Search Ads 360 Account Checklist

Top action items for maximizing Microsoft Advertising opportunity with SA360

Use the following checklist to set your account up for success when using Search Ads 360. Review these items with your account team to proactively identify issues that may be impacting performance or opportunities for optimization and take the necessary action(s) to address.

- ❑ Align on reporting and measurement source(s) of truth.
  - ❑ Confirm Floodlight conversion goal settings. Counting method, lookback window, etc.
  - ❑ Identify the attribution model in use. If **Data-Driven Attribution** is being used, verify setup.
  - ❑ Implement UET + conversion goals to supplement Floodlight data.
  - ❑ Share Floodlight conversion data with Microsoft Advertising

- ❑ Review **Feature Support** and implement any required workarounds.

- ❑ Confirm SA360 bidding setup and use the **Autobidding Solutions guide**.
  - ❑ What bid strategy is being used? Is it Intraday or Auction-Time Bidding?
  - ❑ Confirm bid portfolio structure. Implement a separate bid portfolio for Microsoft Advertising.
  - ❑ If UET is in place, test SA360 vs Microsoft Advertising autobidding for performance benefits.

- ❑ If SA360 Intraday bidding is being used :
  - ❑ Monitor Device / Remarketing modifiers for extreme values or volatility. Opt-out if necessary.
  - ❑ Consider a minimum bid constraint if keywords are frequently in "Below first page bid" status.
  - ❑ If using a Budget Bid Strategy, share dates & budget of performance plan with account team.
  - ❑ Align on process for implementing manual budget and bid changes or using automated rules.
  - ❑ Frequently review Change History for bid and budget changes that impact performance.

- ❑ Take advantage of all Microsoft Advertising Platform functionalities that are not supported or automated by SA360:
  - ❑ Audience campaigns (conversion tracking workaround required)
  - ❑ Our full suite of ad extensions
  - ❑ Time of day and day of week bid adjustments
  - ❑ Audience targeting and bid adjustments (*Note: SA360 only supports Remarketing for MSA*)
  - ❑ Website / Publisher reporting and exclusions