

# 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

## TODAY

### 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

### KNOWN USERS

First party data, emails, phone numbers etc.

### 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 1<sup>st</sup> party data

- Remarketing\*
- Dynamic remarketing\*
- Custom audiences
- Customer match



Using any audience targeting results in a

# 60%

higher conversion rate on average<sup>1</sup>



## Available on the Search and Microsoft Audience Network

Audience Targeting Feature	What it does	Performance Improvement
In-market Audiences	Curated lists of customers who have shown purchase intent	42% higher conversion rate <sup>1</sup>
Similar Audiences*	Users who are similar to your current customers	24% lower cost per acquisition <sup>1</sup>
LinkedIn Profile Targeting	Audiences based on their LinkedIn profile information, including company, industry or job function.	60% higher conversion rate <sup>1</sup>
Remarketing*	Users who have visited your site and are likely to convert	179% higher conversion rate <sup>1</sup>
Auto-generated Remarketing Lists*	When you don't have time to build your own remarketing lists	45% lower cost per acquisition <sup>1</sup>
Dynamic Remarketing*	Target users based on specific product IDs they've interacted with	164% higher conversion rate <sup>1</sup>
Customer Match	Use your own data (e.g., email address) to target and engage your customers	134% higher conversion rate <sup>1</sup>
Custom Audiences	Remarketing lists that are generated by using your own customer data	102% higher conversion rate <sup>1</sup>
UNIQUE TO THE MICROSOFT AUDIENCE NETWORK		
Predictive Targeting	New audiences that are likely to convert	46% higher conversion rate <sup>2</sup>

\*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.

Get started now on [ads.microsoft.com](https://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.  
2. Microsoft internal data; Global, Audience network, January 2023. Comparison with ad groups not using predictive targeting