

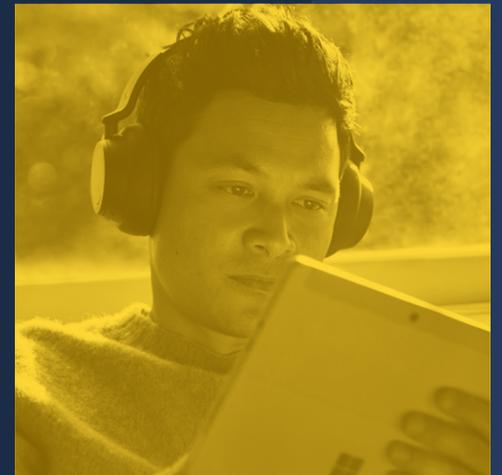


# Microsoft Audience Network

Microsoft Advertising



*Marion Gould,  
Client Partner Lead*

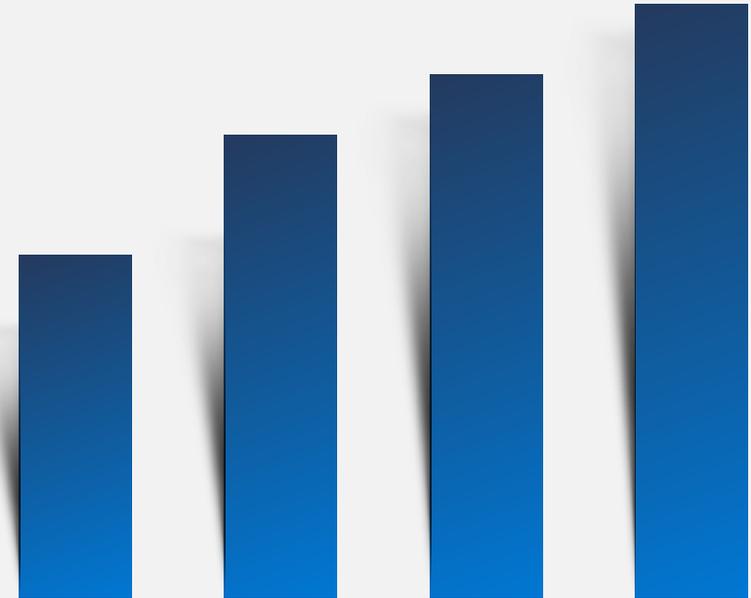


# Native advertising is growing. A lot.

## \$27 billion

Projected UK native advertising spend by 2025

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# The shift to native advertising

Awareness

**53%**

more views than  
traditional display  
ads<sup>1</sup>

Consideration

**8.8x**

higher CTR than  
regular display ads.

Conversion

**29%**

Higher purchase  
intent than  
standard banners<sup>3</sup>

# Blending of work and life

People are spending more time online – at all hours of the day

**Desktop volume** grew 10x more than overall volume.

**Weekend Volume** grew 5x more than overall volume.

**Evening volume** grew 6.5x more than overall volume.



# Microsoft dominates the desktop – with the power of **Windows**

**1.4 billion** monthly active devices running Windows 10 or 11<sup>1</sup>

**4 trillion minutes** spent on Windows 10 devices a month.<sup>1</sup>

Windows users **have a greater propensity to purchase online.**<sup>2</sup>

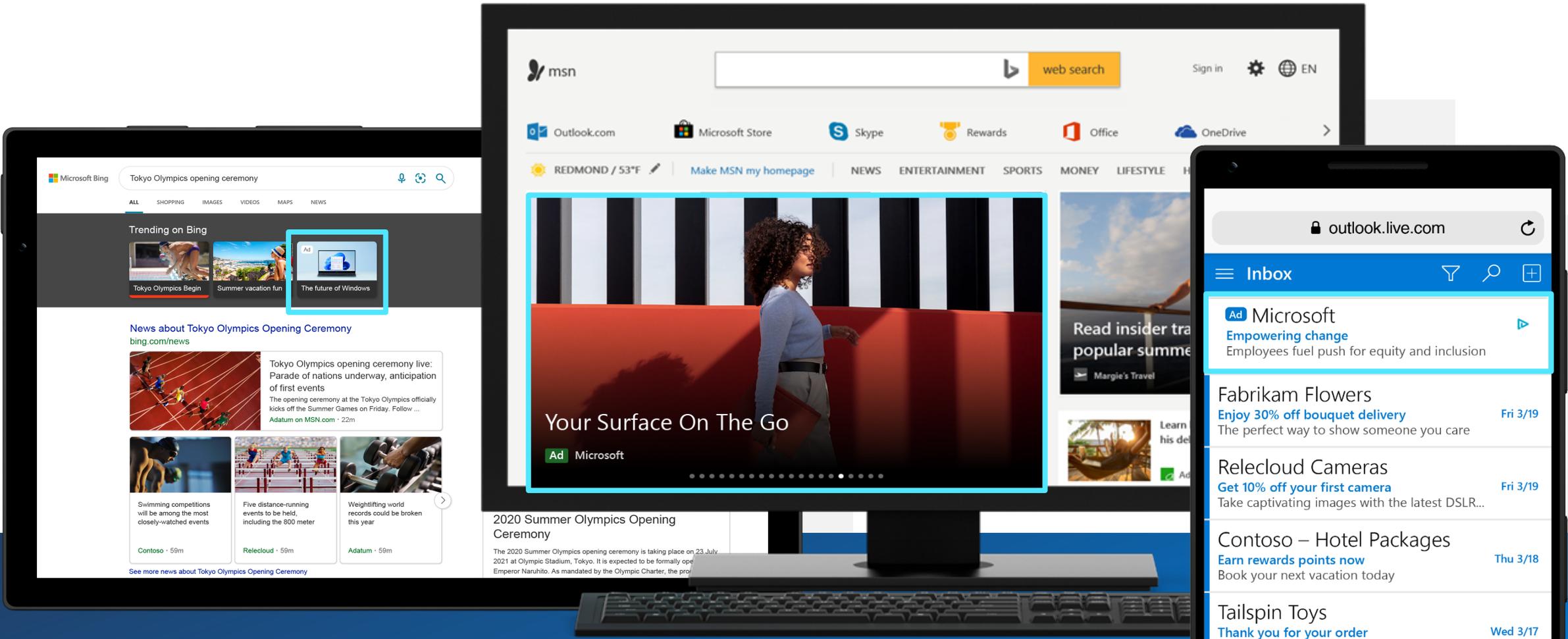




# Introducing

**Meet the Microsoft Audience Network**

# Premium properties that people engage with everyday across work and life



# Drive meaningful connections with your audience

Powered by over 20 billion daily cross-screen data signals

  
**800M**  
devices  
with Edge  
Installed<sup>1</sup>

  
**484M**  
monthly  
unique  
visitors<sup>3</sup>

  
**14.5B**  
global  
monthly  
searches<sup>2</sup>



  
**675M**  
global  
professionals<sup>3</sup>

  
**108M**  
monthly unique  
visitors<sup>3</sup>

  
**69M**  
monthly  
unique users<sup>3</sup>

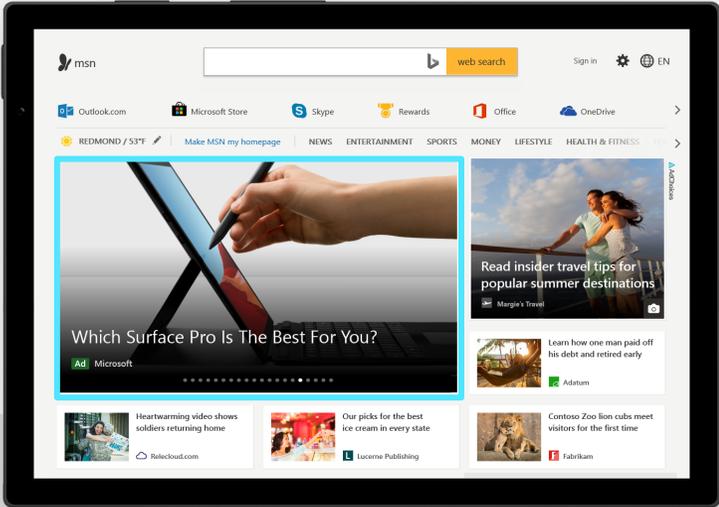
1. Microsoft Internal Data, Devices with Edge, 1X+ usage per month, Global, December 2021; 2. comScore PC Search Market, September 2021; 3. comScore, Global Data June 2021.

# Microsoft is uniquely positioned to understand your customers



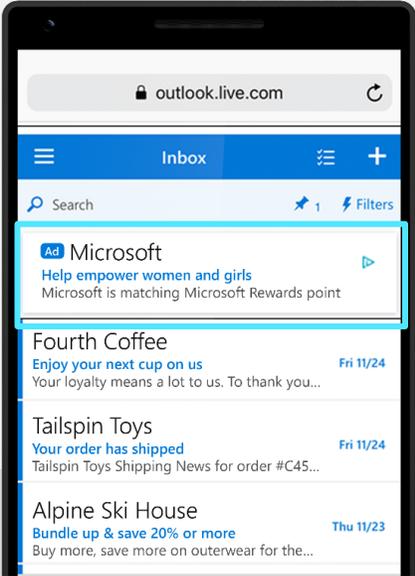
# Outperform your competitors

Microsoft Audience Ad click-through-rates outperform native platforms delivering on the same properties



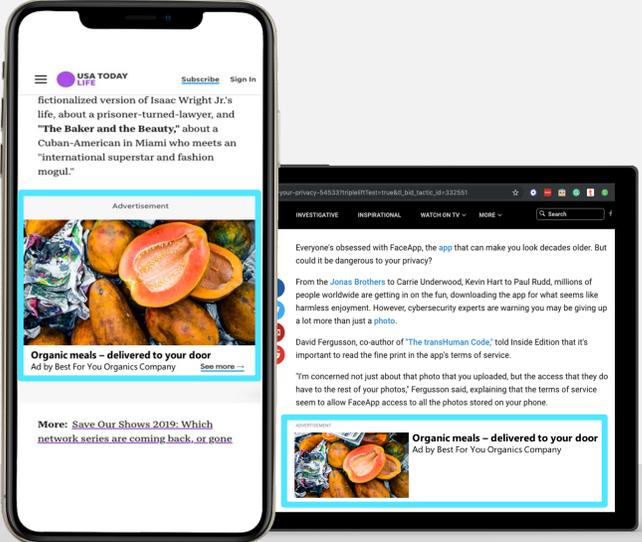
MSN INFOPANE

2x CTR<sup>1</sup>



OUTLOOK.COM

2.1x CTR<sup>2</sup>



PUBLISHER PARTNERS

3x CTR<sup>3</sup>

1. Microsoft internal data, November 2019-January 2020. 2. Microsoft internal data, February 2021. 3. Publisher partner data and Microsoft internal data, April 2021. Numbers are rounded to the nearest percentage point. CTR is click-through rate.

# Why us?

**Why advertise on the Microsoft Audience Network?**

# Achieve more with a network built for you



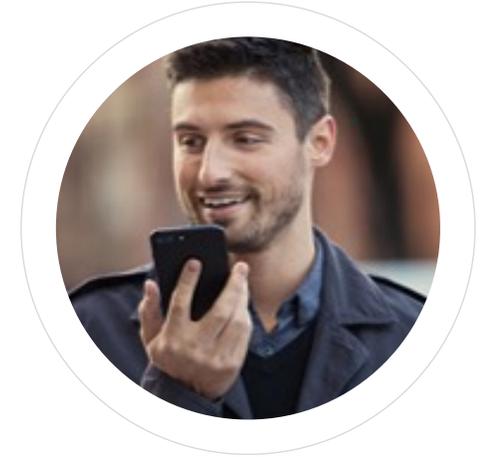
## Massive reach you can trust

Connect with millions through IAS certified brand-safe properties



## Personalized engagements

Engage your ideal customers, leveraging Microsoft 1st party data



## Boosted performance

Reach customers across their journey and maximize your performance

# Scale your reach to a **loyal** and **unique** audience in the United Kingdom

## SCALED AUDIENCE



**28.8 million**  
total unique visitors<sup>1</sup>

## LOYAL AUDIENCE



**1 in 3 users**  
stay on MSN and Microsoft News to  
get the content they need<sup>2</sup>

## UNIQUE AUDIENCE



**47%** Microsoft News and MSN users are not on Twitter<sup>3</sup>  
**42%** Microsoft News and MSN users are not on The Telegraph<sup>3</sup>  
**36%** Microsoft News and MSN users are not on The Guardian<sup>3</sup>

# You don't need to compromise reach for brand safety

**4 in 5** advertisers agree that brands need more control over where their ads are placed<sup>1</sup>

## SAFETY



Platform-wide protection through IAS, free of charge to you.

Strict publisher standards and reviews by Microsoft Advertising backed by AI technology.

## CREDIBILITY



NewsGuard trust rating across our network.

Ongoing ad placement quality monitoring.

Extensive review processes around policies, protections, and blocklists.

## TRANSPARENCY



Full reporting suite including domain level reporting and opt-out controls.

Viewability report coming through IAS<sup>2</sup>.

Integration in 3rd party tools through 1x1 impression tracking technology.



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# Drive highly personalized engagements

Connect with the people who matter to you.



# Meet Jaye

Microsoft's audience intelligence would know that Jaye is:

Managing Director-  
Founder  
(LinkedIn)



An Microsoft lover  
(brand preference)



An avid traveler  
(conversion history)



In market for  
adventure holiday  
(search and product  
history)



# Microsoft's audience intelligence does NOT know:

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Jaye's full name



Her driver's license number

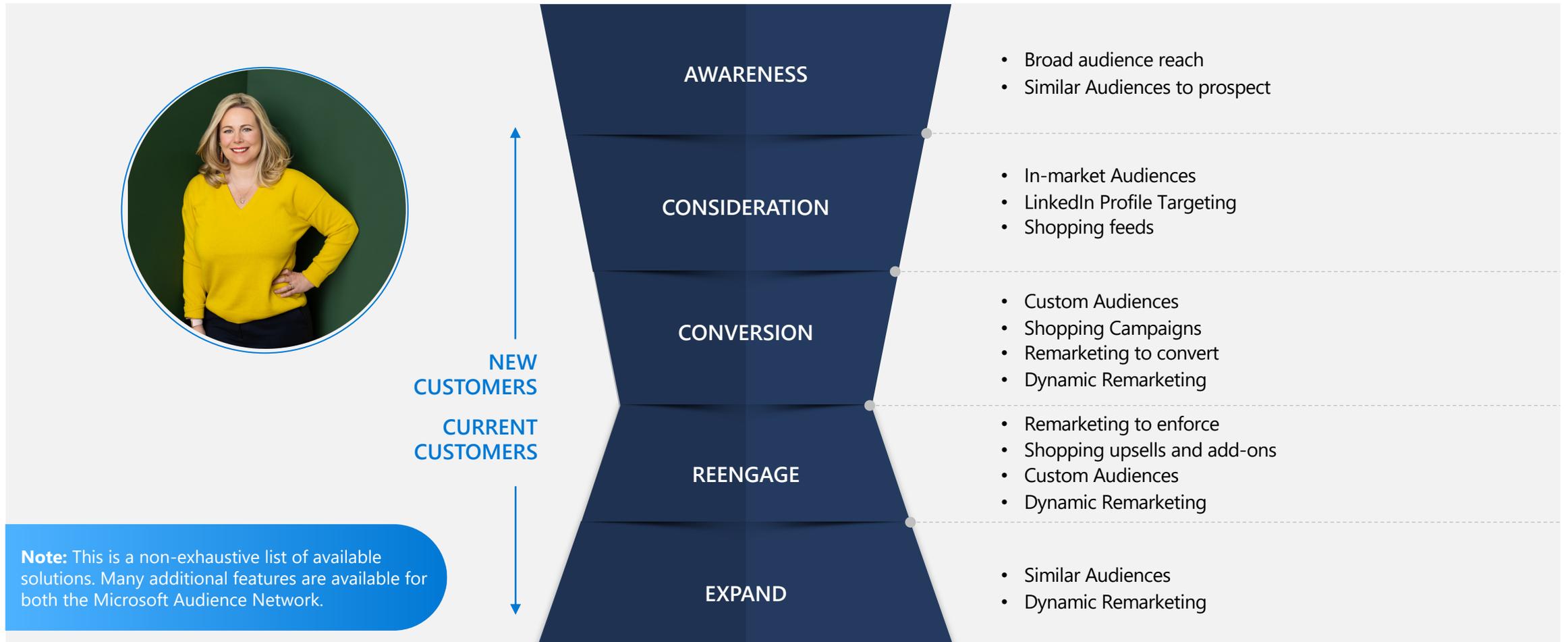


Her personal phone number



Content of her personal emails

# You can meet prospective customers like Jaye at all stages of their buyer journey



# Increase performance across your goals



Awareness



Consideration



Conversion

Users exposed to the Microsoft Audience Network are:

**3x**

more likely to  
**search your brand**

**4x**

more likely to  
**visit your site**

**5.5x**

more likely to  
**purchase from you**

Microsoft Internal Data, February 2022. 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. These advertisers may be 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 = 1M.



**“Microsoft Audience Ads allow us to communicate with a consistent message wherever our customers are searching or browsing online.”**

**Nicole Inacio,**  
Head of Paid Media Operations, Stellar Search

**[VIEW THE CUSTOMER STORY](#)**

Microsoft Audience Ads added

**43%**



New conversions when implemented with dynamic remarketing

Microsoft Audience Ads received

**67%**



Higher conversion rate compared to standard shopping campaigns

Microsoft Audience Ads delivered

**45%**



Cheaper CPA compared to standard shopping campaigns

## Hotel Chocolat finds sweet spot with Microsoft Audience Ads

British chocolatier Hotel Chocolat is one of the UK’s largest chocolate retail franchises. Working with digital agency Stellar Search, Hotel Chocolat set aggressive revenue targets for its digital advertising to deliver. In 2020 the agency recommended implementing Microsoft Audience Ads as a new digital discipline that would expand the reach of Hotel Chocolat’s campaigns.

Stellar Search supported Hotel Chocolat in achieving a more holistic digital strategy across the customer journey. As Head of Paid Media Operations, Nicole Inacio outlines: “We were already doing smaller display activity with Google and Facebook Ads so knew that Hotel Chocolat had assets that we could use for Audience Ads. We also wanted to expand the reach for the brand so when this new avenue came along, we were all very excited.”

## Compelling results that drive conversions

Stellar Search decided to implement three different Audience Ads campaigns for Hotel Chocolat, each focused on a different audience targeting product: in-market audiences, remarketing, and dynamic remarketing.

The unique combination of interconnected targeting strategies made for a compelling overall performance on the Microsoft Audience Network. Audience Ads in the in-market and remarketing campaigns increased the reach of Hotel Chocolat’s campaigns, bringing 52% more impressions to overall search activity. In addition, conversion rates were 30% higher than generic search campaigns whilst maintaining the same cost-per-acquisition (CPA) as standard search.

Dynamic remarketing meanwhile increased shopping clicks by 78% and conversions by 43%. The conversion rate was 67% higher than standard shopping campaigns and because of the strong number of conversions and cheaper clicks, the overall CPA was 45% cheaper than standard shopping campaigns.

As Nicole stated: “These results are very encouraging and if I compare them to campaigns we run in other platforms it’s a lot cheaper.”





Microsoft Advertising. Great relationships start here.