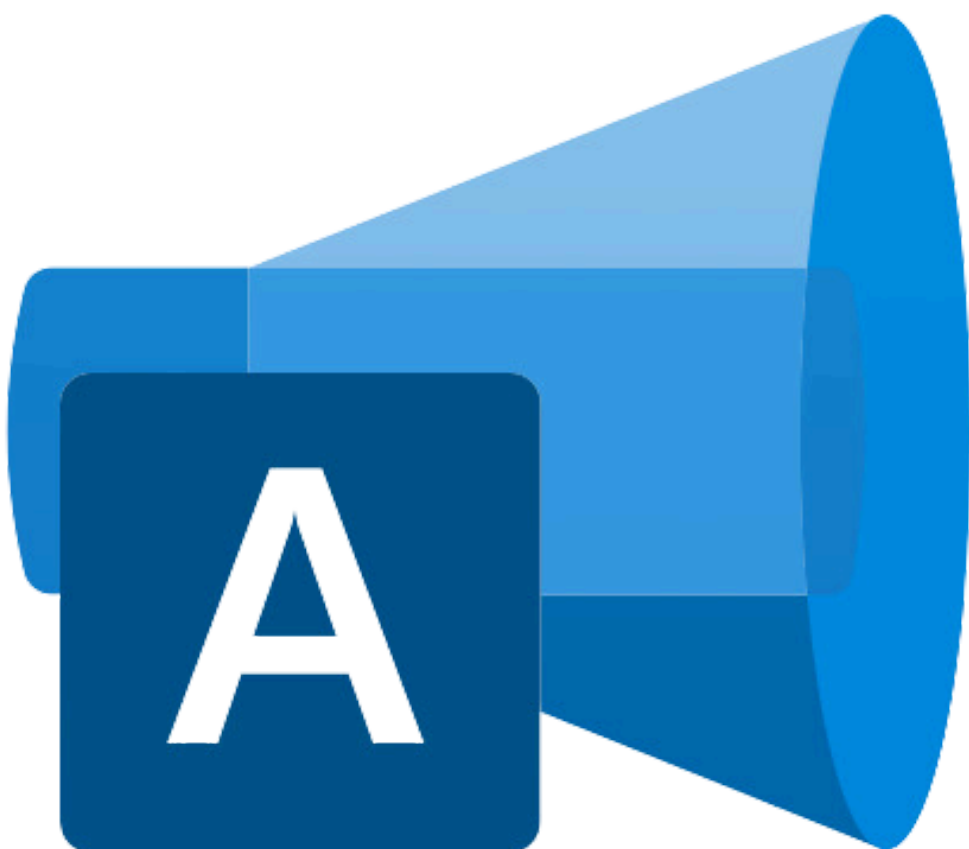


NEW PERFORMANCE MAX FEATURES: MICROSOFT ADS

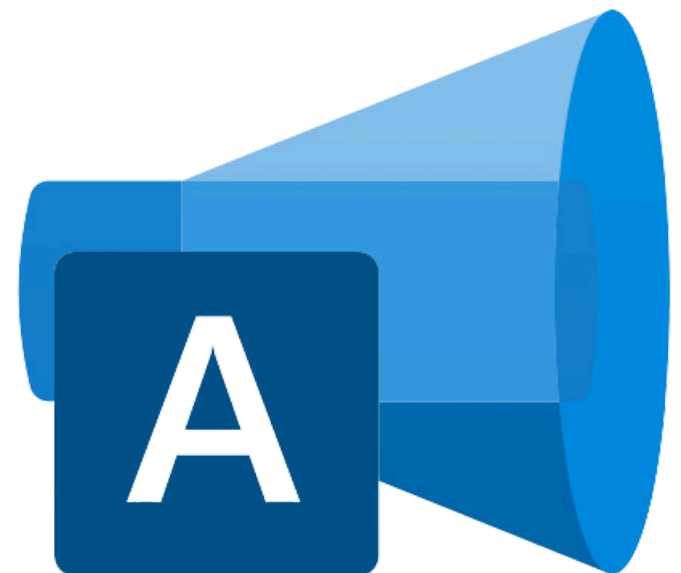


GEORGI ZAYAKOV

NEW PMAX FEATURES MICROSOFT ADS

INTRODUCTION

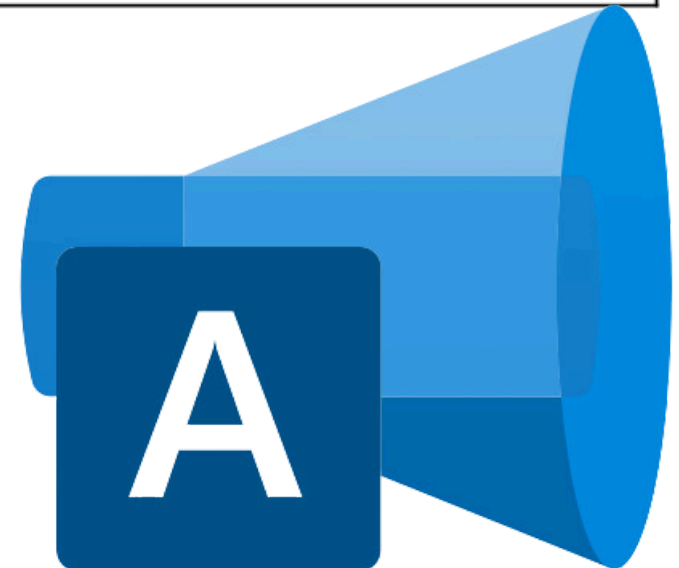
Google wasn't the only advertising platform announcing new features this week. Microsoft is also doubling down on its PMax offering, with even more capabilities promised for the future.



NEW PMAX FEATURES MICROSOFT ADS

COMPARISON GOOGLE VS MICROSOFT

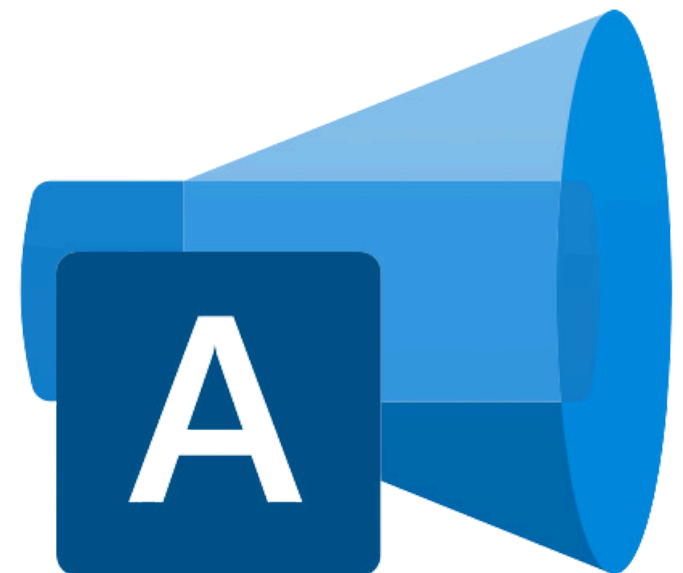
Performance Max capabilities	Google Ads	Microsoft Advertising
Multimedia ads	N/A	Available for Performance Max and other campaign types
Search term insights report	Available	
Search themes	Available	Available for Performance Max
URL rules at asset group level	Available	
Brand exclusions (campaign level)	Available	In pilot – October 2024
Scripts support	Available	Available
Audience insights reports	Available	January 2025
Asset level conversion reporting	Available	January 2025
Conversion value rules	Available	Q1 2025
New customer acquisition goals	Available	Q1 2025
LinkedIn Profile Targeting as audience signal	N/A	Q1 2025
Disclaimer support	Available	<i>Coming in the future</i>
Experiments support	Available	<i>Coming in the future</i>
Forecasting tools	Available	<i>Coming in the future</i>
Support for vertical ads	Available	<i>Coming in the future</i>
Video assets	Available	<i>Coming in the future</i>



NEW PMAX FEATURES MICROSOFT ADS

AUDIENCE INSIGHTS REPORTING

View and export metrics by audience name or category (e.g., in-market, remarketing). Reports show audiences tied to campaign signals. Users outside defined targets appear under 'Users not in audience segments.'



NEW PMAX FEATURES MICROSOFT ADS

EXAMPLE

Campaigns Last 30 days: 10/27/2024 - 11/25/2024

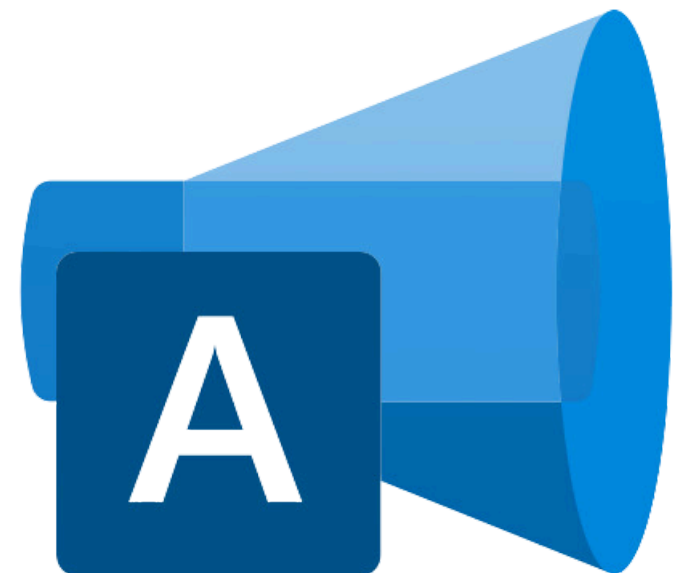
We've upgraded your Smart Shopping campaigns to Performance Max campaigns, which use the best of Microsoft's automation to find you more conversions. [Learn more about Performance Max campaigns.](#)

Sun, 10/27/2024 Mon, 11/25/2024

[+ Create](#) Status: All campaigns [+ Add filter](#) Search Segment Columns Download Expand table Hide graph

<input type="checkbox"/>	Campaign	Clicks	Impr.	CTR	Avg. CPC	↓ Spend	Conv.	View-through conv.	Top impr. rate	Abs. top impr. rate
<input type="checkbox"/>	Bing PMAX - All products	518	98,495	0.53%	1.23	639.30	5.00	1.00	0.00%	0.00%
	Combined lists	0	80	0.00%	0.00	0.00	0.00	0.00	0.00%	0.00%
	In-market audiences	125	30,808	0.41%	0.95	118.75	0.00	0.00	0.00%	0.00%
	Remarketing lists	26	3,373	0.77%	1.34	34.80	1.00	1.00	0.00%	0.00%
	Users not in audience segments	367	64,234	0.57%	1.32	485.75	4.00	0.00	0.00%	0.00%
<input type="checkbox"/>	US - Smart Shopping Campaign - MAX - GSF201980 - 20240415162320	0	0	0.00%	0.00	0.00	0.00	0.00	0.00%	0.00%
<input type="checkbox"/>	Smart Shopping	0	0	0.00%	0.00	0.00	0.00	0.00	0.00%	0.00%
	> Filtered total - 3 campaigns	518	98,495	0.53%	1.23	639.30	5.00	1.00	0.00%	0.00%
	> Search ads total	2,480	68,735	3.61%	2.14	5,316.86	175.00	0.00	58.27%	10.92%
	Audience ads total	0	0	0.00%	0.00	0.00	0.00	0.00	0.00%	0.00%
	> Performance Max campaigns total	518	98,495	0.53%	1.23	639.30	5.00	1.00	0.00%	0.00%
	Deleted items total	0	0	0.00%	0.00	0.00	0.00	0.00	0.00%	0.00%
	> Overall total - 34 campaigns	2,998	167,230	1.79%	1.99	5,956.16	180.00	1.00	58.27%	10.92%

View of campaign-level view.
Also available at the account
and asset level.

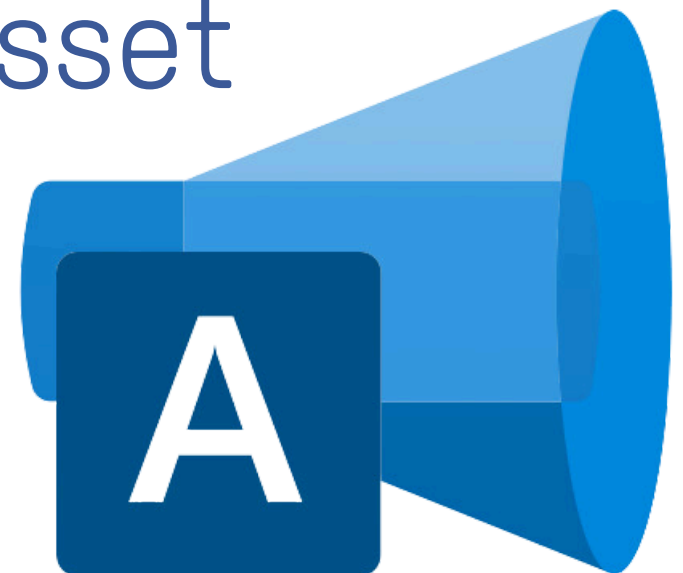


NEW PMAX FEATURES MICROSOFT ADS

ASSET LEVEL CONVERSION METRICS

Access conversion metrics in asset details at the asset group level.

1. Asset reports available at account and campaign levels.
2. Download functionality supported at the asset group level.

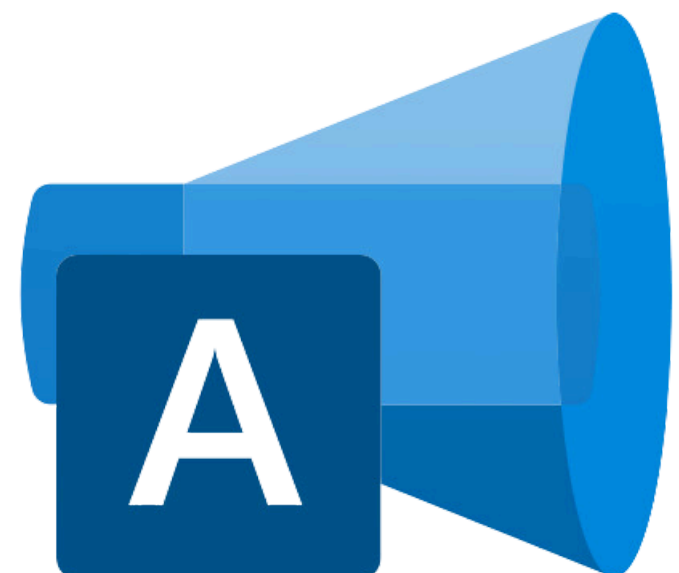


NEW PMAX FEATURES MICROSOFT ADS EXAMPLE

Assets Combinations Entire time: 12/9/2021

Edit + Add filter

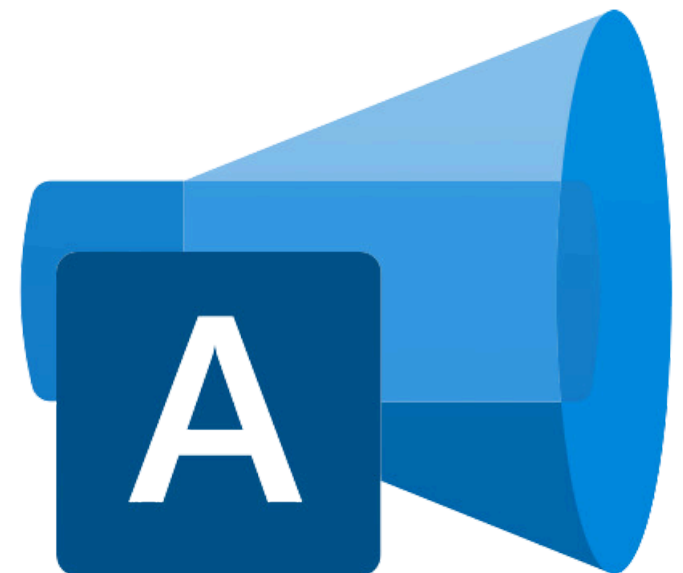
Asset	Asset ID	Asset type	Policy status	Source	Impr. ?	Conv. ?	Revenue ?
		Call to action	Approved	Advertiser provided	145,444		
		Headline	Approved	Advertiser provided	31,438	4.00	1,484.55
		Headline	Approved	Advertiser provided	143,788	41.00	12,020.09
		Description	Approved	Advertiser provided	462,408	11.00	3,224.95
		Headline	Approved	Advertiser provided	783,078	63.00	20,192.83
		Headline	Approved	Advertiser provided	0	0.00	0.00
		Description	Approved	Advertiser provided	783,078	63.00	20,192.83



NEW PMAX FEATURES MICROSOFT ADS CONVERSION VALUE RULES

Conversion Value Rules:

- Adjust values by location, device, or audience.
- Optimize in Microsoft without code changes.
- Real-time bidding with Target ROAS or Maximize Value.



NEW PMAX FEATURES MICROSOFT ADS

EXAMPLE

Let me choose specific locations

Search for location

Enter a location to target or exclude

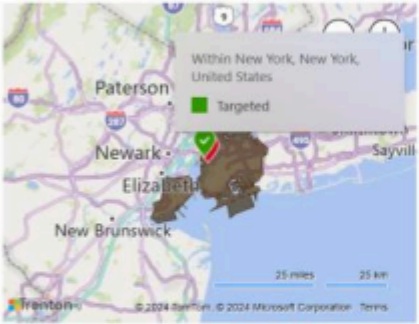
For example, the US, a state, coordinates in the US, or a ZIP code.

Targeted locations

- Within New York, New York, United States

Excluded locations

- Within Brooklyn, New York, United States



For locations you want to include, adjust values for

- People in your targeted locations
- People searching for or viewing pages about your targeted locations

For locations you want to exclude, adjust values for

- People in your targeted locations
- People searching for or viewing pages about your targeted locations

Value adjustment

Add 2

Add

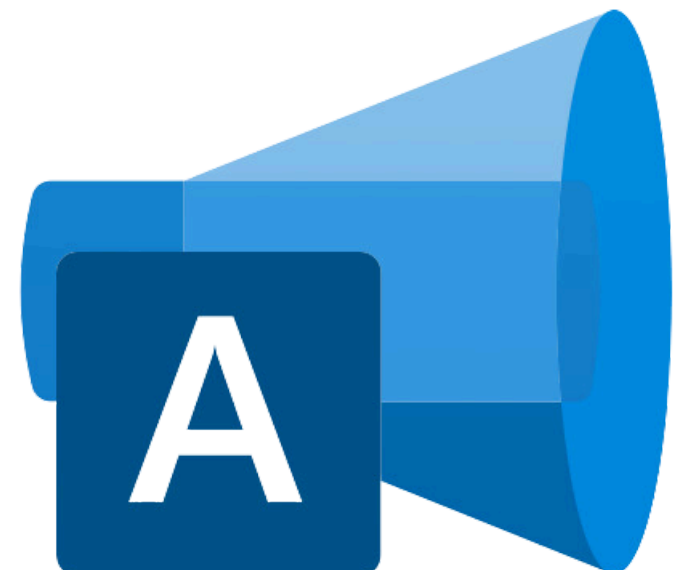
Multiply

Conversion value rule preview

If Location: New York, ...

And Audience: All audiences

Then Multiply 5.5

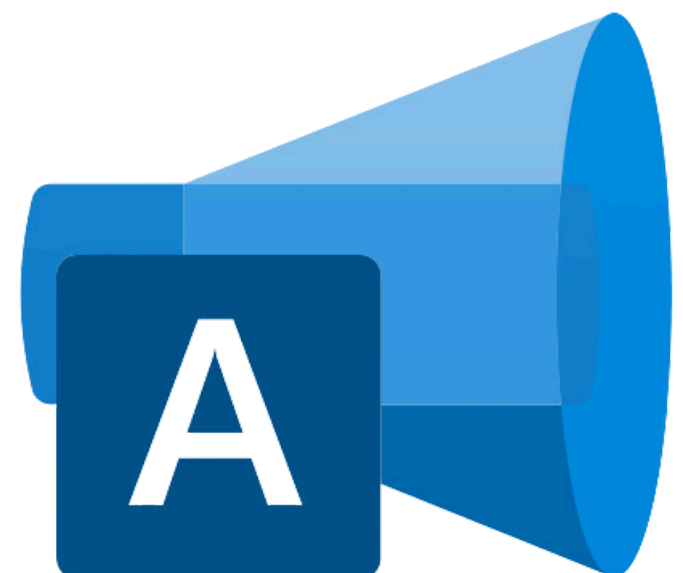


NEW PMAX FEATURES MICROSOFT ADS

NEW CUSTOMER ACQUISITION

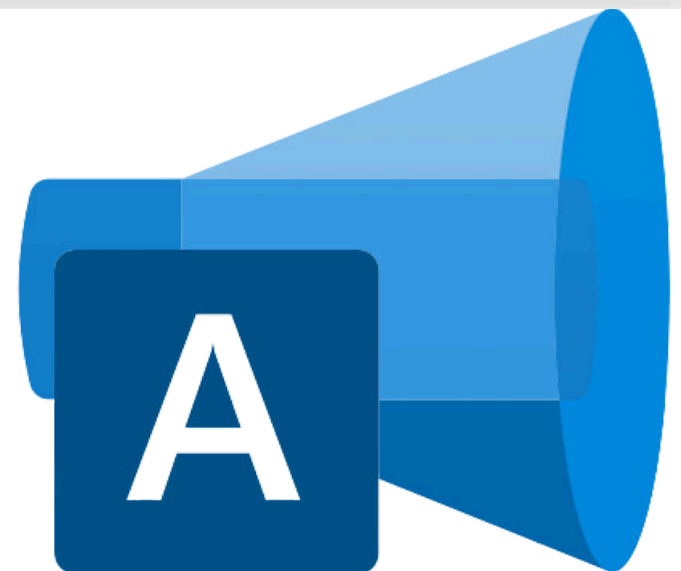
Reach New Customers:

- Use PMax ads to target and bid higher for new customers or focus exclusively on them.



NEW PMAX FEATURES MICROSOFT ADS EXAMPLE

The screenshot shows the Microsoft Advertising interface for a new performance max campaign. The top navigation bar includes 'Microsoft Advertising', 'Contoso US (123456789)', and a user profile for 'Mona Kane'. The main heading is 'New performance max campaign'. A left sidebar contains navigation links: 'Assets', 'Targeting', 'Campaign details', 'Budget', and 'Summary'. The main content area is titled 'How much do you want to spend?' and includes a 'Bid strategy' section with a dropdown menu set to 'Maximize conversions'. Below this is a section for 'Optimize new customer acquisition', which is highlighted with a purple border. This section has a toggle switch turned on and offers two options: 'Bid higher for new customers' and 'Bid only for new customers' (which is selected). Underneath, there are buttons for 'Segment A', 'Segment B', and 'Segment C', along with an 'Edit customer acquisition' button. At the bottom, a 'Budget' section shows an 'Advanced' budget of '\$45/day | \$1,350/month' with associated performance metrics: 'Monthly conversions 130 - 145', 'Monthly impressions', 'CTR 3%', and 'Monthly clicks'. On the right side, an 'Estimated monthly performance' box displays metrics: 'Conversions 3K - 4.6K', 'Impressions 150 - 590', 'Clicks 2.41% - 6.03%', and 'CTR 0.09 - 0.27'. A disclaimer at the bottom of this box states, 'These are estimated figures and do not guarantee future results.'

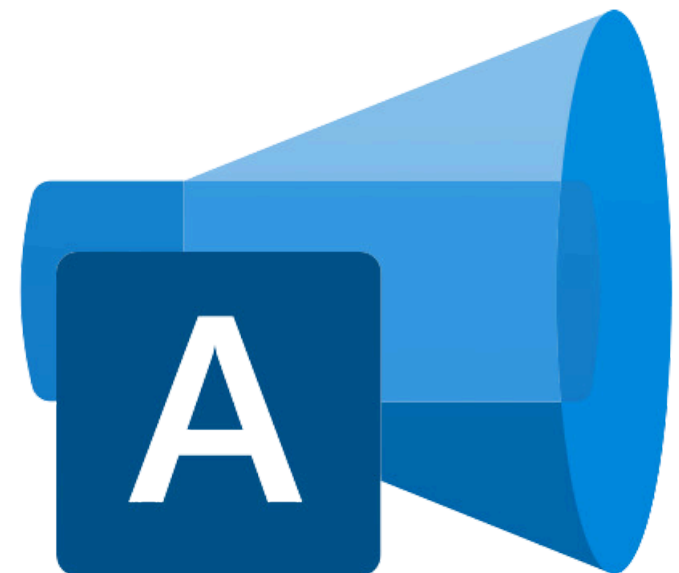


NEW PMAX FEATURES MICROSOFT ADS

LINKEDIN PROFILE TARGETING

Add LinkedIn profile targeting as an audience signal based on Company, Industry, and Job function.

(Available in US, CA, UK, AU, FR, and DE markets)



NEW PMAX FEATURES MICROSOFT ADS

CURIOUS TO LEARN MORE?

Watch on-demand:

[https://msa.eventbuilder.com
/event/89362/occurrence/84
601/recording](https://msa.eventbuilder.com/event/89362/occurrence/84601/recording)



Ask me a question:

[https://www.hutter-
consult.com/downloads/googl
e-ads-detective/](https://www.hutter-consult.com/downloads/google-e-ads-detective/)



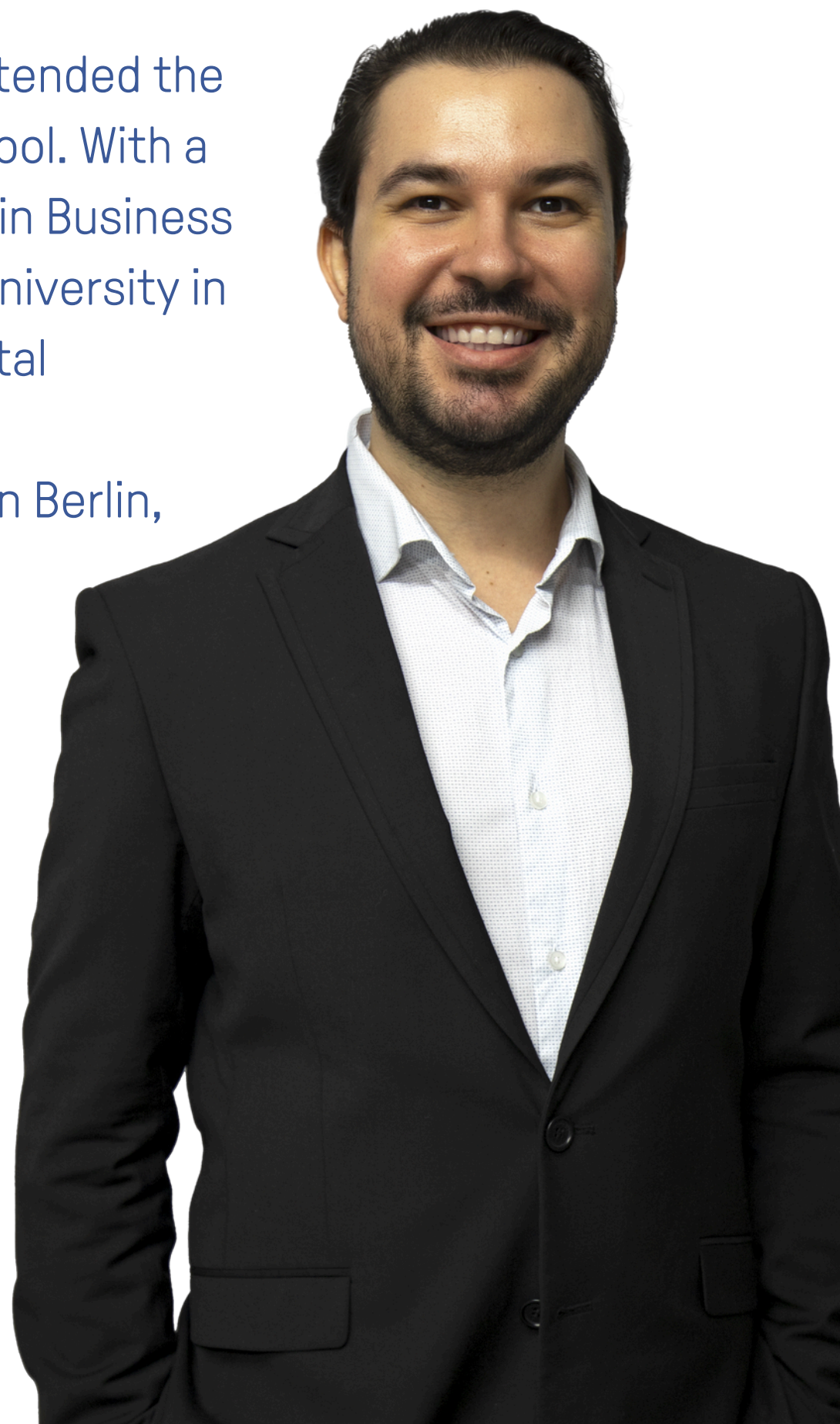
FOLLOW GEORGI ZAYAKOV

For more captivating Google content

Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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