLs</td>
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<td>AD TYPES</td>
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<td>Static headlines for Dynamic Search Ads</td>
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<td>Available for Microsoft Advertising in US, CA, AU, IN, FR, DE, NZ, IE, IT, ES, NL, SE, CH, AT, BE, DK, NO, FI, ID, MY, PH, SG, TH, VN, AR, BR, CL, CO, MX, PE and VE.</td>
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<td>Cruise Ads</td>
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<td>Credit Card Ads</td>
<td>⬤</td>
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<td>Professional Service Ads</td>
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<td>Health Insurance Ads</td>
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<td>Responsive Search Ads (RSA)</td>
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<td>IF functions for Expanded Text Ads</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Nonprofit advertising discounts/grants</td>
<td>✓</td>
<td>✓</td>
<td>In pilot for Microsoft Advertising as Ads for Social Impact in US, CA, UK, AU, FR, NL and IL.</td>
</tr>
<tr>
<td>Call-only ads</td>
<td>✓</td>
<td>⬤</td>
<td></td>
</tr>
</tbody>
</table>
We’re in a constant mode of listening and responding. Many other features and products are in development but not ready to be shared. Visit the ad products overview or audience targeting overview for more information. To see suggestions on how to improve your experience with Microsoft Advertising, recommend a new feature suggestion, request enhancements to an existing feature, or vote on ideas that others have submitted, please visit the Feature Suggestion Forum.

Source: According to Microsoft Advertising and Google Ads help page content, January 2022. Subject to change. Feature availability may vary.