

Add negative keywords to campaigns in Microsoft Advertising

1. Select **Keywords > Negative Keywords**.
2. Select the campaign destination for the new negative keyword and click OK.
3. Enter the **negative keywords** in the edit panel and **SAVE**.

The screenshot shows the 'All Campaigns' interface with the 'Keywords' tab selected. Under 'Keywords', the 'Negative keywords' sub-tab is active. The 'Create negative keywords' section is visible, featuring a 'Campaign' dropdown menu and a list of negative keywords. A green arrow points from the text 'Match type required by' to the 'Match type' column header in the negative keywords list.

Types of negative keywords:

[exact]

A *negative phrase-match keyword* allows you to exclude your ad for searches that correspond exactly to the keyword.

“phrase”

A *negative phrase-match keyword* allows you to exclude your ad for searches that include the keyword phrase. Searches may include additional words, and the ad won't show as long as the keywords are included in the search in the same order.

To be more efficient and scale, you can also use keyword lists:

<https://docs.microsoft.com/en-us/advertising/guides/negative-keywords?view=bingads-13#sharednegativekeywordlists>

Negative Keywords list

MAIL		VPN	
"proton"	"بروتون البريد الإلكتروني"	"proton"	"PoroTonvpn"
"protonmail"	"بروتون البريد الإلكتروني"	"protonvpn"	"Poroton VPN"
"proton mail"	"プロトン"	"proton vpn"	"VPN 양성자"
"protonmai"	"Prononmail."	"porton von"	"質子"
"proton mai"	"陽子メール"	"portonvpn"	"質子VPN"
"prontomail"	"Prononmai."	"porotonvpn"	"質子VPN"
	"陽子を持っています"	"poroton vpn"	"波頓馮"
"pronto mail"	"穴"		
"portonmail"	"Bronto Mail."	"vpn proton"	"端口vpn"
"porton mail"	"バー トンミ リル"	"протон"	"質子蛋白"
"porotonmail"	"メールバー トン."	"протонvpn"	"波羅頓VPN"
"poroton mail"	"ポロ トンマイル."	"протон VPN"	"VPN質子"
"proton email"	"ポロ トンメール."	"Porton Von."	
"email proton"	"陽子メール"	"Portonvpn."	
"протон"	"양성자"	"поротонvpn"	
"протонмаил"	"Prononmail."	"Poroton VPN"	
"Протонная почта"	"양성자 우편물"	"VPN протон"	
"протонмай"	"Prononmai."	"بروتون"	
"протон май"	"양성자가있다."	"protonvpn."	
"пронзительный"	"구멍"	"بروتون VPN."	
"Pronto Mail."	"브론 토 메일."	"پورتون فون"	
"Портонмаил"	"Burton milil."	"portonvpn."	
"Porton Mail."	"Barton 이메일을 보내십시오."	"porotonvpn."	
	"Poroton 파일."	"بوروتون VPN."	
"поротонмаил"	"폴로 턴 메일."		
"Поротон почты"		"بروتون VPN"	
"электронная почта протона"	"質子"	"プロトン"	
"электронной почты протон"		"陽電"	
"بروتون"	"質子郵件"		
"Prononmail."	"普羅邁"	"プロトンVPN"	
"بروتون بريد"	"質子麥"	"ポルトンフォン"	
"Prononmai."	"速遞郵件"	"Portonvpn"	
"بروتون قد"	"快速郵件"	"Porotonvpn"	
"نقب"	"港口郵件"	"ポロ トンVPN"	
"بريد بروتون"	"波頓郵件"	"VPNプロトン"	
"بروتون ميليل"	"郵件"	"양성자"	
"بريد بروتون"	"波羅頓郵件"	"Protonvpn"	
"porotonmail."	"質子電子郵件"	"양성자 VPN"	
"Poroton Mail."	"電子郵件質子"	"포르톤 폰"	
		"포르톤 vpn"	

If you have any questions or need any assistance, please reach out to us at partners@proton.me.

The Proton Team