



Sustainability and how advertisers can partner with Microsoft Advertising

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Research:

[Rise of Sustainable Media](#)

Give with Bing

www.bing.com/give

Ad Features – Business Attributes

[Build trust with Marketing with Purpose Attributes](#)

Playbook & Learning

[Marketing with Purpose](#)

Microsoft Advertising:

[Advertise with Microsoft](#)

Microsoft Sustainability

[Products for a Sustainable Future](#)

LinkedIn Sustainability

[LinkedIn Sustainable Resource Hub](#)



STEP 1:

Give with Bing

Employees can search, earn & donate. Join Give with Bing and earn points from Microsoft Rewards that turn into real donations to more than 1.4+ million charities

Why is this important?

Sustainable media is on the rise as more and more consumers worldwide intend to start boycotting brands who don't take sustainability seriously. As a result, advertising publishers are being asked to provide more support on how they can help advertisers on their sustainability journey. Microsoft provides a wealth of support, features and solutions to help advertisers on your sustainability journey.



STEP 2:

Marketing with Purpose

Advertisers can drive incremental performance & ROI whilst removing plastic from the ocean & plant trees through media diversification, across our sustainability partner sites.

How can we action?

- 1. Employee Behaviour:** As a business you can help empower every employee to give back. Sign up to Microsoft Rewards for free, choose your charity and donate each month. Choose a default Search engine that gives back.
- 2. Sustainable Advertising:** Broaden reach, drive ROI, appears on sustainability search partner like Ecosia & OceanHero. Build trust by adding [Marketing with Purpose Business attributes](#) to your ads.
- 3. Marketer Growth:** ensure your marketers understand the role of responsibility, values and inclusion across multiple channels. Take the Marketing with Purpose Course.



STEP 3:

Learning & Development

Designed to empower all types of marketers with strategies, research, insights and actionable tactics to drive growth through more trusted customer experiences.

What Our Partners Say:

"With our Media Responsibility Index (MRI) plus a team that places sustainability and ethics high on its agenda, there becomes an expectation of partners to learn, aligning on common goals and creating change in the communities that impact us all."

Andy Holford,

Chief Product Offer

Reprise Digital Australia

APAC Marketing with Purpose Award Winner, 2023.