

Install and Setup Microsoft Ads and Listings app on BigCommerce

To connect to Microsoft from BigCommerce, the Microsoft Ads and Listings app must be installed.

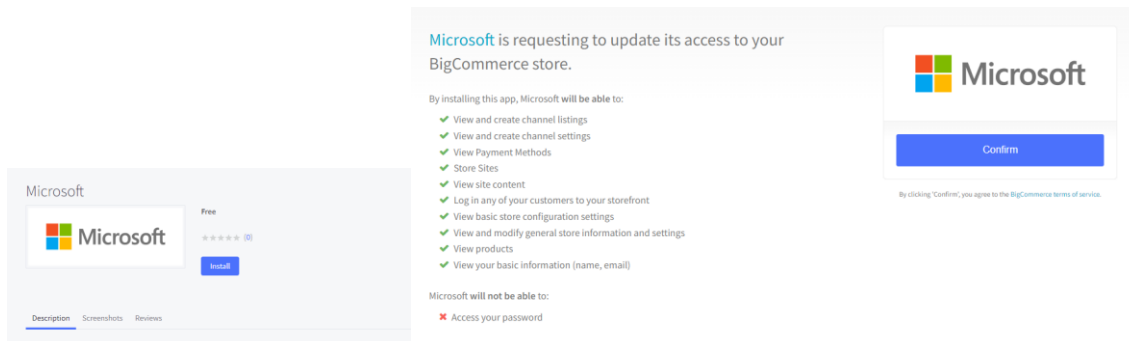
Microsoft Ads and Listings app in BigCommerce

The Microsoft Ads and Listings app on BigCommerce allows you to

1. Synchronize your eCommerce product catalog directly to the Microsoft Merchant Center
2. Showcase your products across Microsoft for free with Product Listings
3. Create paid Smart Shopping campaigns to promote your products and reach more customers
4. Track and manage the performance of the campaigns to maximize your business growth.

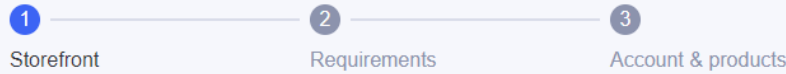
How to setup the Microsoft Ads and Listings app on a BigCommerce account

1. Install [Microsoft Ads and Listings](#). Go to **Channel Manager** from the BigCommerce control panel and click **+ Create Channel**. Under *Ads and social*, click **Connect** next to Microsoft Ads and Listings, then click **Connect** next to *Microsoft Ads and Listings*. Then click **Install**, then **Confirm**.



2. Select **Get Started** and then select which storefront you want to sync with, and the region of sale, then click **Continue**.

Set up Microsoft Channel



Settings

Select a storefront to sync with ?

Your channel will list products from this storefront.

Select storefront ▼

Country/region of sale ?

▼

3. Confirm that your BigCommerce store meets Microsoft Advertising requirements. Click **Review and confirm** next to each requirement (unless it is already confirmed automatically). A popup will appear with more information about the requirement. Make changes as needed.

Set up Microsoft Channel



Microsoft Advertising requirements

To get started with Microsoft Advertising, you must complete the following requirements.

- ✓ **Launch and activate storefront**
Visit the channel manager to ensure your selected storefront is launched and activated.
- ⚠ **Refund policy and terms of service** [Review and confirm](#)
Make sure you have a page for your return policy in the Web Pages section of your storefront. Often, a "shipping and returns" page will fulfill this requirement.
- ⚠ **Secure checkout process** [Review and confirm](#)
If your store is hosted through BigCommerce, this requirement is fulfilled by the Encryption Everywhere certificate or a shared SSL certificate. Visit Server settings in your control panel to confirm this requirement is fulfilled.
- ⚠ **Contact information** [Review and confirm](#)
Make sure you have a page for your contact information in the Web Pages section of your storefront. Often, a "contact us" page will fulfill this requirement.

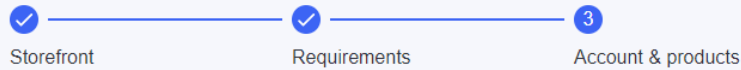
Need help? [Contact Support](#)

Once you've confirmed your store meets all requirements, click **Continue** and move on to the next step.

Note: Microsoft will check your store after the setup is complete. If the requirements are found to be unfulfilled, your account may be suspended and take additional time to resolve. Please use the “*Contact Support*” for any help.

4. Connect your existing Microsoft Advertising Account. If you have multiple accounts, you will be asked to select the one to link with BigCommerce. If you don't have one, you can sign up for a new one with basic details and follow the instructions over email to confirm.

Set up Microsoft Channel



Your Microsoft Advertising account

Connect your Microsoft Advertising account with BigCommerce to complete setting up this channel.

Connect your Microsoft Advertising account

Create a new Microsoft Advertising account

Need help? [Contact Support](#)

Set up Microsoft Channel



Create your Microsoft Advertising account

Create a new Microsoft Advertising account and connect it with BigCommerce to finish setting up your channel.

First name

Contoso

Last name

Contoso

Email

We'll use this email address if we need to contact you about your account.

contoso@outlook.com

Country

United States

Business address

123 Way

City

Redmond

State or province

Washington

Postal code

98052

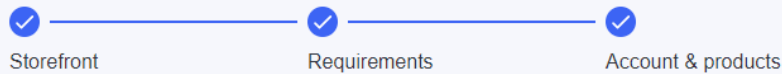
Sign up

Need help? [Contact Support](#)

5. Type the Store Name and confirm the Currency, Region and Language options. The Store Name will be displayed to your customers along with your products. The same name will be used for your Microsoft Merchant Center account.


Choose how you want to sync your BigCommerce catalog with Microsoft for Product Listings (free listings). *Sync entire catalog* (default) will automatically enable all your products to appear across Microsoft Network. *Sync individual products* requires you to choose the products individually to sync with Microsoft after you complete the setup. Sync will not be automatic in this option. **Continue** forward and select **Finish** to complete your setup.

Set up Microsoft Channel



Microsoft Advertising account CONNECTED

Connect your Microsoft Advertising account with BigCommerce to complete setting up this channel

 CID: 252157485

Country/region of sale settings

Choose your store's country/region of sale settings.

Store Name

Store Currency

Country/region of sale and language

Catalog sync for free listings

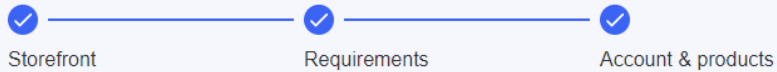
Sync entire catalog: Your entire product catalog from the selected storefront will sync to Microsoft and your products will be eligible to appear across Microsoft. This is the recommended option.

Sync products individually: Selecting this option will only sync products that you choose to add to the Microsoft channel. You can do this after the setup from the Products Tab on BigCommerce control panel. Note that the products that you choose to sync with Microsoft must also be available on your storefront for them to be approved.

Note: The total number of products shown here may not equal to the number of products in the BigCommerce catalog.

Need help? [Contact Support](#)

Set up Microsoft Channel



Microsoft Advertising account CONNECTED

Connect your Microsoft Advertising account with BigCommerce to complete setting up this channel

Microsoft Advertising account ID [138065576](#)

After the Setup is Complete

There are four tabs in the app: Overview, Products, Campaigns, Settings

Overview tab will highlight the summary of Products synced with Microsoft, key notifications, help articles and support.

The screenshot shows the BigCommerce interface for the Microsoft Advertising Overview page. On the left is a dark sidebar with the BigCommerce logo and navigation options: Channels, Microsoft Ads and Listings, Overview, Products, Campaigns, and Settings. The main content area is titled "Overview" and features two notification banners at the top. The first banner states "UET tag for conversion tracking is set up" with a "Learn more" link. The second banner prompts to "Create your first campaign" with a "Create campaign" button and a "Dismiss" link. Below the notifications is a "Products" section for "Contoso_test" with three status boxes: "Pending review" (Pending), "Listed to Microsoft Advertising" (Pending), and "Not approved" (Pending). A "Learn more" section contains three cards: "Microsoft Advertising Policies", "UET Tags", and "Microsoft Channel Guide". At the bottom, there is a feedback prompt: "Please tell us about your experience using Microsoft Advertising." with "Good" and "Bad" buttons, and a "Contact Support" link.

Overview

i UET tag for conversion tracking is set up ×
You're ready to start setting up campaigns. [Learn more](#)

i Create your first campaign ×
You may be eligible for Microsoft Advertising credit. If you spend \$250 on Ad Campaign during the first 90 days after setting up your payment method, you will get \$500 in free credit. [Terms and Conditions apply](#)

[Create campaign](#) [Dismiss](#)

Products

[msft test store](#) [cindy's store](#) [↗](#)

Pending review

0

Listed to Microsoft Advertising

68

Not approved

0

Learn more

Microsoft Advertising Policies >

Details on the policy requirements for Ad components

UET Tags >

UET Tag information for tracking and conversion measurements

Microsoft Channel Guide >

User Guide on Microsoft Channel Setup on BigCommerce

Please tell us about your experience using Microsoft Advertising. [Good](#) 😊 [Bad](#) ☹️

Anything else? [Contact Support](#)

Universal Event Tracking (UET) is the key that unlocks powerful Microsoft Advertising features such as conversion tracking, audience targeting, and automated bidding bid strategies. The key comes in the form of the UET tag, which records what customers do on your website and sends that information to Microsoft Advertising. UET is a prerequisite for conversion tracking, remarketing in paid search, and automated bidding bid strategies. Learn more about [UET](#).

By downloading and setting up the Microsoft Ads and Listing app, your UET tag is automatically created and is added to your website. There's nothing more for you to do! You will see a notification on the Overview Page once you finish the setup.

Products tab will show details on the product syncing and provide controls to change the way you sync the products between BigCommerce and Microsoft.

Products

Sync to Microsoft

Product sync

Automatic sync

Sync your BigCommerce product catalog with Microsoft Merchant Center to start listing products across the Microsoft Advertising Network.
The product review process can take up to three days.
10/13/2022, 3:40:33 AM

! Pending review
0

✓ Listed to Microsoft Advertising
68

! Not approved
0

Product activity

Export

0 of 0

Product issue	Affected countrues	Affected products
-	-	-

Add your products

Sync entire catalog: Your entire product catalog from the selected storefront will sync to Microsoft and your products will be eligible to appear across Microsoft. This is the recommended option.

Sync products individually: Selecting this option will only sync products that you choose to add to the Microsoft channel. You can do this after the setup from the Products Tab on BigCommerce control panel. Note that the products that you choose to sync with Microsoft must also be available on your storefront for them to be approved.

Note: The total number of products shown here may not equal to the number of products in the BigCommerce catalog.

Sync entire catalog Sync individual products

Campaigns Tab will showcase information on paid campaigns and allow you to create on to boost the performance of your products through paid Ads across Microsoft Advertising Network. To create a Campaign, select **Create Campaign**, and fill in the required details.

Note that a valid Payment Method must be added to run a campaign. You will be redirected to the Microsoft Ads Platform to enter this information.

← Campaigns

Create a smart shopping campaign

Create a smart shopping campaign in Microsoft Advertising using your BigCommerce catalog.

Create your first campaign

You may be eligible for Microsoft Advertising credit. If you spend \$250 on Ad Campaign during the first 90 days after setting up your payment method, you will get \$500 in free credit. [Terms and Conditions apply](#)

Campaign settings

Only you will see this name.

Bid and budget

Campaign daily budget ⓘ

\$ 0 USD

Bid strategy

Automated bidding

Please allow for at least a two-week learning period before changing the setup or evaluating performance.

Country/region of sale

Country/region of sale ⓘ

United States

Schedule

Start date

10/13/2022

No end date

End by

Payment method




To receive your coupon, add your payment method in Microsoft Advertising and save your campaign details.

Payment method added

[Manage payment method](#)

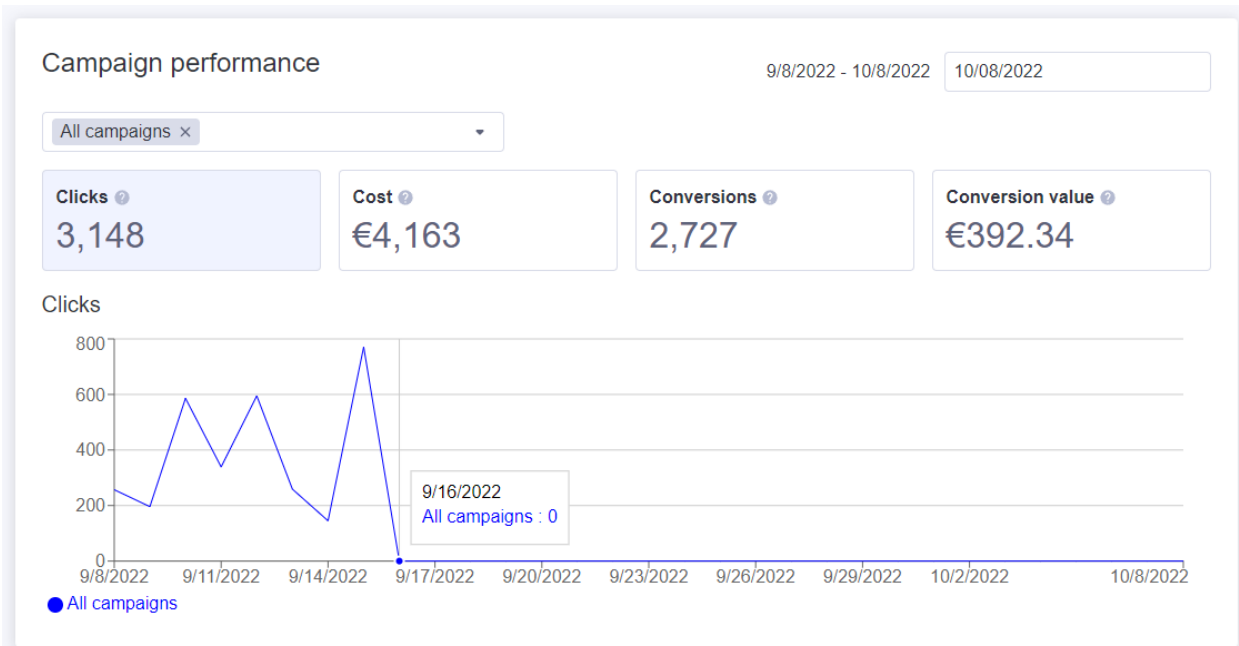
Ad preview

All ads include a product image, and may include a title, description, price, and store name. Here are some examples of how your ads might appear:

 <p>Warm Striped Handbag \$80.00 Contoso Fashion</p>	 <p>Black Catye Sunglasses \$50.00 Contoso Fashion</p>	 <p>Gold Chain Necklace \$150.00 Contoso Fashion</p>
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Cancel [Create Campaign](#)

Campaign Performance can be viewed in the Campaigns Tab.



Settings Tab contains information about the Microsoft Advertising Account that is connected to BigCommerce and options to add / edit Payment Method.

Settings

[Support](#)

Microsoft Advertising account

Microsoft Ads and Listings account
Contoso_test

CONNECTED

Microsoft Merchant Center Contoso_test

Microsoft Advertising customer ID

Microsoft Advertising account ID

Payment method

[Edit my payment method](#)

You'll be sent to Microsoft Advertising to sign in and edit your payment method.

✓ Payment method added

Disconnect Microsoft Advertising

[Disconnect](#)

Please note that disconnecting from Microsoft Advertising will remove any generated product catalogs.