



# MICROSOFT ADVERTISING





WHAT WORKS, “KINDA” WORKS, DOESN'T  
WORK... AND HOW TO WORK WITH IT



**ALEXMAKARSKI**

MEDIA EXPERTS

# GOOGLE SAYS "BOB'S NOT YOUR UNCLE ANYMORE"

<input type="checkbox"/>	 Google Ads policy manager	Disapproved ads (27)	Ads (27) impacted by Google Ads policy
<input type="checkbox"/>	 Google Ads policy manager	Disapproved ads (5)	Campaigns (4) impacted by Google Ads policy
<input type="checkbox"/>	 Google Ads policy manager	Disapproved ads (4)	Ads (4) impacted by Google Ads policy
<input type="checkbox"/>	 Google Ads policy manager	Disapproved ads (27)	Campaigns (4) impacted by Google Ads policy
<input type="checkbox"/>	 Google Ads policy manager	Disapproved ads (3)	Ads (3) impacted by Google Ads policy

 **Disapproved**

**Ads (27)**

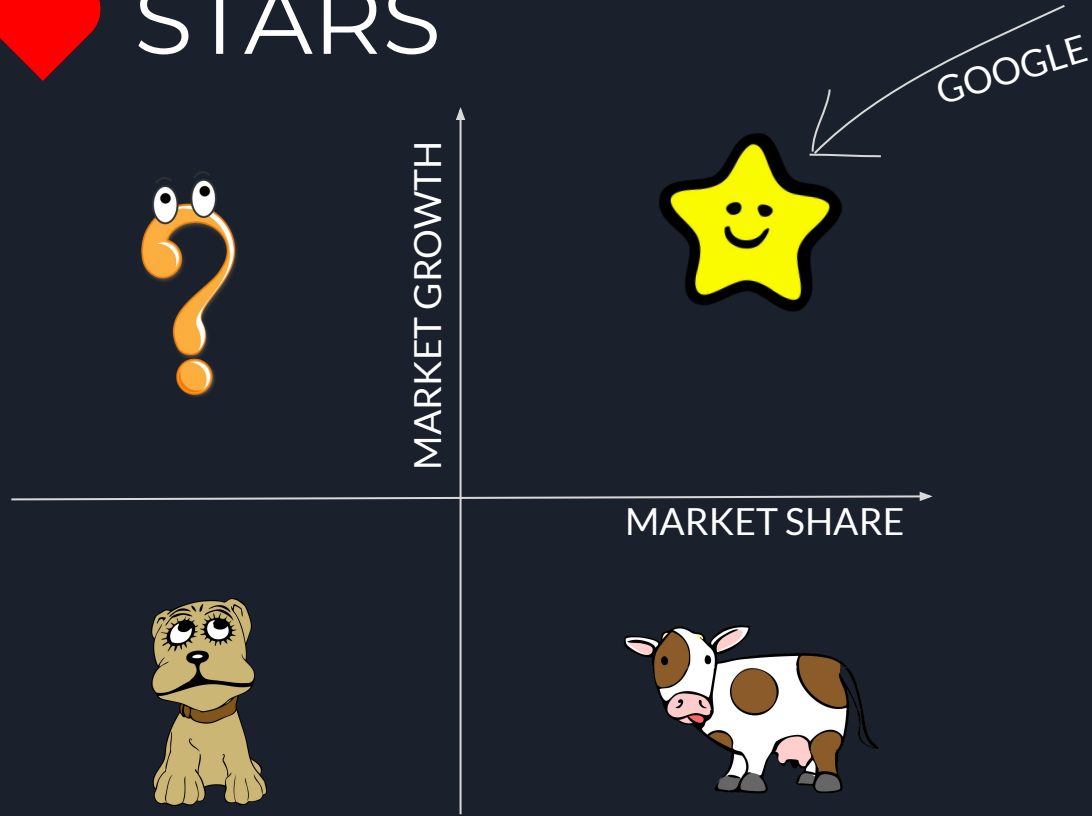
Policy: [Destination not working, Speculative and Experimental Medical Treatment](#)

 **Disapproved**

**Ads (11)**

Policy: [Recreational drugs, Speculative and Experimental Medical Treatment](#)

# WE ❤️ STARS



# WE ❤️ STARS



# BINARY STAR



# SECOND FIDDLE





# GOOGLE ADS

INNOVATION

NEW FEATURES

DISRUPTION

VS

# MICROSOFT ADS

COPYING

EASE OF MIGRATION

CATCHING UP

# ROGUE TALENT



INTRAPRENEURS, DRIVEN  
BY AN IDEA

INNOVATE DESPITE  
CORPORATE POLITICS AND  
RED TAPE

CREATE SOMETHING THEIR  
BOSS DIDN'T ASK FOR



# AUDIENCE NETWORK



# WHO'S ON BING?

1



2





Recent Searches: Mam Tor, Peak District... Gulfoss waterfall, ... kindle herringway app google webmast... Manage History

My Feed Personalize Top Stories Canada World Money Sports Entertainment Lifestyle Health ... powered by Microsoft News | Hide Feed

**Honda New**

8 SUVs So Cool It's hard To Believe They Cost Under \$25K

Ad Stuff Allward

FREE PIZZA

17M+ People Use This Trick To Get The Best Promo Codes

Ad Honey

RICHMOND HILL, ONTARIO

-5°C Snow 100.0%

THU	FRI	SAT	SUN	MON
-2° -7°	-5° -15°	-5° -10°	2° -2°	7° 2°

Data from Foreca | Updated 7 mins ago

TOP STORIES

Cheap houses for sale under \$60K across Canada

HGTV

TOP STORIES

Meet the houseguests Of 'Big Brother Canada' season 8

ET Canada

TOP STORIES

Top Gut Doctor Warns: "Throw Out This Vegetable Immediately"

Ad Wellnessguide2020

TOP STORIES

Things you should never store in your attic

Reader's Digest Canada





# Microsoft and Verizon Media strengthen search partnership

🕒 January 17, 2019

👤 [Kya Sainsbury-Carter](#)

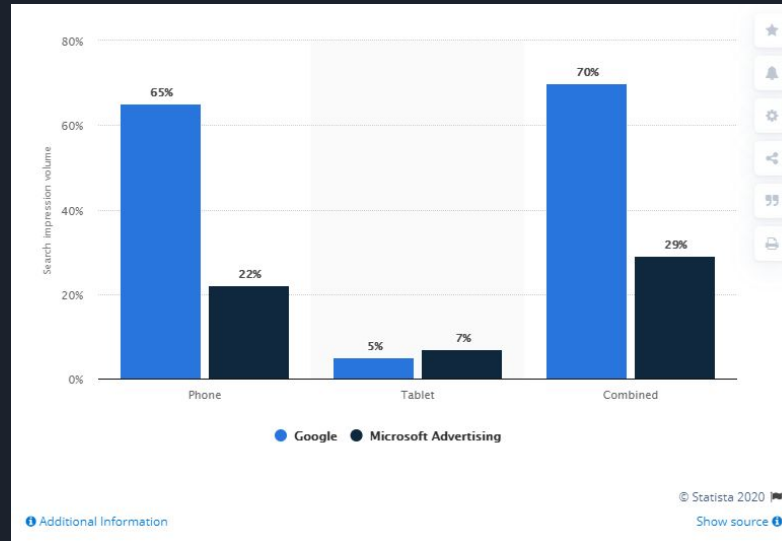
📁 [Product news](#)



Microsoft and Verizon Media are making it even easier for search marketers to reach valuable audiences across the Bing Network through an expanded partnership. As a result, marketers will have a single global platform to create search advertising campaigns that reach audiences across the Bing, Yahoo, and AOL networks. All search advertising opportunities across Verizon Media properties, including campaigns on both Yahoo and AOL, will be exclusively served by Bing Ads.

<https://about.ads.microsoft.com/en-us/blog/post/january-2019/microsoft-and-verizon-media-strengthen-search-partnership>

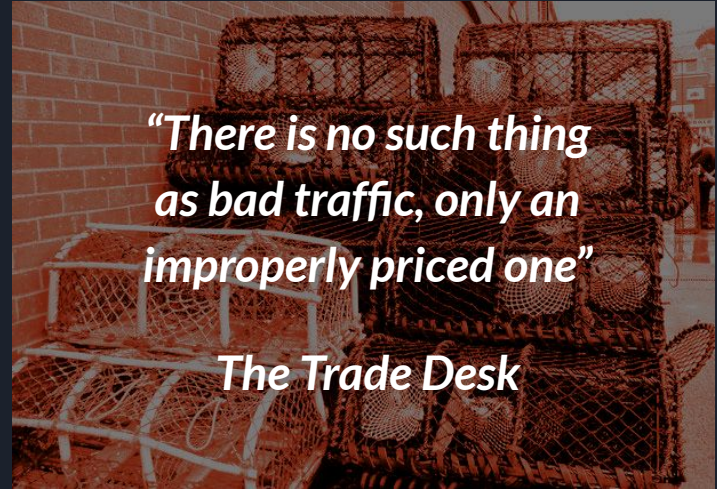
# MOBILE TRAFFIC SHARE

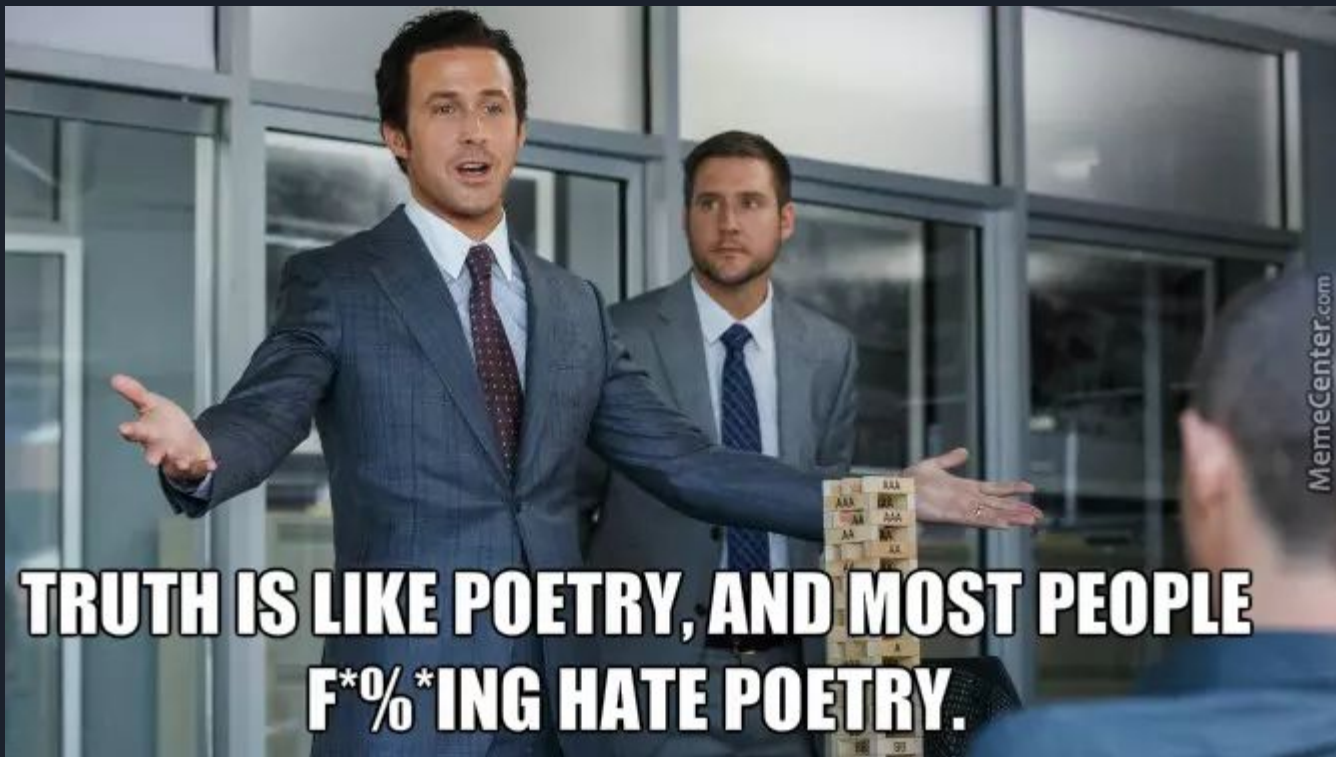


Source: <https://www.statista.com/statistics/223308/trend-in-impressions-on-google-and-bing-in-the-us/>

# TRAFFIC “GOTCHAS”

1. **CLICK LAUNDERING**  
(search partners)
2. **CLICK BUNDLING**  
(search to AN expansion)
3. **CLICK STEW**  
(mobile + desktop)
4. **CLICK STUFFING**  
(budget just a guideline, right?)

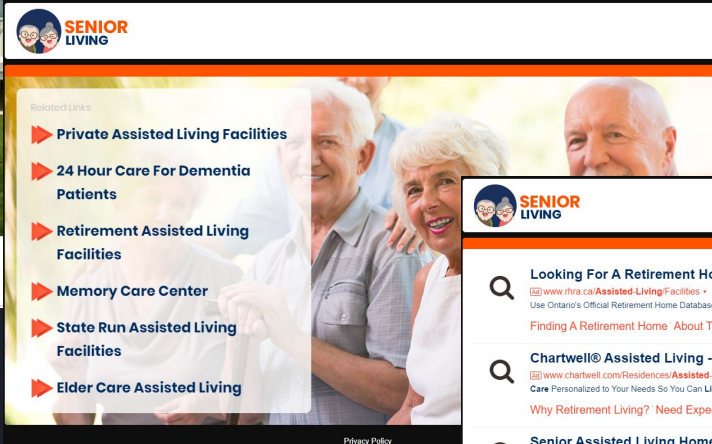




**TRUTH IS LIKE POETRY, AND MOST PEOPLE  
F\*%\*ING HATE POETRY.**

MemeCenter.com

# 1. CLICK LAUNDERING (search partners)

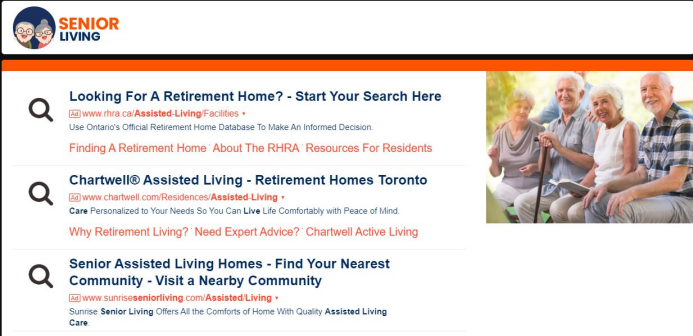


**SENIOR LIVING**

Related Links

- ▶ Private Assisted Living Facilities
- ▶ 24 Hour Care For Dementia Patients
- ▶ Retirement Assisted Living Facilities
- ▶ Memory Care Center
- ▶ State Run Assisted Living Facilities
- ▶ Elder Care Assisted Living

Privacy Policy



**SENIOR LIVING**

Looking For A Retirement Home? - Start Your Search Here  
[www.rhra.ca/Assisted-Living/Facilities](#) • Use Ontario's Official Retirement Home Database To Make An Informed Decision.  
[Finding A Retirement Home](#) [About The RHRA](#) [Resources For Residents](#)

Chartwell® Assisted Living - Retirement Homes Toronto  
[www.chartwell.com/Residences/Assisted-Living](#) • Care Personalized to Your Needs So You Can Live Life Comfortably with Peace of Mind.  
[Why Retirement Living?](#) [Need Expert Advice?](#) [Chartwell Active Living](#)

Senior Assisted Living Homes - Find Your Nearest Community - Visit a Nearby Community  
[www.sunriseseniorliving.com/Assisted-Living](#) • Sunrise Senior Living Offers All the Comforts of Home With Quality Assisted Living Care.

Privacy Policy

# 1. CLICK LAUNDERING (search partners)

## Media.net acquired for \$900M in mega ad-tech deal

[techcrunch.com/2016/08/22/media-net-acquired-for-900m-in-...](http://techcrunch.com/2016/08/22/media-net-acquired-for-900m-in-...)

2016-08-22 · The flow of Chinese capital into foreign ad-tech companies increased this morning with the acquisition of **Media.net** for \$900 million USD. A consortium will be paying cash for the startup with key ...

## Media.net acquired for \$900M in mega ad-tech deal | Pew Research...

[www.journalism.org/news-item/httpstechcrunch-com20160822-...](http://www.journalism.org/news-item/httpstechcrunch-com20160822-...)

**Media.net** acquired for \$900M in mega ad-tech deal. Popular On Pew Research. Fact Tank 01/17/2019. Defining generations: Where Millennials end and Generation Z begins. Fact Tank 09/06/2018. Are you in the American middle class? Find out with our income ca ...

## citybizlist : New York : Media.net Acquired by Chinese Consortium...

[newyork.citybizlist.com/article/371818/medianet-acquired-...](http://newyork.citybizlist.com/article/371818/medianet-acquired-...)

**Media.net**, a key player in the ad-tech space, announced today the closing of its acquisition by a Chinese Consortium from serial internet entrepreneur Divyank Turakhia's Starbuster TMT Investments in an all-cash transaction valued at approximately \$900M USD.

## Yahoo Ad Partner Media.net Sells to China Group for \$900 Million...

[www.bloomberg.com/news/articles/2016-08-22/yahoo-ad-...](http://www.bloomberg.com/news/articles/2016-08-22/yahoo-ad-...)

2016-08-22 · A group of Chinese investors said it's acquiring ad-tech startup **Media.net** for about \$900 million in cash, with plans to eventually sell the company to an obscure telecommunications firm whose ...

MARKETPLACE	
1 Home Makeover Ideas	4 Small Kitchen Makeovers
2 Living Room Furnitures	5 Kitchen Cleaning Tips
3 Bedroom Painting Ideas	6 Luxury Home Decor

See Also	
1. Positive Parenting Guide	4. Tips for Raising Teens
2. Family Vacation Ideas	5. Child Nutrition Programs
3. Child Behavioral Problems	6. Guidelines for Healthy Diet

See Also:	
• <a href="#">Effective Advertising Tips</a>	• <a href="#">Business Plan Templates</a>
• <a href="#">Top 50 Leadership Skills</a>	• <a href="#">Long Term Investments</a>
• <a href="#">Business Start-up Guide</a>	• <a href="#">Marketing Strategies</a>
• <a href="#">Small Business Loans</a>	• <a href="#">New Business Ideas</a>

AdChoices	
1	Dog Training Collars
2	Best Dog Collars
3	Large Insulated Dog House
4	Customized Dog Collars
5	Fancy Dog Beds

<https://www.authorityhacker.com/medianet-review/>



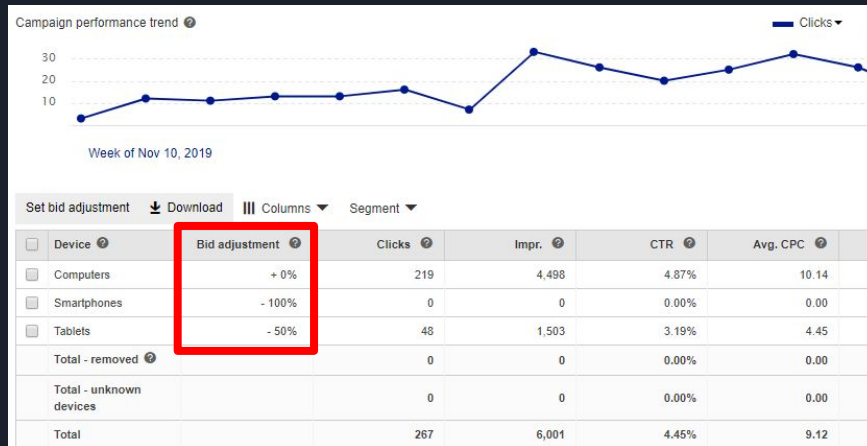
## 2. CLICK BUNDLING (AN expansion)

**Other settings** Choose the options that are applicable to your campaign.

[Audience ads](#) ⓘ

Audience ads	Bid adjustment ⓘ
Audience Ads Bids	Decrease by ▼ 100 %

# 3. CLICK STEW (mobile + desktop)



# 4. CLICK STUFFING (budget... what budget?)



Ad	Ad group	Delivery	Clicks	Impr.	CTR	Avg.
Need to Sell Your House? Need to Sell Your House Fast? Let's Compare the Traditional Sale & Cash Offer Find Out the Benefits of Selling Your Home to a Cash Investor Diamond Equity	Real Estate Audiences	<span style="color: red;">✘</span> Campaign out of budget	78	9,749	0.80%	

Custom: 2/24/2020

Avg. CPC	Spend
1.25	97.38

Budget: 15.00/day

Campaign budget  Individual budget

15.00 USD per day

Daily budget options

As of November 1, 2019, all search, shopping, and dynamic search ad campaigns use standard budget delivery regardless of the budget type that you have set [Learn more](#)

# NEW FEATURES IN SEARCH

**Add new Action Extension** ✕

Language 🔗 English

Action Text 🔗 Act Now

Final URL 🔗 Search

Mobile URL 🔗 Act Now

▼ Action Extension URL options

▼ Selected days and hours

🔗 Your changes will be recorded and v  
less than three hours (but could take up

**Save** **Cancel**

- Act Now
- Apply Now
- Bet Now
- Bid Now
- Book A Car
- Book Hotel
- Book Now

**In-market audiences: 479**

Audience name	List size <span>🔗</span>
<a href="#">Select all</a> <span>»</span>	
▶ Baby & Children's Products	57.8M <span>⋮</span> <span>»</span>
▶ Beauty Products & Services	110M <span>⋮</span> <span>»</span>
▶ Business & Industrial	
▶ Business Services	80.4M <span>⋮</span> <span>»</span>
▶ Computers & Peripherals	51.9M <span>⋮</span> <span>»</span>
▶ Consumer Electronics	109M <span>⋮</span> <span>»</span>
▶ Dating Services	30.8M <span>⋮</span> <span>»</span>
▶ Education	119M <span>⋮</span> <span>»</span>
▶ Employment	116M <span>⋮</span> <span>»</span>
▶ Event Tickets	54.2M <span>⋮</span> <span>»</span>
▶ Finance	

# AUDIENCE NETWORK



Need to Sell Your House Fast? Let's Compare Traditional Sale & Cash Offer

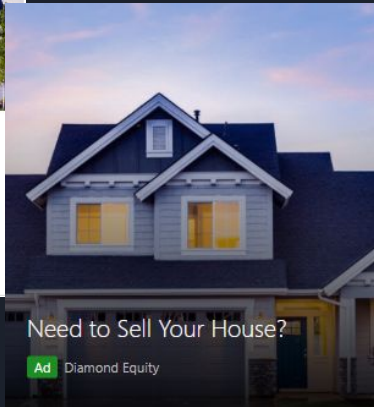
Find Out About the Benefits of Selling Your Home to a Cash Investor

**Ad** Diamond Equity



Need to Sell Your House Fast? Let's Compare Traditional Sale & Cash Offer

**Ad** Diamond Equity



Need to Sell Your House?

**Ad** Diamond Equity

## NATIVE ADS

EASIER, MORE ACCESSIBLE WAY TO GET MSN & OUTLOOK TRAFFIC

“PILOT” PROGRAM ONLY AVAILABLE IN THE US (NEED A REP TO ENABLE)

**Ad** Diamond Equity    ▾ Need to Sell Your House? \* Find Out About the Benefits of Selling Your Home to a Cash Investor

**Ad** Diamond Equity  
Need to Sell Your House?  
Find Out About the Benefits of Selling Your Home to a Ca...

What kind of ads do you want to run for this campaign?

**Search ads**

Search ads appear as results to search queries on the Microsoft Advertising Network. They are text-based ads with formatting and image enhancements.

**Audience ads**

Audience ads appear to people on the Microsoft Audience Network based on who they are and what they are interested in. They are responsive ads that fit with the subject matter and visual design of the surrounding experience. Audience Ads must comply with Microsoft Advertising policies and are also subject to additional requirements listed in our Audience Ads Policy.



Who do you want to target for this ad group? You can select any combination of the criteria below.

<p><b>+ Location</b></p> <p>Show your ads to people in specific locations.</p>	<p><b>+ Age</b></p> <p>Show your ads to people in specific age ranges.</p>	<p><b>+ Gender</b></p> <p>Show your ads to people in specific gender groups.</p>
<p><b>+ Audience</b></p> <p>Show your ads to groups of people based on their interests or interactions with your website.</p>	<p><b>+ Company</b></p> <p>Show your ads to people who work for specific companies.</p>	<p><b>+ Industry</b></p> <p>Show your ads to people who work in specific industries.</p>
<p><b>+ Job function</b></p> <p>Show your ads to people who have specific kinds of jobs.</p>		



**Audience** ⓘ **Ad group targeting**

Show your ads to the audiences you want to target. Choose a category to start

In-market audiences ▾

Search 🔍

In-market audiences: 478		Selected: 1	
Audience name	List size ⓘ	Audience name	List size ⓘ
Select all >>			
Remove all <<			
▶ Business Technology	6.7M ... >>	<< Business Services/Corporate Event Planning	1.99M
Corporate Event Planning	1.99M ... >>		
Food Service Industry	50.8M ... >>		
Industrial Manufacturing	43.4M ... >>		
Office	33.1M ... >>		
▶ Office Supplies	37.6M ... >>		
Payment Processing & Merchant Services	7.28M ... >>		
Payroll Services	3.81M ... >>		
Retail Trade	29.8M ... >>		
Staffing & Recruitment	18M ... >>		

**Industry** ⓘ Target or exclude people who work in these industries:

Enter industry to search 🔍

- ▶ Manufacturing
- ▶ Corporate Services
- ▶ Consumer Goods
- ▶ Energy & Mining
- ▼ Health Care
  - Pharmaceuticals Target | Exclude
  - Mental Health Care Target | Exclude
  - Medical Practice Target | Exclude
  - Hospital & Health Care Target | Exclude
  - Medical Device Target | Exclude
  - Biotechnology Target | Exclude





**Job function** ⓘ Target or exclude people who have these kinds of jobs:

Enter job function to search 🔍

- Education Target | Exclude
- Community and Social Services Target | Exclude
- Program and Project Management Target | Exclude
- Arts and Design Target | Exclude
- Media and Communication Target | Exclude
- Research Target | Exclude
- Support Target | Exclude

**Company** ⓘ Target or exclude people who work for these companies:

cisco 🔍

-  Cisco Computer Networking; > 10,000 employees Target | Exclude
-  Cisco Systems France Information Technology & Services; > 10,000 employees Target | Exclude
-  City and County of San Francisco Government Administration; > 10,000 employees Target | Exclude
-  University of California, San Francisco Target | Exclude

Ad Diamond Equity

Need to Sell Your House? \* Find Out About the Benefits of Selling Your Home to a Cash Investor

Website URL ?	Impr. ?	Clicks ?	CTR ?	Avg. CPC ?
outlook.live.com	5,269	64	1.21%	1.17
definition.org	344	12	3.49%	1.48
amomama.com	599	4	0.67%	1.78
msn.com	4,951	4	0.08%	2.94
directexpose.com	142	3	2.11%	1.43
icepop.com	145	1	0.69%	1.54
investing.com	23	1	4.35%	2.00
yourbump.com	18	1	5.56%	0.66
22words.com	1	0	0.00%	-
a.tracfone.com	133	0	0.00%	-
accuweather.com	3			
adthrivefood.com	1			

MICROSOFT  
ADVERTISING  
90 clicks

Source / Medium ?	Acquisition			Behavior	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
	258 % of Total: 100.00% (258)	237 % of Total: 100.00% (237)	278 % of Total: 100.00% (278)	44.96% Avg: 44.96% (27.86%)	1.36 Avg for View: 1.36 (0.00%)
1. offline / direct	70 (26.92%)	70 (29.54%)	70 (25.18%)	0.00%	0.00
2. <b>bing-an / cpc</b>	<b>36 (13.85%)</b>	<b>36 (15.19%)</b>	<b>37 (13.31%)</b>	97.30%	1.03
3. (direct) / (none)	30 (11.54%)	22 (9.28%)	33 (11.87%)	57.58%	2.39

GOOGLE  
ANALYTICS  
37 clicks

## Advanced settings

### Advanced campaign settings

**Targeting** Adjust bids for customers in specific locations, at certain times, and on certain devices.

Ad schedule ?

Device ?

**Exclusions** ? Which websites you want to be blocked from seeing your ads?

Website ?

IP Address ?

**Campaign URL options** Set up the tracking terms and final URL suffixes for your campaign.

Tracking terms

Final URL suffix

Custom parameters

### Website exclusions

If you want to prevent your ads from appearing on certain websites, just enter the website URL in the box. This list will apply only to ads in this campaign. For example, you can type:

- contoso.com
- www.contoso.com
- autos.contoso.com
- contoso.com/widgets
- http://www.contoso.com
- https://www.contoso.com

If you want to block all traffic from a specific domain, leave off the "www" prefix. For example, use "contoso.com" if you want to block traffic from www.contoso.com and www2.contoso.com.

You can't add Yahoo or Microsoft sites (such as www.msn.com) to your excluded websites list.

To learn more, see [How to prevent your ads from showing on specific websites or to certain people.](#)

**i** Your changes will be recorded, but please save them.

Save

Cancel

# PARTING THOUGHTS

Microsoft Advertising Feature Suggestions

How can we improve Microsoft Advertising to create a better experience?

Enter your idea (feature request, suggestion)

240 views  
New  
Allow Bing advertisers to target LinkedIn Audiences

112 views  
New  
ad groups with no active keywords / ads

130 views  
New  
delete set

126 views  
New  
click performance report by msckid

Microsoft Advertising Feature Suggestions

View all feedback

All Customers (382)

Ad Creative and Assets (254, 1514, 31, and 388)

Audience Targeting (Personalization, Sponsored Ads) (28)

Automated Bidding (37)

Billing and Account Management (388)

Campaign Location Feed (By Partner integrations with Ads)

Campaign Management (278)

Conversion API (32)

Customer Policy (108)

Customer Policy / Ad Quality (12)

Customer Support (8)

Data Center (24)

Microsoft Advertising Network (MSAN) (2)

Video Advertising (24)

Campaigns and Measurement (3)

Other (421)

Reporting Analytics (282)

Mobile (2)

Product, Tools, & Technical Content (337)

Targeting (Personalization, Sponsored Ads) (3)

Targeting (Creative, Demographics, Retargeting, etc.) (8)

User Interface (12)

DIVERSIFY, START EXPERIMENTING WITH MICROSOFT ADVERTISING

TALK TO YOU REP, GET AUDIENCE NETWORK CAMPAIGNS ENABLED (IF NO REP, TALK TO ME)

MICROSOFT ADVERTISING ROADMAP - LET'S HELP THEM HELP US

<https://microsoftadvertising.uservoice.com/forums/82363-microsoft-advertising-feature-suggestions>



# THANK YOU!

Microsoft Advertising Checklist

Email me at [alex@alexmakarski.com](mailto:alex@alexmakarski.com)



A white handwritten signature of Alex Makarski.



**ALEXMAKARSKI**

MEDIA EXPERTS