



The digital marketer's guide: Preparing for a cookieless world

Build your audience with
Microsoft Advertising

Microsoft Advertising. Great relationships start here.



Host

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The changing digital landscape

A close-up photograph of two young women of African descent smiling and looking at a screen. The woman on the left is wearing glasses and a grey t-shirt, leaning over the woman on the right. The woman on the right has curly hair and is wearing a green top. The background is a blurred indoor setting.

Digital identity is changing

First-party data will be critical to customer relationships



Cookies 101

What is the purpose of cookies?

Cookies are used to track user behavior.



How are first-party and third-party cookies similar?

They both contain the same pieces of information and can do the same things.



How are first-party and third-party cookies different?

The way they're created and used by websites.

Preparing for a cookieless world

Connect

Audience targeting

Continue to leverage the full audience targeting suite on Microsoft Ads.

Some features will be affected, others will not – but **all will work if you use the updated UET tag** (except Custom Audiences).



Expand

Microsoft Audience Network

Get started on the Microsoft Audience Network to tap into powerful signals and 1st party data from Microsoft audience intelligence and reach your target audience at scale.



Future-proof

Universal Event Tracking

Make sure you have UET implemented *and implemented correctly* in order to future-proof and maximize your ROI with Microsoft Advertising.





Connect: Audience targeting

A full suite of targeting tools helps you connect with your customers

Choose one or more targeting tools to reach your ideal customer

User and intent targeting



Remarketing



Auto-generated Remarketing¹



In-market Audiences



Custom Audiences



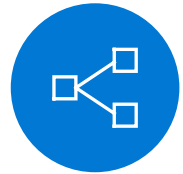
Dynamic Remarketing



Similar Audiences



Customer Match



Custom Combination Lists

User profile targeting



LinkedIn Profile Targeting²



Age and gender targeting

Location and device



Location targeting



Device targeting

1. Audience targeting capabilities in pilot 2. Three LinkedIn profile dimensions available (company, industry and job function) with more to follow.

Preparing for the cookieless future: Audience targeting checklist

As third-party cookies phase out, here's what we recommend today to set yourself up for success:



Audiences **not impacted** as third-party cookies phase out

Targeting using **first-party ID-based audience solutions**.

- Customer Match.

Targeting that **relies exclusively on Microsoft first-party data**.

- In-market Audiences.
- LinkedIn Profile Targeting.
- Demographic, device, location, language targeting.



Audiences **impacted** as third-party cookies phase out

Targeting that **relies on shared data between Microsoft and its advertisers will continue to work as long as websites are tagged with the latest UET JavaScript tag**.

- Remarketing and Auto-generated Remarketing.
- Dynamic Remarketing.
- Similar Audiences.
- Custom Combination Lists with audiences above.
- ~~Custom Audiences.*~~

*Custom Audiences (powered by a data management platform) will no longer work when third-party cookies are deprecated; we recommend using Customer Match targeting.

Customer Match from Microsoft Advertising

Target high-value customers using your first-party data

With Customer Match, use the email addresses* your customers have shared with you to reengage with them across the Microsoft Search Network and Microsoft Audience Network.

Boosted performance

Flexibility and control over your own customer data

Streamlined management



Customize your lists to reach your goals

You can build any number of lists based on what's important to you, including:

- Recent purchasers
- Top spenders on a particular product line
- Greatest lifetime value
- Loyalty program members
- Newsletter subscribers
- Credit card holders

*Only email addresses are supported for creating Customer Match lists at this time.

Import your Audiences with Google Import

THE MOST POWERFUL TOOL FOR PERFORMANCE AT SCALE



With just a few clicks, you can both import **and** automate your audience targeting strategies across Microsoft Advertising by **scheduling imports** from your campaigns in Google Ads **and** the Google Display Network (GDN).

Consider the impact...



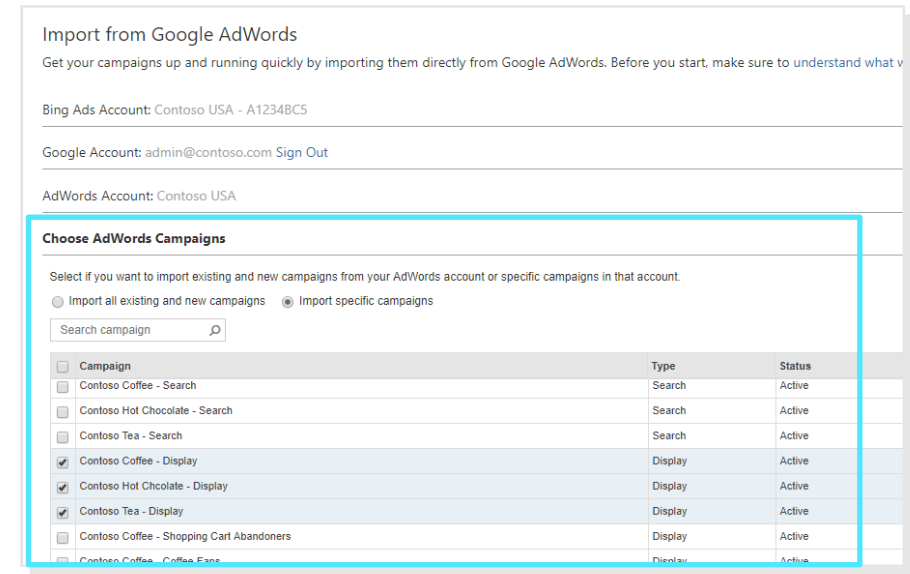
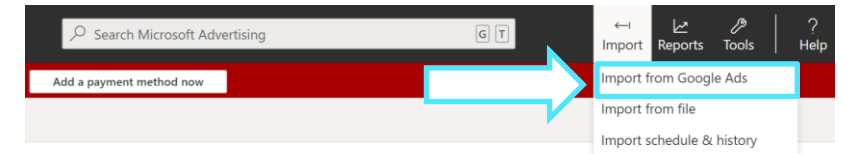
How many audiences are you missing in Microsoft Advertising that you have in Google Ads?



*How much might it impact your ROAS or CPA if you're **not** using these audiences in Microsoft Advertising?*



If you want those audiences in Microsoft Advertising, how much time would it take for you to set them up individually?



Preparing for the cookieless future: checklist

As third-party cookies phase out, here's what we recommend today to set yourself up for success:



Here's what you can do today:

- ☐ Use and invest in **your first-party audiences. First-party data is paramount moving into the cookieless world.**
 - ☐ Use Customer Match.
 - ☐ If using Dynamics 365 Customer Insights, integrate with Microsoft Advertising via Customer Match.
- ☐ Use **audiences that rely exclusively on Microsoft first-party data.**
 - ☐ In-market Audiences.
 - ☐ LinkedIn Profile Targeting.
 - ☐ Demographic, device, location, language targeting.
- ☐ Tag your **websites with the latest UET tag and continue to use retargeting features.**
 - ☐ Remarketing and Auto-generated Remarketing.
 - ☐ Dynamic Remarketing.
 - ☐ Similar Audiences.
 - ☐ Customer Combination Lists including audiences above.
- ☐ **Run ads on the Microsoft Audience Network**

Reach your target audiences at scale through our premium, brand-safe sites, including MSN and Outlook.com, powered by artificial intelligence (AI) and unique Microsoft audience signals.

The one thing you need to know



Audience targeting

Continue to leverage the full audience targeting suite on Microsoft Ads.
Some features will be affected, others will not – but **all will work if you use the updated UET tag** (except Custom Audiences).





Expand: Microsoft Audience Network

Unique audience intelligence powered by machine learning

Powerful set of attributes to deliver more relevant messages based on audience intent

We are uniquely positioned to understand our customers:

- **20 billion** daily cross-screen data signals refreshed every second, so you don't rely on any stale data.
- **1st party data** from powerful search intent, browsing activity, clicks, and more.
- We identify more than **90% of users** in a consistent manner.



Microsoft Advertising's audience intelligence uses billions of data points, combining signals from web browsing, search, Microsoft, and LinkedIn data, to identify consumer intent and apply AI to increase performance and efficiency.

The **Microsoft Audience Network** is well-positioned to help you expand as we move into a **privacy-first, cookieless world**

Engage your best customers with a partner uniquely positioned to understand them.

Consumer offerings that people love and trust

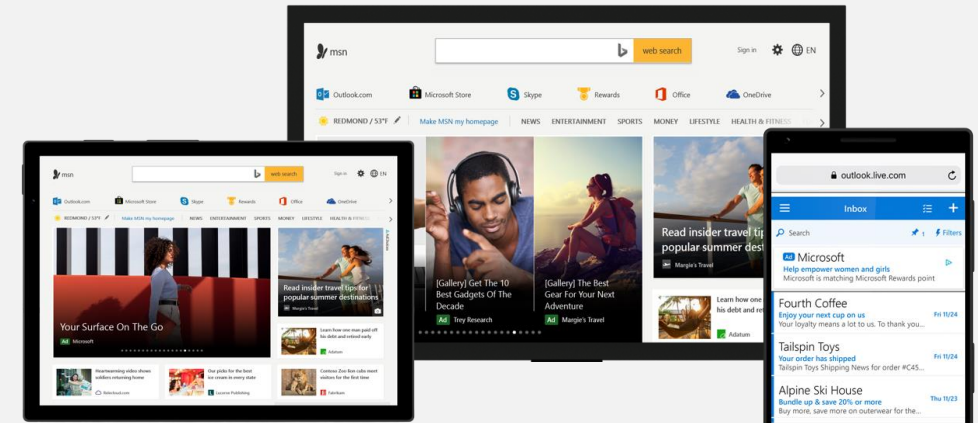
Tap into an audience across our diverse portfolio of consumer offerings including MSN, Outlook, Microsoft Edge, Bing, Windows 11, and more.

Massive volume of unique data and signals

Microsoft's own 1st party data that you can target is from sources like search intent on Bing, browsing activity on Microsoft Edge, profile data from LinkedIn, and more.

Industry-leading artificial intelligence

While access to 1st party data is important, you also need the right technology to make the most of it. Few companies have state-of-the-art AI – and Microsoft is one of them.



Reach your target customer across high-quality and brand safe native placements across MSN, Outlook.com, Microsoft Edge and premium publishers.

Over +2x higher click through rates vs native platforms on the same placements.

+3.5x higher conversion rate when exposed to search and native versus search only.⁵

The one thing you need to know



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Get started on the Microsoft Audience Network to tap into powerful signals and 1st party data from Microsoft audience intelligence and reach your target audience at scale.

Leverage **Facebook Import** and **Google Import** tools or create an audience campaign to get started.





Future-proof: Universal Event Tracking (UET)

Universal Event Tracking (UET)

Drive more value and future-proof your Microsoft Advertising campaigns



By creating a JavaScript UET tag and placing it across your website, you can make the most of your Microsoft Advertising investments.



Boosted performance

With automation and intelligence at the core of the Microsoft Advertising platform, UET will help unlock more high-performing features and give richer signals to the algorithms to optimize toward your business goals.



Future-proof campaigns

With upcoming advertising industry changes in cookies and privacy, UET is a first-party data solution that will evolve accordingly to help you track post-click conversion data in a compliant manner.







Customer journey and lifetime value insights





Better understand analytics beyond the click on your ads to enhance your optimization strategies based on actual user behavior.

The full menu of benefits unlocked with UET






Conversion tracking

-  Online goals
-  Opportunities
-  E-commerce and engagement goals
-  Hotel Ads conversion tracking






Automated bidding

-  Maximize Conversions
-  Target CPA
-  Enhanced CPC
-  Target ROAS



Audience targeting

-  Remarketing
-  Dynamic Remarketing
-  Similar Audiences
-  Custom Combination Lists
-  Smart Remarketing

Strengthened ROI

-  Ad performance
-  Broad matching
-  Search partner network
-  Smart pricing
-  New analytics and targeting*

Unlock new features

-  Personalized promotions
-  Microsoft Clarity insights

What's new with UET?

Unlock more features by updating the UET tag

Available now



- Update more UET parameters to unlock more metrics and upcoming features (personalized promotions, product conversion goals, etc.).

Deeper customer journey insights

Q4 2021 – Pilot available now



- Free [insights with Microsoft Clarity](#) (seamless UET integration) to enable powerful post-click user journey analytics, instant heatmaps, and session recordings.

Privacy and cookie evolution solutions

Available and building more



- Immediate solutions for first-party data strategy and readiness for changes ahead.
- Consent mode in UET to adjust cookie access based on user consent — in pilot; [enablement is advertiser driven](#).
- Privacy sandbox — on roadmap.
- Turn off California users option — on roadmap.

Easier implementation options

Available and building more



- Seamless UET implementation and easy-to-follow directions in Microsoft Advertising online with third parties (like [WordPress](#), [Google Tag Manager](#), [Shopify](#), [Squarespace](#) and [Wix](#)).
- Conversions API (server to server) — open beta coming in Q4 2021.
 - Google Tag Manager template option.
 - Server-side UET APIs.

Preparing for the cookieless world: UET tag checklist

As third-party cookies phase out, measurement and some audience targeting won't work unless the JavaScript UET tag is present on all pages.



Tag every page on your website

- ☐ Ensure the UET tag is on **all pages** of your website.

Why: Without tagging each page of your website, you may miss out on capturing conversions with click IDs and new browser application programming interfaces (APIs) in the future.

Pixels only on the purchase confirmation pages are no longer enough to track all conversions, given changes in browser technologies and user setting preferences.



Keep msclkid on all final landing page URLs

- ☐ Ensure Microsoft Click ID is appended to **all** final landing page URLs.
- ☐ For redirection pages, ensure that the Microsoft Click ID parameter is passed through to the final landing page URL.

Why: The Microsoft Click ID parameter needs to be on the landing page URL before it can be captured and stored as a browser cookie by the UET tag.



Make sure auto-tagging is enabled

- ☐ Ensure the Microsoft Click ID (msclkid) is available to be captured and stored in the browser cookie.

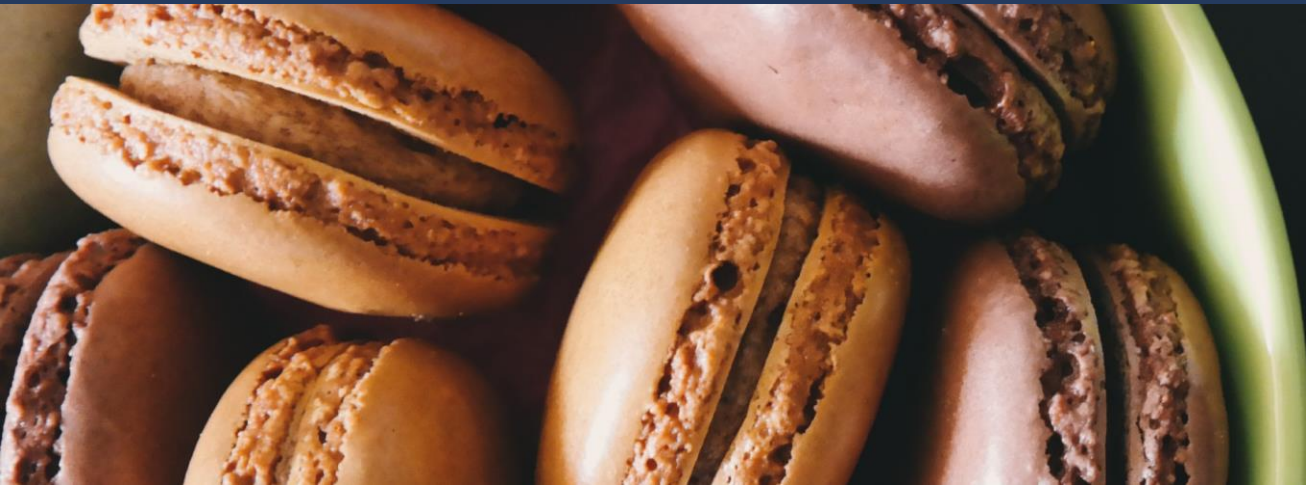
Why: This will connect conversions back to the user and related ad campaigns. Storing this parameter (msclkid) in the browser and in the URL translates as a first-party cookie.

The one thing you need to know



Universal Event Tracking

Make sure you have UET implemented *and implemented correctly* in order to future-proof and maximize your ROI with Microsoft Advertising.



In closing...

Key takeaways

Connect

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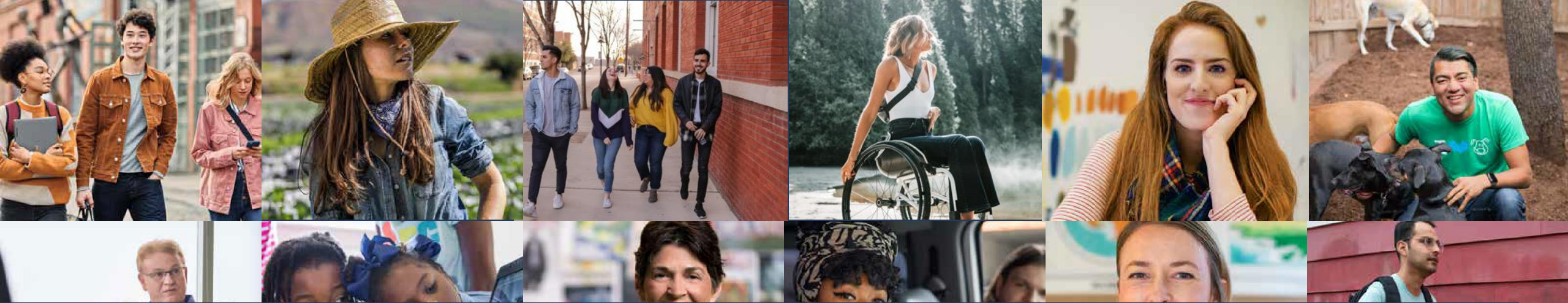
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Universal Event Tracking

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Thank you.



Microsoft Advertising.



Great relationships start here.

