

Partner Awards 2026

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 from July 2025 till July 2026 across various award categories in the Americas, EMEA and APAC.

Company and Individual Awards

Emerging Markets Growth Award Awarded to an Agency or Channel Partner and their client based in an emerging market*, that has demonstrated outstanding partnership with Microsoft Advertising over the past year. Excellence in partnership is evaluated through the lens of engagement, collaboration and revenue growth using Microsoft Advertising solutions.

* Only open to select markets in APAC, EMEA and LATAM. Detailed eligibility available in the nomination tool.

Gaming Excellence Award Recognizes a partner and their client that deepened brand engagement through gaming by harnessing Microsoft solutions—including Xbox, King, and Microsoft Casual Games—to connect with audiences across immersive mobile, console, and PC experiences.

Omnichannel Performance Partner of the Year Recognizes a partner and their client that has delivered measurable business outcomes through integrated campaigns spanning Search, Audience, Video, and Gaming. Winning partners must demonstrate how execution and AI-driven optimization across multiple Microsoft Advertising solutions drives performance across the consumer journey from discovery to decision.

Rising Partner of the Year Celebrates a Select tier partner that has achieved sustained business growth with Microsoft Advertising by driving measurable performance outcomes across revenue expansion, feature adoption, and successful client onboarding and retention.

Search Performance Partner of the Year Recognizes a partner and their client that has demonstrated exceptional ability to create, capture, and convert intent and consumer demand through AI-driven optimization and innovative use of Microsoft Advertising Search solutions. Winning partners will showcase strategies that enable brands to show up in critical intent moments across the consumer decision journey, delivering measurable performance and ROI, including examples of how AI is used to identify and unlock new intent categories.

Trailblazer of the Year Recognizes an individual who leads the way in championing Microsoft Advertising by creatively evangelizing its value, inspiring internal teams, and shaping industry perception through thought leadership and influence while driving AI adoption and acting as a Copilot champion to unlock new levels of performance and innovation.

Innovation Awards

This important award sub-category recognizes partners that have leveraged Microsoft-powered AI to drive innovation across creative development, customer experience, and campaign performance, delivering measurable business impact.

Creative AI Innovation* Recognizes a partner and their client that has used Microsoft-powered AI—including generative AI/intelligent agents—to enhance creative development, personalization, and customer experience.

Submissions should demonstrate how AI enabled more dynamic, relevant, and engaging content or interactions, driving improved engagement, creative effectiveness, or brand impact.

* AI Innovation Categories may vary by region. Detailed eligibility available in the nomination tool.

Performance AI Innovation*

Honors a partner and their client that has applied Microsoft AI—including Copilot and the Microsoft Advertising platform—to strengthen campaign strategy, execution, and optimization.

Submissions should show how AI improved decision-making, streamlined workflows, and drove measurable gains in performance and business outcomes.

* AI Innovation Categories may vary by region. Detailed eligibility available in the nomination tool.

Data Innovation Excellence

Awarded to a partner that delivers creative, scalable solutions using data and signals to drive successful campaign outcomes. Winning partners will demonstrate how they leverage advanced data integration—including coding to the Microsoft Advertising stack of APIs and use of Clean Rooms—to connect campaign execution with real-time enterprise data, enabling more intelligent automation, decision-making, and performance optimization.

Partner Awards¹

Agency²/ Channel²/ Curator² Partner of the Year

Awarded to an Agency, Channel and Curator Partner 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 Agency, Channel and Curator Partner of the Year will be awarded based off submissions in other categories.

² One winner each in the Americas, EMEA and APAC.



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, Gaming, Monetize, and Curate.**

Agency, Channel and Curator Partner of the Year are not open to nominations and will be awarded based off submission in other categories.