

ADCORE

Adcore Webinars

20 mins rapid growth session



ADCORE

Yossi Elchanan
CMO



Federica Mueller
Partner Manager



- A leading international digital marketing solutions provider since 2006
- 15 years of experience in digital advertising
- Technology developers for digital marketing automation
- Google, Microsoft, Facebook & TikTok premier partners
- Listed on the TSXV (Toronto Stock Exchange) and the FSE (Frankfurt Stock Exchange)

About Adcore

Agenda

- 4 points for rapid growth 5:52
- Opportunity alert! 3:24
- The future is almost here:
Roadmap to success 15:36

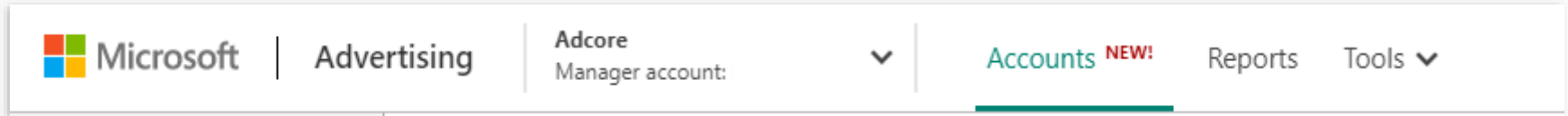


4 points for rapid growth



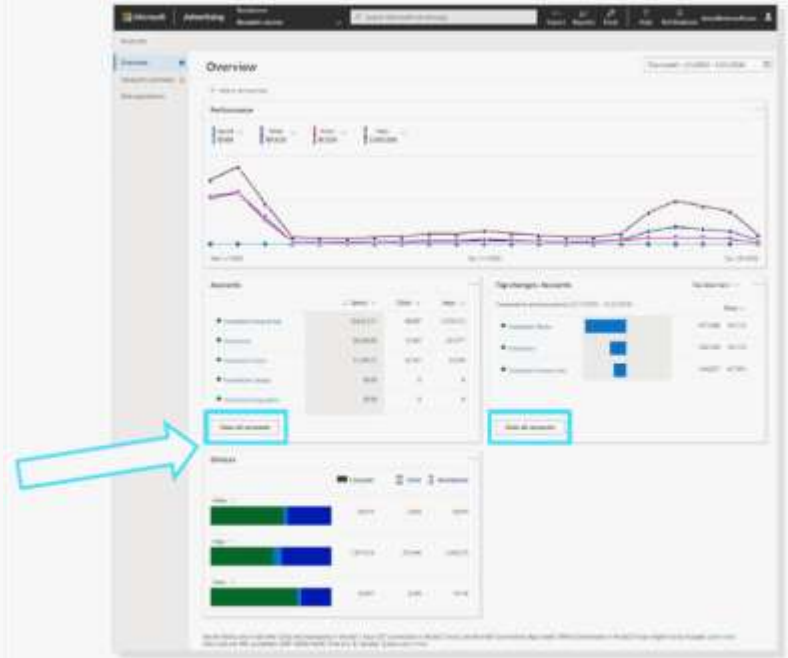
1. New Manager Account (MCC) structure

Same as Google, you are now able to easily manage all your clients' accounts.



Better organization of insights: Manager Account Overview

The new Manager account structure is supported with a better Management dashboard



2. Easier, improved import from Google

Don't have time to create and optimize campaigns in two different platforms?

- Use the **Import Accounts** feature to import all your campaigns from Google.
- Use Scheduling in order to keep them updated

You can now import from Google Ads:

- 20 thousand campaigns
- 10 million ad groups
- 20 million keywords
- 20 million ads
- 5.5 million ad group-level and campaign-level negative keywords combined
- 10 million ad group product partitions
- 200,000 all other entities combined
- 3 million targets

Items that can't be imported but can be re-created using Microsoft Advertising

- Account-level App Extensions
- Ad group-level App Extensions
- Automated rules
- IP exclusions
- Remarketing lists and associations

3. Let DSA do the work for you

Dynamically target relevant search terms

Now open for tier 1 countries

Tip:

Start with high bids to gain traffic at first

4. Unique targeting options

Microsoft's qualitative edge



4. Unique targeting options

LinkedIn profile targeting

- Company -
- Industry -
- Job function -

Use in search campaigns, dynamic search ad campaigns,
Shopping Campaigns and audience campaigns.

4. Unique targeting options

Microsoft Audience Network

- Microsoft Graph
- Smart user profiling based on all Microsoft assets
combined with intent and location
- Present Native Ads to the most relevant user, in the
most relevant time

**Opportunity
alert!**



Opportunity alert!

- Dynamic time with plenty of rising opportunities.
- Users move from offline to online
- There's a significant uplift in traffic and search volume
in Microsoft search and Audience network.

Rising industries

- ✓ Ecommerce in general
- ✓ Cocooning - home everything: office, design, self-care
- ✓ Domestic travel
- ✓ Education / self-learning
- ✓ Health and at home fitness

Stay updated

- <https://news.microsoft.com/covid-19-response/>
- <https://support.wix.com/en/covid-19-and-your-site>
- <https://support.google.com/google-ads/answer/9790909?hl=en>
- <https://www.partners.skyscanner.net/insights/travel-trends-and-analysis>
- <https://www.facebook.com/business/help/3162205233824201>
- <https://help.shopify.com/en/manual/intro-to-shopify/covid-resources>

**The future is almost here:
Roadmap to success**





Transform your digital advertising.

Federica Mueller

Partner Manager, Microsoft Advertising



Agenda

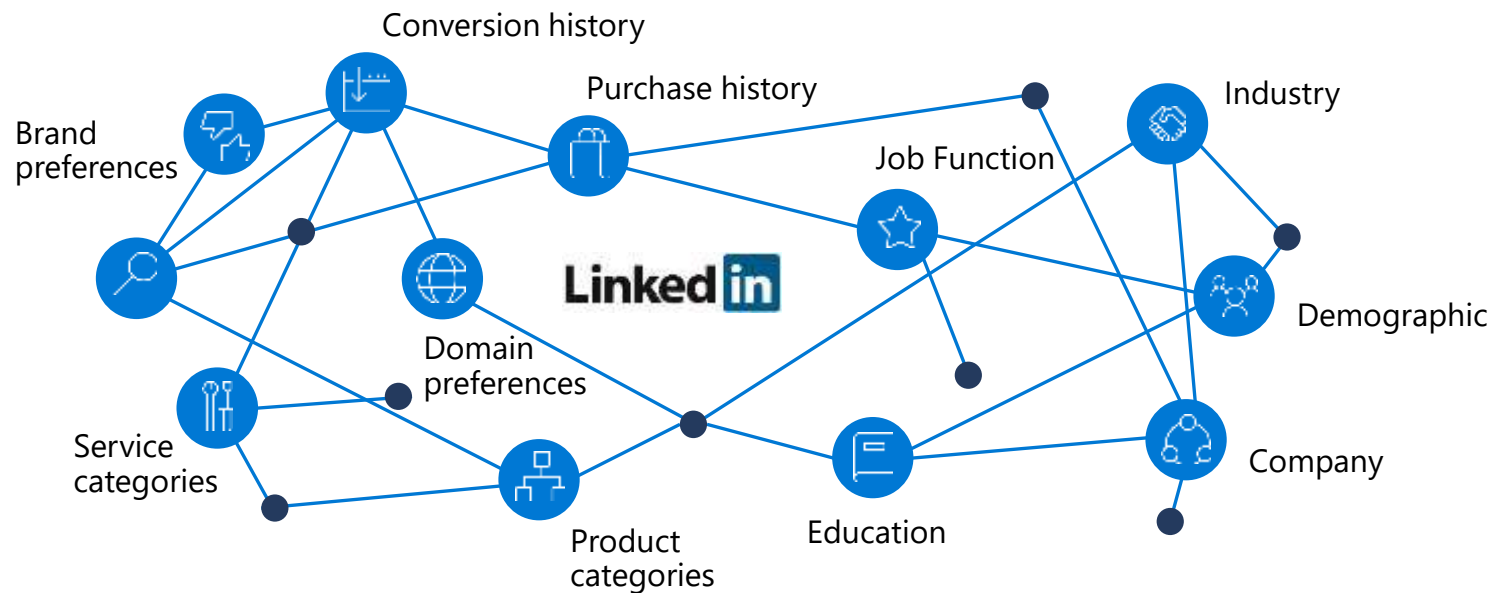
- 1 Why Invest in Microsoft Advertising

- 2 What's new at Microsoft Advertising

Why invest in Microsoft Advertising



Microsoft Advertising Graph









500M MSN users¹

20B Bing
searches monthly¹

675M LinkedIn
members²

Partners like AOL, Yahoo,
The Wall Street Journal

Global PC search share

		2015	2019
	United States	31%	37%
	United Kingdom	17%	21%
	Australia	11%	16%
	Canada	15%	21%
	France	11%	15%
	Germany	7%	22%

comScore qSearch (custom), December 2019. The Microsoft Search Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites. Data represents desktop traffic only.



We reach people across devices & platforms

















1 Billion

Windows 10 devices globally, with
Bing search built in



Microsoft Advertising search partners

Managed partners, carefully vetted to bring you quality traffic

Owned and operated		Search partners	
MICROSOFT ADVERTISING PROPERTIES EXAMPLES	VERIZON MEDIA PROPERTIES EXAMPLES	MICROSOFT ADVERTISING SEARCH PARTNERS EXAMPLES	VERIZON MEDIA SEARCH PARTNERS EXAMPLES
 Bing Microsoft Edge  Windows  Skype  msn  Cortana Outlook	 	 DuckDuckGo   Gumtree	  CBS Interactive    

A diverse audience on the Microsoft Search Network



50/50
men and women



More than 1/2
are under the
age of 45



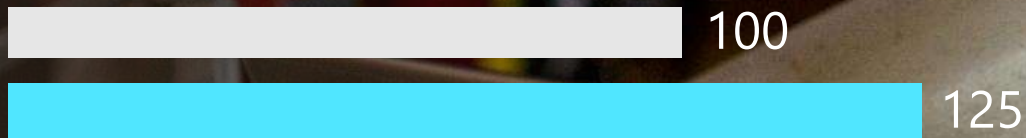
35%
graduated
from college



1/3
has a household
income \$85K+

More buying power

People searching on the Microsoft Search Network spend **more** online than the average internet searcher by 31%.



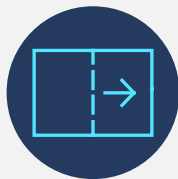
What's new at Microsoft Advertising?

Meet the Microsoft Audience Network

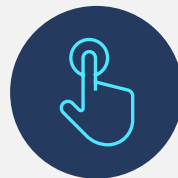
Microsoft's native advertising offering



In-feed
native ads



Click through to
advertiser's page



Cost per click (CPC)
buying model

Access the Microsoft Advertising audience



1B

devices running
Windows 10¹



498M

monthly unique
visitors²



11B

global monthly
searches²



675M

global
professionals³



200M

monthly unique
visitors²



64M

monthly unique
users²

Bid on your audience with our full targeting suite



In addition to targeting keywords, select one or more targeting dimensions to reach your ideal audience.

User and intent targeting



Remarketing



In-market
Audiences



Custom
Audiences



Product
Audiences



Similar
Audiences



Customer
Match



Custom
Combination
Lists

User profile targeting



LinkedIn Profile
Targeting¹



Age and gender
targeting

Location and device



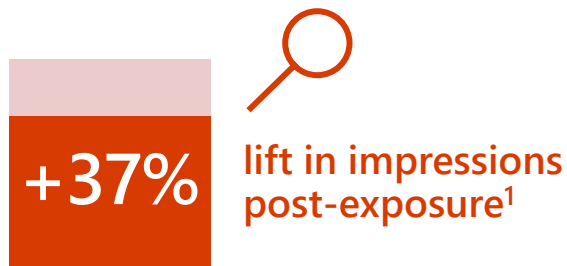
Location
targeting



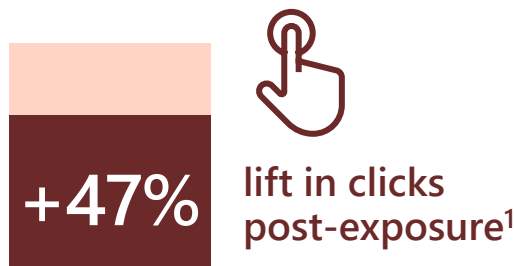
Device
targeting

1. Three LinkedIn profile dimensions available at pilot kickoff: company, industry and job function, with more to follow.

Microsoft Audience Network exposure drives lift on search



We reach over
half a billion
people worldwide



1. January-February 2020; Exposed vs. Control lifts for both clicks and searches per user; searches based on ad flag for selected advertiser and other advertisers in that vertical. On average, those clients saw the reported lift in Search Impressions per user and reported lift Search Clicks per user for exposed users compared with those who weren't exposed to an ad on the Microsoft Audience Network. This is based on a **sample of our pilot advertisers** and isn't a marketplace lift. The experienced lift is on a **per-user basis for the exposed users**, not the advertisers' full search program.

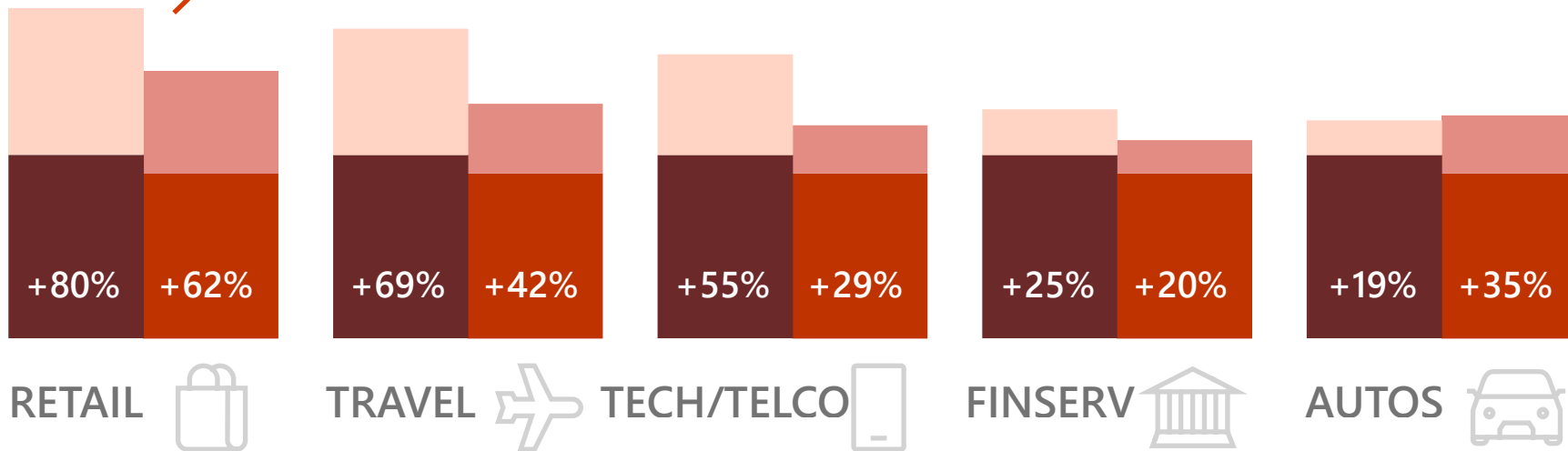
Increased results across verticals



Lift in clicks post-exposure¹



Lift in impressions post-exposure¹



1. January 2019 – March 2020; Exposed vs. Control lifts for both clicks and searches per user; searches based on ad flag for selected advertiser and other advertisers in that vertical. On average, those clients saw the reported lift in Search Impressions per user and reported lift Search Clicks per user for exposed users compared with those who weren't exposed to an ad on the Microsoft Audience Network. This is based on a **sample of our pilot advertisers** and isn't a marketplace lift. The experienced lift is on a **per-user basis for the exposed users**, not the advertisers' full search program.

Product Updates

WHAT'S NEW IN THE LAST THREE MONTHS

Dynamic Search Ads

Shopping Campaigns

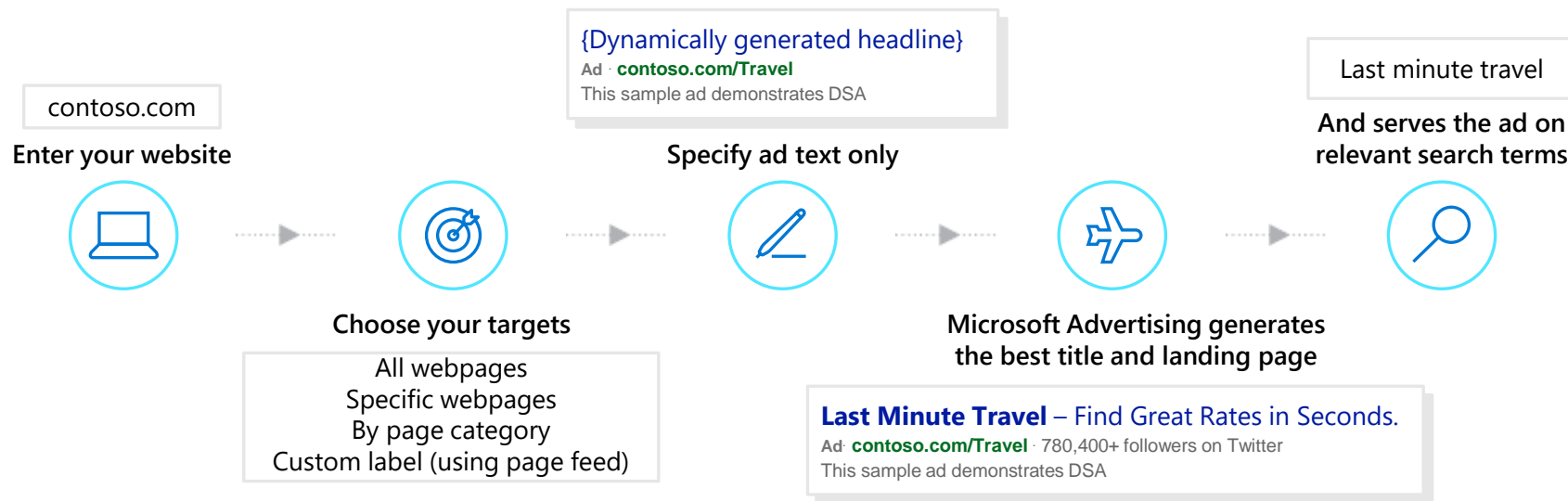
Shopping Tab

Standard text ad deprecation



Dynamic Search Ads

Automatically target relevant search queries based on the content of your website



Reduce burden of bulky operations

No need to maintain keywords, ad titles or landing pages.

Find missed opportunities

Mine new queries to help drive additional conversions.

Take advantage of easy targeting

Automatically target specific pages or categories or your entire website.

NZ, IT, ES, NL, SE, CH release, June 2020; IE, AT and BE release, May 2020; previously released in US, CA, UK, AU, FR, DE. [Learn more](#) | [Help](#), [API](#)



What's new in Microsoft Advertising

Helping you achieve business results



Shopping Campaigns

Showcase your products in an impactful ad format that includes custom images, pricing and your company name.

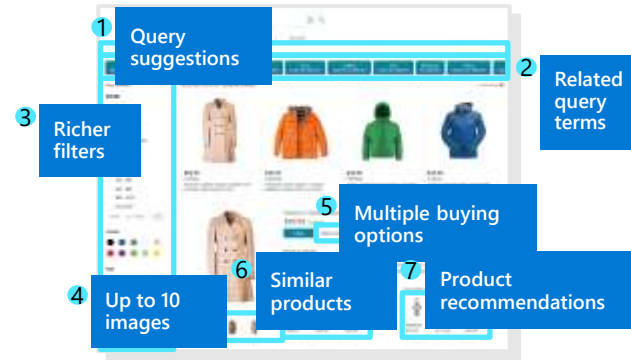
IT, ES, NL, SE, CH, AT, FR-BE release,
July 2020

Shopping Tab

Provide more product details in your product feed to display your ads in this exclusive shopping experience and increase traffic to your Shopping Campaigns.

AU release, June 2020; previously released in US, CA, UK, FR and DE

[Learn more](#) | [Help](#)



Standard text ad deprecation

Standard text ads will continue serving indefinitely, but engineering will start automatically creating Expanded Text Ads variations you can replace your standard text ads with to make your migration easier.

Global phased release, May 2020

[Learn more](#) | [Blog](#), [Help](#)

Your Microsoft Advertising resources

From campaign setup, maintenance and optimization to platform training

Service & experts

[Free coaching](#) | [24/7 chat](#) | [Microsoft Support Forum](#)

Training & knowledge

[Learning Lab](#) | [Insights](#) | [Customer stories](#) | [Certified Professional program](#)

Tools

[Microsoft Advertising Editor](#) | [Microsoft Advertising Intelligence](#)

Product influence

Microsoft Advertising Connect | Summit | Product Advisory Groups | [UserVoice](#)



blog.MicrosoftAdvertising.com



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youtube.com/MicrosoftAdvertising



Thank You.

Thank you

See you next time!

Adcore website: adcore.com

Contact us: webinars@adcore.com