Microsoft Advertising and Google Ads feature comparison

July 2024

ATTRACT ONLINE CUSTOMERS TO YOUR SITE WITH MICROSOFT ADVERTISING

Achieve business success with new products and features that will help you connect customers with the items they're searching for.

Thanks to your feedback, we continue to innovate and find opportunities to differentiate our products to meet your needs. With intelligent technology and insights that you can trust, Microsoft Advertising is focused on making the process of managing your campaigns simpler and more intuitive. Review the chart below to see what's new at Microsoft Advertising and how we can help you connect with the people who matter to you.

- Targeting
- Shopping
- Extentions
- Campaign Management
- Bid Management
- Ad types
- Account Management
- Search Partners
- Smart Campaings

GA = General Availability

Campaigns	(Google Ads)	(Microsoft)	Note/updates
Search	✓	✓	
Display	✓	✓	
Native	✓	✓	
Video	✓	✓	

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Campaigns	A	⊞	Note/updates
CTV	X	✓	While you can access YouTube through Google Ads, you cannot find your audience across a network of CTV publishers, like Roku, Hulu, Discovery+, and more.
Demand Gen	✓	X	Available on Google and not Microsoft, but Microsoft can import as audience campaigns.
Shopping	✓	✓	
Smart shopping	✓	✓	
Performance Max	✓	✓	
App	✓	✓	

Campaign Management		A	⊞	Note/updates	International availability
	Conversion Tracking				
	Microsoft Clarity insights for Microsoft Advertising	X	✓	Differentiator; free UET integration.	Global
	Code-Free Custom Conversion Wizard	X	✓	Differentiator; powered by Microsoft Clarity.	Global
	UET Insights	X	✓	Differentiator; free web insights with UET. Recently released.	Global
	Data Driven Attribution (DDA)	✓	✓	GA	Global
	Cross device attribution	✓	✓	GA	Global
	Time of click	✓	✓		Global
	Include in "Conversions"	✓	✓	Recently released	Global
	Websites	✓	✓		Global
	Apps	✓	✓		Global
	Offline imports	✓	✓	Microsoft Advertising includes from call tracking providers.	Global
	In store transaction	✓	✓		Global
	Phones	✓	X		Global
	Consent Mode (Universal Event Tracking option)	✓	✓	In pilot	Global
	Store Visits	✓	✓	In pilot	Global
	Campaign-level conversions	✓	✓	Recently released.	Global

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Campaign Management		Google Ads	Microsoft	Note/updates	International availability
	Quality Score Visibility				
	Keyword	✓	✓		
	Campaign	X	✓		
	Ad group	X	✓		
	Scripts				
	Campaign management	✓	✓		Global
	Bid and budget management	✓	✓		Global
	Performance data	✓	✓		Global
	Easy searching with filters	✓	✓		Global
	Negative keyword management	✓	✓		Global
	URL fetch service	✓	✓		Global
	Shopping	✓	✓		Global
	Parallel tracking	✓	✓		Global
	Reporting				
	Competition Tab	X	✓		Global
	Performance Targets	✓	✓		Global
	Multi-account auction insights	Single account	✓	Google provides insights for a single account.	Global
	Inline location targeting recommendations	X	✓		US only
	Smart Campaigns	✓	✓		US, CA, UK, AU
Account Management		Google Ads	Microsoft	Note/updates	International availability
	Multi-account access	✓	✓		Global
	Hierarchies and Shared Library	✓	✓		Global
	Recurring insertion orders	X	✓		Global
	Insertion order import and export	X	✓		Global
	IO budget recommendations	X	✓		Global
	Seamless payment setting switching	✓	✓		Global
	Paperless billing	✓	✓		Global
	Unified notification queue	✓	✓		Global

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Bid Management		Ⓐ	⊞	Note/updates	International availability
Automated bidding					
	Enhanced CPC	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns, Audience ads	Global default
	Maximize clicks	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns	Global
	Maximize conversions	✓	✓	Text Ads, Dynamic Search Ads	Global
	Target CPA	✓	✓	Text Ads, Dynamic Search Ads, Audience ads	Global
	Target return on ad spend (ROAS)	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns.	Global
	Target Impression Share	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns	Global
	Portfolio bid strategies	✓	✓	GA	Global
	Seasonality adjustments	✓	✓	GA	Global
	Smart Shopping Campaigns	✓	✓	GA	All available Shopping campaigns markets
	Data Exclusions	✓	✓	GA	Global
	Conversion Value Rules	✓	✗		
Bid Adjustment					
	Location	✓	✓		
	Day of week and time of day	✓	✓		
	Device	✓	✓		
	Demographic	✓	✓		
	Household income	✓	✗	Coming soon	
	Interactions (e.g. calls)	✓	✗		

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Targeting			Note/updates	International availability
Audience				
Dynamic Remarketing	✓	✓	Available for both search and audience campaigns.	Global General availability for retail vertical in all markets in which Microsoft Shopping is available. For non-retail (autos, entertainment, travel) this feature is available in US, CA and UK
Remarketing	✓	✓	Maximum cookie window: Google: 540 days; Microsoft Advertising: 390 days (13 months). Google now refers to this as "Your Data"	Global
In-market Audiences	✓	✓	Available for audience campaigns. Seasonal segments available (Back-to-School, Black Friday, Christmas, Mother's Day, Valentine's Day, India Independence Day, Rakhi Festival) New job title segments available in US & CA. Google Now refers to this as "In-market segments".	Global. In-market segment availability varies per market. Link to full spreadsheet of segments: microsoft-advertising-in-market-audience-segments-for-web.xlsx (live.com) Job title and company size availability: Americas: Argentina, Brazil, Canada, Chile, Colombia, Ecuador, Mexico, Peru, United States EMEA: Egypt, Nigeria, Saudi Arabia, South Africa, Switzerland, United Kingdom APAC: Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, Taiwan, Thailand, Vietnam.
Similar Audiences	✓	✓	Available for search and audience campaigns.	Generally available in: NA: US, CA EMEA: AL, AD, AT, BE, BA, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LI, LT, LU, LV, MC, ME, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SL, SM, TR, VA ,ZA APAC: AU, HK, ID, IN, JP, MY, NZ, PH, SG, TH, TW, VN LATAM: AR, BR, CL, CO, MX, PE, VE
Customer Match	✓	✓	Some restrictions apply to advertisers in the Health & Wellness vertical. We now support integrations with certain Customer Data Platforms (CDP). For more information on how to connect your CDP, work with your Microsoft Advertising account team.	Generally available in: NA: US, CA LATAM: AR, AW, BS, BO, BR, KY, CL, CO, CR, DM, DO, EC, SV, GF, GT, GY, HT, HN, MQ, MX, MS, PA, PY, PE, PR, TT, UY, VE EMEA: AL, AD, AT, BE, BA, BG, HR, CY, CZ, DK, EE, FI, FR, DE, GR, HU, IS, IE, IT, LV, LI, LT, LU, MT, MC, ME, NL, MK, NO, PL, PT, RO, SM, RS, SK, SI, ES, SE, TR, GB, VA, KG, ZA, TJ APAC: AU, BD, BN, FJ, PF, GU, HK, IN, ID, JP, MY, MV, MN, NP, NC, NZ, PK, PG, PH, SG, LK, TH, VN
Custom Combination Lists	✓	✓	Custom Combination Lists can be created from: Custom Audiences, Customer Match, Dynamic Remarketing, Remarketing and Similar Audiences. Google refers to this as "Combination Segment".	Global

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Targeting		Google Ads	Microsoft	Note/updates	International availability
	Audience				
	LinkedIn Profile Targeting	X	✓	Targeting dimensions: Industry, Company, Job Function. Unique feature to Microsoft Advertising. Advertisers can be located in any market, but will only be able to target LinkedIn users in the available markets.	Generally available for search campaigns and audience campaigns in: Americas: Argentina, Brazil, Canada, Chile, Colombia, Ecuador, Mexico, Peru United States. EMEA: Egypt, France, Germany, Nigeria, Saudi Arabia, South Africa, Switzerland, United Kingdom APAC: Australia, India , Indonesia, Japan, Malaysia, Philippines, Singapore, Taiwan, Thailand, Vietnam.
	Custom Audiences	✓	✓	Create Remarketing lists by importing from supported data management platforms (DMPs).	Global except the EU, NO,CH and JP
	Predictive Targeting	✓	✓	Predictive Targeting helps you easily find new audiences who are more likely to convert. It uses the data you provide, like your existing ads and landing pages, combined with Microsoft's unique audience intelligence signals to deliver the perfect ad to a relevant audience, driving the best performance for your campaigns. Google's version of this feature is called Optimized Targeting	Microsoft Audience Network markets
	Language, Location and Device				
	Ad group	X	✓		Global
	Campaign	✓	✓		Global

Search partners		Google Ads	Microsoft	Note/updates	International availability
	Transparency and controls				
	Reports at domain level	X	✓		
	Search domains exclusions	X	✓	Google Ads only allows exclusions on their display network.	Global
	Report at network level	✓	✓		

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Import tools		▲ (Google)	⊞ (Microsoft)	Note/updates	International availability
	Audience				
	Google import	X	✓	Google import now supports importing Discovery and Demand Gen campaigns	Global
	Facebook import	X	✓	When importing video campaigns from Facebook, only video ads created under the "video views" campaign objective are currently eligible to be imported.	Global
	Pinterest import	X	✓		Global

Ad Types		▲ (Google)	⊞ (Microsoft)	Note/updates	International availability
	Expanded Text Ads	✓	✓		
	Responsive Search Ads				
	Responsive Search Ads	✓	✓	GA	Global
	Location insertions	✓	✓	GA	Global
	Countdown customizers	✓	✓	GA	Global
	Ad customizers	✓	✓	GA	Global
	Responsive Search Ads: generative AI recommendations	X	✓	GA	Global
	Responsive Search Ads: IF functions	✓	✓	GA	Global
	Dynamic Search Ads				
	Page Feeds	✓	✓		In all markets where DSA is available.
	Static headline	X	✓	GA	In all markets where DSA is available.
	Multimedia Ads	X	✓	GA	Global

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Performance Max

	Google Ads	Microsoft	Note/updates	International availability
Vertical ads				
Cruise Ads	X	✓	GA	All markets, except Japan.
Credit Card Ads	X	✓	GA	Global
Professional Service Ads	X	✓	In pilot	Insurance Service Ads & Real Estate Service Ads: US, soon to expand to EU3 -Tax Service Ads: US & CA, to expand to EU3 but ETA TBD. Doctor and Clinic Ads - Open Beta in US, UK, AU, FR, DE, and IN.
Health insurance Ads	X	✓	In pilot	US
Hotel Price Ads	✓	✓	In pilot	171 int'l markets
Property Promotion Ads	✓	✓	In pilot	All markets, except Japan.
Tours and activities Ads	✓	✓	GA	Global
Automotive Ads	✓	✓	GA	Global
App ads				
App Install Ads	✓	✓	GA	Global
Microsoft Store Ads	X	✓	GA	US, new markets coming

Shopping

	Google Ads	Microsoft	Note/updates	International availability
Product ads				
Flyer Extensions experience	X	✓	GA	Global, not Japan
Local Inventory Ads	✓	✓		All available Shopping campaigns markets.
Product Ads in Visual Search	✓	✓		US
Blocking Aggregator	✓	✓		All available Shopping campaigns markets.
Merchant Center				
Feed types of support	✓	✓	Automatic updates to price and availability.	All available Shopping campaigns markets.
FTP/SFTP, manual upload	✓	✓		All available Shopping campaigns markets.
Content API for feed updates	✓	✓		All available Shopping campaigns markets.
Google Merchant Center Import (feeds)	X	✓		All available Shopping campaigns markets.
Feed Rules mapping	✓	X		All available Shopping campaigns markets.
Products tab	✓	✓		All available Shopping campaigns markets.
Google Import (campaigns)	X	✓		All available Shopping campaigns markets.
Installment Feed	✓	✓	GA	All available Shopping campaigns markets.

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Extensions	![Google Ads]	![Microsoft]	Note/updates	International availability
Sitelink Extensions				
Account, campaign and ad group level	✓	✓		Global
Different URLs	✓	✓	Microsoft Advertising offers also same URL extension.	Global
Third-party URLs	✓	✓	Google Ads allows third-party links under limited circumstances.	Global
Ad Extensions				
Action extensions	X	✓		Global
Filter Link Extension	X	✓		Global
Multi-Image extensions	X	✓		Global
Video Extensions	X	✓		Global
Marketing with Purpose Attributes	X	✓		Global
App extensions	✓	✓		All markets, except China.
Callout extensions	✓	✓		All markets, except China.
Call extensions	✓	✓		Available in the AU, US and UK on all devices. Available in all other markets on smartphones only, except for China.
Image extensions	✓	✓		All markets, except China.
Location extensions	✓	✓		Global
Price extensions	✓	✓		Global
Promotion Extensions	✓	✓		All markets, except Japan.
Review extensions	✓	✓		All markets, except China.
Structured snippet extensions	✓	✓		All markets, except China.
Message extensions	✓	X		
Lead forms extensions	✓	✓	Coming soon	
Logo extensions	✓	✓		
Automated extensions (remove to end)	✓	✓		Complex – use this internal file for reference.
Marketing with Purpose Attributes (automated extension)	X	✓	Displayed in ad as Dynamic partner enhancement Automated extensions.	Global

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Extensions		Google Ads	Microsoft	Note/updates	International availability
	Ad Extensions				
	Ad customizers	✓	✓		Global
	Countdown customizer	✓	✓		
	IF functions	✓	✓		
	Nonprofit advertising grants	✓	✓		
	Call-Only Ads	✓	✗		
	Tools				
	Creator tools	✓	✓		Global
	Audience planner	✓	✓		Global
	Microsoft Advertising Editor	✓	✓		Global

Smart Campaigns		Google Ads	Microsoft	Note/updates	International availability
	Multi-platform	✗	✓	GA (US only)	Piloting in SP. More countries to come in 2023.
	Broad match (Keyword themes)	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Universal Event Tracking	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Conversion Tracking	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Call extensions	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Location and language targeting	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Demographic targeting	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Interest targeting	✓	✗		
	Native Ads	✓	✓	In pilot (US)	US only.
	Automated Bidding	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Google Import	✗	✓		
	Responsive Search Ads	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
	Ad Scheduling	✓	✗		Piloting in SP. More countries to come in 2023

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