Microsoft

The digital advertiser's guide to a cookieless world

With Microsoft Advertising

Microsoft Advertising. Great relationships start here.

Microsoft believes we all can thrive

A thriving, free and independent web supported by advertising can coexist with privacy protections as long as we follow some key principles. It's critical to uphold data, legal and personal content protection; maintain user control; provide transparency; and offer a clear value exchange that benefits our users.

Microsoft Advertising is well positioned to help advertisers

Reach the right audience with the right message

Our vast first-party data and industry-leading artificial intelligence (AI) using different signals help advertisers reach the right audience with the right message.

Meet with your audience where they are

The diverse Microsoft portfolio of consumer offerings such as Xbox, LinkedIn, MSN, Outlook and more, put us in a unique position to help you reach your audience where they are.

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Overview: Tagging and targeting considerations

Audience targeting

Not affected by third-party cookies phasing out:

- Targeting that relies exclusively on Microsoft first-party data. Example: In-market Audiences.
- Targeting using first-party-based audience solutions. Example: Customer Match.

Affected by third-party cookies phasing out:

- Targeting that relies on shared data between Microsoft and its advertisers will continue to work provided websites are tagged with the latest Universal Event Tracking (UET) JavaScript tag. The UET JavaScript tag will evolve to support Remarketing, Dynamic Remarketing and Similar Audiences. Custom Audiences (with data management platforms) rely on third-party cookies and will no longer work after third-party cookie removal.

Universal Event Tracking (UET) tag

The UET tag is here to stay as third-party cookies phase out — and is more important than ever. We'll continue to iterate on our UET tag to ensure it's viable in an environment without third-party cookies, as it enables many critical scenarios, including conversion tracking and Remarketing.

Microsoft Audience Network

Microsoft Audience Ads run on Microsoft properties with a massive reach, such as MSN, plus partner sites, and use the first-party data from Microsoft audience intelligence. Our first-party data at scale makes it an effective channel to reach your target audience at scale.

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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.

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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.
- 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.

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.
  - ☐ 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 Microsoft Audience Network is well-positioned to help you future-proof as we move into a privacy-first, cookieless world

We are uniquely positioned to understand our customers, to help *you* reach your best customers.

Consumer offerings that people love

Our diverse portfolio of consumer offerings that people love and trust can help you reach your target audience where they spend time in work and life, including LinkedIn, MSN, Outlook and more.

Massive volume of unique data and signals.

Microsoft's own first-party data is from sources like Bing, LinkedIn, Edge browser, powered by Microsoft's AI, that you can target.

- **1st party data** from search intent, browsing activity, clicks, and more.
- **20 billion** daily cross-screen data signals refreshed every second.*
- We identify more than **90% of users** in a consistent manner.

Industry-leading artificial intelligence

Few companies have state-of-the-art AI capabilities and audience intelligence – and Microsoft is one of them. While access to our first-party data is important, you also need the right technology to make the most of it, so we combine this with our audience intelligence.
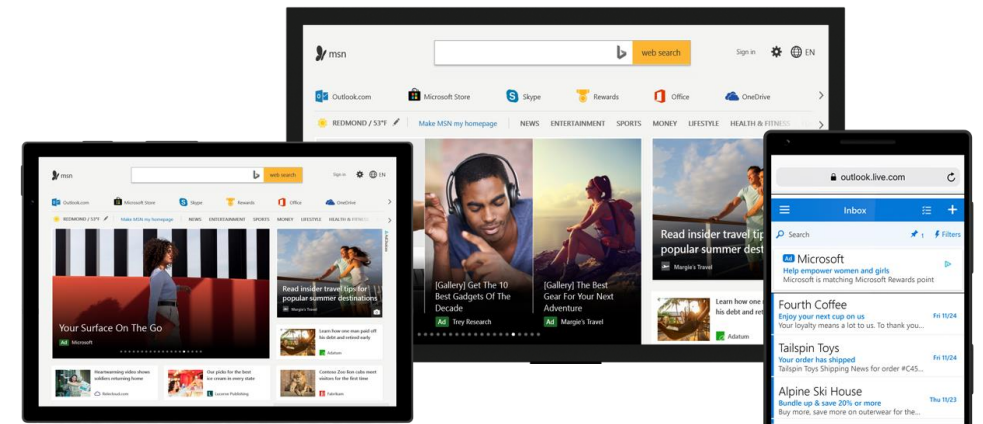
The Microsoft Audience Network offers high-quality and brand safe native placements across MSN, Outlook, and Edge and premium publishers.

*Source: Microsoft internal data, December 2020.

Evolving in partnership

As third-party cookies phase out, the Universal Event Tracking (UET) tag will be more important than ever.
Let's evolve together in partnership.

Roadmap: How we're evolving the platform to help

In pilot: Consent mode in UET option

Advertisers can adjust UET cookie access based on the consent status of their users. This option can limit cookie access, but UET events will continue to be received by Microsoft Advertising.

Coming soon:

- **Microsoft Clarity and UET integration**
  Gain deeper insights on the customer journey post-click activity once on your website, such as session playbacks, heatmaps and scroll maps. Optimize your campaigns and website in sync.
- **PARAKEET/FLEDGE API support**
  Microsoft's proposal for an internet-hosted service trusted by the browser that assists in user interest inference and anonymization in the ad ecosystem.
- **Estimated conversions**
  Better understand an estimate of conversions to help influence your omnichannel strategy and ensure you're optimizing towards the full conversion journey if you choose to limit cookie access.
- More to evolution come on the roadmap, stay tuned!

Action today: Steps for you to evolve with us

❑ Implement JavaScript UET if you haven't yet

Once UET tag is implemented:

❑ Ensure the UET tag is on all pages of your website.
❑ Ensure the Microsoft Click ID is available to be captured and stored in the browser cookie.
❑ JavaScript UET needs to be outside iframe for browser APIs to be enabled.
❑ For redirection pages, ensure that the Microsoft Click ID parameter is passed through to the final landing page URL.

❑ Update your UET tag with more parameters to get a better return on advertising spend (ROAS) from Microsoft Advertising (Recommended: product ID + page type + revenue).

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

Cookies 101

The purpose of cookies:

Cookies are used to track user behavior.

The difference between first-party and third-party cookies:

From a technical perspective, they're the same — they both contain the same pieces of information and can do the same things. **The difference is how they're created and used by websites.**

	First-party cookies	Third-party cookies
Purpose	**Allow customization and improve user experience.** The browser can remember info like your username, password, language preferences, what's in your shopping cart, etc. to improve experience.	Used for **tracking and online advertising.**
Creation	**Created by the website or domain** the user is visiting, stored on their computer.	**Created by a third-party server —** an ad tech platform for example, like Microsoft Advertising.
Browser support, users blocking, deleting	Supported by all browsers. User can block or delete (bad user experience).	Safari, Firefox block third-party cookies. Microsoft Edge partially blocks third-party cookies today, Chrome will disable completely in 2022, and Microsoft Edge will also fully block third-party cookies. Users block, delete third-party cookies more often.
Targeting and conversions	Use Click ID, PII-based/derived ID (e.g., LiveRamp IDL, UID2).	**Today**: Conversions, Remarketing, Dynamic Remarketing, Similar Audiences, Custom Audiences, Custom Combination Lists. Bowser APIs supported by Google Ads/Chrome and Microsoft Advertising/Microsoft Edge will replace this functionality in the future.

Microsoft Advertising. Great relationships start here.

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:

- Microsoft is a leader in AI. We've been doing it for **30+ years**.

- **1st party data** from powerful search intent, browsing activity, clicks, and more.

- **20 billion** daily cross-screen data signals refreshed every second, so you don't rely on any stale data.

- 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.