

## Agency Roundup

Hello,

Welcome to the Agency Newsletter for August! This month, we're celebrating several themes. Family Fun Month promotes family bonding with toys, games, and home decoration ideas. During Back-To-School Month, we aim to engage with parents, students and teachers beyond the typical supply lists. We're also recognizing National Black Business Month, honoring the impact of Black entrepreneurs on our economy through interviews and exploring the history of Black-owned businesses.

Your Microsoft Advertising Team



## **Spotlight**

### **Partner Awards**

The Microsoft Advertising Partner Awards aim to acknowledge and celebrate teams and companies in the Elite and Select tiers of the partner program. The recognition period will include the great work of our partners from 2023 and 2024 across various categories in the Americas, EMEA, and APAC. Nominations due: August 23, 2024

[Submit your nominations](#)

### **Webinar - Unwrap growth with Microsoft Advertising in Europe**

Discover the latest insights and strategies for Europe to supercharge your holiday campaigns in this on-demand virtual event.

**Date and Time - September 12, 2024 8:00 AM (America/Los Angeles)**

[Register now](#)

## **Product updates**

### **August Product roundup**

With any product innovation, we're always committed to building the Microsoft Advertising platform with clients at the center. For this month's roundup, we'll share our product releases that help advertisers drive more results and reach more customers with less effort



[Read on](#)



### **New Shopping campaigns creation experience**

provides an overview of the new UI features for setting up Shopping Campaigns in Search Campaigns

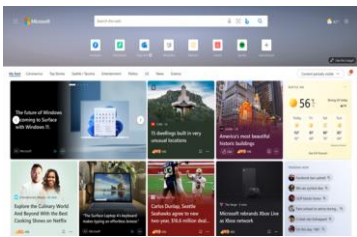
[See attached](#)



### **Ad customizers for Multimedia ads**

Combine the power of MMA with custom attributes for real-time, highly effective messaging.

[See attached](#)



### **Vertical ads are expanding into multichannel placements**

Vertical ads will now automatically serve in more placements, including visually rich placements on the Microsoft Edge new tab page (NTP). These ads are created from feed file information and matched to customer intent, similar to how vertical ads run on search.

[See attached](#)

## **Seasonal & Vertical Opportunities**

### **Holiday and Retail Season**

Learn about the latest search trends across multiple verticals such as apparel and accessories, beauty, electronics, gifts & occasion and home & garden.

[See attached](#)

## **Webinars**

### **Unwrap growth with Microsoft Advertising - Get ready for the holiday retail season**

In case you missed the webinar on August 6<sup>th</sup> where we talked about how businesses of all sizes can prepare for the upcoming holiday season and discover the latest insights and strategies to supercharge your holiday campaigns.

[Watch the recording](#)

## **Ready retail**

Don't wait, act now to set your clients up for success for the holiday peak. We want to ensure you are armed with all the right tools and tips to ensure you get the most from your campaigns. Join us as our retail experts will share tips and best practices across the suite of products to ensure you have everything you need.

**Date and Time - September 26, 2024 7:00 AM (America/Los Angeles)**

[Register now](#)

## **Customer Success Story**

**Tiq by Etiqa Insurance** - Learn how Tiq by Etiqa Insurance improved travel insurance sales and lowered costs with Microsoft Advertising, InMobi, and ADA, using advanced features and analytics to boost sales and reduce CPA.

**55%**

Boost in revenue driven by the campaign

**51%**

Higher ROI than other search platforms

[Read on](#)

## **Events**

### **DMEXCO – Join us in Cologne, Germany!**

MSA is returning to Europe’s leading digital marketing and tech event, Digital Marketing Exposition & Conference (DMEXCO). We have some fantastic speaking engagements lined up at the event. Connect with your Partner manager to learn more about how we can help you and your clients achieve your advertising goals.

**Date - September 18 -19, 2024**

[Ask us](#)

## **Microsoft news**

### **‘The only way’: How Copilot is helping propel an evolution at Lumen Technologies**

The early signs [of Copilot aiding Lumen in innovating for growth](#), with the company being one of the first to deploy Microsoft 365 Copilot as part of the Early Access Program.

### **Red teams think like hackers to help keep AI safe**

Learn about the novel approach [Microsoft's AI Red Team is taking to identify and mitigate potential harms of generative AI](#), which can include biased or inaccurate results or misuse by malicious actors.

### **Special Olympics is racing toward a tech evolution. The athletes are leading the sprint**

Leveraging Microsoft Dynamics 365 Sales, the organization is building a digital “center of excellence” to [make it easier for athletes to register online for sports and to help mobilize millions of volunteers](#) who serve as event organizers, coaches, health specialists and fundraisers.

## **Resources**


[Microsoft Advertising](#) | [Agency Center](#) | [Learning Lab](#) | [Insights portal](#) | [Give with Bing](#)



Microsoft Advertising experts are here to help. [Contact us](#) and we will be happy to support you with everything from account setup to campaign optimization, budgeting and more.

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