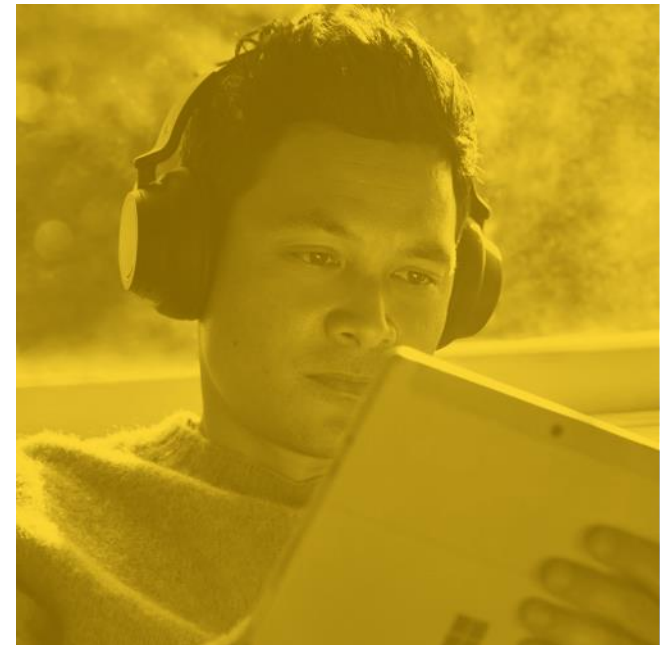
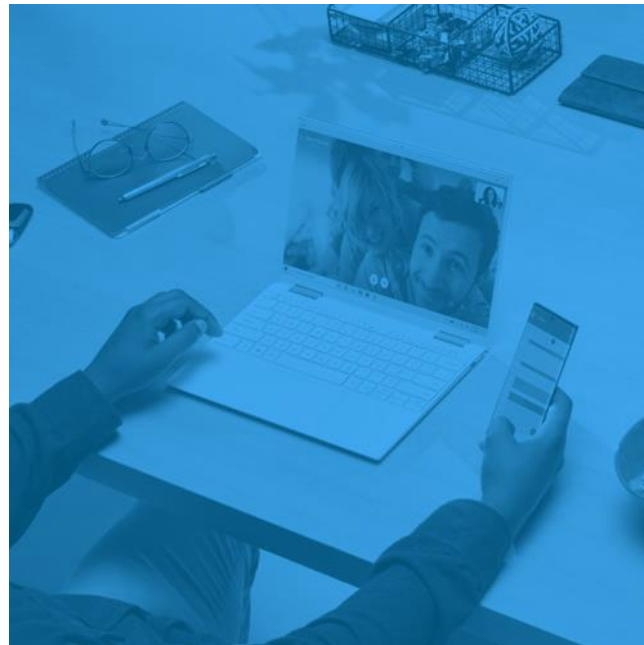
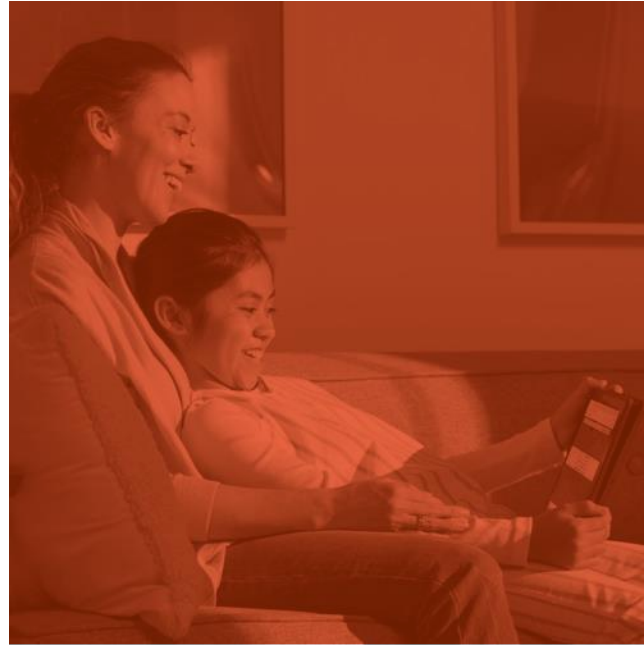
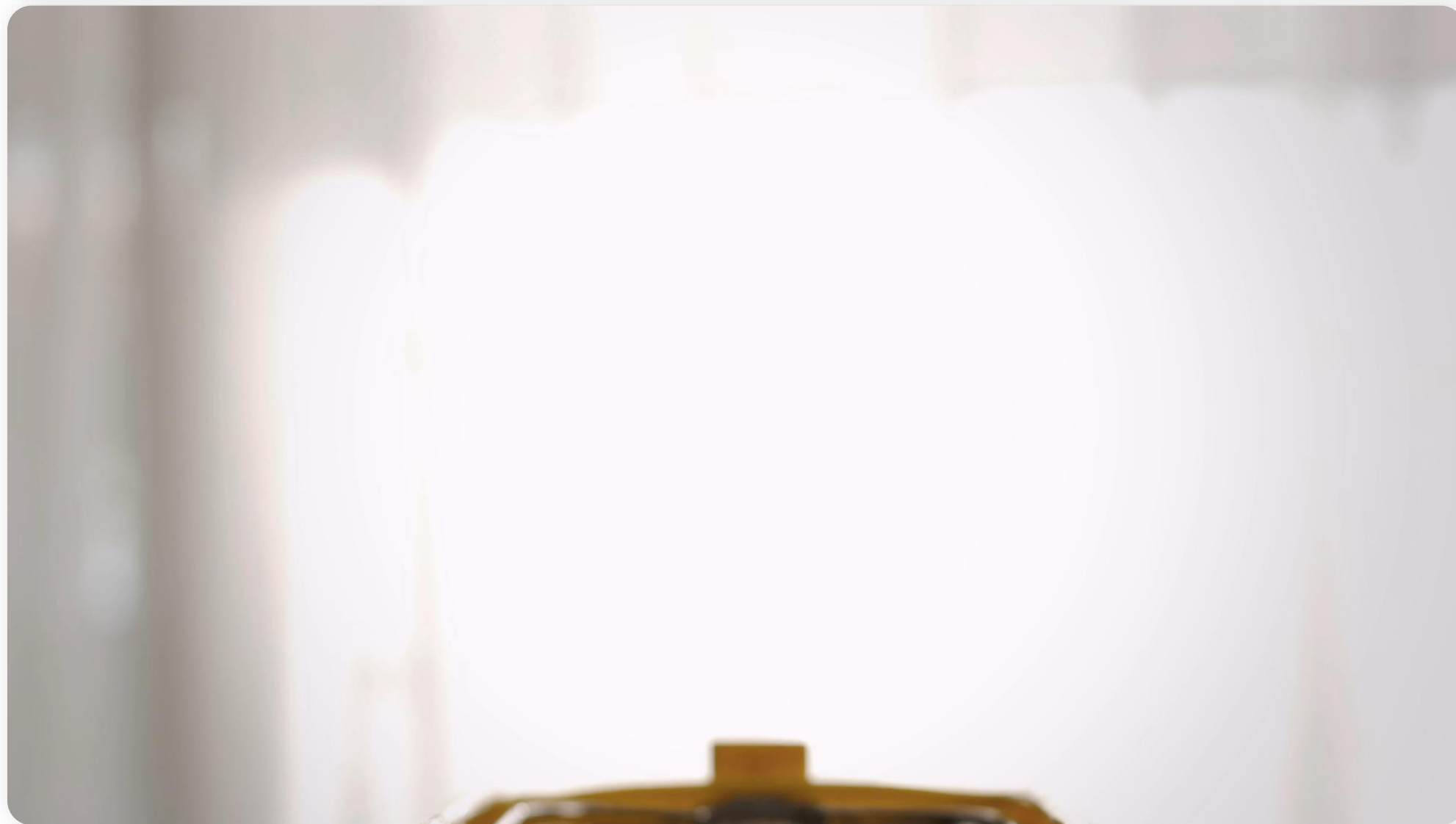




# Great relationships start here

Microsoft Advertising





A photograph of two young women, one with glasses and one with curly hair, smiling and looking at a laptop screen. The image is used as a background for the text.

# Creating customer value that leads to growth.



Digital acceleration



Data disruption



New behaviors





# 1.3 billion Windows Devices



Microsoft News



**Reach audiences where they browse, email, and search**  
% of user overlap between Microsoft's properties and Bing



**70%**  
Microsoft News

**48%**  
Outlook

**73%**  
Edge



Microsoft Advertising



# Windows audience

Microsoft Search Network has **47% share of searches** on Windows devices.

Windows users spend **120% more online** than the average internet user (BPI 220).

Windows users **have a greater propensity to purchase online.**



RELEVANT

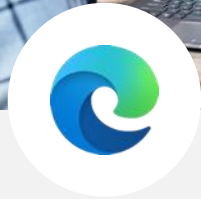


Windows users are **more likely to engage with advertising** to discover new products.



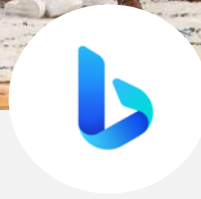


# Reaching over 1 billion people globally



**600M**

Devices with Edge installed<sup>1</sup>



**719M**

Unique searchers<sup>2</sup>

**16BN**

Global monthly searches<sup>2</sup>

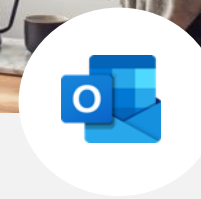


**484M**

Monthly unique visitors<sup>2</sup>

**20B**

Monthly page views

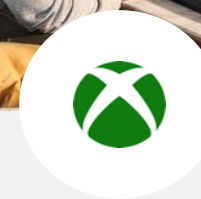
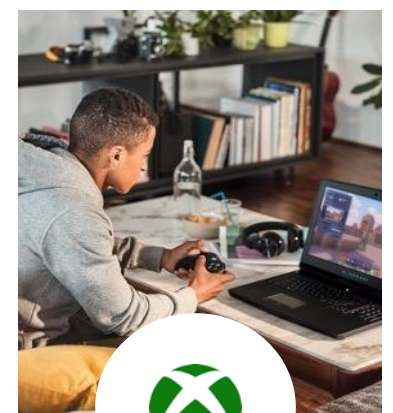


**108M**

Monthly unique visitors<sup>2</sup>

**44M**

Outlook active U.S. users<sup>2</sup>



**69M**

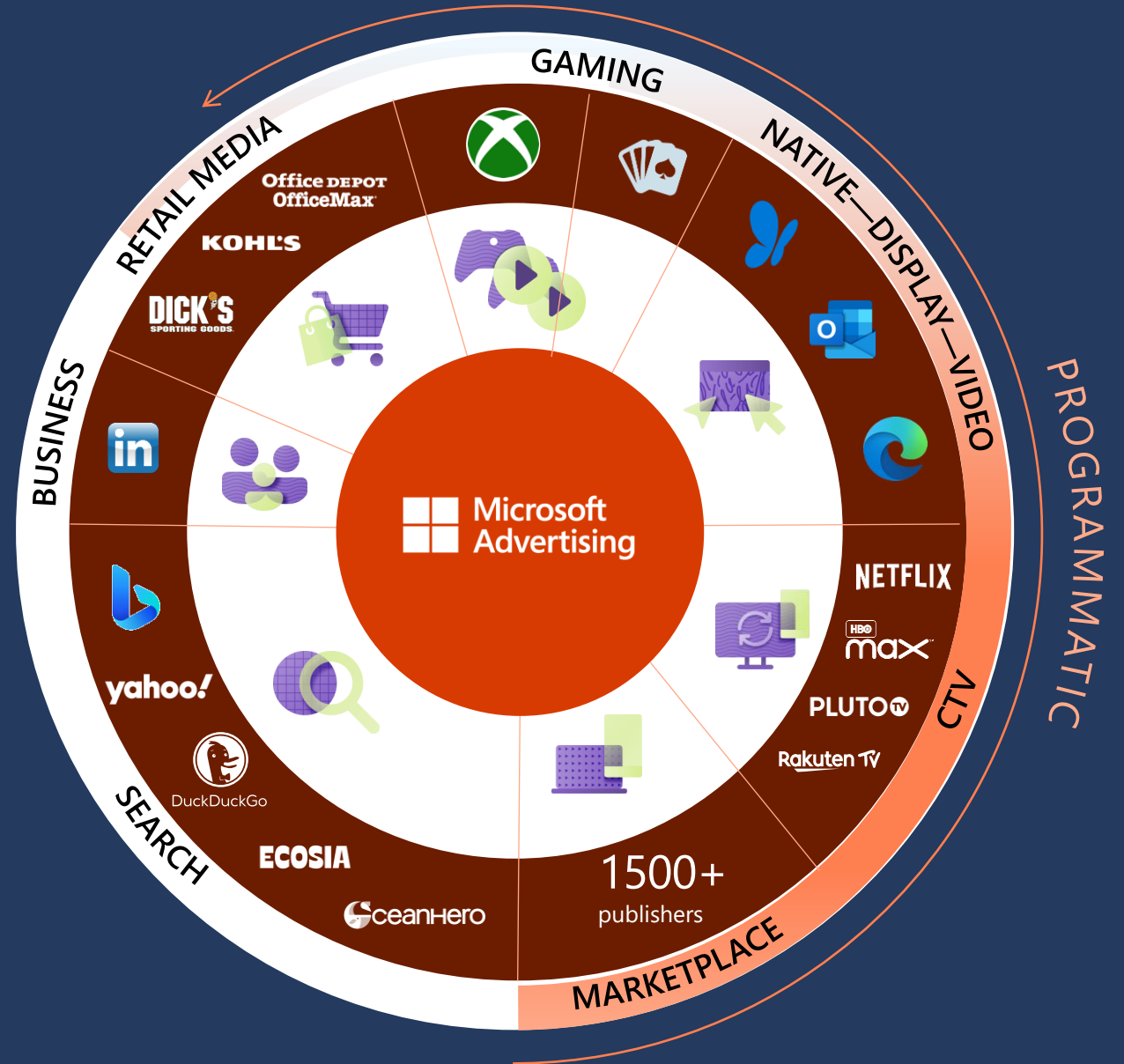
Xbox live monthly unique users<sup>2</sup>

**100 Hours**

Average time spent on Xbox per month<sup>1</sup>

# Microsoft Advertising Ecosystem

Powered by data and AI



# We have the benefits of



Search engine



Business platform



Gaming platform



Browser and content distributor



Retail media platform



DSP and SSP

all under the Microsoft umbrella



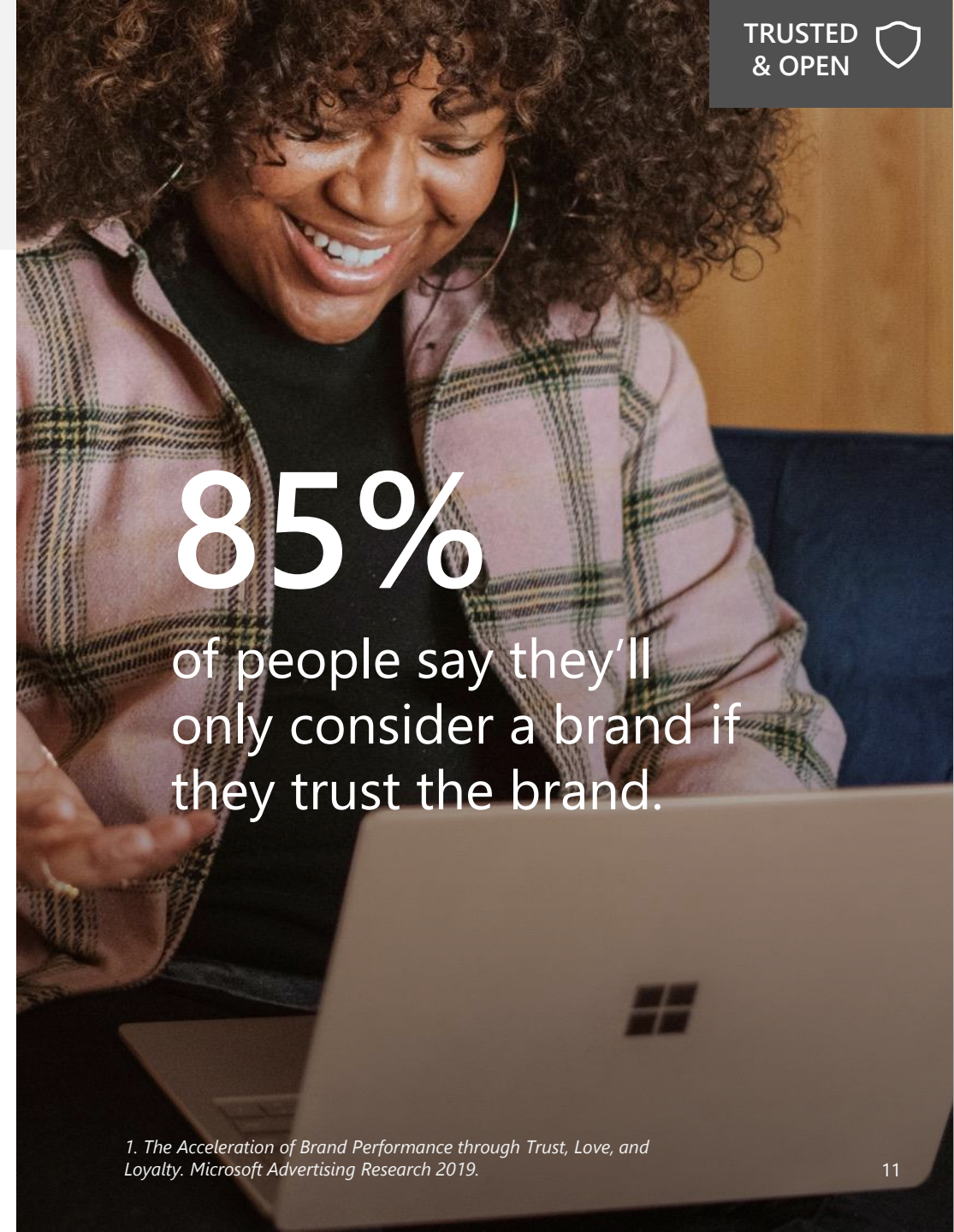
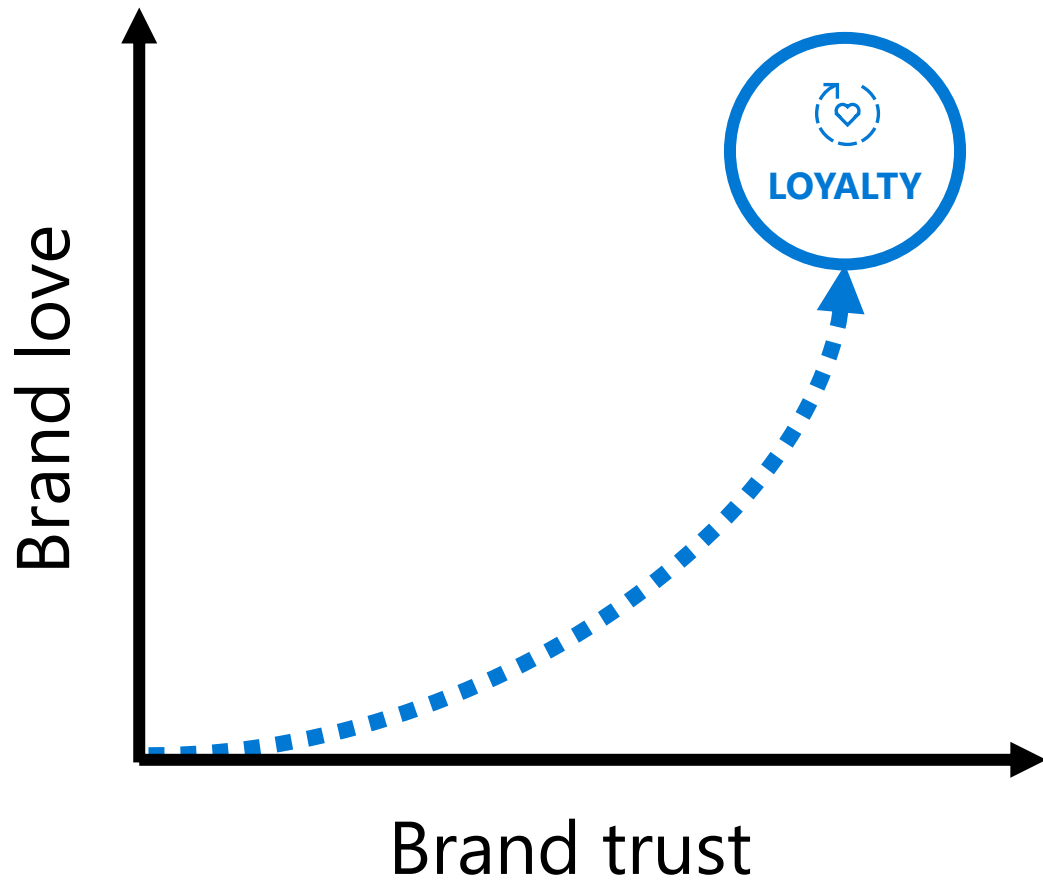
# Engage audiences using Microsoft's audience intelligence

AI powered by billions of first-party data signals to identify the right permissioned audience



Sources: 1. comScore, March 2021. 2. LinkedIn Public Data

# Marketing with purpose



85%

of people say they'll only consider a brand if they trust the brand.

# Microsoft Search Network



200 million  
unique monthly searchers



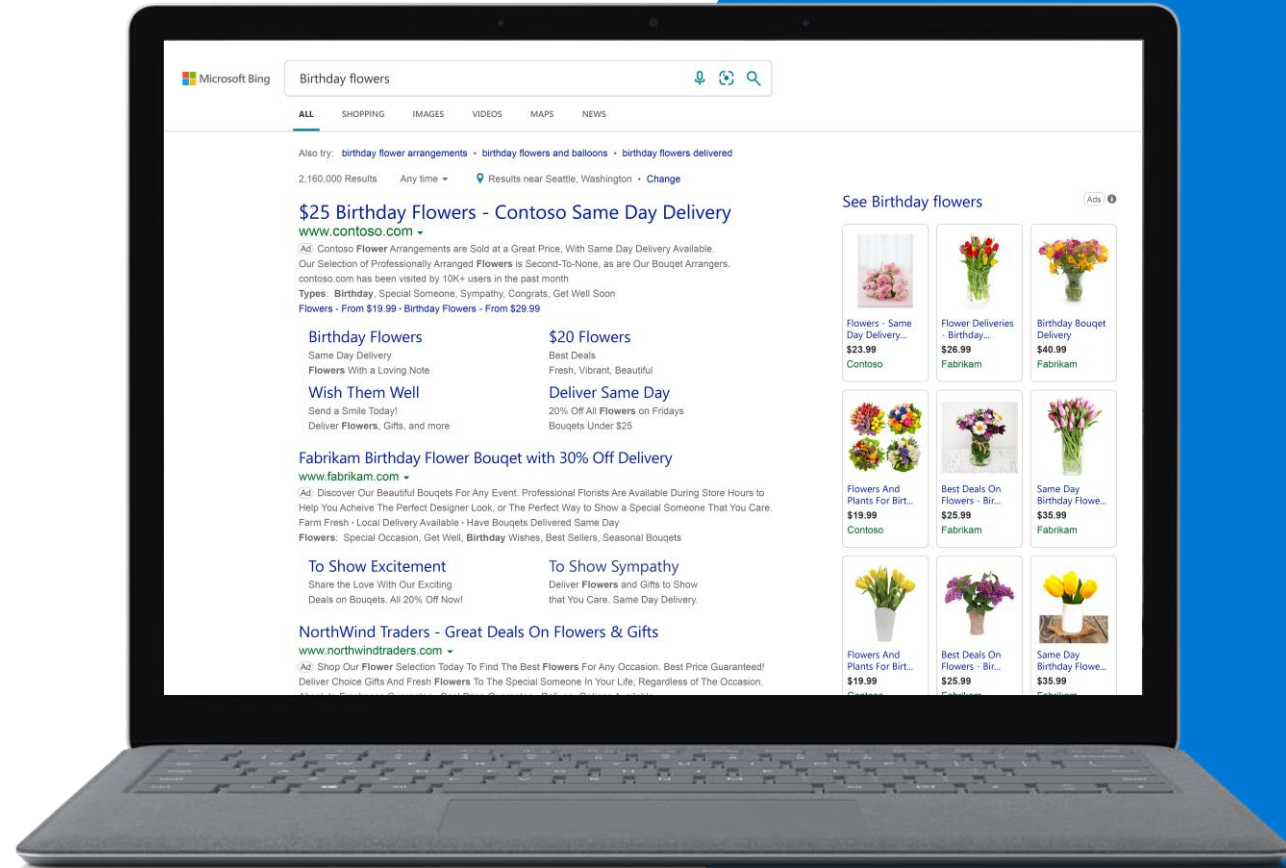
12 billion  
monthly searches



37%  
PC market share in the U.S.



47%  
share of searches on  
Windows devices



# Microsoft Search Network audience



**50/50**  
men and women



Over  
**half**  
are under the  
age of 45



**33%**  
graduated  
from college



**1/3**  
have a household  
income of \$85K+

# Microsoft Audience Network



253 million  
unique monthly users<sup>1</sup>



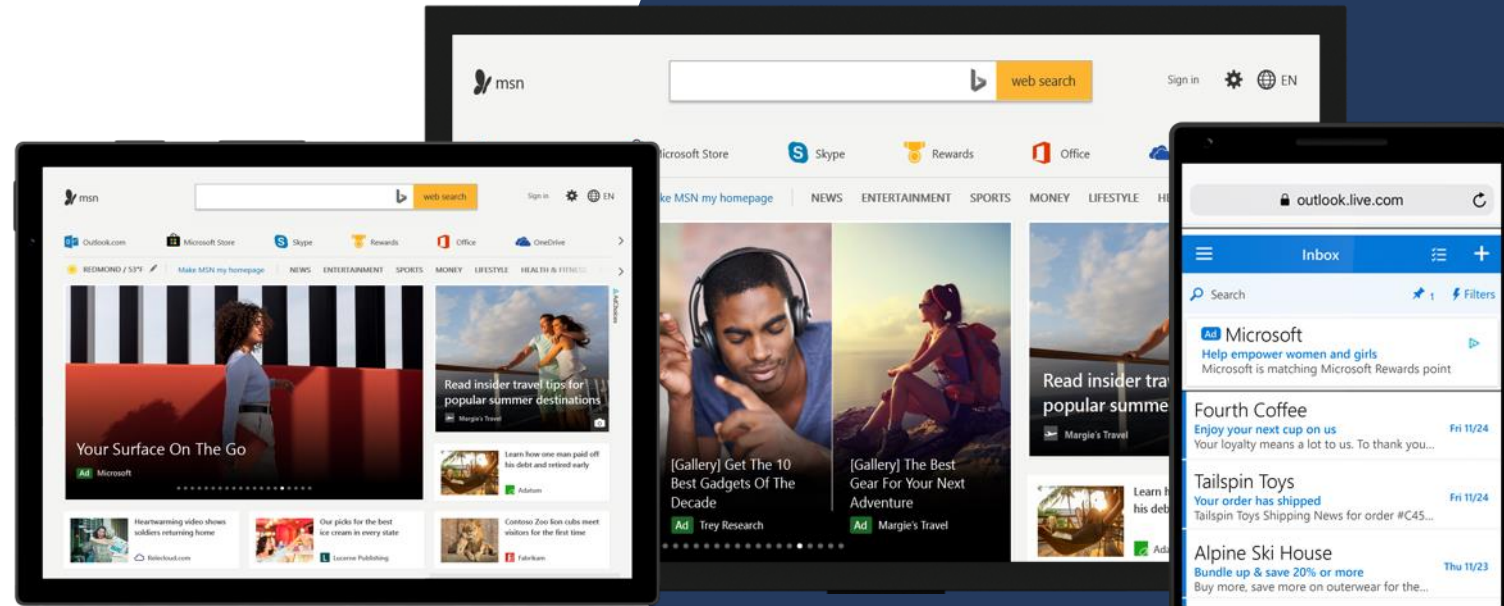
Premium native placements



Brand-safe experiences



Highly contextual ad  
placements



Source: 1.comScore Microsoft Audience Platform Report, May 2021. Numbers are rounded to the nearest percentage point.

# Microsoft Advertising Solutions

# Smarter customer journeys

## The value of cross-channel advertising



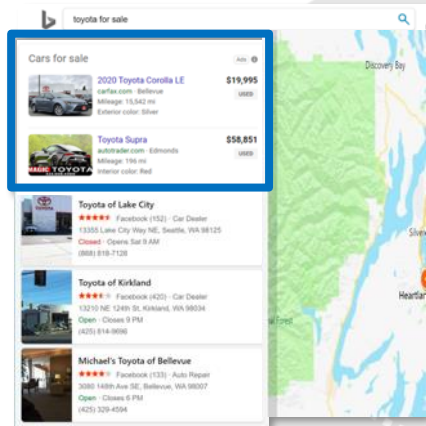
**STEP 01**  
High-reach  
channels



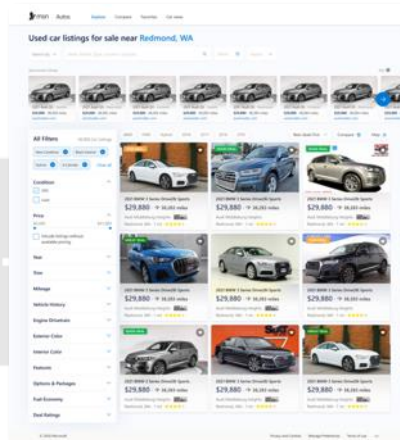
**STEP 02**  
Decision  
to begin  
research



**STEP 04**  
Consideration  
and price  
comparison

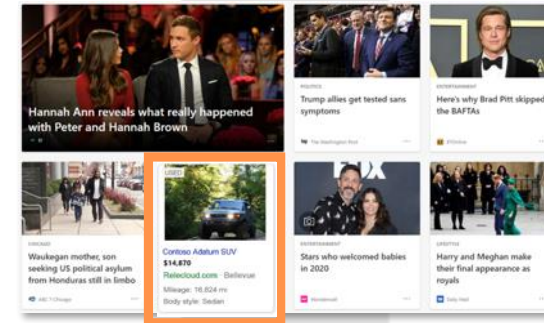
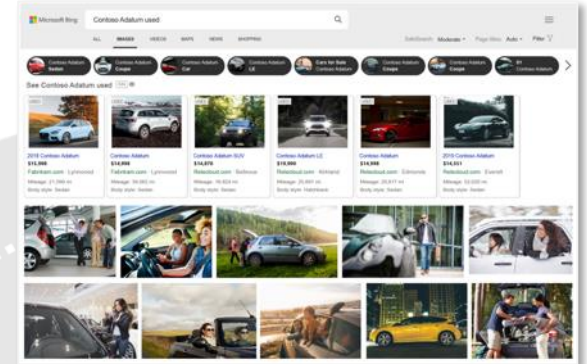


**STEP 03**  
Brand and  
category  
searches



**STEP 05**  
Engage  
with paid  
and organic  
search

**STEP 08**  
Re-engage  
product  
comparison



**STEP 07**  
Engage with  
native re-  
marketing

**STEP 06**  
Abandon  
research,  
continue  
browsing

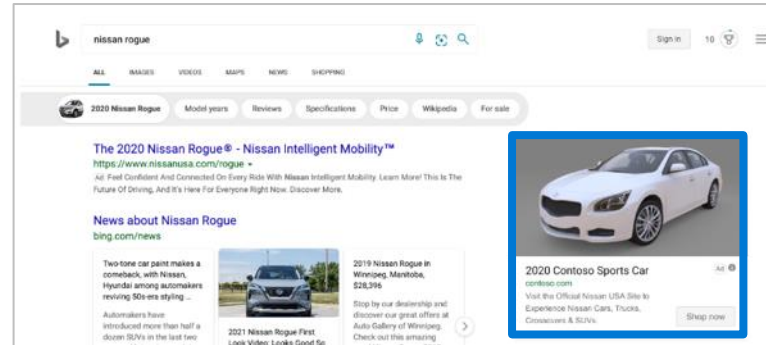
**STEP 09**  
Buy online,  
pick up in  
store

**STEP 10**  
Consider  
next  
product  
need

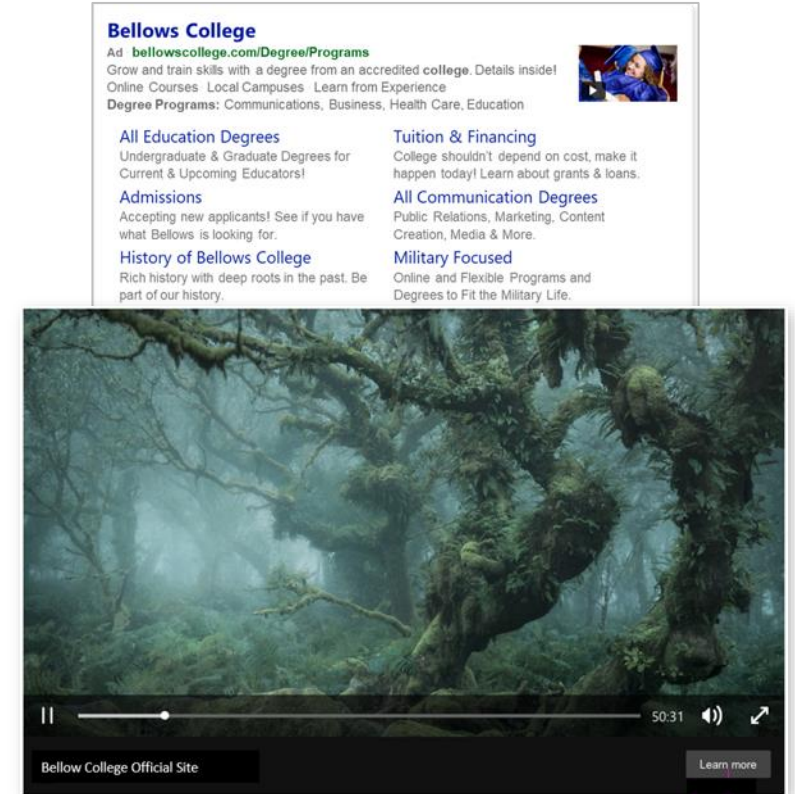
# Richer ad experiences



Video ads on the Microsoft Audience Network



Multimedia ads



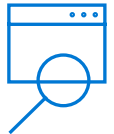
Video extensions

# Intelligent platform



## Intelligent auto-bidding

Achieve your bidding goals with Maximize clicks, Maximize conversions, Target CPA, Target ROAS, and Portfolio Bidding.



## Intelligent campaigns

Responsive Search Ads use AI to deliver the right ad combinations. Dynamic Search Ads use AI to identify relevant new queries.



## Intelligent audiences

Leverage our audience targeting powered by AI, from Smart Remarketing Lists to Similar Audiences.



## Automation tools

Empowering you with tools to import campaigns from Google/Facebook to automating extensions.



# Audience targeting: Reach and grow your audience

Choose one or multiple dimensions to use for targeting

## User and intent targeting



Remarketing



In-market audiences



Custom audiences



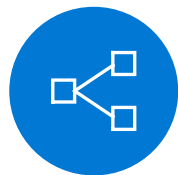
Dynamic remarketing



Similar audiences



Customer match



Custom combination lists

## User profile targeting



LinkedIn profile targeting<sup>1</sup>



Age and gender targeting

## Location and device



Location targeting



Device targeting

Get your ads in front of the right audience at the right time



With more options for targeting



Unique to the Microsoft Search Network

1. Three LinkedIn Profile Dimensions available: Industry, Company, and Job Function.

# Getting more value out of every interaction

Relevant reach



Intelligent experiences



Trusted & open digital platform





Microsoft Advertising. Great relationships start here.

[MicrosoftAdvertising.com](https://MicrosoftAdvertising.com)

Any enquiry, reach out to:

**SEUN.METHOWE@INMOBI.COM**