Audience Targeting with Microsoft

Understanding customer behaviour is becoming more challenging

**PREVIOUSLY**

**KNOWN USERS**
First party data, emails, phone numbers etc.

**UNKNOWN USERS**
Third party cookies or mobile IDs

**FUTURE**

**KNOWN USERS**
First party data, emails, phone numbers etc.

**UNKNOWN USERS**
Third party cookies or mobile IDs

**INVISIBLE USERS**
User of certain browsers such as Safari, Firefox or Edge

Future proof your business by using our first party data to build your first party data

Audience targeting helps you to

- Drive better efficiencies
- Find your ideal customers
- Increase customer lifetime value
- Learn more about your customer’s buying habits

A winning combination that respects your user’s privacy

**Microsoft data**
- In-market audiences
- LinkedIn profile targeting
- Predictive targeting
- Similar audiences*
- Age and gender targeting
- Device targeting
- Location targeting

**Your 1st party data**
- Remarketing*
- Dynamic remarketing*
- Custom audiences
- Customer match

Using any audience targeting results in a **60%** higher conversion rate on average¹
In-market Audiences

Curated lists of customers who have shown purchase intent

42% higher conversion rate

Similar Audiences*

Users who are similar to your current customers

24% lower cost per acquisition

LinkedIn Profile Targeting

Audiences based on their LinkedIn profile information, including company, industry or job function.

60% higher conversion rate

Remarketing*

Users who have visited your site and are likely to convert

179% higher conversion rate

Auto-generated Remarketing Lists*

When you don’t have time to build your own remarketing lists

45% lower cost per acquisition

Dynamic Remarketing*

Target users based on specific product IDs they’ve interacted with

164% higher conversion rate

Customer Match

Use your own data (e.g., email address) to target and engage your customers

134% higher conversion rate

Custom Audiences

Remarketing lists that are generated by using your own customer data

102% higher conversion rate

Predictive Targeting

New audiences that are likely to convert

46% higher conversion rate

*Activate Universal Event Tracking (UET) now to take advantage of these solutions. UET will help you better understand what resonates with your customers allowing you to increase your ROI.

Available on the Search and Microsoft Audience Network

Get started now on ads.microsoft.com, or consult your account manager

1. Microsoft internal data, Global, Search Network; September 2022. Comparison with campaigns with no audience targeting applied.  