

INBOUND

Unlock Profits With Privacy: Marketing Strategies That Work

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UNLOCK PROFIT WITH PRIVACY:

MARKETING STRATEGIES THAT WORK



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WHY PRIVACY IS IMPORTANT?

MORE REGULATIONS

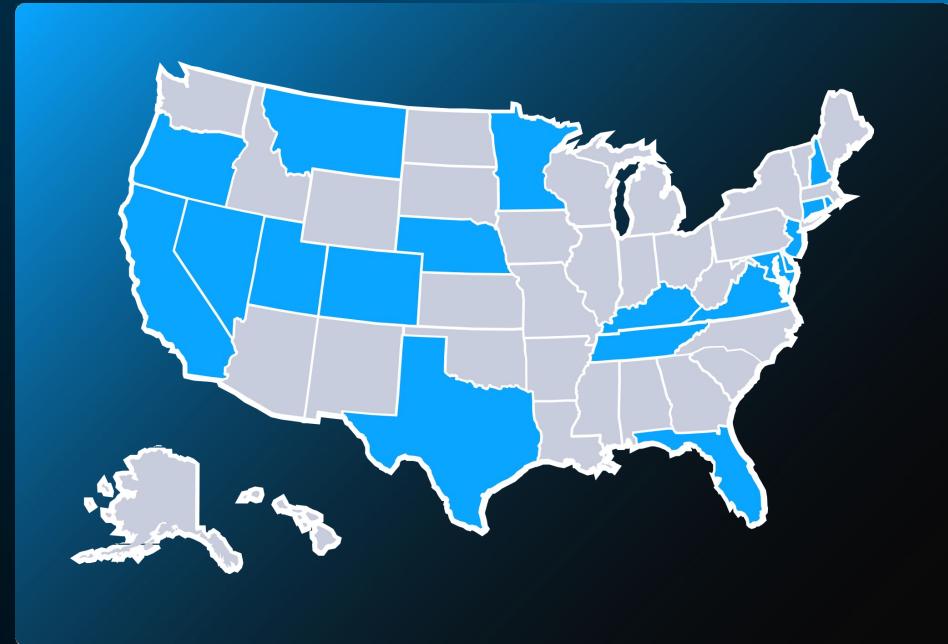


WE SEE ***MORE AND MORE***
PRIVACY LAWS



AROUND THE
WORLD

ALSO IN THE US, NEW LAWS ARE GETTING ACTIVE



■ – states with privacy laws

WITHOUT DATA PROTECTION, THERE IS A *RISK OF SEVERE FINES*

20 MIO €

GDPR

4%

of global revenue
GDPR

2.500 - 7.500 \$

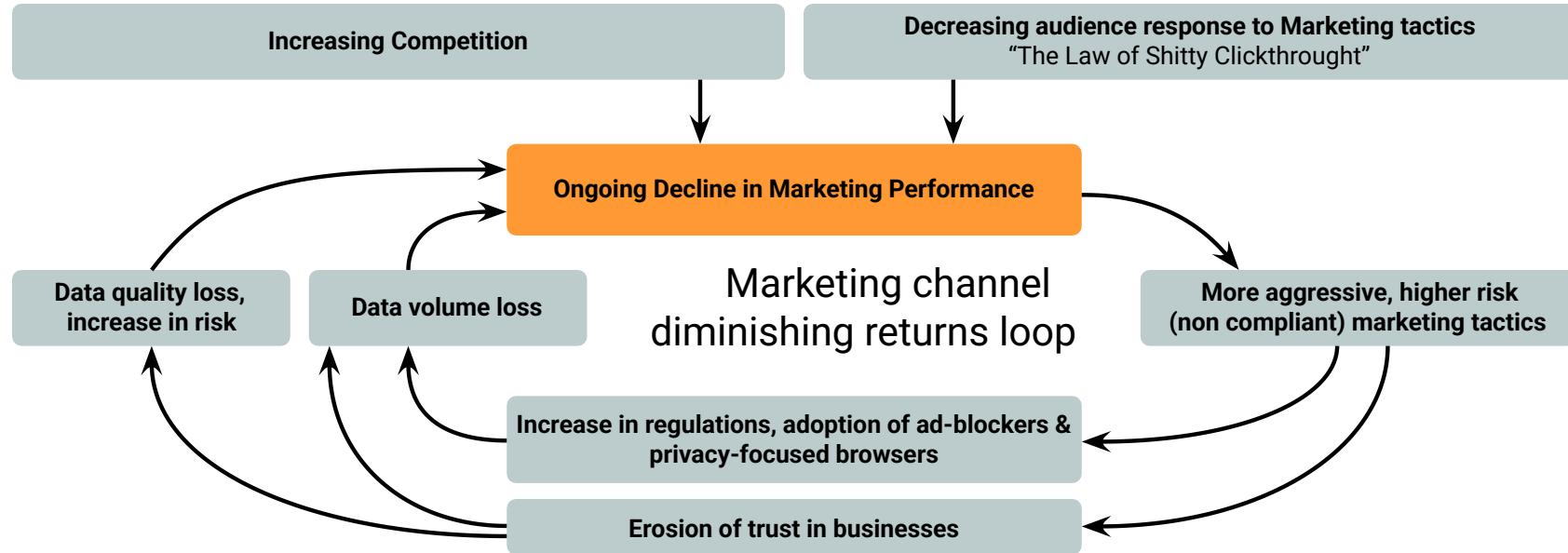
CPRA

100-700\$

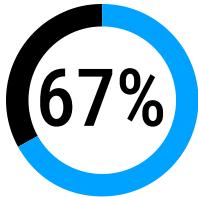
per affected consumer
CPRA

BUT WHAT IF
I TELL YOU THAT
THIS **IS NOT YOUR**
BIGGEST ISSUE?

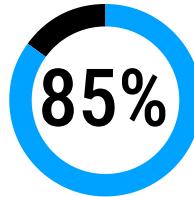
WE HAVE AN ONGOING DECLINE IN MARKETING PERFORMANCE



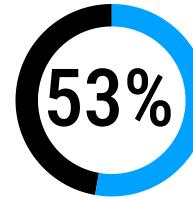
DATA IS A COMMODITY, BUT *TRUST IS THE CURRENCY*



Consumers are more open to granting permission to use their data if brands are more transparent about how they were using and securing it



Consumers say that knowing a company's privacy policy before making a purchase is important



Consumers only make online purchases or use digital services after making sure the companies are known for protecting user data



**HOW LONG *DO YOU THINK IT*
TAKES FOR SOMEONE TO FORM
A FIRST IMPRESSION
OF A WEBSITE?**

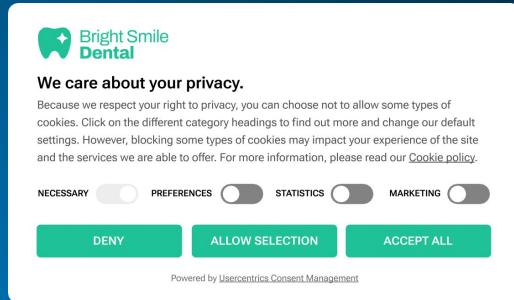


VISITORS FORM AN OPINION ABOUT A WEBSITE IN THE *FIRST 0.05* *SECONDS*

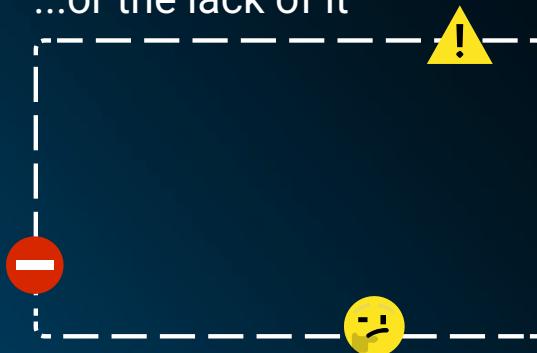
Source: Forbes Top Website Statistics 2024

FIRST IMPRESSIONS MATTER. A LARGE CHUNK OF THAT *0.05 SECONDS* *IS SPENT ON:*

Your cookie banner



...or the lack of it



COMPANIES THAT FAIL? SAY GOODBYE TO YOUR AUDIENCES AS THEY *CONSIDER COMPETITOR BRANDS*

47%

consumers often or always consider a competitor brand if it's *unclear how brand will use their data*



56%

B2B buyers often or always consider a competitor brand if it's *unclear how a brand will use their data*

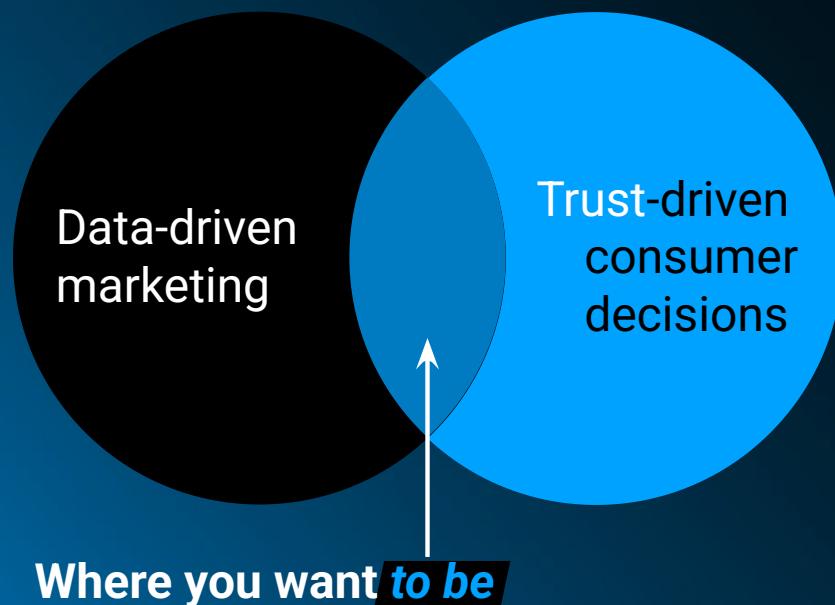


50%

Millenial and Gen Z often or always consider a competitor brand if it's *unclear how a brand will use their data*



YOUR DATA-DRIVEN MARKETING TACTICS SHOULD BE ON THE FOUNDATION OF *TRUST*



LUCKILY, PLATFORMS
ARE FINDING WAYS OF
RESPECTING PRIVACY WHILE
STILL WORKING *WITH DATA*

PLATFORMS
ARE PUSHING
FOR **CONSENT**



WE WANT YOU TO BE ABLE TO
COMMUNICATE SCALABLY WITH
YOUR HUMANS

However They Best Process Information!



Content	Browser	Email	Generative AI	Social	Search	Gaming
 #1 desktop news and information service +550M monthly readers	 #2 largest desktop browser	 #2 largest mail service +190M monthly users	 +140M daily active users	 +1B members	 +850M monthly active users across network	 Activision, EA, EA Sports, Microsoft, Microsoft Casual Games, XBOX, XBOX #1 most-played video game of all time (Solitaire) +500M monthly game players across platforms

MSN: ComScore, Global Data, Oct 2024. Edge: Statcounter, Global Data, 2024. Outlook: ComScore, Global Data, May 2024. GenAI: Microsoft internal data, FY24 Q3 earnings report, April 2024. LinkedIn: Microsoft internal data, FY24 Q2 earnings report, January 2024. Search: comScore qSearch, Explicit Core Search (PC), June 2024. Gaming: Microsoft internal data, FY24 Q4 earnings report, July 2024.

Core Pillars To Microsoft AI + How They Inform Paid Media Innovation



Fairness



Reliability &
safety



Privacy &
security



Inclusiveness



Transparency



Accountability

**WAIT? WHY ARE WE
TALKING ABOUT AI?**

**AI REQUIRES DATA & *PRIVACY PUTS
CONSTRAINTS* ON DATA**

Fairness:

Aim for AI that doesn't discriminate. Ensure algorithms treat all people equitably

Audience targeting helps to improve performance

Using any audience targeting results in a 60% higher conversion rate on average¹

AUDIENCE TARGETING FEATURE	PERFORMANCE IMPROVEMENT
In-market audiences	42% Higher conversion rate ¹
Similar audiences	24% Lower cost per acquisition ¹
LinkedIn profile targeting	60% Higher conversion rate ¹
Predictive targeting	46% Higher conversion rate ²
Remarketing	179% Higher conversion rate ¹
Auto-generated remarketing lists	45% Lower cost per acquisition ¹
Dynamic remarketing	164% Higher conversion rate ¹
Customer match	134% Higher conversion rate ¹
Custom audiences	102% Higher conversion rate ¹

Reliability & Safety:

Build AI you can depend on. Strive for robust and reliable AI systems

1. First-party (1P) data activation and strategy

Determine your level and take the necessary steps to advance.

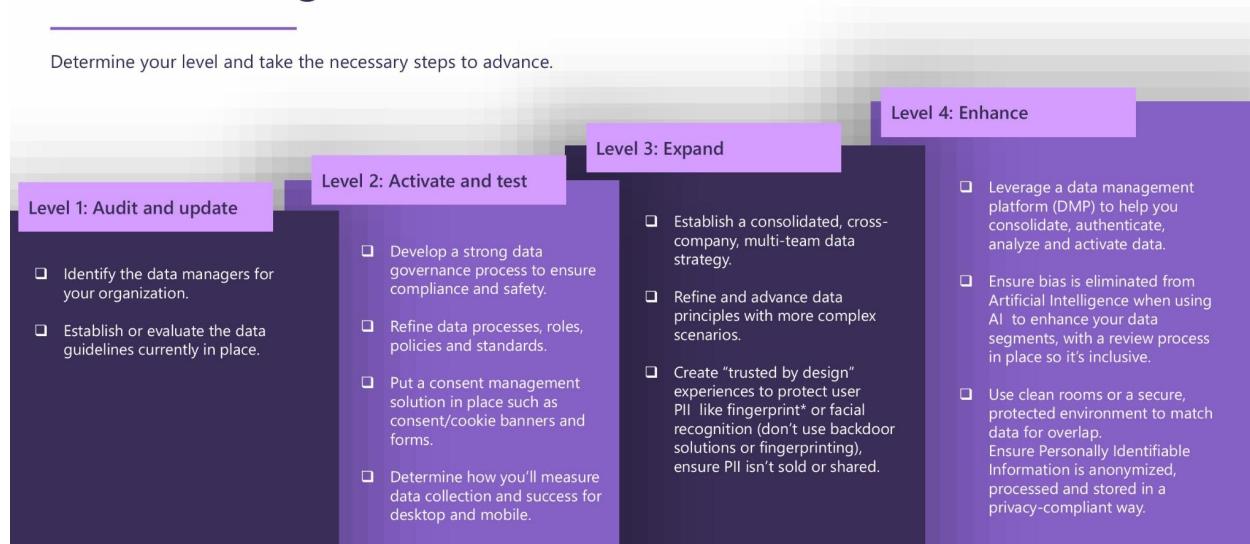


Privacy & Security:

Keep personal data private and secure. Protect users' information like a digital vault

2. Data management

Determine your level and take the necessary steps to advance.



Inclusiveness:

AI for everyone! Create AI that empowers diverse populations

44%
female

56%
male

70%
under the age of 45

39%
have undergraduate or
postgraduate degrees

57%
have children

39%
in top 25%
income bracket

39%
use search engines
for brand discovery

25%
More likely vs avg internet user
to buy online in the last week

30%
more likely vs avg internet user
to find brands from ads online

GlobalWebIndex, Q1-Q4 2023, Global. Microsoft Audience: users on MSN, Outlook, or Bing.

Transparency:

No mysterious AI! Make AI's decision-making understandable

Content Exclusions To Safeguard Your Brand

Crime

Infectious diseases & outbreaks

Kids' content

Natural disasters

Politics

Protests & demonstrations

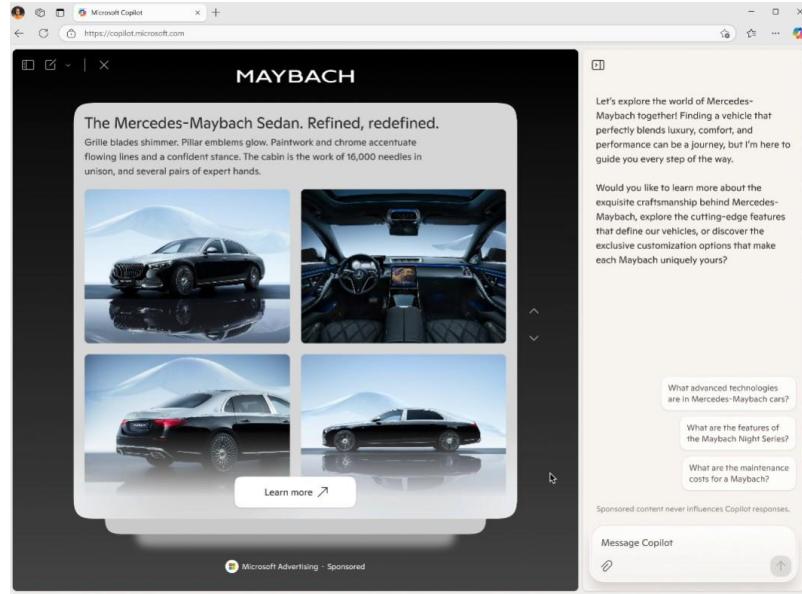
Sensitive social issues

Unscored traffic

Applies across search, shopping, performance max, and audience campaigns (display, native, online video). Brand suitability controls do not apply to CTV.

Accountability:

Responsibility is key. Uphold high standards in AI development and use



MAYBACH

The Mercedes-Maybach Sedan. Refined, redefined.

Grille blades shimmer. Pillar emblems glow. Paintwork and chrome accentuate flowing lines and a confident stance. The cabin is the work of 16,000 needles in unison, and several pairs of expert hands.

Let's explore the world of Mercedes-Maybach together! Finding a vehicle that perfectly blends luxury, comfort, and performance can be a journey, but I'm here to guide you every step of the way.

Would you like to learn more about the exquisite craftsmanship behind Mercedes-Maybach, explore the cutting-edge features that define our vehicles, or discover the exclusive customization options that make each Maybach uniquely yours?

What advanced technologies are in Mercedes-Maybach cars?

What are the features of the Maybach Night Series?

What are the maintenance costs for a Maybach?

Sponsored content never influences Copilot responses.

Message Copilot

Microsoft Advertising - Sponsored

Tools Still Available When Consented UET Is Present

Conversion tracking	Automated bidding	Audience targeting	Campaign performance	Cookieproof for the future
				
Online goals	Maximize Conversions	Remarketing	Ad performance	MSCLKID for conversion tracking
Opportunities	Target CPA	Dynamic Remarketing	Broad matching	Integrated with Privacy Sandbox for targeting (Coming Q3 '24)
E-commerce and engagement goals	Enhanced CPC	Similar Audiences	Search partner network	
Hotel Ads conversion tracking	Target ROAS	Custom Combination Lists	Smart pricing	
		Smart Remarketing	New analytics and targeting	

*We recommend sitewide tagging of JavaScript UET. No ~~iFrames~~.

Benefits of updating your UET tag with additional parameters

All verticals

Conversion goals	Target ROAS
Custom event-based conversion	Revenue value
At least one of the following parameters: <ul style="list-style-type: none"> • Action • Category • Label • Value 	Revenue value

Retail vertical

Best practice	Personalized promotions	Dynamic Remarketing and product conversion goals
Page Type	Page Type	Product IDs
Product ID	Transaction ID	Page Type
Product Price	Items array: <ul style="list-style-type: none"> • Product Price • Product IDs • Quantity per product 	
Conversion Revenue	Product IDs	
Transaction ID	Revenue (required for conversions)	
	Items array: <ul style="list-style-type: none"> • Product Price • Product IDs • Quantity per product 	
	Category (optional)	
	Search Term (optional)	
	Ecomm_TotalValue	

Benefits of updating with additional parameters (cont'd)

Hotels vertical

Hotel Pricing Ads

hct_total_price	Required	The total price of the booking including taxes and fees.
hct_base_price	Required	The price of the booking without taxes and fees.
gc	Required	The currency of your conversion goal.
hct_checkin_date	Required	The check-in date for the booking: YYYY/MM/DD.
hct_checkout_date	Required	The checkout date. Not required if also reporting hct_length_of_stay.
hct_length_of_stay	Depends	The number of nights stayed. Not required if already reporting checkout_date.
hct_partner_hotel_id	Depends	The ID of the hotel booked, as it appears in your Hotel List Feed.
hct_booking_xref	Required	The (encrypted or obfuscated) booking reference number.

Travel vertical

Travel

travel_destid	Destination ID
travel_originid	Origin ID
travel_pagetype	Page type
travel_startdate	Start date
travel_enddate	End date
travel_totalvalue	Total value

Flights

flight_destid	Destination ID
flight_originid	Origin ID
flight_pagetype	Page type
flight_startdate	Start date
flight_enddate	End date
flight_totalvalue	Total value

Microsoft Specific Mechanics

Conversion tracking and targeting in a cookieless world

With UET, we'll **automatically ensure** your conversion tracking and retargeting still work when third-party cookies are removed.



Cookieproof UET – *Conversion tracking*

By having Auto-tagging of Click ID enabled in Microsoft Advertising (which adds MSCLKID to your URLs), you'll be able to ensure your **conversion tracking works even when third-party cookies are removed**.

Available globally



Cookieproof UET – *Targeting*

By integrating with Ad Selection API or Google's Protected Audience API, our UET tag will allow **retargeting workflows to work even after third-party cookies are removed**.

Important note: Having JavaScript on the page will be required for plugging into Privacy Sandbox solutions such as Ad Selection API or Google's Protected Audience API.

The benefits of using the JavaScript UET tag

Using the JavaScript version of the UET tag is essential to getting accurate conversion tracking.

Our JavaScript version of UET has several benefits:



Precision

Get more accurate conversion tracking across Apple devices.



Modern design

Stay up to date without retagging your website.



Fast loading

JavaScript tags load asynchronously, without slowing down your site, as seen on [Pingdom](#) and [PageSpeed](#).



Flexibility

Track more than one event on each page load. Decide when events trigger (for example, upon button click).

Avoid HTTP GET limits for sending long URLs or custom data.



Enhanced security

View what data is [collected](#) and our [Privacy Statement](#).



Better ad performance

Improve ad matching based on a better understanding of user intent and activities.



Increased audience insights and targeting

Collect data across a wider and richer set of user activities.

Future-ready for upcoming new features

- Dynamic Remarketing
- Enhanced conversion goals (retail and travel)
- Custom Audiences (in-house data management platform (DMP) support)

Seamless UET implementation options with third-party platforms

1

Conversion goal
Conversion goal type
Conversion goal details
Set up tagging

Set up tagging

Install the tag yourself
Send the tag to a developer
Add the tag through a website editing platform

We'll provide the instructions so you can add the tracking tag to your website's code.
We'll send the tracking tag and instructions to the people you specify, so they can add the tag to your website's code.
We'll provide instructions for adding the tracking tag through an editing platform, such as WordPress, Wix, Shopify, or BigCommerce.

All done!

2

Conversion goal
Conversion goal type
Conversion goal details
Set up tagging

Choose your website platform

We will provide instructions for adding the tracking tag through the following website platforms.

Wordpress Wix Shopify BigCommerce

All done!

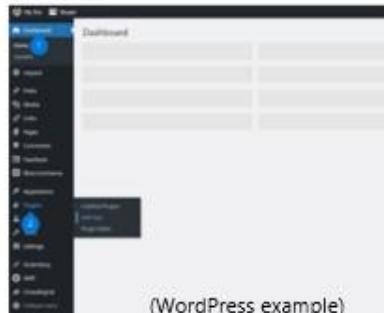
3

Conversion goal
Conversion goal type
Conversion goal details
Set up tagging
All done!

Insert the tracking tag using a website editing platform

Step 1: Download the Microsoft Advertising UET plugin.
Download for a .zip file you'll install in your WordPress admin panel.
This template is supported for WordPress version 4.2 and above.

Step 2: Add new plugin in your WordPress account.

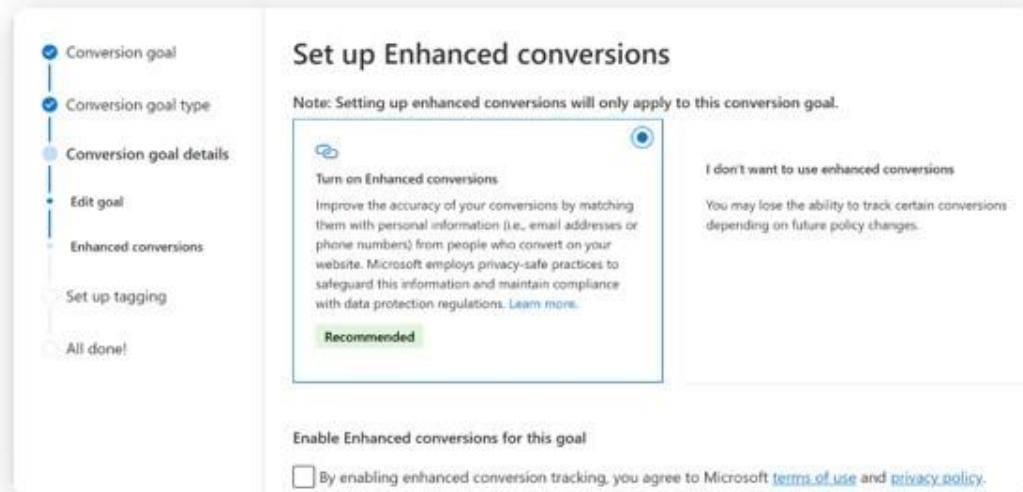


(WordPress example)

Enhanced conversions

Supplement existing conversion measurements by using privacy-safe customer first-party data instead of cookies

Seize full ownership on conversion tracking and reduce reliance on third-party cookies and gain independence from ever-changing browser and platform restrictions.



The screenshot shows a wizard titled 'Set up Enhanced conversions' with the following steps:

- Step 1: 'Conversion goal' (checked)
- Step 2: 'Conversion goal type' (checked)
- Step 3: 'Conversion goal details' (unchecked)
- Step 4: 'Edit goal' (unchecked)
- Step 5: 'Enhanced conversions' (checked)
- Step 6: 'Set up tagging' (unchecked)
- Step 7: 'All done!' (unchecked)

Set up Enhanced conversions

Note: Setting up enhanced conversions will only apply to this conversion goal.

Turn on Enhanced conversions

Improve the accuracy of your conversions by matching them with personal information (i.e., email addresses or phone numbers) from people who convert on your website. Microsoft employs privacy-safe practices to safeguard this information and maintain compliance with data protection regulations. [Learn more](#).

I don't want to use enhanced conversions

You may lose the ability to track certain conversions depending on future policy changes.

Recommended

Enable Enhanced conversions for this goal

By enabling enhanced conversion tracking, you agree to Microsoft [terms of use](#) and [privacy policy](#).

Unleash accurate conversion reporting to improve performance

With precise conversion tracking that truly reflects your campaign performance, we'll now connect the dots between ad interactions and conversions like never before.

Seamlessly track cross-device conversions

Enhanced conversions enables conversion attribution across multiple devices, providing a holistic view of your customer journeys. No matter where they click and where they convert (such as in-store), you'll stay informed.

Embrace privacy with confidence

Stay ahead of privacy regulations while harnessing the power of data. Enhanced conversions use hashed and privacy-safe user information, which ensure compliance without compromising results.

How consent mode works

Consent mode will be used via a new setting for UET called 'ad_storage'.

If ad_storage = 'granted' (Default)

- Cookies pertaining to advertising may be read and written in the 1st party (advertiser domain) or 3rd party context (bing.com).

If ad_storage='denied'

- Write or read 1st party cookies (advertiser domain) – No ads cookies are written or read by UET when the user is on that advertiser website.
- Write 3rd party cookies (bing.com domain) – No ads cookies are written by UET when the user is on that advertiser website.
- Read 3rd party cookies (bing.com domain) – Microsoft 3rd party cookies are not read for advertising purposes. Microsoft 3rd party cookies are read for fraud and spam purposes only.

Setting up for consent mode (part 1)

Advertisers must set the consent setting on every page of the site. If the consent setting is not set by the advertiser, then it is set as 'not granted' by default. Advertisers are responsible for ensuring that their consent settings meet their own compliance obligations in each market.

On every page of your website

- Advertisers can set the default consent setting on every page load on the site. Advertisers will need to call a command such as the following at each web page.
 - `window.uetq = window.uetq || [];`
 - `window.uetq.push('consent', 'default', {`
 - `'ad_storage': 'denied'`
 - `});`
 - ad_storage can be set to 'granted' or 'denied' by default. This needs to be called by the advertiser on each page load.

Once consent is provided by the user

- Advertisers will need to update the ad_storage setting based on the user consent. This needs to be done on every page after the user has updated consent to the advertiser. It also needs to be called on subsequent pages for as long as the consent applies (UET does not persist the consent settings).
 - `window.uetq = window.uetq || [];`
 - `window.uetq.push('consent', 'update', {`
 - `'ad_storage': 'granted'`
 - `});`
- This command should be called as soon as the user consent has been provided.

Setting up for consent mode (part 2)

To ensure that consent mode gets set by default, or it gets updated when the user updates their consent setting, we recommend that advertiser websites add the consent commands within each page's `<head></head>` tags.

Here is an example for setting the default consent setting. The default needs to be set on every page.

```
- <head>
-   <script>
-     window.uetq = window.uetq || [];
-     window.uetq.push('consent', 'default', {
-       'ad_storage': 'denied'
-     });
-   </script>
-
-   // UET tag is added here
-
-   //default consent mode can set right after the UET tag.
-
- </head>
```

Once the consent is updated, ensure that updated consent is called on each page too using the following command.

```
- <script>
-   window.uetq = window.uetq || [];
-   window.uetq.push('consent', 'update', {
-     'ad_storage': 'granted'
-   });
- </script>
```

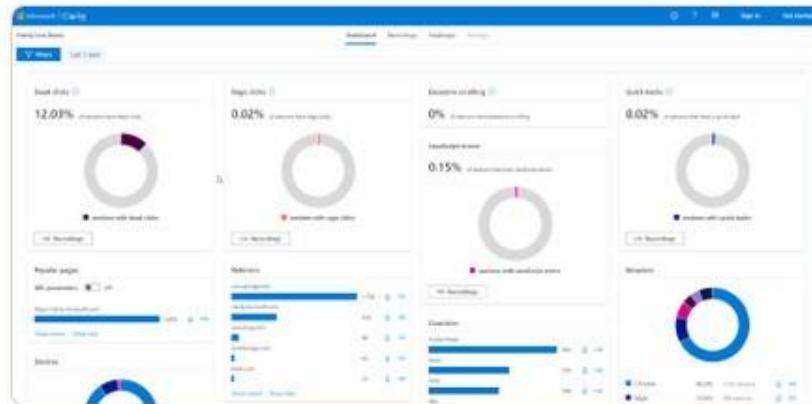
Microsoft Clarity insights for Microsoft Advertising

Better understand user behavior and engagement on your ad landing pages

Get more out of Microsoft Advertising by better understanding the customer journey and post-click behavior with Microsoft Clarity.

One tag, more benefits:

Clarity insights will be powered by the existing JavaScript tag you place across your website.



Free website analytics

Use the intelligence of Clarity to deeply understand post-click user behavior, path to conversion, and engagement on your ad landing pages.

Seamless UET upgrade

Existing JavaScript tags are updated on the back end to enable Clarity, requiring no coding action from you. Signing up is simplified by using your same Microsoft Advertising credentials.

Improve ROI with more powerful data

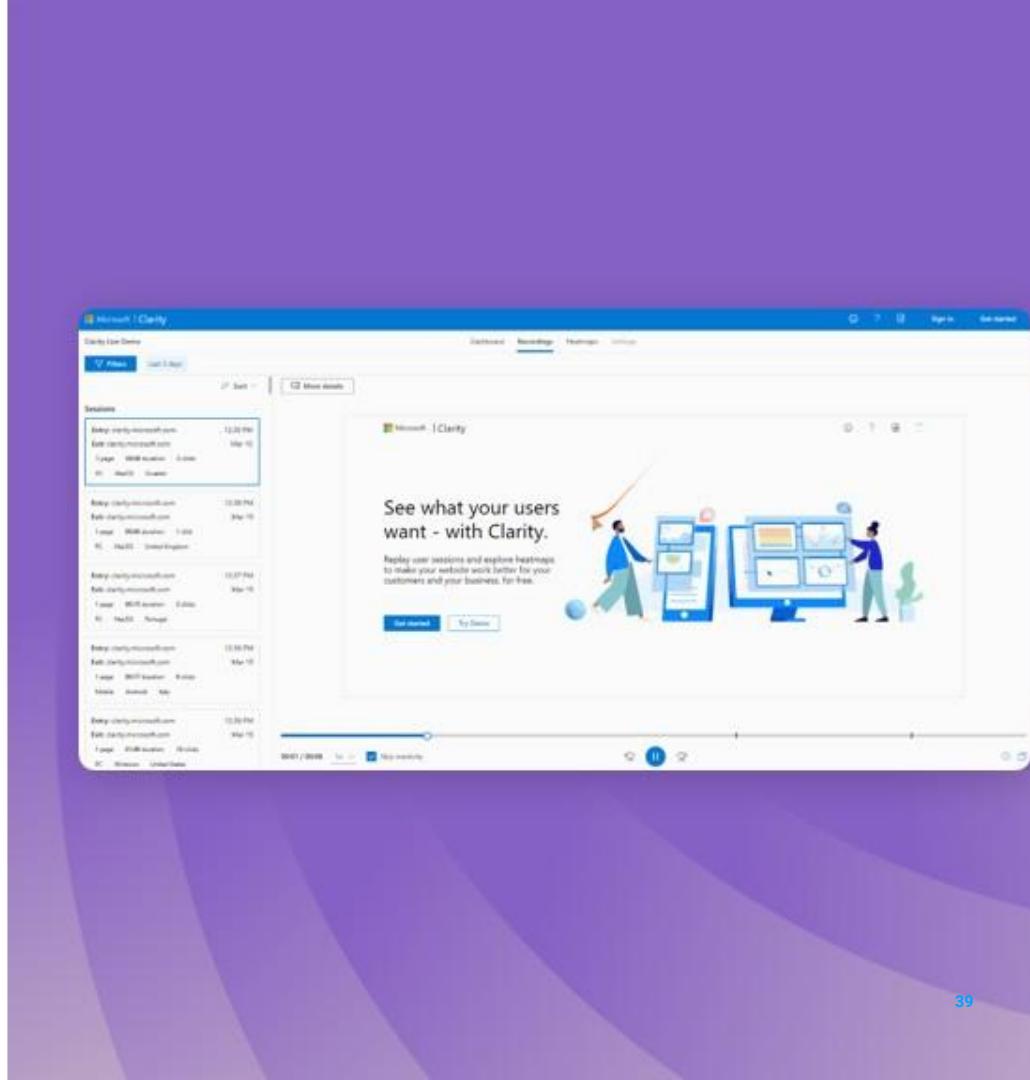
Make better-informed optimization decisions on your website and within your advertising campaigns by fully understanding the customer journey and enhancing the signals captured.

Explore user session recordings, including path to conversion after ad clicks

Understand 'why' when problems are discovered

Reason for metric movements by watching recordings to learn what part of your site works well for your users and where your users are struggling.

- Optimize path to conversion
- Validate product changes
- Identify target audience
- Identify product opportunities



The screenshot displays the Microsoft Clarity interface. On the left, a sidebar lists 'Sessions' with five entries, each showing a timestamp (10:20 PM), URL (e.g., https://clarity.microsoft.com), and a small preview image. On the right, the main content area features a large promotional banner for Microsoft Clarity. The banner has a white background with a blue header bar. The text reads: 'See what your users want - with Clarity. Replay user sessions and explore heatmaps to make your website work better for your customers and your business. For free.' Below the text are two buttons: 'Get Started' and 'Try Demo'. The overall interface has a clean, modern design with a blue and white color scheme.

Clarity uses your existing UET tags with enhancements

① To enable

- Session playbacks.
- Heat maps.
- Website behavior analytics and insights.

② To enable

- Audience targeting and Remarketing.
- Conversion measurement.
- More robust automated bidding options.
- Richer signals to inform algorithms and influence campaign performance.
- Future-proof for industry changes with browser technologies and cookies to get better first-party data insights.

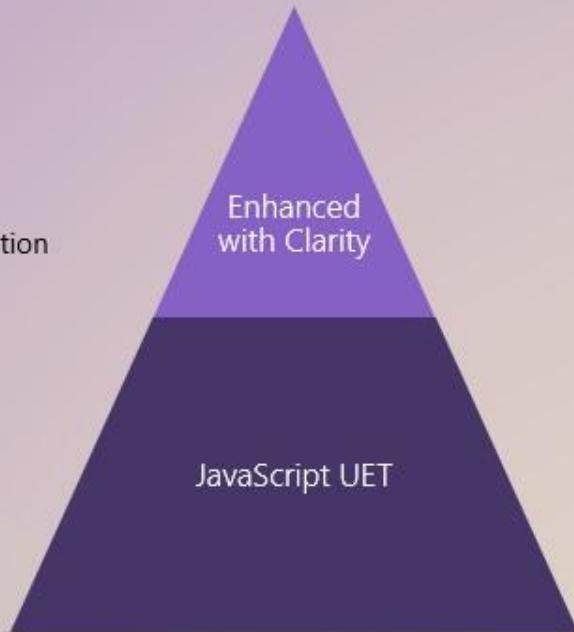
Combining the power of Clarity within your UET tag unlocks rich, actionable insights from the data

① Core parameters+

- Full page markup
- Layout
- Interactions
- Google Analytics integration

② Core parameters

- Page info
- Users and sessions
- Structured information



LET'S SEE
HOW TO DO
IT RIGHT

TRUST AT FIRST SIGHT
STARTS WITH THE
COOKIE BANNER

TRUST AT FIRST SIGHT -

A proper CMP increases the consent rate by up to 25%

Transparency

Users understand what data is collected



Clarity

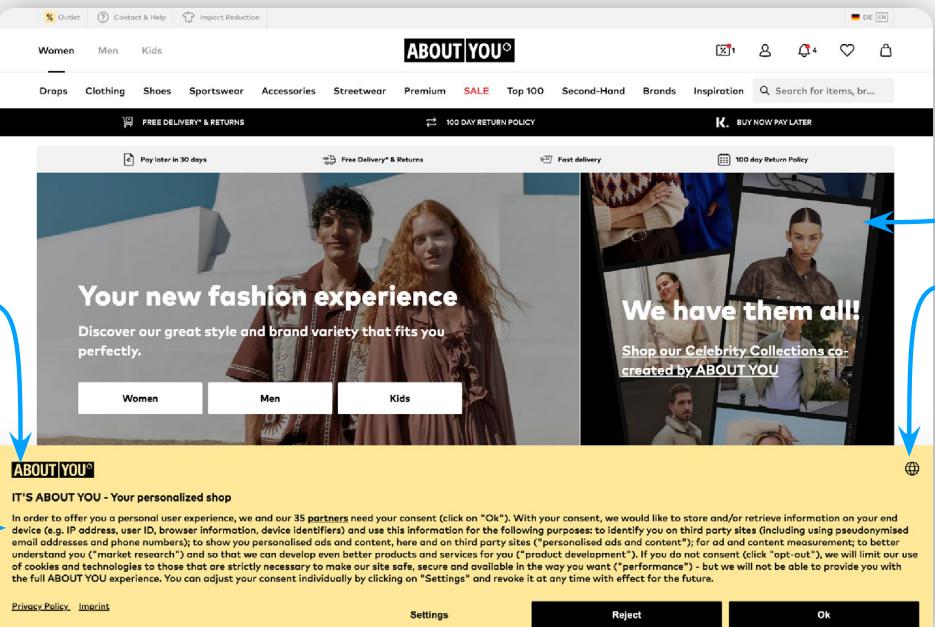
Easy to understand



Design Consistency

Matches the design of the website

TRUST AT FIRST SIGHT - A proper CMP increases the consent rate by up to 25%



The image shows a screenshot of the ABOUT YOU website. At the bottom of the page, a yellow cookie consent banner is displayed. The banner contains the text: "IT'S ABOUT YOU - Your personalized shop", "In order to offer you a personal user experience, we and our 35 partners need your consent (click on "Ok"). With your consent, we would like to store and/or retrieve information on your end device (e.g. IP address, user ID, browser information, device identifiers) and use this information for the following purposes: to identify you on third party sites (including using pseudonymised email addresses and phone numbers); to show you personalised ads and content, here and on third party sites ("personalised ads and content"); for ad and content measurement; to better understand you ("market research") and so that we can develop even better products and services for you ("product development"). If you do not consent (click "opt-out"), we will limit our use of cookies and technologies to those that are strictly necessary to make our site safe, secure and available in the way you want ("performance") - but we will not be able to provide you with the full ABOUT YOU experience. You can adjust your consent individually by clicking on "Settings" and revoke it at any time with effect for the future.", "Privacy Policy", "Imprint", "Settings", "Reject", and "Ok".

Adding brand's Logo: +5%

Comprehensive, understandable Text that highlights the benefits: +12%

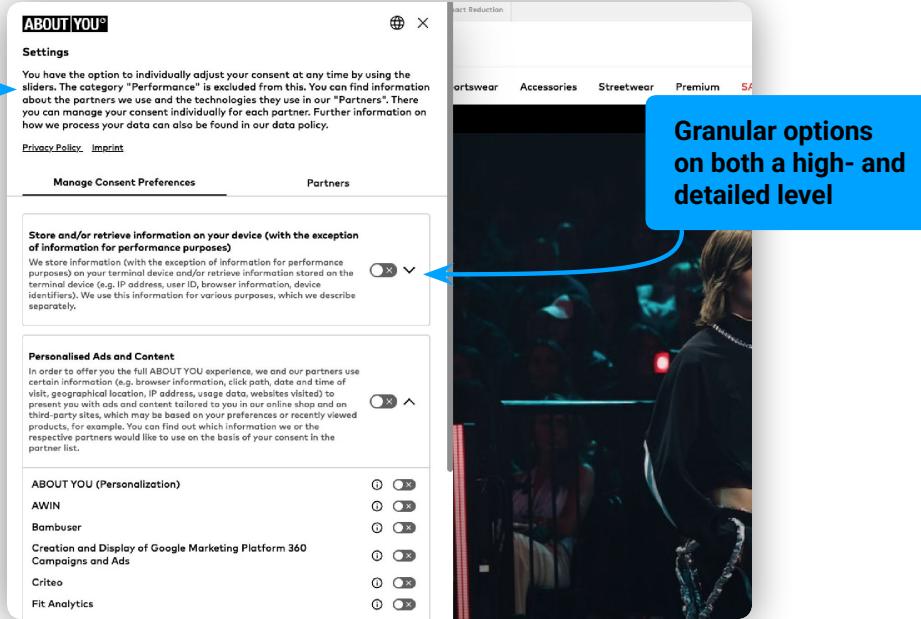
Banner is not blocking the usage of the website: 5%

Banner is displayed in correct language + Option to change it: 3%

TRUST AT FIRST SIGHT -

A proper CMP increases the consent rate by up to 25%

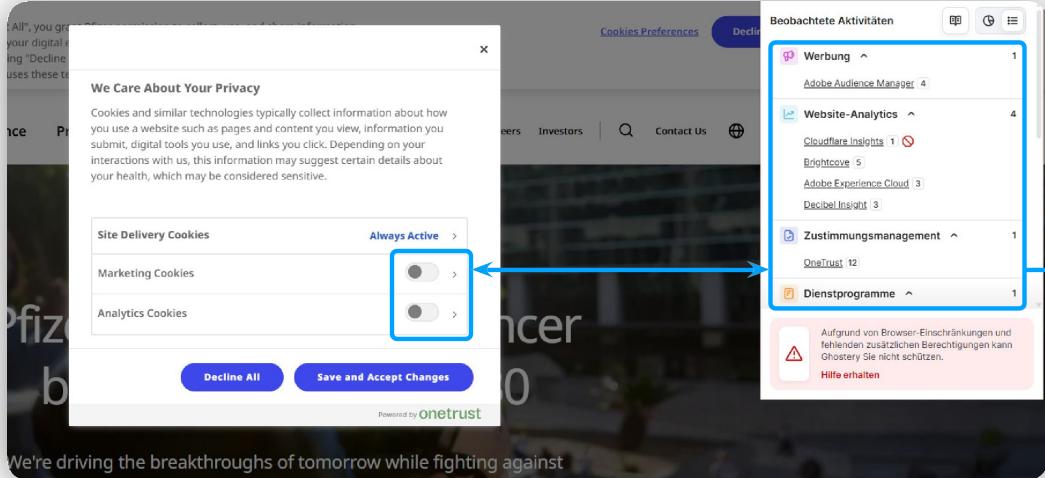
Comprehensive,
understandable text



The screenshot shows a CMP interface with the following elements:

- Header:** 'ABOUT YOU' with a close button 'X'.
- Text:** 'Settings' and a detailed paragraph explaining consent management, partners, and data processing, with links to 'Privacy Policy' and 'Imprint'.
- Section:** 'Manage Consent Preferences' and 'Partners'.
- Consent Sliders:** A large slider for 'Store and/or retrieve information on your device (with the exception of information for performance purposes)' and a detailed description below it.
- Section:** 'Personalised Ads and Content' with a detailed description of how data is used for ads and content.
- Consent Sliders:** A list of partners with individual consent sliders for 'ABOUT YOU (Personalization)', 'AWIN', 'Bombuser', 'Creation and Display of Google Marketing Platform 360 Campaigns and Ads', 'Criteo', and 'Fit Analytics'.
- Background:** A blurred image of a person in a dark setting.
- Callout:** A blue callout box on the right side of the image states 'Granular options on both a high- and detailed level'.

TRUST AT FIRST SIGHT - Make sure your CMP works as expected

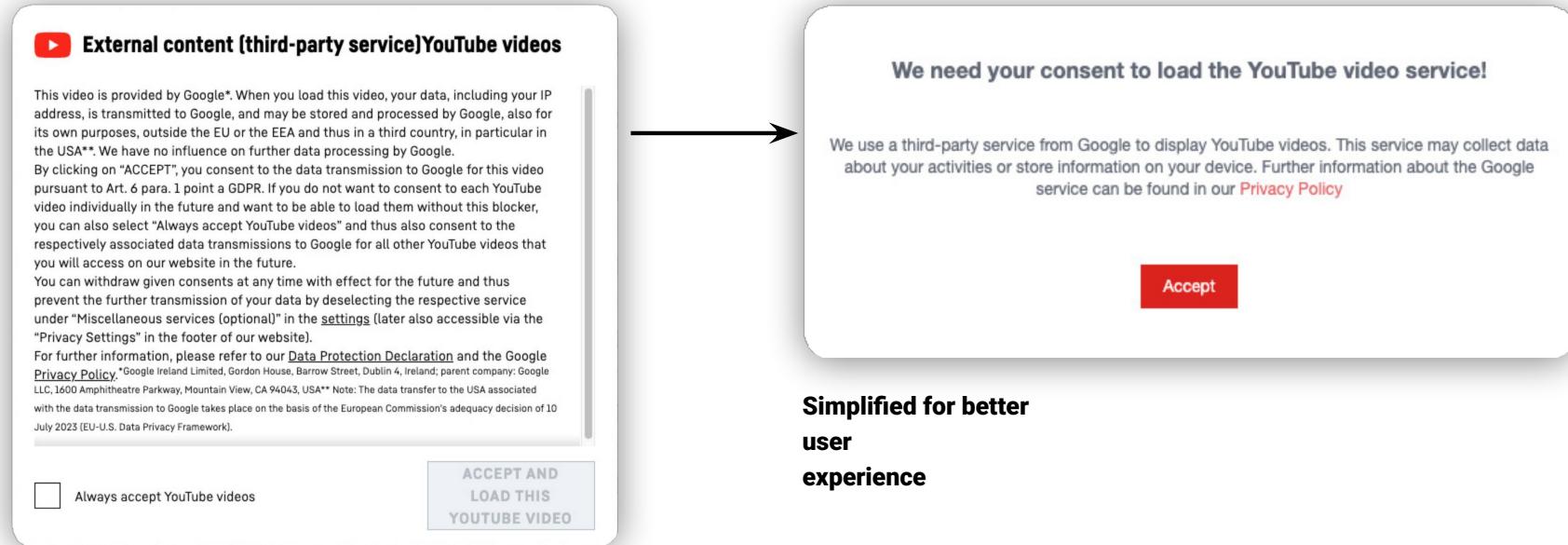


The image shows a screenshot of a website's cookie consent banner and a separate tracking activity report. The banner, titled 'We Care About Your Privacy', explains that the site uses cookies for various purposes like delivery, marketing, and analytics. It includes a 'Marketing Cookies' toggle switch, which is highlighted with a blue box and a double-headed arrow. The tracking activity report, titled 'Beobachtete Aktivitäten', lists various services and their interactions: Werbung (4), Website-Analytics (4), Zustimmungsmanagement (1), and Dienstprogramme (1). A pink warning box at the bottom states: 'Aufgrund von Browser-Einschränkungen und fehlenden zusätzlichen Berechtigungen kann Ghostery Sie nicht schützen. Hilfe erhalten'.

Marketing and analytics services are being used without valid user consent

COMBINE YOUR BANNER
WITH **CONTEXTUAL**
CONSENT

AVOID COMPLEXITY & KEEP IT SIMPLE



EXPLAIN THE VALUE GAIN

You may be interested in



NEW!



NEW!



Product 1
€120.00

Product 2
€180.00

Product 3
€100.00

We know what you like!

We can show you similar products based on your interests here. Are you allowing us to use cookies for recommending you products based on previously visited product pages?



WHAT WOULD YOU PREFER?

Disclaimer

We want to track personal data from you to do remarketing activities. Your data will be shared with others to send you advertisements and to optimize our revenue.

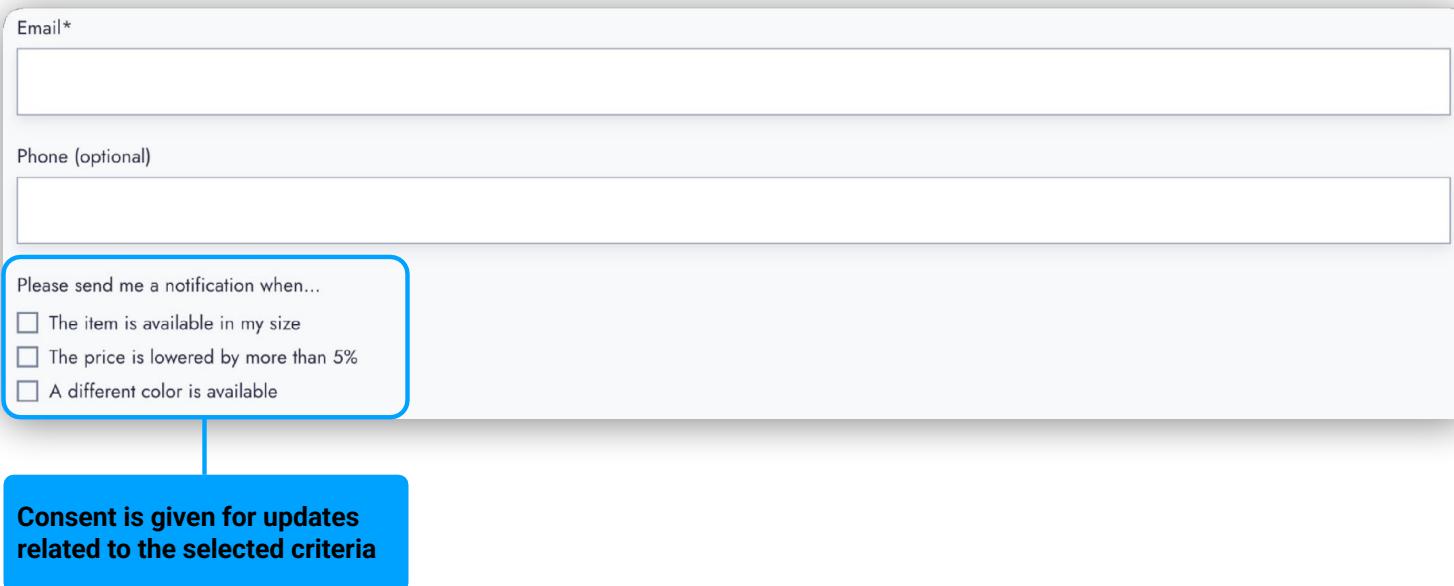
Accept

Get the best experience

We would like to show you the products that are most relevant to you for the best available price. To do that, we are working with partners to get you the best experience

I'm in!

PROVIDE A GRANULAR SELECTION FOR INDIVIDUAL CONSENTS



Email*

Phone (optional)

Please send me a notification when...

The item is available in my size

The price is lowered by more than 5%

A different color is available

Consent is given for updates related to the selected criteria

VALUE-FOCUSSED CONTEXTUAL CONSENT IS THE KEY TO GET MORE OPT-INS



75%

Average Consent Rate

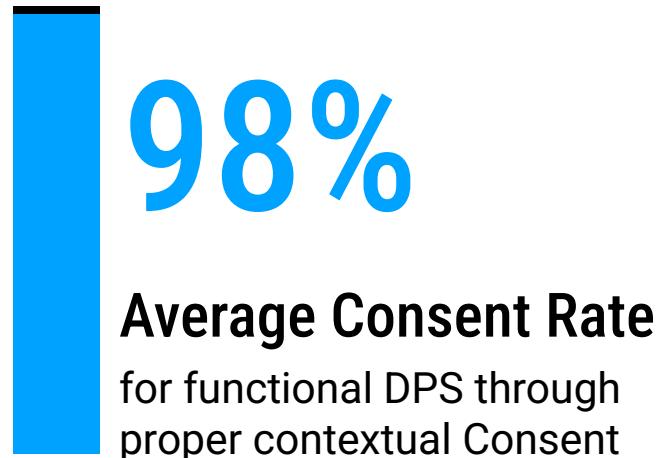
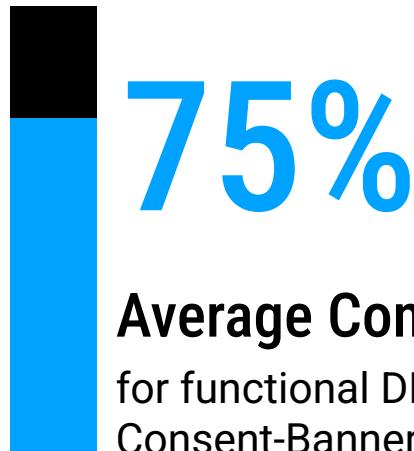
for functional DPS through
Consent-Banner (in DE)



Average Consent Rate

for functional DPS through proper
contextual Consent

VALUE-FOCUSSED CONTEXTUAL CONSENT IS THE KEY TO GET MORE OPT-INS

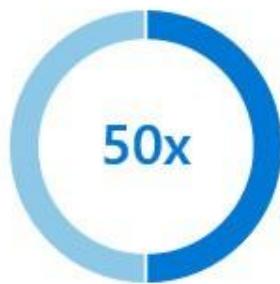


TAKE **RESPONSIBILITY**
FOR YOUR USERS' DATA

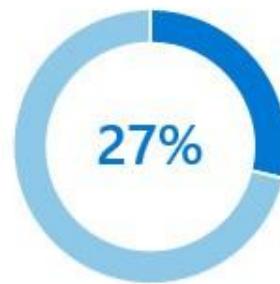
WHAT IF
THEY DON'T
CONSENT?

Impression-based remarketing in action

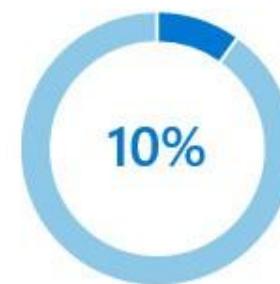
By combining festive storytelling with impression-based remarketing, s.Oliver connected the dots between upper funnel and lower funnel activity and achieved standout performance – turning passive ad viewers into active customers. Impression-based remarketing helped this German retailer to achieve:



50x higher CTR compared to other video platforms



27% conversion rate for impression-based remarketing lists



10% lower CPM compared to other video platforms

"Impression-based remarketing lists have helped us to clearly connect the reach in the upper funnel with the performance in the lower funnel!"

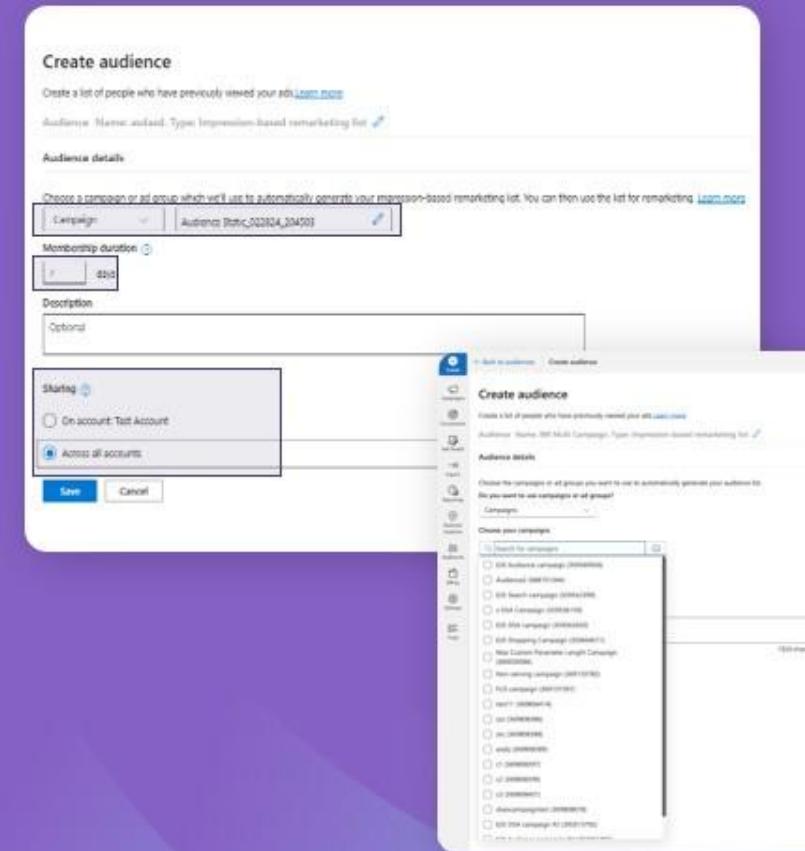
This is why Microsoft Advertising's full-funnel solutions are now a cornerstone of our brand strategy"

Christoph Bornkessel,
Head of Brand Strategy, Media & Digital
Marketing, s.Oliver

Read more here: [s.Oliver | Microsoft Advertising](#)

Create your remarketing list

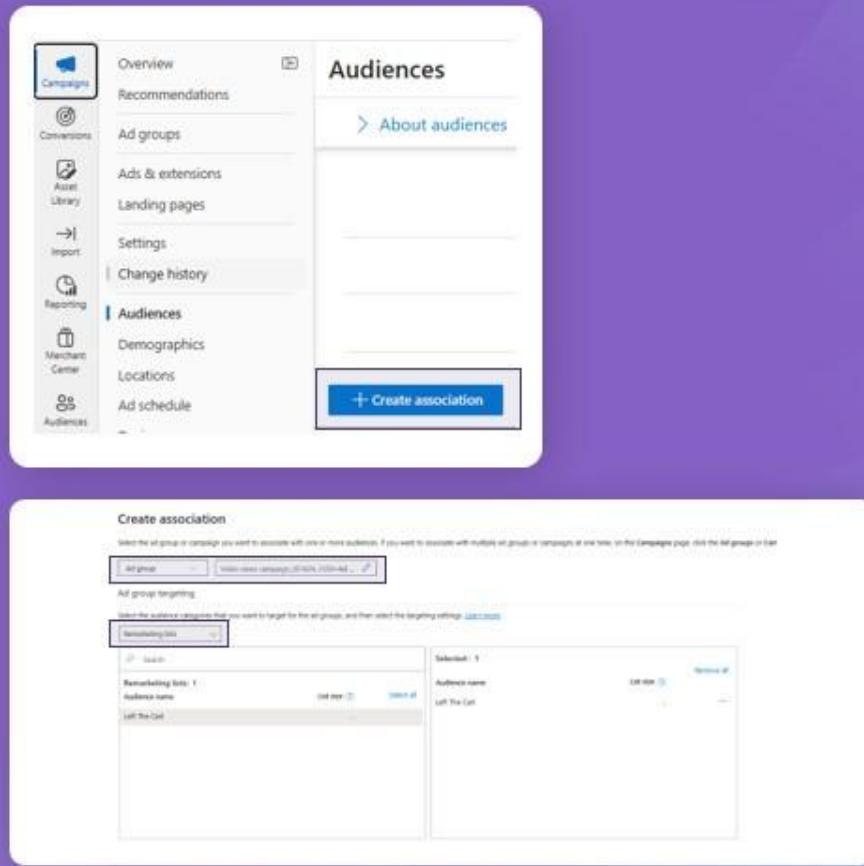
- Choose a campaign or ad group you want to build an impression-based remarketing list from. You can now build lists from up to 20 campaigns or ad groups*
- Set your membership duration (between one and thirty days). The recommended membership duration is 7 days or more.
- Choose a sharing option for your list across accounts
- Select save



***When creating lists from multiple campaigns, if a list has at least one Audience campaign included, it can be associated with any other campaign type. If the list has no Audience campaigns, it can only be associated with Audience campaigns.**

Associate your remarketing list

- Select create association
- Choose the campaigns or ad groups* to which you want to apply the impression-based remarketing list
- During this step, you can also add the remarketing list as an exclusion
- Select save

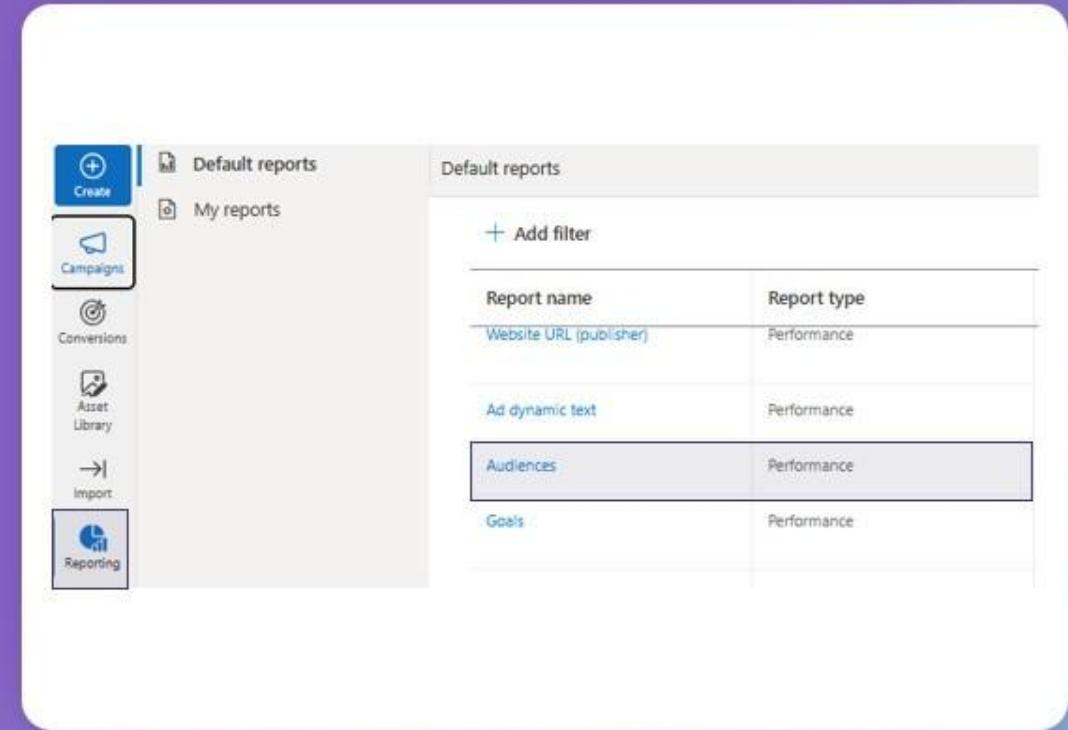


The screenshot shows the Microsoft Advertising interface for managing audiences. The left sidebar is titled 'Audiences' and includes options for Overview, Recommendations, Ad groups, Ads & extensions, Landing pages, Settings, Change history, Demographics, Locations, and Ad schedule. The 'Audiences' option is selected. The main content area is titled 'Create association' and includes a dropdown for 'Ad group' (set to 'None') and a dropdown for 'Remarketing lists' (set to 'Load'). Below these are two panels: 'Selected 1' and 'Selected 0', each showing an audience named 'Left the Car'.

*For Audience ads, associations can only be added at the ad group level.

Reporting

- To see how your impression-based remarketing lists are performing, use the audience reports in the Microsoft Advertising Platform
- You can also check performance directly in the campaigns and group grid



The screenshot shows the Microsoft Advertising Platform interface. On the left, a sidebar menu includes 'Create', 'Campaigns' (which is selected and highlighted in blue), 'Conversions', 'Asset Library', 'Import', and 'Reporting'. The main content area is titled 'Default reports' and shows a table of reports:

Report name	Report type
Website URL (publisher)	Performance
Ad dynamic text	Performance
Audiences	Performance
Goals	Performance

Q & A

LET'S SEE HOW EASY IT
IS TO GET **COMPLIANT**

**– *LIVE DEMO OF USERCENTRICS CMP
CONFIGURATION, INSTALLATION ON A DEMO
WEBSITE IMPLEMENTATION OF MICROSOFT
CONSENT MODE* –**

SECOND Q & A

DON'T MISS THE USERCENTRICS PRIVACY SHOP!



Get scared. Get inspired.
Get some cool swag!

THANKS



Max Lucas,

Managing Director & Senior Consultant



Navah Hopkins,

Microsoft Ads Liason

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile
app to provide your feedback.
Thank you!