

Microsoft Advertising





Aleph is the world's leading global enabler of digital advertising in fast growing markets





As official Microsoft Advertising partner, Aleph services are free of charge for you.



ALEPH MICROSOFT ADVERTISING TEAM



STRATEGIC ADVICE AND SUPPORT DURING MEDIA PLANNING AND CAMPAIGN SET-UP



BEST PRACTISE GUIDANCE AND KNOWLEDGE SHARING SESSIONS, EARLY ACCESS TO BETAS



TROUBLESHOOTING AND TECHNICAL SUPPORT



REGULAR ACCOUNT AUDITS AND REPORTING TO IDENTIFY GAPS AND OPPORTUNITIES



FINANCE – MONTHLY INVOICING WITH CREDIT LINE

Why Advertisers Are Diversifying Beyond Meta & Google





Why diversification matters more than ever

01

Rising costs and platform saturation

CPMs and CPCs have climbed as more **advertisers compete for the same inventory**. As your spend scales on a single platform, you exhaust the highest-intent audiences first.
Diversifying opens up fresh audiences.

02

Risk concentration and platform dependency

A sudden account suspension, policy change, algorithm update, or ad disapproval can cause challenges.

Spreading spend across platforms protects against single points of failure and gives you leverage instead of being fully at the mercy of one ad network's rules.

03

Incremental reach and untapped audiences

Different platforms reach people in different contexts and mindsets. Microsoft Advertising **audience is skewing toward older, higher-income, desktop and workplace users** that you may under serve on other platforms.



Main nuances of Microsoft Advertising and its benefits

1

LinkedIn Profile Targeting

Layer LinkedIn's data directly onto search and audience campaigns. Based on - company, industry, job function, and now job seniority (now live across the Americas, EMEA and APAC -availability checking per market)

2

A high value audience demographic

Audience tends to skew toward users 35+ with above-average household incomes

3

Lower competition and lower costs

The same intent-driven search clicks, less bidding pressure.

4

Microsoft Advertising isn't a single search engine – it's a network

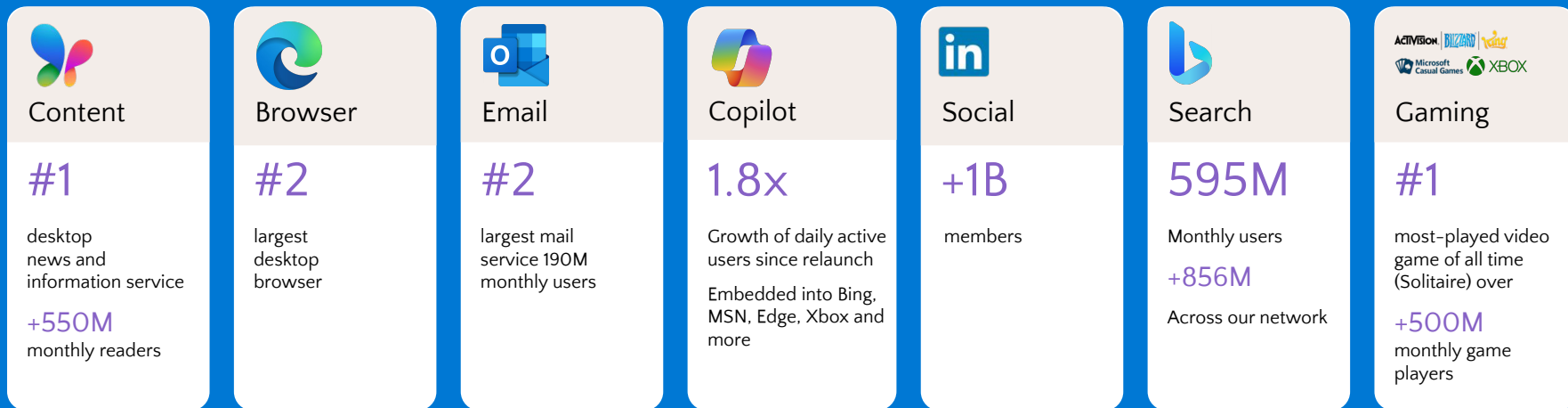
Microsoft Search Network and Microsoft Audience Network

5

Ad experiences in Copilot

By using Performance Max campaigns, Shopping campaigns, or dynamic ads (DSA), there is a possibility for ads to appear within Copilot (Microsoft's AI chatbot).

Connect at every digital life moment, across work, life and play



MSN: ComScore, Global Data, Oct 2024. Edge: Statcounter, Global Data, 2024. Outlook: ComScore, Global Data, May 2024. M365: Microsoft internal data, FY24 Q4 earnings report, July 2024. Gaming: Microsoft internal data, FY24 Q4 earnings report, July 2024. LinkedIn: Microsoft internal data, FY24 Q2 earnings report, January 2024. Microsoft internal data, FY24 Q3 earnings report, April 2024.

Worldwide

A valuable audience¹

40% high household income segment (\$85K+)	33% more likely to be in high household income segment ³	28% have a university degree
30% professional decision makers	33% more likely to be professional decision makers	57% have children

High purchasing power¹

48%	purchased online in last week
25%	more likely to purchase online

Spends time online¹

62%	prefer to shop online
29%	spend 6 to 10 hours online on desktop
56%	more likely to spend 6 to 10 hours online
26%	more likely to spend 6 to 10 hours streaming
31%	more likely to discover brands from ads online

Likely to engage with ads²

18%	more likely to click on an ad
29%	more likely to research after seeing an ad
23%	more likely to watch an entire video ad
7%	more likely to buy something seen in an ad

1. CWI Core, Q4 2023 – Q3 2024., 2. CWI Zeitgeist, October 2023. 3. Comscore qSearch (custom), September 2024 (Microsoft O&O search sites including Bing, AOL, Yahoo).



Common mistakes when expanding traffic source to Microsoft Advertising

01 Treat Microsoft Advertising as Google

It's a different audience and toolset. Import the campaigns, then re-optimize for Microsoft Advertising.

02 Import schedule

Recommended that you select One Time (this prevents future updates that lead to unplanned spending). After importing your ads you should always check the import settings.

03 Setting up Performance Max from the start

Setting up Performance Max from the start, expecting results from the beginning.

04 Not implementing tracking correctly

Install the UET tag and define conversion goals before you spend a euro — without clean tracking you can't optimize, and automation can't learn.

Import tool: your shortcut to campaign creation

Copy campaigns from **Google Ads** and **Meta Ads** easily with our Import tools to reach more customers – in just a few clicks.



Performance Max
Search campaigns
Display & video campaigns
Carousel ads (first image)
Shopping campaigns
Google Merchant Center

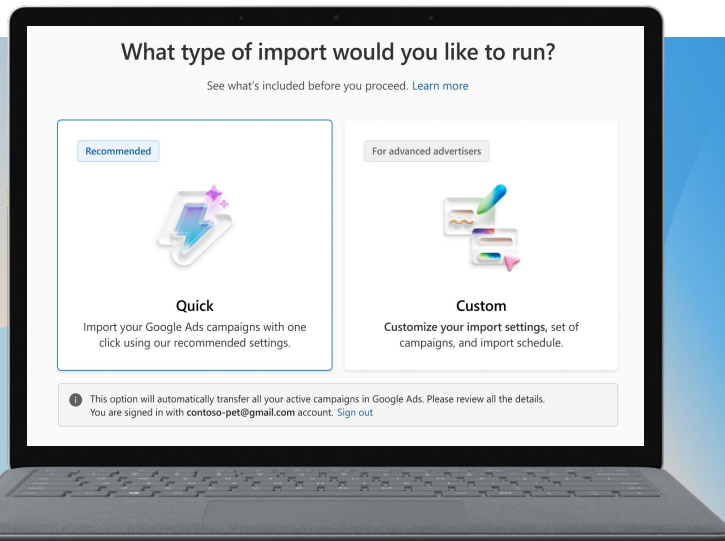


Image ads
Video ads
Carousel ads (first image)



Microsoft Advertising

Performance Max
Search ads
Audience ads
(Display, native, video, CTV)
Shopping campaigns
Microsoft Merchant Center



Microsoft Advertising - opportunities and best practices

What works, who wins, and how to scale the channel most advertisers underinvest in.





- 1 | Verticals & advertisers that perform well
- 2 | Audience quality & buyer intent
- 3 | Scaling opportunities most advertisers miss
- 4 | Campaign setup & optimization
- 5 | Common misconceptions



Verticals & advertisers that win on Microsoft Advertising

1

Telco

High quality Business placements

2

Airlines

Strong Desktop performance,
great for research

3

e-Commerce

Strong Shopping campaigns on
Search and Audience Networks

4

Car rental services

Great demand on Bing, high
conversion rates

5

B2C SaaS

Corporate audiences - great
demand

6

Gaming

High interaction on dedicated
Microsoft O&O Placements



Quality and intent – think full-funnel

Intent rises as you narrow down

Audience Network – broad reach
Discovery, top of funnel

In-market audiences
Active researchers

Shopping
Comparing & ready to buy

Search & branded
Highest intent

Audience narrows → network narrows → intent climbs

Why the quality differs

- More engaged users
Searches skew to intent-rich, work-and-buy moments.
- Larger average wallet
Often signed in on corporate Windows / Edge devices.
- Less competition
Lower auction pressure than crowded channels.



Scaling opportunities most advertisers overlook

Three moves teams skip

01

Add micro-conversions

Feed the algorithm with earlier signals — add-to-cart, sign-ups, key page views — not just the final sale. More data, faster learning.

02

Use impression-based remarketing

Most advertisers ignore it entirely. Re-engage people who saw your ads across the Audience Network, not only those who clicked.

03

Don't narrow Audience Network

Placements like MSN Money and the Edge start-up / new-tab reach high-value users. Narrow targeting keeps it relevant instead of broad and wasteful.



Campaign setup & optimization

Build in this order

Then adapt to the business model — that decision matters most.

1

Search – Brand

Protect your terms from competitors first.

2

Standard Search

Seed with your top-performing Google Ads search terms.

3

Shopping on Search

Put products in front of active shoppers.

4

Audience Network Shopping

Extend reach to high-value placements.

5

Performance Max

Add later — once volume & all types are live.

Patience pays

You can't start with Performance Max. Hit minimum conversions and run the earlier types first, then let PMax scale what already works.



Common misconceptions

Myth vs. reality

MYTH

“It works just like any other search advertising platform”



REALITY

It rewards patience. Follow the steps — reach minimum conversions and run all campaign types before Performance Max. You can't start with Performance Max.

MYTH

“The audience pool is too small.”



REALITY

Fewer searches, but more engaged users with bigger wallets — frequently on corporate Windows & Edge devices.

MYTH

“Microsoft Advertising competes with Google Ads.”



REALITY

They're complimentary. Overlap and conversion-path analysis in third-party tools shows it's additive — a channel to take seriously.



THE TAKEAWAY

A serious, complementary channel.

Patient setup, full-funnel thinking, and the scaling moves others skip - that's how Microsoft Advertising compounds in your mix.

Thank you!



Aleph





You found a new growth channel. Now what?

Now let's make sure you can measure, optimize, and scale it.

What we'll cover today

agenda

1

Platform-reported ROAS isn't enough

2

Attribution breaks across channels

3

Track Microsoft Ads properly with RedTrack

4

Server-side tracking & full visibility

5

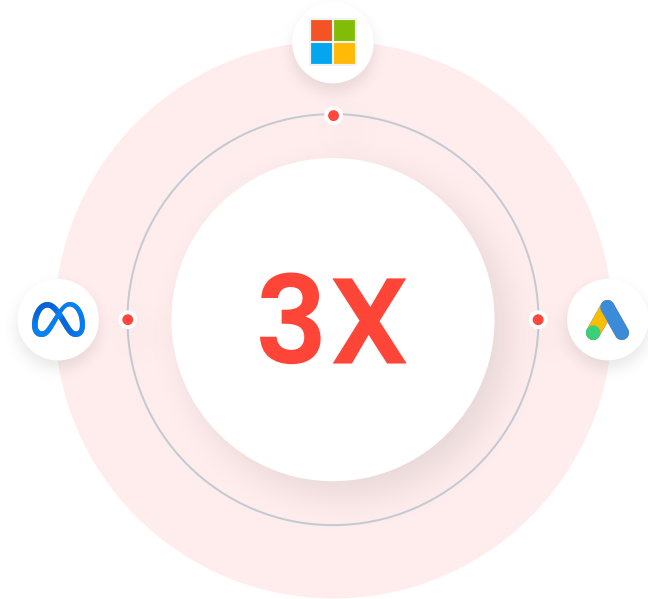
Optimize on real performance, not guesses



THE PROBLEM

Platform-reported ROAS isn't enough

- ✓ Every ad platform attributes conversions differently, so multiple platforms may take credit for the same conversion
- ✓ Self-reported numbers are optimistic by design
- ✓ Add self-reported conversions up and you've "sold" more than you actually did



the same conversion can be claimed by Meta, Google and Microsoft — all at once

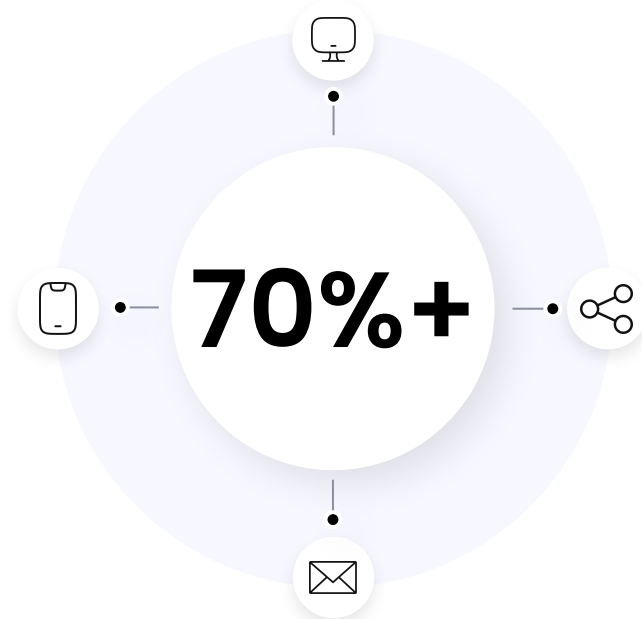


WHY IT'S HARD



Attribution breaks across channels

- ✓ Cookies, iOS limits and walled gardens hide the real customer journey
- ✓ Each platform sees only its own slice, never the full journey
- ✓ More channels = more blind spots, not more clarity



of the buyer journey now crosses
multiple devices, sessions
and platforms

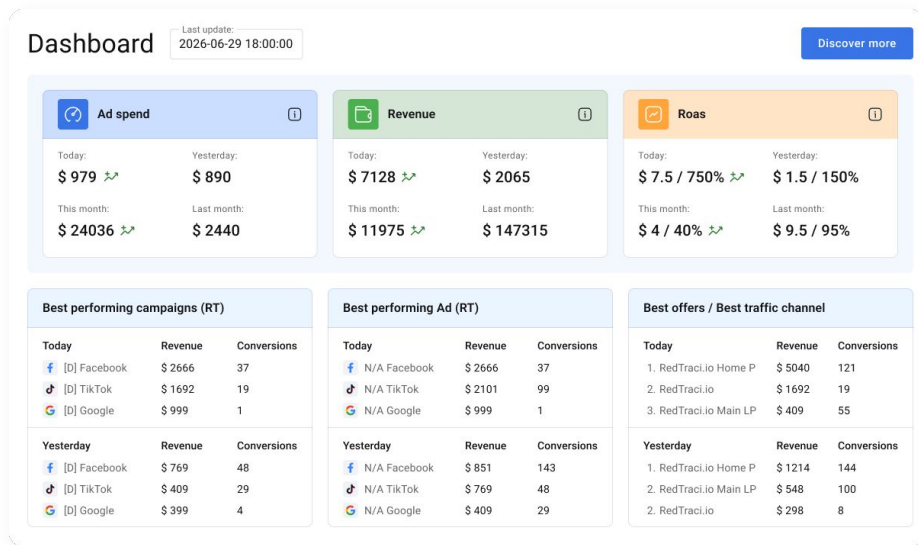


THE SOLUTION



Track Microsoft Ads properly with RedTrack

- ✓ Auto-capture Microsoft Ads clicks, spend & conversions
- ✓ Deduplicated, cross-channel view next to Meta & Google
- ✓ Conversions sent back to Microsoft to fuel its bidding



unified dashboard — every channel,
deduplicated, in one view



HOW REDTRACK WORKS



Server-side tracking & full visibility

- ✓ Server-side capture survives cookie & browser loss
- ✓ Accurate data flows straight back to each ad platform
- ✓ Full-funnel visibility from click to revenue



of conversions typically recovered
that pixels miss

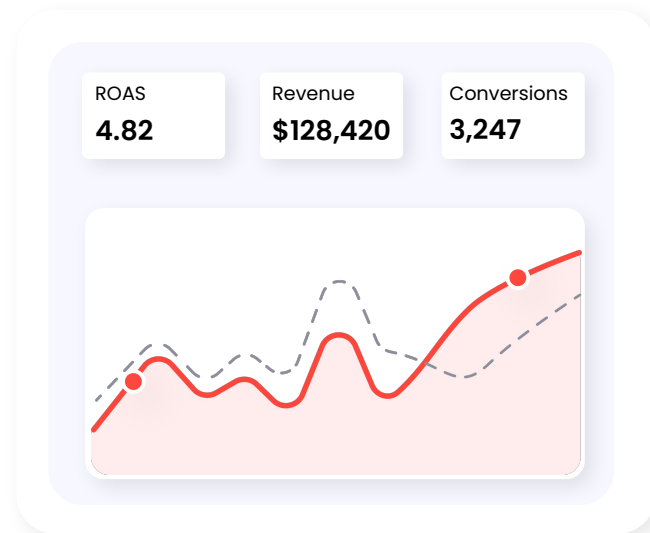


THE PAYOFF



Optimize on real performance, not guesses

- ✓ Judge channels on true ROAS, not platform claims
- ✓ Shift budget to what actually drives revenue
- ✓ Scale Microsoft Ads with confidence



double down on what truly drives profit — cut what doesn't



THE TAKEAWAY

You can't scale what you can't measure.

RedTrack gives you one independent source of truth across channels, ensuring each channel earns its budget.



Q&A

The conversation continues...