

Welcome to

The CMO's guide to customer acquisition

8.30am - 11am

#LaunchCMOguide

Launch



David Salisbury



access
SELF STORAGE



Housekeeping

Launch

The happy performance agency



Paid Search Paid Social Cookie compliance Measurement solutions Conversion optimisation



What do we mean
by **performance**?

Panel:

Top trends in performance marketing

With Access Self Storage, Charteroak and Launch

Presentation:

How incremental website changes can bring big results

By Joe Johnston and Josh Marinaro from Launch

Presentation:

Countdown to GA4: leverage your data to target new customers

By Michael Patten from Launch

Panel:

Why channel diversification is key to finding and converting new audiences

With David Salisbury, Atomic Smash, and Launch

Presentation:

Purposeful marketing: Creating a strong brand in digital marketing

By Marion Gould from Microsoft



PANEL:

Top digital trends in performance marketing

Shaun Collins, Head of Marketing, Access Self Storage
Simon Pitman, Marketing Director, Charteroak
Becky Dickinson, Paid Social Director, Launch

access
SELF STORAGE


C H A R T E R O A K

Launch



PRESENTATION:

How incremental website changes can bring big results

Joe Johnston, Conversion Director, Launch
Josh Marinaro, Senior Paid Media Manager, Launch



Josh Marinaro

Senior Paid Media Manager



Joe Johnston

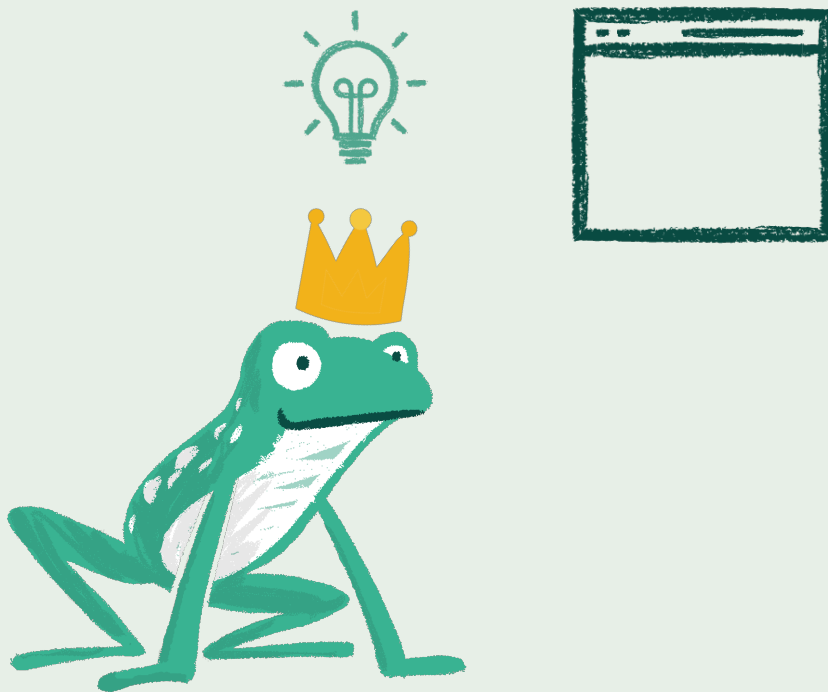
Conversion Director





'The Emperor has no clothes!'

‘The Emperor’s New Website’



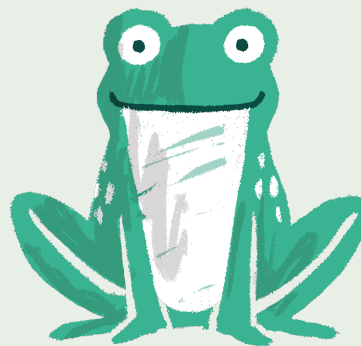
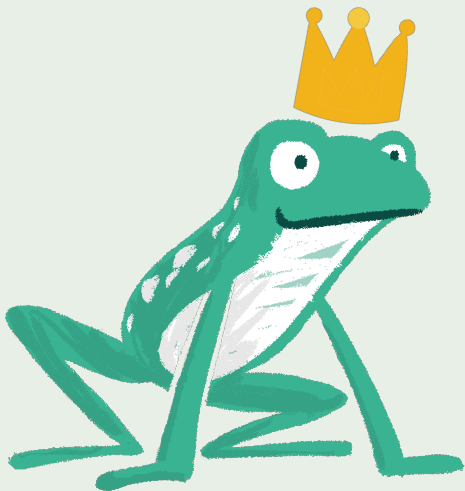


“

- It's been a few years now
- Performance is declining
- Everyone else is replatforming
- We don't have time for research
- I like the look of [insert brand]

”







“

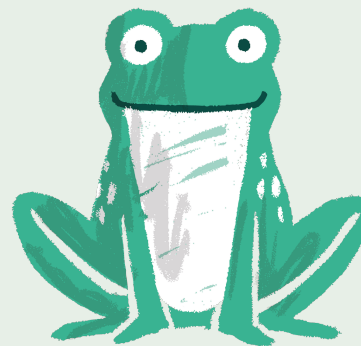
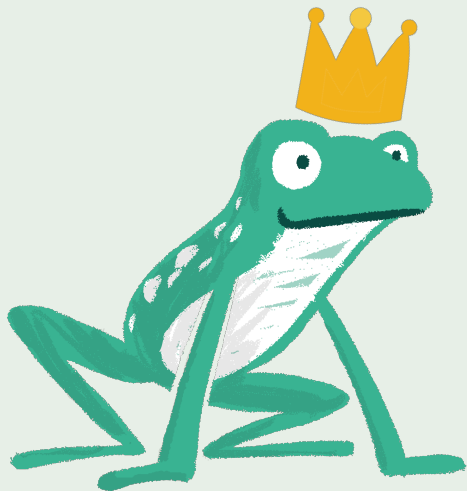
- It's going to cost a lot of budget
- It's unfeasible and impractical
- There's no supporting user data
- Not sure it will perform better
- It's a big, big risk!

”



You don't want to appear
uncooperative.

You don't want to be the
only one saying no.




Only **13%** of A/B tests result
in a positive uplift.

87% site changes are either
ineffective, or damaging revenue.

CONTROL

Arbequina Olive Tree



★★★★★ 39 reviews

- Edible olives
- Rich antioxidant oil
- Self pollinating
- Attractive foliage

Price ~~\$54.99~~ \$49.99 9% off

Size

1-2 FT 2-3 FT 3-4 FT 4-5 FT 5-6 FT

- 1 + **Add to cart**

Pay in 4 interest-free installments for orders over \$50.00 with [shop Pay](#) [Learn more](#)

VARIATION 1

Arbequina Olive Tree

★★★★★ 39 reviews


- Edible olives
- Rich antioxidant oil
- Self pollinating
- Attractive foliage

Price ~~\$54.99~~ \$49.99 9% off

Size

1-2 FT 2-3 FT 3-4 FT 4-5 FT 5-6 FT

- 1 + **Add to cart**



+8.48%
improvement

VARIATION 2

Arbequina Olive Tree

★★★★★ 39 reviews

- Edible olives
- Rich antioxidant oil
- Self pollinating
- Attractive foliage

Price ~~\$54.99~~ \$49.99 9% off

Size

1-2 FT 2-3 FT 3-4 FT 4-5 FT 5-6 FT

- 1 + **Add to cart**

Pay in 4 interest-free installments for orders over \$50.00 with [shop Pay](#) [Learn more](#)

Low stock - 15 items left

Ships in 2-3 business days (N/A to Pre Order)

Buy direct from the grower


+19.26%
improvement

Control:	Treatment:
<p>Date of your event</p> <input type="text"/>	<p>Date of your event</p> <input type="text"/>
<p>Time of performance</p> <input type="text"/>	
<p>Type of event</p> <p>Choose what type of event you are holding ↓</p>	<p>Where will the event take place?</p> <input type="text"/>
<p>Number of attendees</p> <input type="text"/>	<p>Type ZIP and city</p> <input type="text"/>
<p>Where will the event take place?</p> <input type="text"/>	<p>*Your name</p> <input type="text"/>
<p>*Your name</p> <input type="text"/>	<p>*E-mail address</p> <input type="text"/>
<p>*E-mail address</p> <input type="text"/>	<p>*Phone number</p> <input type="text"/>
<p>*Phone number</p> <input type="text"/>	<p>Comment field</p> <p>Describe your event and note special requests, etc. here.</p> <input type="text"/>
<p>Comment field</p> <p>Describe your event and note special requests, etc. here.</p> <input type="text"/>	<p>Send Request</p> <input type="button"/>
<p>Send Request</p> <input type="button"/>	

A: Form with 9 fields

B: Form with 6 fields

- ✓ 4 full weeks of data
- ✓ 512 conversions
- ✓ 95% confidence level

 **14.23% drop in leads**

Control:	Treatment B:
<p>Date of your event</p> <input type="text"/>	<p>Type of event Choose what type of event you are having</p> <p>Date of your event</p> <input type="text"/>
<p>Time of performance</p> <input type="text"/>	<p>Time of performance</p> <input type="text"/>
<p>Type of event Choose what type of event you are holding</p> <input type="text"/>	<p>Number of attendees</p> <input type="text"/>
<p>Number of attendees</p> <input type="text"/>	<p>Location (fill out if you have booked location) Type ZIP and city</p> <input type="text"/>
<p>Where will the event take place? Type ZIP and city</p> <input type="text"/>	<p>*Your name</p> <input type="text"/>
<p>*Your name</p> <input type="text"/>	<p>*E-mail address (the entertainer will reply via email)</p> <input type="text"/>
<p>*E-mail address</p> <input type="text"/>	<p>*Phone (only used if the entertainer has questions)</p> <input type="text"/>
<p>*Phone number</p> <input type="text"/>	<p>Optional field - feel free to write a comment here Describe your event and note special requests, etc. here.</p> <input type="text"/>
<p>Comment field Describe your event and note special requests, etc. here.</p> <input type="text"/>	<p>Optional field - feel free to write a comment here Describe your event and note special requests, etc. here.</p> <input type="text"/>
<p>Send Request</p>	<p>Send Request</p>

A: Control (9 fields)

B: Variation (9 fields w/ tweaked labels)

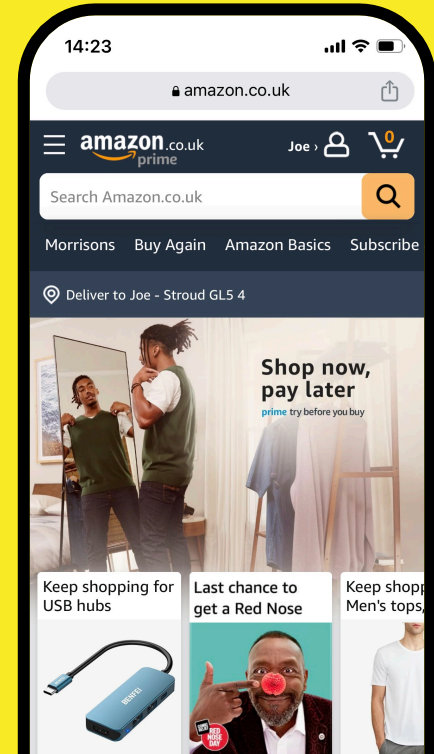
- ✓ 4 full weeks of data
- ✓ 671 conversions
- ✓ 96% confidence level

 **19.21% increase in leads**

A different approach:
incremental improvement



Since 2002, Amazon has **never** completely redesigned its website.



1. Analysis and insights

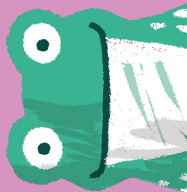
Perform both qualitative and quantitative analysis, getting insights for site improvements.





The best time to start
A/B testing is always **now**.

Follow the data. Be **bold**.





'The Emperor has no clothes!'

Download our free ebook

- ✓ What CRO actually means and involves
- ✓ Prerequisites to a successful CRO programme
- ✓ Principles and processes to guide your hypotheses

(psst! Scan the QR code on your name tag)



Featuring principles, processes, tools and tips to enhance your approach to CRO

Get on top of optimisation

Discover how to launch and scale your conversion optimisation and testing programme in 2023

Thank you

PRESENTATION:

Countdown to GA4: Leverage your data to target new customers

Michael Patten, Data Strategist, Launch

#LaunchCMOguide







	1 year from now... 18.35%
	2 years from now... 19.81%
	3 years from now... 21.31%
	4 years from now... 22.83%
	at the end of the term... 23.47%

To finish the term with
25% paid off
we need to overpay by
1.53%

To finish the term with
30% paid off
we need to overpay by
6.53%



Are you ready for GA4?

Why is development taking so long?

Like | Reply

Showing page views over time by landing page is a new feature? What year is it?

Like · 🗨️ 18 | Reply · 2 Replies

The new Google Analytics isn't as good as the old one.

Like · 🗨️ 2 | Reply

Any chance you can fix the rest of GA4 before nuking UA? 😞

Like · 🗨️ 98 | Reply · 5 Replies

Sadly the Curious reaction is gone, would be so perfect for this post

Like · 🗨️ 1 | Reply · 1 Reply

Could do with an all-new "GA4 is killing me again" reaction...

Like · 🗨️ 2 | Reply

GA4 is a disaster

Like · 🗨️ 1 | Reply · 1 Reply



Event Category ?	Total Events ? ↓
	424 % of Total: 100.00% (424)
1. Scroll Depth Tracking	413 (97.41%)
2. Click Interactions	9 (2.12%)
3. Form Submitted	2 (0.47%)

Event count by Event name

No.1 scroll

416

34.18%



EVENT NAME

EVENT COUNT

first_visit

43

click

32

add_to_cart

22

view_search_results

16

begin_checkout

6

view_cart

6

🔍 source/medium



Source/Medium

Session source/medium



🔍 source / medium



First user source / medium



🔍 percent ✕

All 0 Pre-defined 0 Custom 0

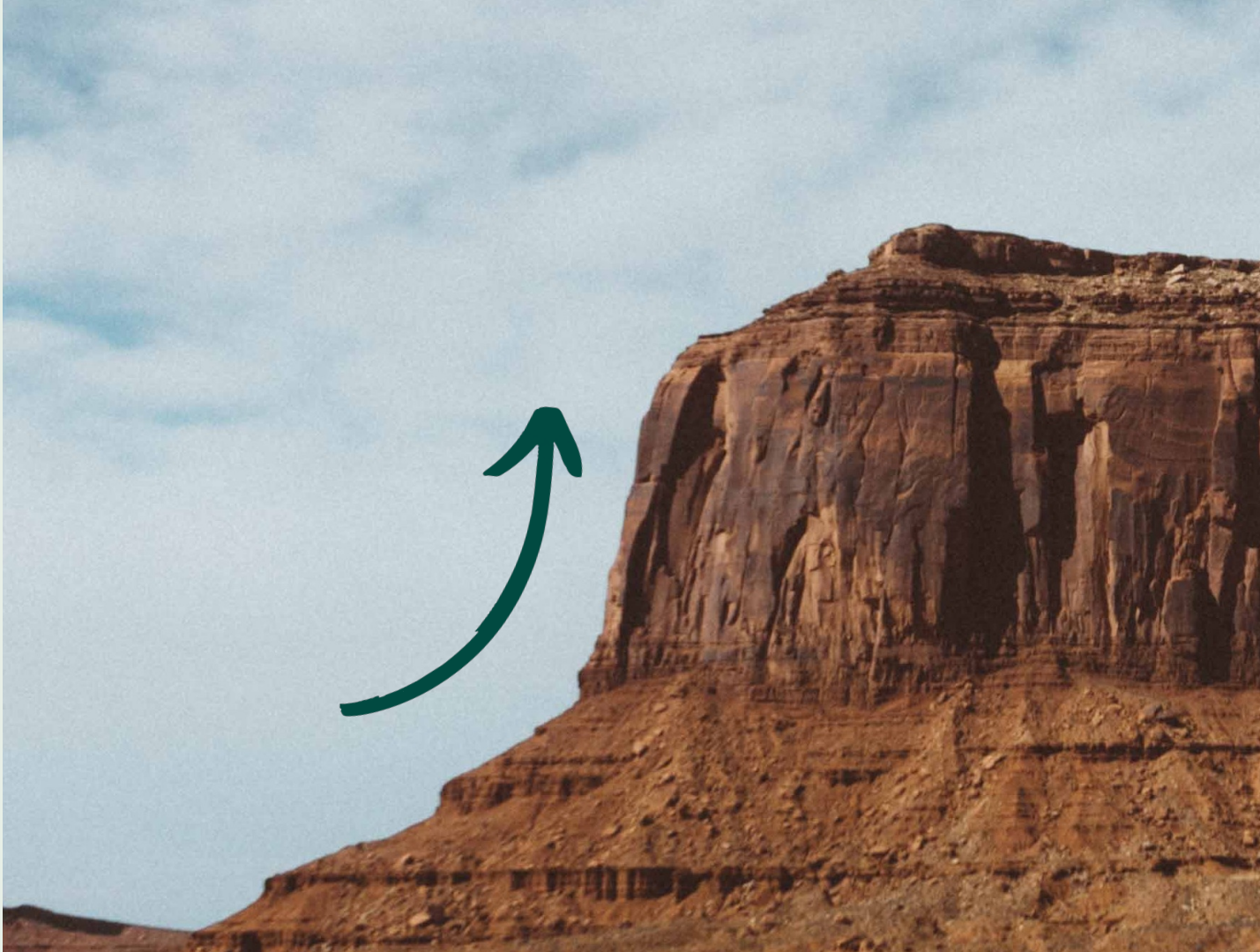


🔍 percent ✕

All 0 Pre-defined 0 Custom 0

Per cent scrolled





Target new customers

With an analytics platform?





cool bar



cool bar
(website)











Why data is the key

Let's play a game



The game...

- What is it?
- What does it do?
- What colour is it?





The game...

- What is it?
a hammer
- What does it do?
hits things
- What colour is it?
silver





- What is it?
- What does it do?
- What colour is it?





- What is it?
- What does it do?
- What colour is it?





- What is it?
- What does it do?
- What colour is it?





- What is it?
- What does it do?
- What colour is it?





- What is it?
- What does it do?
- What colour is it?





- What is it?
- What does it do?
- What colour is it?



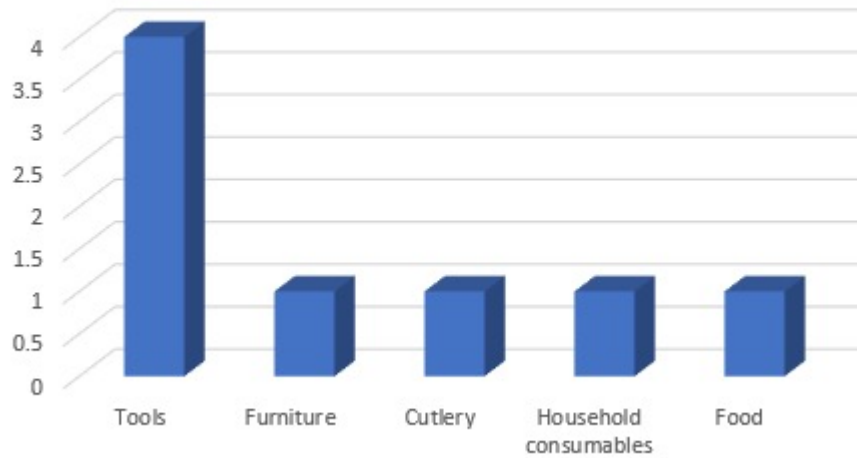


- What is it?
- What does it do?
- What colour is it?

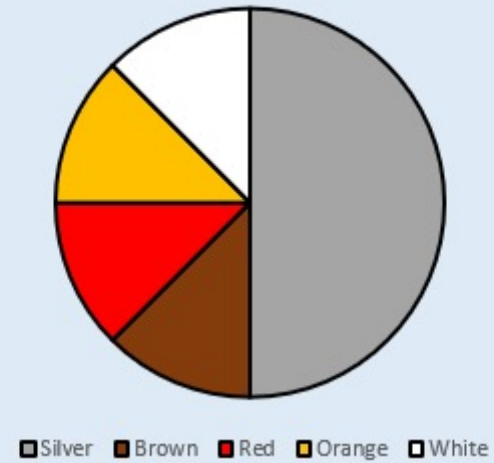




Item Categories



Colours Viewed





- What is it?
a spoon
- What does it do?
helps you eat
- What colour is it?
silver





- Event Category
Spoons
- Event Action
Cutlery
- Event Label
Silver





UA

- Event Category
Spoons
- Event Action
Cutlery
- Event Label
Silver

GA4

- event_name:
view_item
- Event Parameters:
item_name spoon
item_id sp_00_01
item_brand launch kitchenware
item_category cutlery
item_variant silver
price 6.99
profit_amount 4.30
- User Properties:
persona domestic_homebuyer
lifetime_value 230.98
previous_orders 7
cart_items 0



Powerful audiences

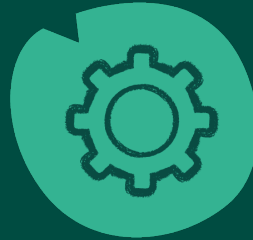


Lifetime Value

transactions & revenue

first key interactions

last known activity



Predictive

likely to convert soon

likely to spend a lot

likely not to engage



Behavioural

content viewed

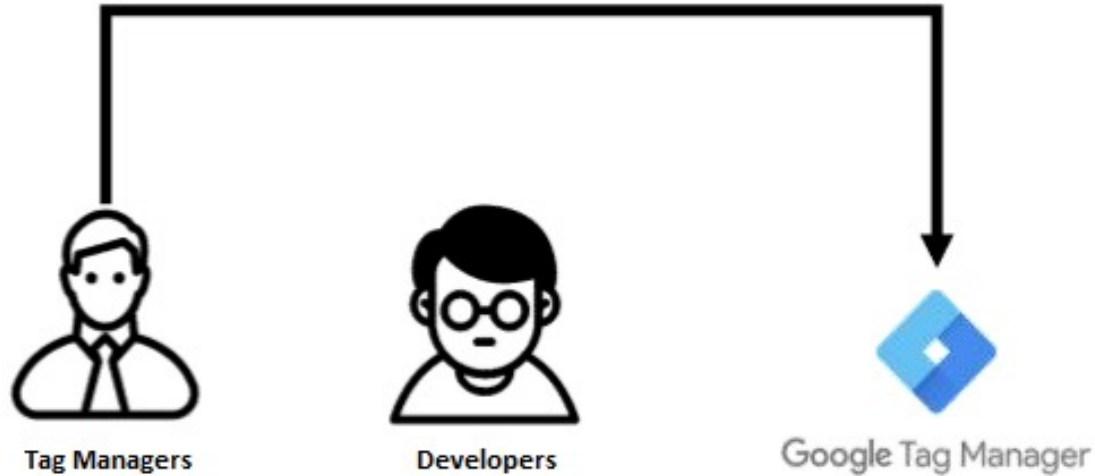
steps to converting

return method

Tailoring the setup

Sounds great, but how?

Eliminate the need for code changes







The move to GA4 presents
a great opportunity



Don't settle for the bare
minimum

Great data
=
great everything

Thank you

PANEL:

Why channel diversification is key to finding and converting new audiences

Barney Bell, Head of Marketing, David Salisbury Joinery

Piers Tincknell, Co-Founder, Atomic Smash

Harriet Barter, Paid Media Director, Launch



Launch





Do More with Less

Marion Gould,

Client Partner Lead

At Microsoft Advertising

Microsoft Advertising

Brands that pull back can expect to **lose 2% of their long-term revenue** each quarter and it can take **3-5 years to recover** brand equity losses resulting from that downtime.

Nielsen Marketing Mix Models

Microsoft Advertising

5 tips to help shape your 2023 gameplan

1. Be bold and flex your creativity.
2. Treat brand as mission critical.
3. Show empathy with action.
4. Lean on partners.
5. Think bigger...





Be bold and
flex your
creativity



Meet your new co-pilot

We're with you every step of the way



You, the Pilot



You know your business goals and needs better than anyone

You're in control, bringing the strategic thinking and creativity.

AI, your Co-pilot



Microsoft Advertising provides the support to keep you on course

We take a part of the manual load off your shoulders, freeing you to focus on what matters by augmenting your capabilities.

Co-Pilot Microsoft Advertising Automation Advancement

Migrating search marketplace to
Responsive Search Ads (RSA) focus.

Pilot Our trusted client partners' actions

Those who have transitioned the same assets from their Expanded Text Ads to Responsive Search Ads, see a **7% lift in conversions**¹.

Shift to an **Automated Bidding** focus.

Embracing enhanced CPC (cost per click) at similar spend levels enabled a **20% increase in search ROI**¹ vs. the former deprecated manual bidding on search.

Conversion Rate (CVR) increased by 11% and Cost Per Acquisition (CPA) decreased by 5%¹ for those using eCPC vs. Manual bidding on the Microsoft Audience Network¹.

Continued focus on machine learning sophistication to improved **matching** algorithms.

Those who expanded to broad match and Dynamic Search Ads (DSA) experienced click share gains while discovering new keywords and business opportunities:

- **Unique queries** unlocked with broad match accounted for **25%** and DSA for **29%**.²
- Advertisers who used dynamic descriptions in their DSAs experiences a **6% increase in clicks**.³

1. Microsoft internal marketplace incremental comparison data 2022 vs. 2021.
2. Microsoft internal data, US only for advertisers whose broad match and DSA combined spend share is > 5%. March 2009.
3. Microsoft internal data, US only incremental comparison data July 2022 vs. July 2021.

+7%
Conversions lift

+20%
Increase in search ROI

+11%
CVR increase

-5%
CPC decrease

+25%
Unique queries with broad match

+29%
Unique queries with DSA

+6%
Click increase with dynamic descriptions

Finding a balance of cost and conversions

Max Conversions and Target CPA

"We knew these strategies were working really well and it was easy for us to tweak and adjust the campaigns depending on what we wanted to emphasise for a given product."

Laura Kunisch, Paid Media Consultant, morefire

500%

Increase in conversions with max conversions



50%

Lower cost-per-acquisition with Target CPA

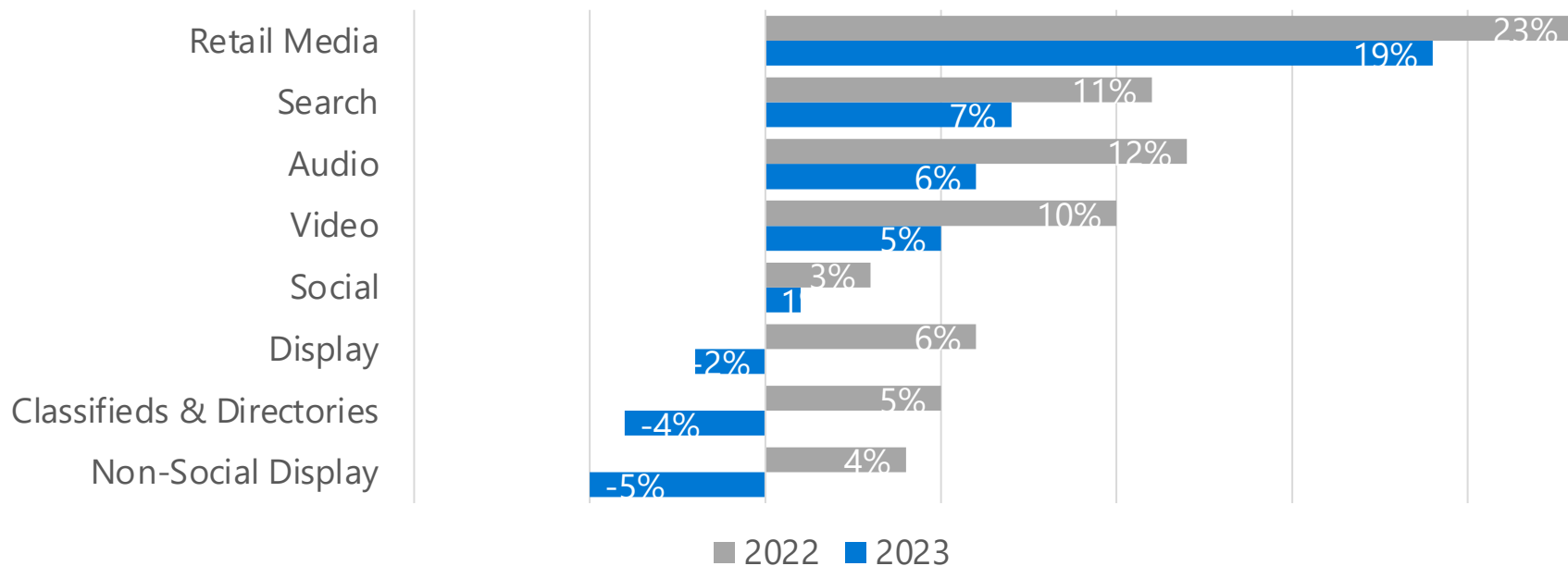


When times are tough, budgets get cut

Play freely in less crowded playground



Digital Ad Spend Forecast, Europe



Pushing forward when competitors pull back

Microsoft Audience Network

"COVID has certainly been bad for the travel industry in terms of bookings, but it has been a revelation for us to test and try something new."

Nicolas Pestourie, Deputy Head of Paid Search, Performics

29%

Reduction in
overall cost-per-
acquisition



18%

Increased profitability of
conversions



New Asset Library

Sweat your assets and let your creativity shine



The homepage shows all your assets in one place. You can access your creative assets or use our Shutterstock assets and save it in your library to build ads that stand out. We're now adding folders to help you stay organized.

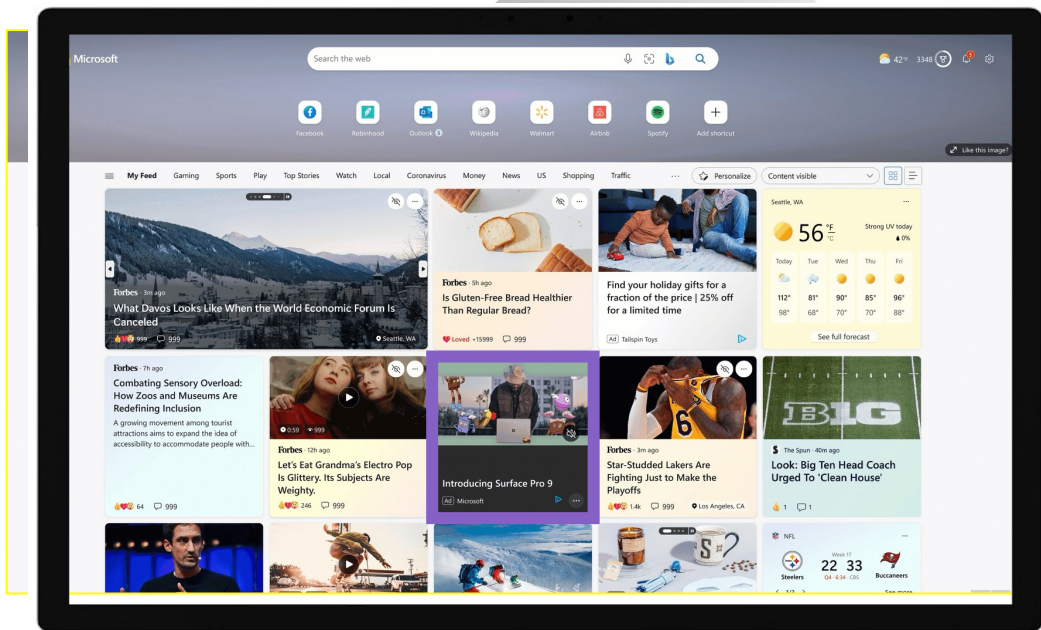
+ Add assets Search image name or ID Image size Date added Imported from Google Most recent

The screenshot displays a grid of 10 image assets, each with a 'New' badge and an ID. The assets include:

- APPI.jpg (ID 7284264817321): A white silhouette of a bear's head on a red background.
- ID 7284264817145: A scenic view of a cliffside with a waterfall and a blue sky.
- ID 7284264813925: A woman and a child playing with a dog in a car.
- ID 7284264813904: A family of four (grandmother, mother, father, and child) sitting on a couch and waving.
- ID 7284264813903: A man in a yellow sweater and glasses standing against a blue background, holding a laptop.
- ID 7284264813902: A white cabinet with a bicycle leaning against it in a room.
- ID 7284264813901: A wooden shelving unit.
- ID 7284264813900: A colorful, abstract landscape with green and yellow hills.
- ID 7284264813899: A colorful, abstract landscape with green and orange hills.
- ID 7284264813001: A landscape with red rock formations and a blue sky.

Video Ads

Turn TV spots to digital spots on search and native



US, CA, UK, AU, FR, DE, NZ, NL markets November 2022



Google Import for Smart Campaigns

Save time importing your Google Smart Campaigns in just a few clicks



Campaign: Campaign #1 Last 30 days: 5/29/2018 - 6/27/2018

Campaign information

Campaign name
Campaign #1
● Enabled

Ad schedule
All days and all hours

Business information
mybusiness
mybusiness.com

Campaign goal
Visits to my business location.

[Edit](#)

Ad preview

Ad title 1
http://abc.com
Ad text 1

[Edit ads](#)

Clicks

776

Spend

\$393.98

Impressions

14,147

Searches that brought up your ad

120 in total

	Impressions	Clicks
● searchterms1	325	41
● searchterms2	400	32
● searchterms3	130	28
● searchterms4	150	12

[Manage all](#)

Devices

Clicks

Device	Clicks
Desktop	693
Tablet	71
Smartphone	15

Imp.

Device	Impressions
Desktop	10,944
Tablet	1,710
Smartphone	50

Spend

Device	Spend
Desktop	\$382.29
Tablet	\$27.86
Smartphone	\$0.84

Locations

Show ad to people interested in your products or services, within 25 miles of Seattle WA, United States

[Edit Locations](#)

Phone calls

0

[Edit phone number](#)

Products or services

Your business category Office
Your products or services Office online, office, suggestion1, suggestion2

[Edit](#)

Budget

5.50 USD per day

[Edit](#)



Innovating with creative assets

Multimedia Ads & Image Extensions

"We recognised Microsoft as an innovative business partner that can help us be first to market, reach new audiences and diversify our channels so we don't hit a ceiling."

Andrew Smith, Digital Acquisition Manager, Purplebricks

500%

Overall return on
ad spend



18%

Higher conversion rate

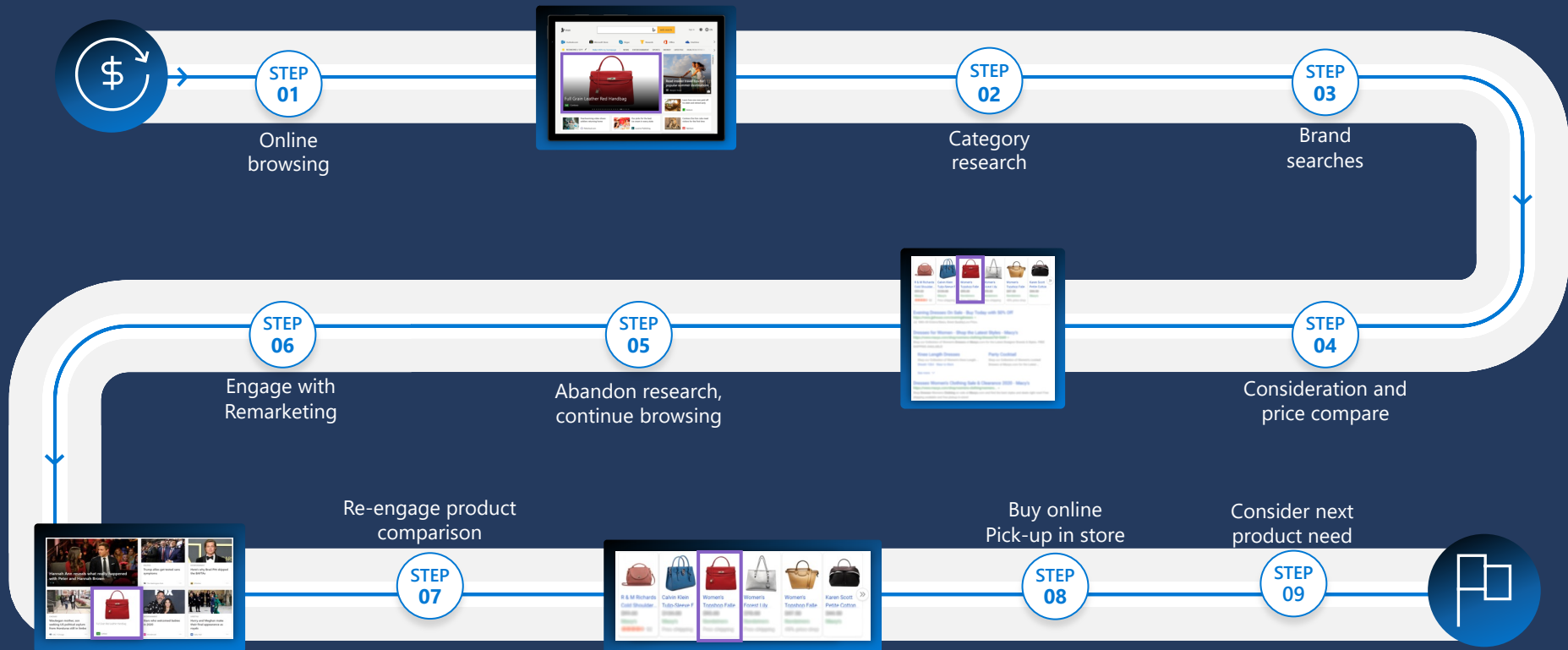




Treat brand
as mission
critical



The path to purchase in a consumer decision journey



Microsoft Advertising

The real path to purchase reflects the way the human mind decides. It notices, forgets, remembers again, doubles back, revisits, feels familiar, feels reassured. And then when the time comes to make a purchase, it makes what seems like the obvious choice without wondering how it became the obvious choice.

The Long, The Short and The Missing Middle, Microsoft Advertising 2021.

Multi-touch brand opportunities

Creating evocative brand memories at every touchpoint



AWARENESS

2.2×

Lift in brand awareness per user, measured by post-exposure brand search rate¹



CONSIDERATION

4.8×

Lift in brand consideration per user, measured by post-exposure domain visit rate¹



CONVERSION

4.4×

Lift in brand purchase per user, measured by post-exposure conversion page visit rate¹

Brand awareness campaign that drives solid conversions

Microsoft Audience Network

"I would never expect a display campaign to drive that many leads in the first place."

Jeff Bilson, Paid Search Manager at Dentsu Aegis Network.

64%

Of all impressions
came from
Audience Ads



11%

Incremental clicks





Show
empathy with
action

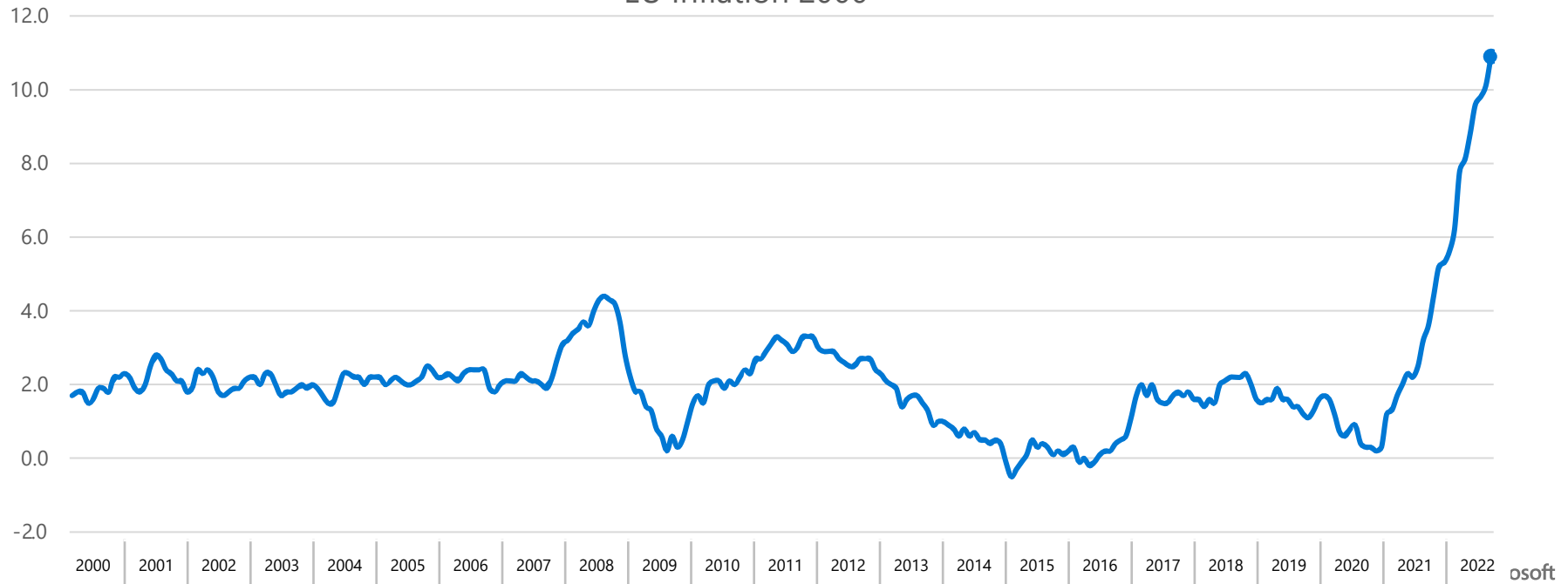


Inflation continues to climb

Pressures increase to make finances stretch further



EU Inflation 2000 -



Reassurance is king

85%

of people say they'll only consider a brand if they trust the brand.

Source: *The Acceleration of Brand Performance through Trust, Love, and Loyalty*. Microsoft Advertising Research 2019.



Building reassurance across channels

Showing up and offering stability in your messaging



2.6x

Higher visitation rate
vs. only search and exposure¹



3.5x

Higher conversion rate
vs. only search and exposure¹

1. Source: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Feb. 2020). These advertisers are a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.55M

Uncover opportunities with RSA & DSA

Hit the right tone and test new ideas



YOU PROVIDE

up to 15 headlines

and

up to 4 descriptions



Microsoft AI

over 40,000 possible
ad permutations



YOUR CUSTOMERS SEE

THE RIGHT
MESSAGE
at
THE RIGHT TIME

Testing ad copy at scale to improve ad performance

Responsive Search Ads

"I don't have to do ad copy testing manually anymore. That in turn has helped to improve the account performance, and ultimately lets British Gas show more relevant ads to its users."

Claudia Ziegenbein, Head of Search, Mediacom

44%

Higher click
through rate



2 hrs

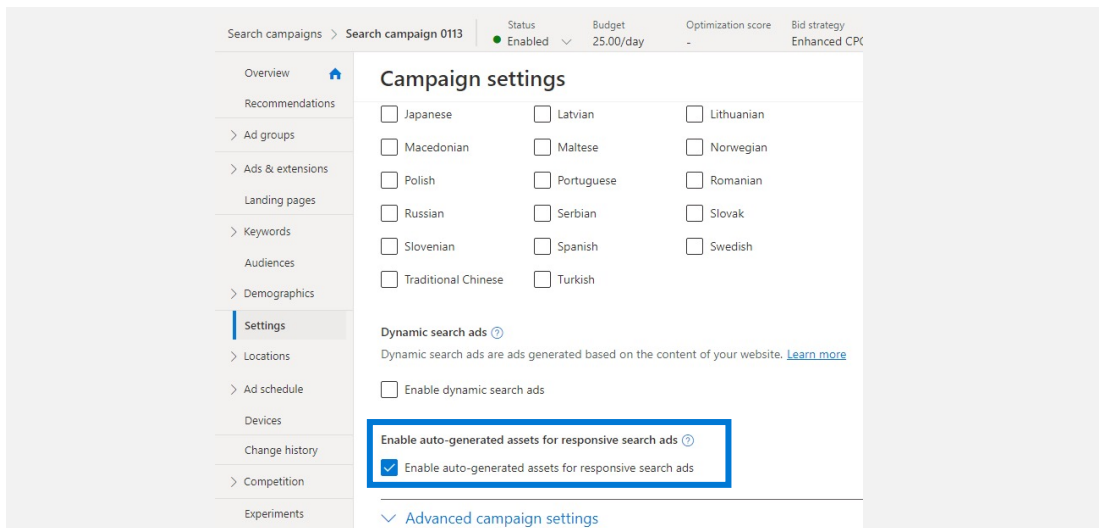
A week saved in manual
optimisations



Source: British Gas internal data, comparing Responsive Search Ads with Standard Text Ads, September to October 2019.

Auto-generated Assets for Responsive Search Ads

Leverage AI technology to automatically generate headlines and descriptions from your landing page to maximize ad performance.



To enable auto-generated assets: check the campaign setting box for your existing or new campaigns.

To view reporting: view auto-generated asset performance in asset level and combination reports.

More relevant ads.

Leverage content from your website (landing page of your ads) to customize your assets based on what potential customers are searching for.

Scales your work

Enabling auto-generated assets will increase the number of assets available to compliment the RSA headlines and descriptions you've already created.

Improve ad performance with powerful ads

Automatically generate assets that are expected to return the best results, such as higher click-through rates (CTR), conversion rates, and more impressions.



Lean on
partners





Platform and data technology



Global marketplace of video, display, and native for the open web

Better Together

Empowering the open web



Microsoft



AI/ML and rich Audience Intelligence



Global search, native and display technology and marketplace

The new full-funnel Microsoft Advertising

Connecting you with customers wherever they are online



Search

Reach 660M searchers globally making 15 billion searches every month and a global PC market share of 18%.



Native & Display

Reach over 600M people in 130 markets on 80+ DSPs and 1550+ direct publishers on the open web.

PromoteIQ

Retail Media

Generate advertising revenue from onsite page views natively with a typical 6-8X ROAS.



Video and CTV

We're the exclusive advertising partner of Netflix and world first analytics partner with Roku.

The Microsoft Advertising Network grows with search partners

Managed partners, carefully vetted to bring you quality traffic



DuckDuckGo



Expanding reach with efficient scale

Microsoft Search Partners

"Our main metrics are growth and cost and Microsoft is so efficient that it's bringing our overall cost down."

Jackson McKee, Search Engine Advertising and Display Manager, Younited Credit

16%

Incremental conversions



63%

Lower cost-per-acquisition



Source: British Gas internal data, comparing Responsive Search Ads with Standard Text Ads, September to October 2019.



Think Bigger



Microsoft Advertising

From 34 to 164 markets in 2022

Hyper growth of markets

We are in growth mode

130 markets Launched in 2022

12 bn

additional annual
searches

9%

additional Bing volume



1. comScore qSearch (custom), February 2019, U.S. The Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in the United States. 2. comScore (custom), September 2018, U.S. The Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in the United States. Data represents desktop traffic only. 3. U.S. click data from Microsoft internal data, October 2018.

The World of Microsoft Advertising

164
Markets

35
Languages

The Americas (44 markets)

Anguilla	Dominican Republic	Peru
Argentina	Ecuador	Puerto Rico
Aruba	El Salvador	Saint Kitts & Nevis
Bahamas	French Guiana	Saint Lucia
Barbados	Grenada	Saint Vincent & the Grenadines
Belize	Guatemala	Suriname
Bermuda	Guyana	Turks & Caicos Islands
Bolivia	Jamaica	United States of America
Brazil	Haiti	United States
British Virgin Islands	Honduras	Virgin Islands
Canada	Martinique	Uruguay
Cayman Islands	Mexico	Venezuela
Chile	Montserrat	
Colombia	Panama	
Costa Rica	Paraguay	
Dominica		

Europe (45 markets)

Albania	Gibraltar	Macedonia
Andorra	Greece	Norway
Austria	Greenland	Poland
Belgium	Hungary	Portugal
Bosnia and Herzegovina	Iceland	Romania
Ireland	San Marino	
Bulgaria	Italy	Serbia
Croatia	Latvia	Slovakia
Cyprus	Liechtenstein	Slovenia
Czechia	Lithuania	Spain
Denmark	Luxembourg	Sweden
Estonia	Malta	Switzerland
Faroe Islands	Moldova	Türkiye
Finland	Monaco	United Kingdom
France	Montenegro	Vatican City
Germany	Netherlands	
	North	

Middle East and Africa (47 markets)

Algeria	Guinea	Qatar
Armenia	Iraq	Reunion
Azerbaijan	Israel	Saudi Arabia
Benin	Kyrgyzstan	Senegal
Bahrain	Lesotho	Seychelles
Botswana	Libya	Somalia
Burkina Faso	Madagascar	South Africa
Cameroon	Malawi	Tajikistan
Cote d'Ivoire	Mauritania	Tanzania
Democratic Republic of the Congo	Mauritius	Togo
Egypt	Namibia	Tunisia
Ethiopia	Niger	Uganda
Gabon	Nigeria	United Arab Emirates
Gambia	Oman	Yemen
Georgia	Republic of Congo	Zambia
	Rwanda	Zimbabwe

Asia Pacific (28 markets)

American Samoa	Nepal
Australia	New Caledonia
Bangladesh	New Zealand
Brunei	Northern Mariana Islands
Fiji	Pakistan
French Polynesia	Papua New Guinea
Guam	Philippines
Hong Kong	Singapore
India	Sri Lanka
Indonesia	Taiwan
Japan	Thailand
Marshall Islands	Tonga
Malaysia	Vietnam
Maldives	
Mongolia	

Expanding to new horizons

Microsoft Advertising Japan

"We can't ignore the potential of Microsoft Advertising. It makes a difference, and it makes sense for us to be here [in Japan]".

Bruno Frangen, Head of Performance Marketing, trivago

25%

Lower cost-per-click



50%

Lower cost-per-acquisition



Cross border made easy

Import campaigns in just a few clicks



Performance Max Import

Find more converting customers across multiple channels



Are you using a Merchant Center with your Performance Max Campaigns on Google Ads?

Yes.

These campaigns will import on Microsoft Advertising as Smart Shopping Campaigns.

No.

These campaigns will import as Dynamic ad groups. Starting with Dynamic Search Ads (DSAs). Other ad formats & algo generated assets are in development.

Microsoft's Performance Max

We are building our own version of Performance Max which will pilot in April, and we are targeting general availability by summer 2023.

Differentiators

We are adding more reporting metrics to our version of Performance Max having received feedback that Impressions does not give enough visibility.

For more information on the Google Import experience for your Performance Max campaigns: [What gets imported from Google Ads \(microsoft.com\)](https://www.microsoft.com/adservices/what-gets-imported-from-google-ads).



Microsoft Advertising

5 tips to help shape your 2023 gameplan

1. Be bold and flex your creativity.
2. Treat brand as mission critical.
3. Show empathy with action.
4. Lean on partners.
5. Think bigger...



#LaunchCMOguide

Microsoft Advertising

Thank You!







Any questions?

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Thanks for joining us!



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