

Microsoft Advertising and Google Ads feature comparison



Winter edition 2022

ATTRACT ONLINE SHOPPERS TO YOUR SITE WITH MICROSOFT ADVERTISING

Achieve business success with new products and features that will help you connect shoppers with the items they're searching for.

Thanks to your feedback, we continue to innovate and find opportunities to differentiate our products to meet your needs. With intelligent technology and insights you can trust, Microsoft Advertising is focused on making the process of managing your campaigns simpler and more intuitive. Review the chart below to see what's new at Microsoft Advertising and how we can help you connect with the people who matter to you.

	Google Ads	Microsoft Advertising	Helpful notes
TARGETING			
Audience			
LinkedIn Profile Targeting	✗	✓	Unique to Microsoft Advertising. Available for search and audience campaigns in US, CA, UK, AU, FR and DE. Targeting dimensions: industry, company, job function. Advertisers can be located in any market but will only be able to target LinkedIn users in the available markets.
Custom Audiences	✗	✓	Create Remarketing lists by importing from supported data management platforms (DMPs). Available globally except for European Union, NO and CH, depending on DMP. Google Ads has a feature called Custom Segments , but it's a different offering.
Ad group-level associations	✓	✓	
Campaign-level associations	✓	✓	Only available for campaigns on the search network.
Dynamic Remarketing	✓	✓	Available for retail vertical for search and audience campaigns: US, CA, UK, AU, IN, FR, DE, IT, ES, NL, SE, CH, AT and FR-BE. In pilot for verticals outside of retail for audience campaigns only (autos, entertainment, travel): US.
Remarketing	✓	✓	Maximum cookie window: Google Ads 540 days. Microsoft Advertising 390 days.
In-market Audiences	✓	✓	See available segments . Seasonal segments are Back-to-School, Black Friday, Christmas, Mother's Day, Valentine's Day. In-market Audiences are available in NA (US, CA), EMEA (UK, FR, DE, IE, IT, ES, NL, SE, CH, AT, BE, NO, DK, FI, AD, BG, CY, CZ, EE, GR, HR, HU, LI, LT, LU, LV, MC, MT, PL, PT, RO, SI, SK, SM, VA), APAC (AU, IN, NZ, ID, MY, PH, SG, TH, VN) and LATAM (AR, BR, CL, CO, MX, PE, VE).
Similar Audiences	✓	✓	Available for search and audience campaigns in US and CA. In pilot in UK, AU, IN, NZ, ID, MY, PH, SG, TH and VN.
Customer Match	✓	✓	Available for Microsoft Advertising in all markets except for the European Union, UK and CN. Health/wellness vertical not supported.
Custom Combination Lists	✓	✓	Custom Combination Lists can be created from Custom Audiences, Customer Match, Dynamic Remarketing, Remarketing and Similar Audiences.
Language, location and device			
Ad group	✗	✓	
Campaign	✓	✓	

	Google Ads	Microsoft Advertising	Helpful notes
SEARCH PARTNERS			
Transparency and controls			
Reports at domain level	✗	✓	
Search domain exclusions	✗	✓	Google Ads only allows exclusions on its display network.
Reports at network level	✓	✓	
BID MANAGEMENT			
Automated bidding			
Enhanced CPC	✓	✓	Available for text ads, Dynamic Search Ads, Shopping Campaigns. Available to all advertisers and campaign targets.
Maximize Clicks	✓	✓	Available for text ads, Dynamic Search Ads, Shopping Campaigns. Available to all advertisers and campaign targets.
Maximize Conversions	✓	✓	Available for text ads, Dynamic Search Ads. Available to all advertisers and campaign targets.
Target CPA (cost per acquisition)	✓	✓	Available for text ads, Dynamic Search Ads. Available to all advertisers and campaign targets.
Target ROAS (return on ad spend)	✓	✓	Available for text ads, Dynamic Search Ads, Shopping Campaigns. Available to all advertisers and campaign targets.
Target Impression Share	✓	✓	Available for text ads, Dynamic Search Ads. Available to all advertisers and campaign targets.
Portfolio bid strategies	✓	✓	
Seasonality adjustments	✓	✓	In pilot for Microsoft Advertising.
Smart Shopping Campaigns	✓	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Bid adjustment			
Location	✓	✓	
Day of week and time of day	✓	✓	
Device	✓	✓	
Demographic	✓	✓	
Household income	✓	✗	Planned for 2022.
Interactions (for example, calls)	✓	✗	
SHOPPING			
Product Ads			
Flyer Extensions experience	✗	✓	In pilot for Microsoft Advertising in the US.
Local Inventory Ads	✓	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Product Ads in Visual Search	✓	✓	Available for Microsoft Advertising in the US.
Shopping Campaigns for Brands	✓	✓	In pilot for Google Ads. In pilot for Microsoft Advertising in US and UK.
Blocking aggregator	✓	✓	Available on Google Ads for European Union. Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.

	Google Ads	Microsoft Advertising	Helpful notes
SHOPPING			
Merchant center			
Google Merchant Center Import (feeds)	✗	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Google Import (campaigns)	✗	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Feed type support	✓	✓	Automatic updates to price and availability. Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
FTP/SFTP, manual upload	✓	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Content API for feed updates	✓	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Products tab	✓	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Installment feed	✓	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Feed rule mapping	✓	✗	
CAMPAIGN MANAGEMENT			
Conversion tracking			
Microsoft Clarity insights	✗	✓	In pilot for Microsoft Advertising.
Time of click	✓	✓	
Include in “Conversions”	✓	✓	
Conversion sources			
Websites	✓	✓	
Apps	✓	✓	
Offline imports	✓	✓	Microsoft Advertising supports importing data from call-tracking providers.
In-store transaction	✓	✓	
Consent mode (Universal Event Tracking option)	✓	✓	In pilot for Microsoft Advertising.
Store visits	✓	✓	In pilot for Microsoft Advertising.
Phones	✓	✗	
Quality score visibility			
Campaign	✗	✓	
Ad group	✗	✓	
Keyword	✓	✓	
Scripts			
Campaign management	✓	✓	
Bid and budget management	✓	✓	
Performance data	✓	✓	
Easy searching with filters	✓	✓	
Negative keyword management	✓	✓	
URL fetch service	✓	✓	
Shopping	✓	✓	
Parallel tracking			
Parallel tracking	✓	✓	

	Google Ads	Microsoft Advertising	Helpful notes
CAMPAIGN MANAGEMENT			
Reporting			
Competition tab	✗	✓	
Inline location targeting recommendations	✗	✓	Available for Microsoft Advertising in the US.
Multi-account auction insights	✗	✓	
Performance targets	✓	✓	
Smart Campaigns	✓	✓	Available for Microsoft Advertising in US, UK and AU.
ACCOUNT MANAGEMENT			
Recurring insertion orders	✗	✓	
Insertion order import and export	✗	✓	
IO budget recommendations	✗	✓	
Multi-account access	✓	✓	
Hierarchies and Shared Library	✓	✓	
Seamless payment setting switching	✓	✓	
Paperless billing	✓	✓	
Unified notification queue	✓	✓	
EXTENSIONS			
Ad extensions			
Multi-Image Extensions	✗	✓	
Action Extensions	✗	✓	
Filter Link Extensions	✗	✓	
Marketing with Purpose attributes	✗	✓	Displayed in ad as dynamic partner enhancement (automated extensions). Available in US, CA, UK, FR and DE.
Video Extensions	✗	✓	
Image Extensions	✓	✓	Available in all Microsoft Advertising markets, except CN.
Callout Extensions	✓	✓	Available in all Microsoft Advertising markets, except CN.
Structured Snippet Extensions	✓	✓	Available in all Microsoft Advertising markets, except CN.
Call Extensions	✓	✓	Available on all devices in US, UK and AU. Available on smartphones only in all other Microsoft Advertising markets, except CN.
Location Extensions	✓	✓	
Price Extensions	✓	✓	
Promotion Extensions	✓	✓	
App Extensions	✓	✓	Available in all Microsoft Advertising markets, except CN.
Review Extensions	✓	✓	Available in all Microsoft Advertising markets, except CN.
Automated extensions	✓	✓	Available globally for Microsoft Advertising, details vary by market and extension type.
Message Extensions	✓	✗	
Lead Form Extensions	✓	✗	

	Google Ads	Microsoft Advertising	Helpful notes
EXTENSIONS			
Sitelink Extensions			
Account, campaign and ad group level	✓	✓	
Different URLs	✓	✓	Microsoft Advertising also offers same URL extension.
Third-party URLs	✓	✓	Google Ads allows third-party links under limited circumstances.
AD TYPES			
Static headlines for Dynamic Search Ads	✗	✓	Available for Microsoft Advertising in US, CA, UK, AU, IN, FR, DE, NZ, IE, IT, ES, NL, SE, CH, AT, BE, DK, NO, FI, ID, MY, PH, SG, TH, VN, AR, BR, CL, CO, MX, PE and VE.
Multimedia Ads	✗	✓	In pilot for Microsoft Advertising.
Ad Creator	✗	✓	In pilot for Microsoft Advertising for Multimedia Ads in the US.
Cruise Ads	✗	✓	In pilot for Microsoft Advertising in the US.
Credit Card Ads	✗	✓	In pilot for Microsoft Advertising in US, CA, UK, AU, FR and DE.
Professional Service Ads	✗	✓	In pilot for Microsoft Advertising.
Health Insurance Ads	✗	✓	In pilot for Microsoft Advertising in the US.
Product Ads (shopping)	✓	✓	Available for Microsoft Advertising in all Shopping Campaigns markets – US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO and FI.
Expanded Text Ads	✓	✓	
Responsive Search Ads (RSA)	✓	✓	
Responsive Search Ads location insertion	✓	✓	
Responsive Search Ads countdown customizer	✓	✓	
Hotel Price Ads	✓	✓	In pilot for Microsoft Advertising in US, CA, UK, AU, IN, FR, DE, IE, IT, ES, NL, CH, AT, BE, NO, FI, AD, BG, CY, CZ, EE, GP, GR, HR, HU, LI, LT, LU, LV, MC, MQ, MT, NC, PF, PL, RE, RO, SK, SI, SM, VA, AR, BR, CL, CO and MX.
Property Promotion Ads	✓	✓	In pilot for Microsoft Advertising in US, CA, UK, AU, IN, FR, DE, CH, BE, GP, LU, MQ, NC, PF and RE.
Tours and Activities Ads	✓	✓	In pilot for Microsoft Advertising. Ads will only be shown in US, CA, UK and AU.
Automotive Ads	✓	✓	In pilot for Microsoft Advertising.
Dynamic Search Ads page feeds	✓	✓	Available for Microsoft Advertising in US, CA, UK, AU, IN, FR, DE, NZ, IE, IT, ES, NL, SE, CH, AT, BE, DK, NO, FI, ID, MY, PH, SG, TH, VN, AR, BR, CL, CO, MX, PE and VE.
Expanded Dynamic Search Ads	✓	✓	Available for Microsoft Advertising in US, CA, UK, AU, IN, FR, DE, NZ, IE, IT, ES, NL, SE, CH, AT, BE, DK, NO, FI, ID, MY, PH, SG, TH, VN, AR, BR, CL, CO, MX, PE and VE.
App Install Ads	✓	✓	Available for Microsoft Advertising.
Ad customizers	✓	✓	
Countdown customizers	✓	✓	
IF functions for Expanded Text Ads	✓	✓	
Nonprofit advertising discounts/grants	✓	✓	In pilot for Microsoft Advertising as Ads for Social Impact in US, CA, UK, AU, FR, NL and IL.
Call-only ads	✓	✗	



We're in a constant mode of listening and responding. Many other features and products are in development but not ready to be shared. Visit the [ad products overview](#) or [audience targeting overview](#) for more information. To see suggestions on how to improve your experience with Microsoft Advertising, recommend a new feature suggestion, request enhancements to an existing feature, or vote on ideas that others have submitted, please visit the [Feature Suggestion Forum](#).