

Audience ads decoded

From impression to **35%**
revenue lift this holiday season

Microsoft Advertising's holiday insights show how audience ads unlock higher returns across seasonal campaigns.

Outperform with omnichannel campaigns



Audience ads drive awareness across display, native, and video formats—outperforming major benchmarks and delivering impactful holiday results:

+35%

revenue lift when paired with Search ads (vs Search alone)¹



Buyers exposed to Audience ads are also more likely to demonstrate measurable increases in shopping actions²:

3x

brand searches

4x

site visits

6x

purchases

Smarter insights inform smarter strategies

Start holiday campaigns as early as possible.



65% of November conversions and **44%** of December conversions originated from clicks in October.³

Reach buyers with messaging that meets them where they are.



With **45%** of consumers reducing spending and **38%** shopping earlier, deals matter.⁴ However, values can make an impact—**70%** of Gen Z say they'll pay more for sustainable gifts.⁵

Expand your reach beyond search.



Audience ads target up to **25%** more unique users who aren't searching for keywords you've bid on, helping you capture a broader audience.⁶

Maximize impact with multi-format campaigns from the start.



49% of converting user journeys were exposed to five different ad formats.⁷

Continue campaigns into January for gift card redeemers and 'New Year, New You' shoppers.



US advertisers saw **25%** more conversions after the holidays (YoY).⁸

Seven steps

to create holiday ad success

- 01 Start campaigns early with Audience ads across display, native, and video surfaces.
 - 02 Use AI tools, including [Copilot in Microsoft Advertising Platform](#), to iterate ad copy and visuals that speak to unique customer groups.
 - 03 Leverage [audience planner](#) to scope the audience opportunity.
 - 04 Explore the right [in-market audiences](#) and demographic targeting to apply to your campaigns.
 - 05 Set up [impression-based remarketing](#) to re-engage viewers who saw your ads but didn't click.
 - 06 Use [customer match](#) to target previous buyers with tailored messaging.
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- 07 Try newly launched features like [lifetime budget](#) to help optimize spend and performance based on your campaign's start and end dates.

Connect with a Microsoft Advertising expert to get started on your Q4 campaign

[Click here to connect](#)

Download our holiday guide for a complete roadmap to Celebrating Smarter in 2025

[Click here to download](#)

Sources:

1. Microsoft Internal Data, Sept 2024 – Jan 2025, Retail UET conversion advertisers only, Advertiser reported revenue.
2. Microsoft Internal Data, February 2022.
3. Retail Holiday Query Path 2024 Final Conversion.
4. Microsoft 1P Survey | 15-minute online study | Must shop online at least 1x per mo. | Fielded April 2025 | US (n=999).
5. First Insight. (2023). Retail consumer holiday shopping trends report 2023. <https://www.firstinsight.com/white-papers-posts/retail-holiday-consumer-shopping-report-2023>.
6. Microsoft Advertising. Scenario Lift by Ad Product | Active Searchers are users who have searched the primary client's bidded keywords | Mar-May 2025. Sample 200K unique users.
7. Microsoft Internal | Query Path Holiday 2024 1. Text ads = RSA, Legacy EXTA, Legacy Text. Note: five ad formats commonly present in multi touch journeys: Multimedia Ads, Audience Ads, Dynamic Search Ads, Shopping Ads, Text Ads
8. Microsoft Internal | Retail & CPG Demand | Search & Audience Network | Oct'24-Dec'24.