

# Microsoft Advertising Partner Awards 2024



# Microsoft Advertising Partner Awards Playbook

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from Select and Elite tier partners in the Americas, EMEA and APAC regions.

Best of luck to everyone!

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01

# Award categories

# Award categories for the Americas

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from partners in the Americas. All descriptions can be found on pages 7 and 8.

01

## Company and Team Awards

Client Partnership of the Year

Excellence in Growth Award<sup>1</sup>

Excellence in International Growth Award

Generative AI Innovation Award

Independent Partner of the Year<sup>2</sup>

Omnichannel Excellence Award

Performance Partner of the Year

02

## Social Impact Award

Marketing with Purpose Award

03

## Partner Awards

Agency Partner of the Year North America

Agency Partner of the Year Latin America

Channel Partner of the Year

Supply Partner of the Year<sup>3</sup>

<sup>1</sup>Only open to Select Partners

<sup>2</sup>Awarded to one (1) Select Partner and one (1) Elite Partner

<sup>3</sup>Awarded to one (1) partner globally

# Award categories for EMEA

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from partners in the EMEA region. All descriptions can be found on pages 7 and 8.

01

## Company and Team Awards

Client Partnership of the Year

Excellence in Growth Award<sup>1</sup>

Excellence in International Growth Award

Generative AI Innovation Award

Independent Partner of the Year<sup>2</sup>

Omnichannel Excellence Award

Performance Partner of the Year

02

## Social Impact Award

Marketing with Purpose Award

03

## Partner Awards

Agency Partner of the Year Continental Europe

Agency Partner of the Year United Kingdom

Channel Partner of the Year

Supply Partner of the Year<sup>3</sup>

<sup>1</sup>Only open to Select Partners

<sup>2</sup>Awarded to one (1) Select Partner and one (1) Elite Partner

<sup>3</sup>Awarded to one (1) partner globally

# Award categories for APAC

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from partners in the APAC region. All descriptions can be found on pages 7 and 8.

01

## Company and Team Awards

Client Partnership of the Year

Excellence in Growth Award<sup>1</sup>

Excellence in International Growth Award

Generative AI Innovation Award

Independent Partner of the Year<sup>2</sup>

Omnichannel Excellence Award

Performance Partner of the Year

02

## Social Impact Award

Marketing with Purpose Award

03

## Partner Awards

Agency Partner of the Year

Channel Partner of the Year

Supply Partner of the Year<sup>3</sup>

<sup>1</sup>Only open to Select Partners

<sup>2</sup>Awarded to one (1) Select Partner and one (1) Elite Partner

<sup>3</sup>Awarded to one (1) partner globally

# Company and Team Awards

## 01 Client Partnership of the Year

Awarded to a partner and their client (direct advertiser) who have exemplified the power of collaboration and working toward a shared goal with Microsoft Advertising. The client, partner and Microsoft Advertising will have come together to drive innovation, revenue growth and feature adoption across Microsoft Advertising solutions.

## 02 Excellence in Growth Award<sup>1</sup>

Awarded to a **SELECT** tier partner that has demonstrated sustained growth this past year with Microsoft Advertising in terms of revenue, feature adoption, and bringing on and retaining clients new to Microsoft Advertising and is showing a strong and consistent future trajectory in these areas.

## 03 Excellence in International Growth Award

Awarded to a partner that has demonstrated excellence in international expansion this past year by using Microsoft Advertising solutions to drive sustainable growth for their clients through expansion into new markets. Success will be measured through revenue performance and feature adoption in one or more markets and campaign expansion into at least one (1) international market.

## 04 Generative AI Innovation Award

Awarded to a partner who has successfully leveraged Microsoft's AI solutions to optimize their digital marketing campaigns and drive business outcomes. A successful entry should demonstrate how they have used Copilot to deliver impact for their business and customers; whether it be a solution to a complex business problem, or a simple innovation that increased customer satisfaction.

## 05 Independent Partner of the Year<sup>2</sup>

Awarded to one (1) **ELITE** and one (1) **SELECT** Independent Partner that demonstrates effective engagement and excellence in partnership with Microsoft across Microsoft Advertising solutions to deliver success to their clients. This award recognizes a partner that demonstrates a unified approach and advocates usage of Microsoft Advertising products and features, innovation, competitive differentiation, and customer value.

## 06 Omnichannel Excellence Award

Awarded to a partner that exhibits excellence across multiple Microsoft Advertising solutions, such as **Search, audience ads (CTV, video, display, native), Retail Media\***, **Monetize\*\***, **Invest\*\***. Excellence can be demonstrated through strategy, optimization, and performance. A successful entry must demonstrate capabilities with two (2) or more (more is better) of Microsoft Advertising's solutions. We will specifically be looking at growth as well as collaboration with Microsoft Advertising account teams to drive a successful strategy.

## 07 Performance Partner of the Year

This award recognizes a team that demonstrates excellence in driving performance and business growth through optimization strategies, including increased feature adoption for campaigns across Microsoft Advertising solutions, driving incremental revenue by promoting the value of Microsoft Advertising to our mutual customers through marketing and co-selling and improving traffic quality and advertiser value.

<sup>1</sup>Only open to Select Partners

<sup>2</sup>Awarded to one (1) Select Partner and one (1) Elite Partner

\*Powered by PromoteIQ

\*\*Powered by Xandr

## CATEGORY DESCRIPTIONS



### Social Impact Award

This important award sub-category features partners' inspiring solutions and celebrates changemakers who drive purpose and action.

#### Marketing with Purpose Award

The Marketing with Purpose Award celebrates a partner that embodies the values of diversity, inclusion and sustainability, while using their platform to bring others along on the journey. This award recognizes a partner who demonstrates the strongest commitment to marketing with purpose, building trust with their clients and telling value-based stories in their campaigns. A successful entry includes completion of the Marketing with Purpose course and takes into consideration its three core pillars of responsibility, values and inclusion. They exemplify authenticity in their work with purpose driven campaigns and operations.



### Partner Awards

#### Agency<sup>1</sup>/Channel<sup>2</sup>/Supply<sup>3</sup> Partner of the Year

Awarded to a partner (agency, channel and supply) who has demonstrated excellence in partnership with Microsoft Advertising across the board. Excellence in partnership is looked at through the lens of engagement and collaboration, revenue growth and feature adoption across Microsoft Advertising, scale of joint activities and joint business planning. Partners must submit a nomination in at least one other category to be eligible for this award.

Across all applicable nominations we look at impact across the Microsoft Advertising ecosystem of solutions including Search, audience ads (CTV, video, display, native), Retail Media\*, Monetize\*\* and Invest\*\*.

<sup>1</sup> One winner each in North America, Latin America, UK, Continental Europe, and APAC

<sup>2</sup> One winner each in the Americas, EMEA and APAC

<sup>3</sup> One winner globally

\*Powered by PromoteIQ

\*\*Powered by Xandr



# Microsoft Advertising Partner Awards

## IMPORTANT FACTS TO KNOW



### Eligibility

Your company must be an enrolled Elite or Select tier partner for calendar year 2024.

For this nomination period, we will recognize work from 2023 and 2024.



### Deadline

Completed nominations must be submitted in the tool by **August 23rd, 2024**.



### Regional finalists announced

The regional finalists for all categories will be announced in **September 2024** through the Microsoft Advertising blog.



### Regional winners announced

The regional award winners for all categories will be announced in-person at events held in the Americas, EMEA and APAC in **November and December 2024**.

# 02

## Tips for a successful nomination

# Microsoft Advertising Partner Awards

## Start early

Read the categories and descriptions, start writing your story today and give yourself a big head start to increase your chances.

01

## Draft your entry offline

It's our recommendation to write the first version of your submission offline. Completing your official entry in the award submission tool should be the very last step.

02

## Collaboration is key

Get together with your colleagues and the teams you worked with on your projects to pinpoint your achievements.

03

## Facts and figures

Specific details help make your entry stand out. Make sure you back up your story with data, metrics and return on investment.

04

## Submit multiple entries

We encourage you to submit multiple entries and nominate yourself for different categories.

05

# Microsoft Advertising Partner Awards

## Highlight the resources that have helped

When you write your entry, it is advisable that you discuss your relationship and experience working with Microsoft Advertising teams.

06

## Linking results to objectives

Showcasing your results is great, but they should be put in the context of what you were trying to achieve.

07

## Tell a great story

Check that you are clear on the 'who', 'what' and 'why' of your story in order to keep the reader engaged and interested in reading. Make it a bit more human.

08

## Check your spelling, grammar and wordcount

Take your time when looking over your entry and do a simple spell check and grammar check.

09

## Make it professional

Why not? Professional writers can help you polish your entry, ensure that it tells your story well and that it is a good read overall.

10

# 03

## Five steps to submit your nomination

## FIVE STEPS TO SUBMIT YOUR NOMINATION



Go to <https://nominate.microsoftadvertisingawards.com> and start your nomination!

- 01** | Create your nomination account to start the process.
- 02** | Select your Region (Americas, EMEA, APAC), Awards Category, and enter your company name.
- 03** | Provide additional details like your partner type (Agency, Channel, Supply or Technology Partner), tier (Select or Elite), contact details, and country.
- 04** | Enter your Nomination title (we recommend 'Partner Name—Campaign/Customer Name') and fill out the nomination questions for your selected category.
- 05** | Upload supporting documents if needed and submit your nomination.

### Register

First name

Last name

Email

Password

Confirm password

[Register](#)

### Log in

Email or mobile

Password

Remember me

[Log in](#)

[Forgot password](#)

or log in with

[Facebook](#) [Twitter](#)

04

Hall of fame

# Last year's winners


BLOG POST

## 2024 Microsoft Advertising Global Partner Award winners

by Katherine Eills

March 28, 2024


[f](#) [x](#) [in](#) [↔](#)



GLOBAL PARTNER AWARDS

### Congratulations to our winners

Microsoft Advertising



2024 Global Partner Award winners [blog](#) and [LinkedIn](#) announcement

LOCAL IQ



UNILEVER



KINESSO



PUBLICIS



LOGICAL POSITION





05

Resources

# Microsoft Advertising Partner Awards

## RESOURCES



### Partner Awards Website

This is the website for the Microsoft Advertising Partner Awards.

Information, resources and the link to the nomination site can be found [here](#).



### Alias

Reach out to this [email alias](#) with any questions that arise.

06

Awards  
announcement

# Save the date



Regional partner award finalists will be announced on the Microsoft Advertising blog in **September 2024**.

Regional award winners will be announced in-person in **November and December 2024**.

More details to follow.

# Thank you

## Further questions?

Please reach out to your Microsoft Advertising representative or email us at [msapartnerawards@microsoft.com](mailto:msapartnerawards@microsoft.com).