



Partner Awards 2026



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.

Best of luck to everyone!

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01

Award categories

Award categories for 2026

Our award categories are designed to reflect the depth and breadth of Microsoft Advertising's solutions and shine a spotlight on the innovative and performance-driven work of our partners worldwide. Agency, Channel and Curator Partner of the Year are not open to nominations and will be awarded based on submissions in other categories.

01

Company and Individual Awards

Emerging Markets Growth Award¹

Gaming Excellence Award

Omnichannel Performance Partner of the Year

Rising Partner of the Year

Search Performance Partner of the Year

Trailblazer of the Year

02

Innovation Awards

Creative AI Innovation²

Performance AI Innovation²

Data Innovation Excellence

03

Partner Awards³

Agency Partner of the Year

Channel Partner of the Year

Curator Partner of the Year

¹Only available in certain markets

²In APAC, these two categories are streamlined into a single category- the AI Innovation Award

³Agency, Channel and Curator Partners of the Year are not open to nominations and awarded based off submissions in other categories

Company and Individual Awards

01 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.

04 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.

02 Omnichannel Performance Partner of the Year

Recognizes a partner and their client that has delivered measurable business outcomes through integrated campaigns spanning Display, Video, Native, and Gaming. Winning partners must demonstrate how execution and AI optimization across two or more Microsoft Advertising solutions improves performance across the consumer journey from discovery to decision.

05 Gaming Excellence Award

Recognizes a partner 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.

03 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.

06 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.

*Only open to select markets in each region. Detailed eligibility available in the nomination tool.



Innovation Awards

01 Creative AI Innovation Award*

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.

02 Performance AI Innovation Award*

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.

03 Data Integration Excellence Award

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.

*In APAC, these two categories are streamlined into a single category- the AI Innovation Award. Detailed eligibility available in the nomination tool.

Partner Awards¹

Not open to nominations

Agency²/Channel²/Curator² Partner of the Year

For 2026, the Agency, Channel and Curator Partner of the Year are not open to nominations and will be awarded to partners by Microsoft Advertising based off submissions in other categories.

They will be 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.

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.

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

Microsoft Advertising Partner Awards

IMPORTANT FACTS TO KNOW



Eligibility

Your company must be an enrolled Elite or Select tier partner for calendar year 2026.

For this nomination period, we will recognize work from **July 2025 till July 2026**.



Deadline

Completed nominations must be submitted in the tool by **July 31, 2026**.



Regional finalists announced

The regional finalists for all categories will be announced in **August 2026** through the Microsoft Advertising blog.



Regional winners announced

The regional award winners for all categories will be announced in-person in **October/November 2026**.

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 (APAC, EMEA & LATAM, Japan, North America), Awards Category, and enter your company name.
- 03** | Provide additional details like your partner type (Agency, Channel, Curator, 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

Resources

Microsoft Advertising Partner Awards

TRANSFORMING GROWTH TOGETHER



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.



Inspiration—Hall of Fame

Need some inspiration or curious about last year's awards? Check out the winners from last year's Microsoft Advertising Partner Awards.

- **2025 Regional Partner Award winners** [APAC](#), [EMEA & LATAM](#), [North America](#)
- **2025 Regional Partner of the Year Award winners** [APAC](#), [EMEA & LATAM](#), [Japan](#), [North America](#)

05

Awards announcement

Save the date



Regional partner award finalists will be announced on the Microsoft Advertising blog in **August 2026**.

Regional award winners will be announced in **October/November 2026**.

More details to follow.



Thank you

Further questions?

Please reach out to your Microsoft Advertising representative or email us at msapartnerawards@microsoft.com.