

Agency Roundup

Welcome to the Agency Newsletter for April

Microsoft is celebrating its 50th anniversary by reflecting on its journey from the early days of Bill Gates and Paul Allen to the present, highlighting iconic moments and innovations that have empowered people globally. And while times have changed, and technology has changed, our dream remains the same: empowering every person on the planet to achieve more. [Join us](#) as we celebrate all the bold, curious, exhilarating, groundbreaking, unpredictable and unforgettable things we've achieved together since 1975.



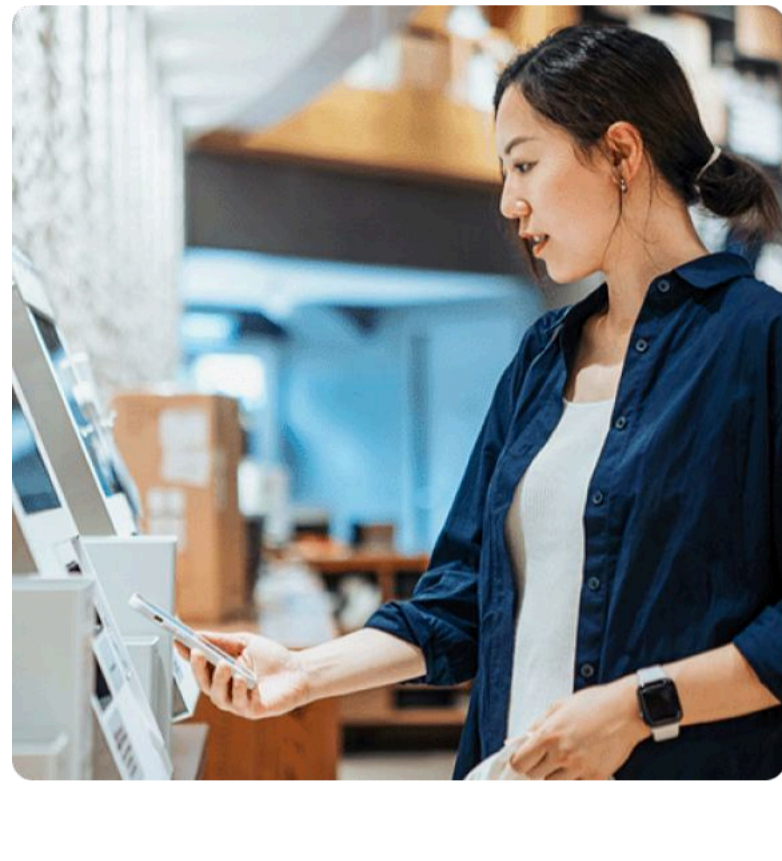
Spotlight

Turning AI into ROI: How advertisers win with AI in 2025

Generative AI (GAI) is transforming how advertisers of all sizes, stay competitive and find new ways to grow. It's like having your own AI digital marketing assistant at your fingertips to amplify your work, providing creative, strategic, and operational muscle to help brands compete effectively at every budget level. Discover how AI-powered solutions drive real ROI for advertisers in 2025, enhancing marketing efficiency, creativity, and audience management.

[Learn more >](#)

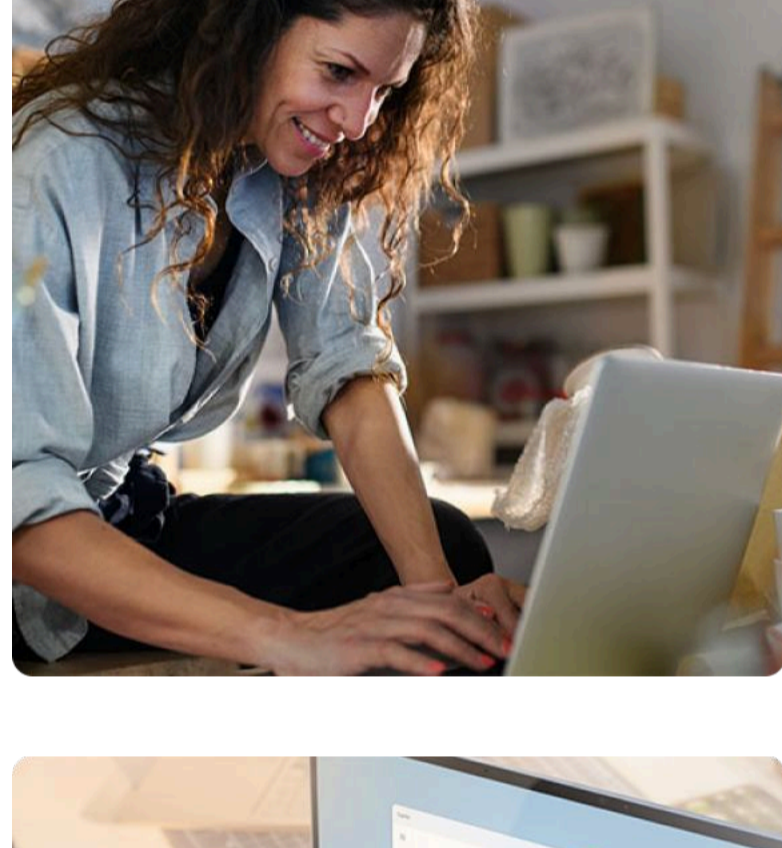
Product Updates



Feed updates for Shopping campaigns and other product updates for April

April 2025 product roundup.

[Learn more >](#)



Providing user consent signals on your Microsoft campaigns by May 5, 2025

Ensure compliance and build trust with Microsoft Advertising's Consent Mode by providing user consent signals by May 5, 2025.

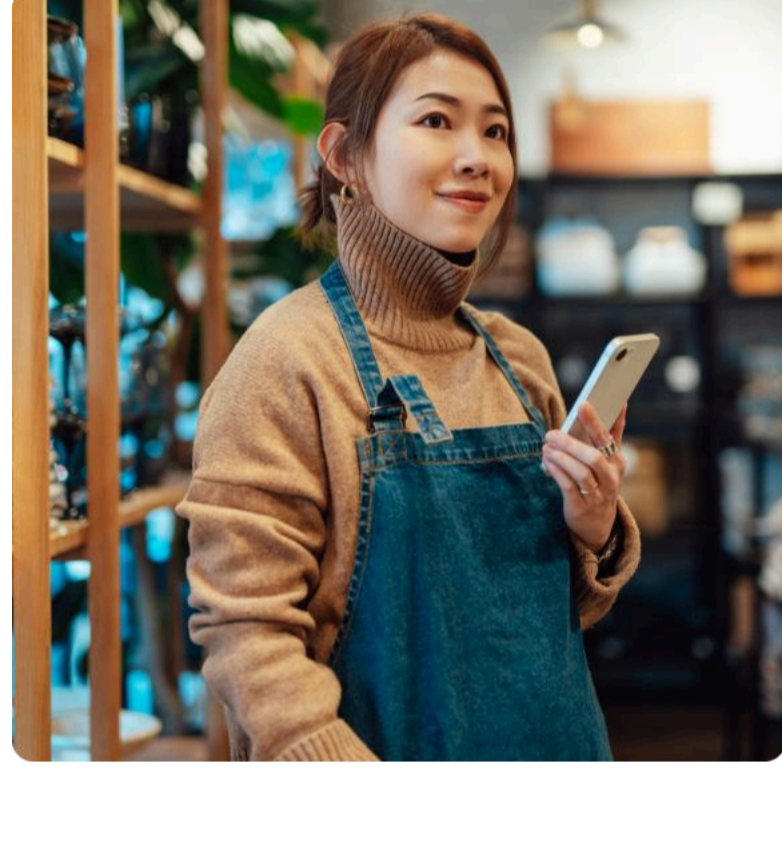
[Learn more >](#)



Three generative AI trends shaping the future of marketing

As generative AI adoption progresses, it can help you improve your marketing and advertising.

[Learn more >](#)



Microsoft Advertising brings Australian and New Zealand inventory in-house

Microsoft Advertising brings Australian and New Zealand inventory in-house, enhancing advertiser access and support with a streamlined, AI-driven ecosystem.

[Learn more >](#)

Webcasts

Learning Lab Live: Audience ads – April 30

Join us for Learning Lab Live webcast all about Audience ads. Sign up today to learn how you can reach new customers, access unique audience data, and drive increased performance to achieve your key marketing goals.

[Register now >](#)

From Generative AI to ROI with Microsoft Advertising – On demand

Get better returns on your time and budget with the power of Generative AI from Microsoft Advertising. Learn to leverage AI-powered tools from Microsoft Advertising to enhance marketing strategies, optimize ad campaigns, and achieve better results. Register to view on demand.

[Register now >](#)

Case Study

Kalley

Kalley is a well-established brand in the retail industry, known for producing high-quality and affordable technological and home appliances products. Their objectives are to drive incremental sales, improve online visibility, and enhance their return on advertising spend (ROAS) within their digital marketing campaigns. With this strategy they managed:

20x **14%** **53%** **24%**

ROAS, alongside a reduction in CPA and CPC

Growth in the number of pages visited

Increase in average ticket compared to other search platforms

Increase in session duration

[Read the full story >](#)

Microsoft News

- Digital Transformation | Icertis**
[Read how](#) contract intelligence leader Icertis harnesses generative AI to transform enterprise contracting.
- AI the EY way: Inside the organization's holistic, people-centered AI transformation**
[Read how](#) EY's transformative journey with AI is redefining how its people work and deliver value to clients.
- The pasta puzzle: Decoding durum wheat's DNA for a sustainable future**
[Using a shared database in a Microsoft super-computer](#), scientists from Italy and other countries are working together to develop new strains of durum wheat that can better withstand heat and drought caused by climate change.

Resources

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