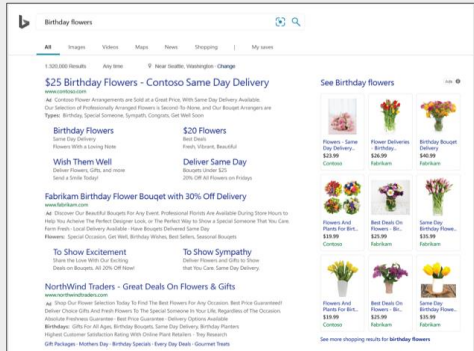**Microsoft**

Microsoft Advertising

Microsoft Audience Network

Microsoft programmatic native advertising
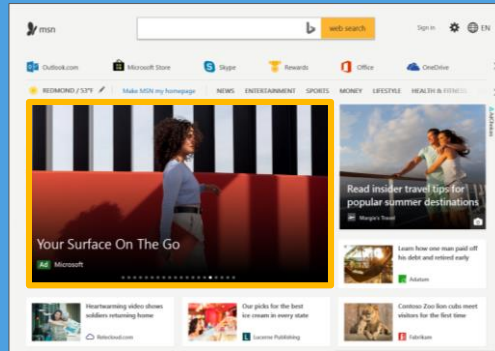
Microsoft Advertising audience marketing solutions
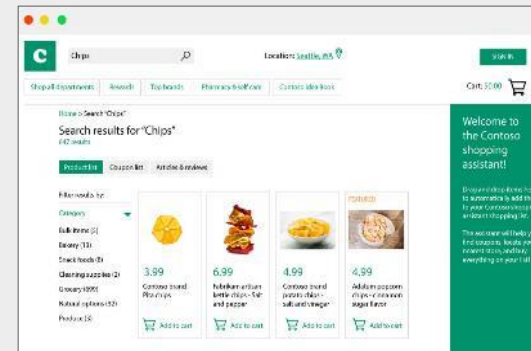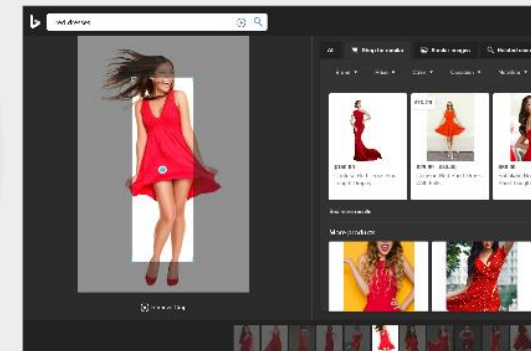

Microsoft Search Network

Microsoft Audience Network

Microsoft Promote IQ

AI-powered solutions

Trusted | Intelligent | Empowering

Meet the Microsoft Audience Network

Premium native placements
Strict publisher standards and AI-powered curation

Brand-safe experiences
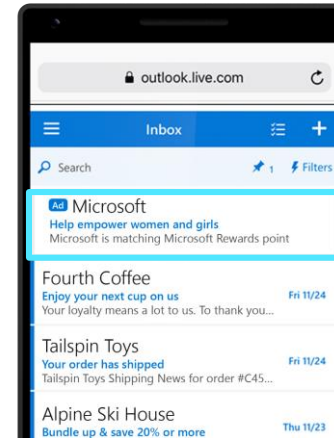Transparency and controls for advertisers

Highly contextual ad placements
Based on Microsoft first-party intent data
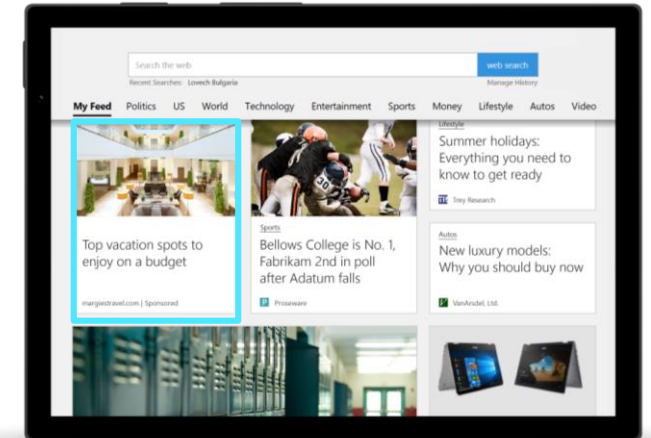
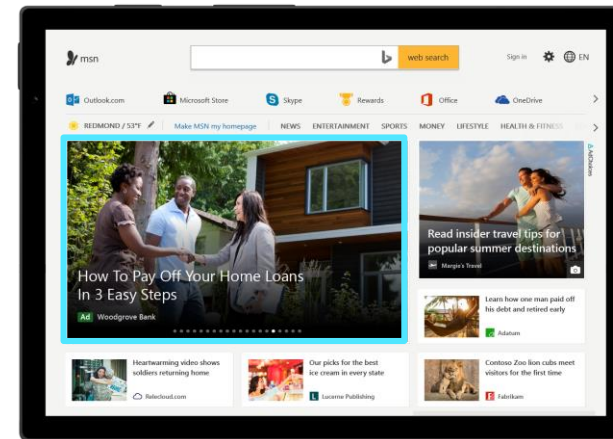**Strong industry ad performance**
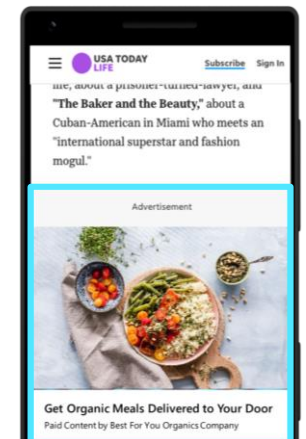Driven by leading-edge AI technology

Outlook.com

Microsoft Edge

MSN

Select publisher partners

Reach your audience at scale through in-feed native ads

242M

total unique
visitors in the U.S.[1]

20B

daily cross-screen
data signals[2]

**Product
ad**

New Colors & Sleek
Design, Free Shipping
While Supplies Last!

Ad Microsoft Xbox

**Text
ad**

Ad Microsoft

Help empower women and girls
Microsoft is matching Microsoft Rewards point

**Image
ad**

Which Surface Pro Is Best For
You And Your Family?

Ad Microsoft Surface Pro

1. comScore Microsoft Audience Platform Report, December 2019. 2. Microsoft internal data, December 2020.

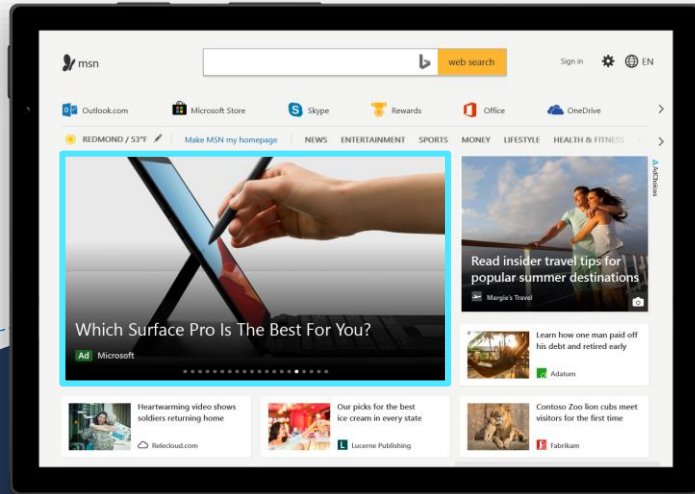# Unique audience intelligence powered by machine learning

Powerful set of attributes to deliver more relevant messages based on audience intent
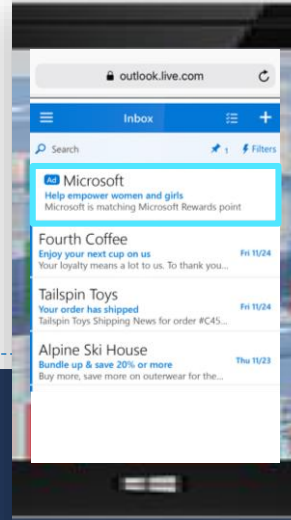

Microsoft

Achieve your goals with high-performing ads

Our Audience Ads CTRs outperform other native platforms delivering ads on the same properties

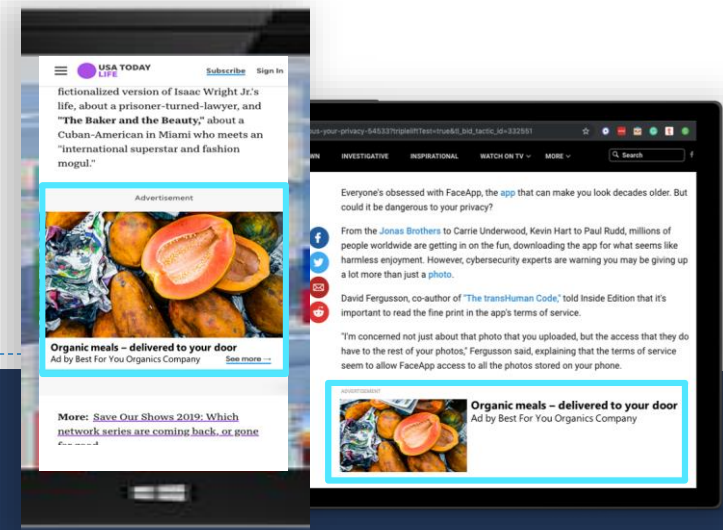**MSN INFOPANE**
2x CTR[1]

OUTLOOK.COM
1x CTR[1]

PUBLISHER PARTNERS
3.5x CTR[2]

Microsoft

100,000+ clients work with us today[1]

RETAIL
33%
quarterly return on ad spend increase[2]

overstock

"If (businesses are) looking at any kind of win, any kind of incrementality when it comes to clicks and additional conversions, I would definitely suggest Microsoft Audience Ads."

AUTO
65,000
site visits in incremental traffic[3]

VOLVO

"The Microsoft Audience Network is a very efficient way to add scale and it performs."

FINANCIAL SERVICES
50%
of AAG's account volume is driven by Microsoft Audience Ads[4]

AAG *Retire Better*

"Microsoft Audience Ads has allowed our business to be in front of tens of thousands of users with minimal setup time."

FOOD & BEVERAGE
317%
return on ad spend in 30 days using Dynamic Remarketing[5]

KaTom RESTAURANT SUPPLY, INC.

"We've seen success with Microsoft Advertising's Dynamic Remarketing… showing images of products that users viewed on our site similar to Remarketing lists for search ads and Dynamic Remarketing."

THANK
YOU

Microsoft

Microsoft Advertising. Intelligent connections.

microsoftadvertising.ai