Microsoft Advertising

The small business advertising toolkit

More solutions for today's challenges

Whether you're looking to connect with audiences better or discover how AI can enhance your campaigns and workflows, our Small Business Advertising Toolkit is designed to help you achieve more with less.

Empower your growth with Microsoft Advertising

01 Reach engaged audiences

The Microsoft Advertising Network allows you to connect with over **1 billion** engaged users, with targeting capabilities to find the right audiences to grow your business.

We've made it easy for you to scale your reach to new audiences with AI—backed products and tools that help you connect with the right customers to drive better campaign performance.

Connect with highly engaged audiences across every digital touchpoint in our extensive Microsoft ecosystem.

4
hours per day on Windows devices.

+1.4B
monthly active devices running Windows 10 or 11.

People using Microsoft consumer services are...

49% more likely to be high income.

19% more likely to click on an ad.

20% more likely to add to cart.

GWI Core, Q4 2023 - Q3 2024; GWI Zeitgeist, Global. October 2023.

Reach consumers across their digital lives

While they work

Outlook LinkedIn Microsoft 365

As they browse

MSN Edge

As they play

XBOX Microsoft Casual Games

02 Grow your business

Whatever your business goals are, Microsoft Advertising can help you achieve them. We have intuitive products and tools that let you easily set up and run successful campaigns.

Looking to run effective ads while adapting to rapidly changing consumer behaviors?

Microsoft Advertising offers powerful automation tools that leverage the latest AI models, privacy-compliant data sources, and secure technologies. For example...

Performance Max streamlines campaign creation and management using AI to optimize assets. And it's proven to be a powerful, cost-efficient addition to campaigns.

32%
When combined with traditional search campaigns, advertisers see an average **32%** decrease in CPA...

3X
...and an average **3X** increase in return on ad spend than running search campaigns alone.

Quick-start guides

Import your Google Ads campaigns and launch Performance Max with our step-by-step tutorials provided by Copilot in Microsoft Advertising Platform.

Easily set up campaigns with our Google import tools.

Save time with automated campaign management and dynamic creatives with Performance Max campaigns.

Launch and scale campaigns quickly, then optimize performance with AI for more conversions.

03 Turn AI into ROI

Leverage generative AI features like Performance Max and Copilot in Microsoft Advertising Platform to automate campaign creation and optimization. Achieve higher returns while reducing your manual workload.

Rise Agency helped an optical retailer achieve:

36%
better CPAs than their goal

40%
lower CPCs compared to search-only campaigns

Performance Max has been a powerful addition to our client's successful search strategy."

Max Bridgewater
Associate Manager
Paid Search
Rise

Learn how to automate and personalize your campaigns to maximize your ROI.

Check out our webinar for a deep dive into AI-powered advertising solutions.