

Partner Awards 2024

CATEGORY DESCRIPTIONS

The Microsoft Advertising Partner Awards continue to acknowledge and celebrate our **ELITE** and **SELECT** tier partners for the incredible work they've done in 2023 and 2024 across various award categories in the Americas, EMEA and APAC.

Company and team awards

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.

Excellence in Growth Award

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.

Excellence in International Growth

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 & feature adoption in one or more markets and campaign expansion into at least one (1) international market.

Generative AI Innovation Award	<p>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.</p>
Independent Partner of the Year	<p>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.</p> <p>Excellence in partnership is looked at through the lens of engagement and collaboration, revenue growth and feature adoption across Microsoft Advertising solutions, scale of joint activities and joint business planning.</p>
Omnichannel Excellence Award	<p>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.</p>
Performance Partner of the Year	<p>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.</p>

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

Agency¹/ Channel²/ Supply³ 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.

¹ One winner each in North America, LATAM, the UK, Continental Europe, and APAC

² One winner each in the Americas, EMEA and APAC

³ One global winner



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**.

A successful entry must demonstrate capabilities with two (2) or more (more is better) of Microsoft Advertising's solutions.

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