

**INBOUND**

# Unlock Profits With Privacy: Marketing Strategies That Work

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# UNLOCK PROFIT WITH PRIVACY:

## MARKETING STRATEGIES THAT WORK



**Max Lucas,**

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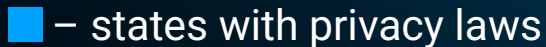
# **WHY PRIVACY IS IMPORTANT?**

**MORE REGULATIONS**

WE SEE *MORE AND MORE*  
PRIVACY LAWS



AROUND THE  
WORLD



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

**20 MIO €**

GDPR

**4%**

of global revenue  
GDPR

**2.500 - 7.500 \$**

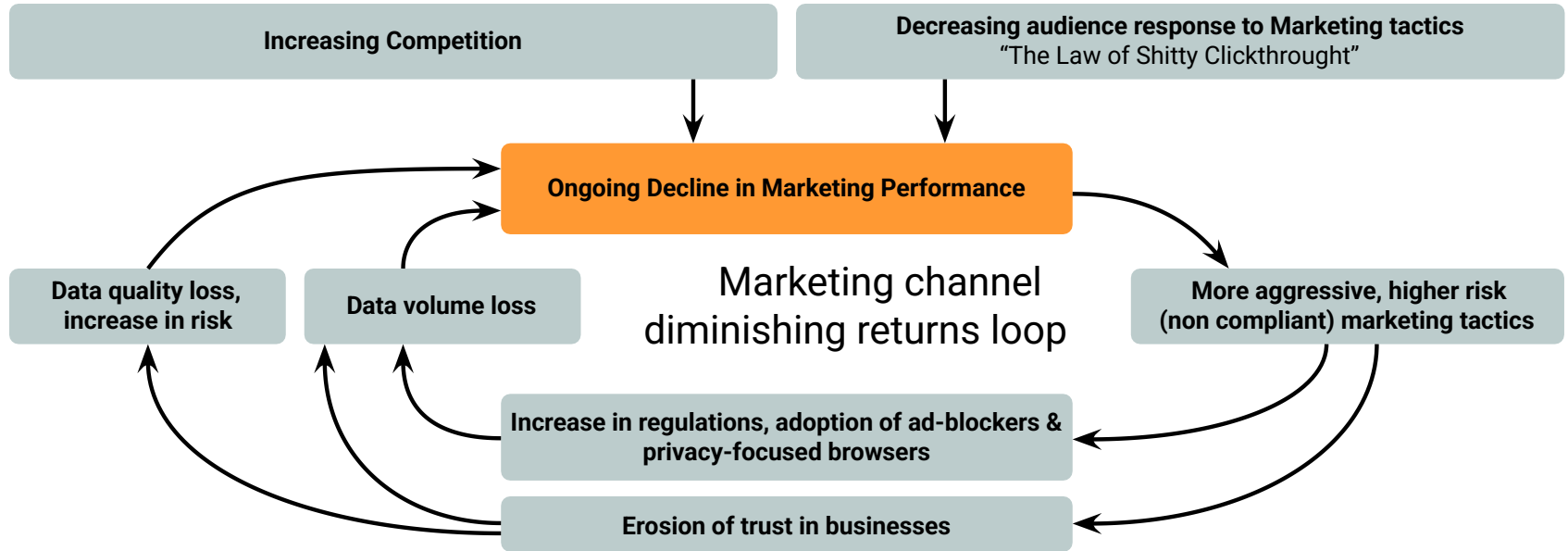
CPRA

**100-700\$**

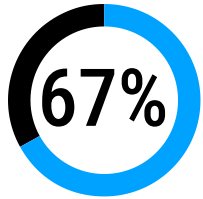
per affected consumer  
CPRA

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

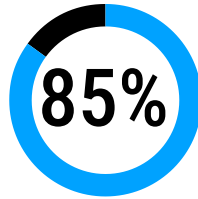
# WE HAVE AN ONGOING DECLINE IN MARKETING PERFORMANCE



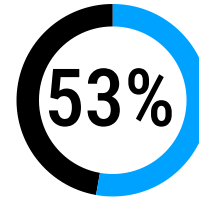
# DATA IS A COMMODITY, BUT *TRUST IS THE CURRENCY*



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?



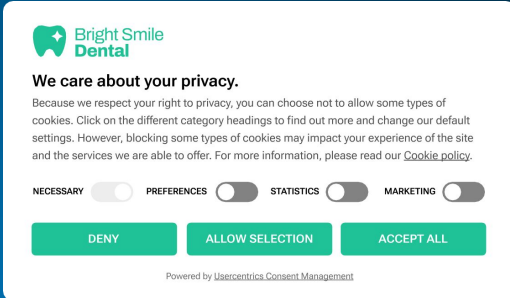
# VISITORS FORM AN OPINION ABOUT A WEBSITE IN THE *FIRST 0.05 SECONDS*

Source: Forbes Top Website Statistics 2024

# FIRST IMPRESSIONS MATTER.

## A LARGE CHUNK OF THAT *0.05 SECONDS* IS SPENT ON:

### Your cookie banner



**Bright Smile Dental**

**We care about your privacy.**

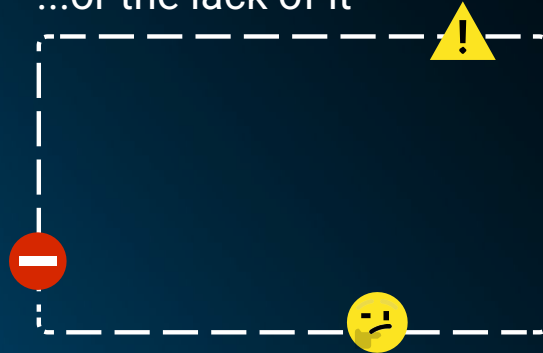
Because we respect your right to privacy, you can choose not to allow some types of cookies. Click on the different category headings to find out more and change our default settings. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer. For more information, please read our [Cookie policy](#).

NECESSARY ☐ PREFERENCES ☐ STATISTICS ☐ MARKETING ☐

**DENY** **ALLOW SELECTION** **ACCEPT ALL**

Powered by [Usercentrics Consent Management](#)

...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*

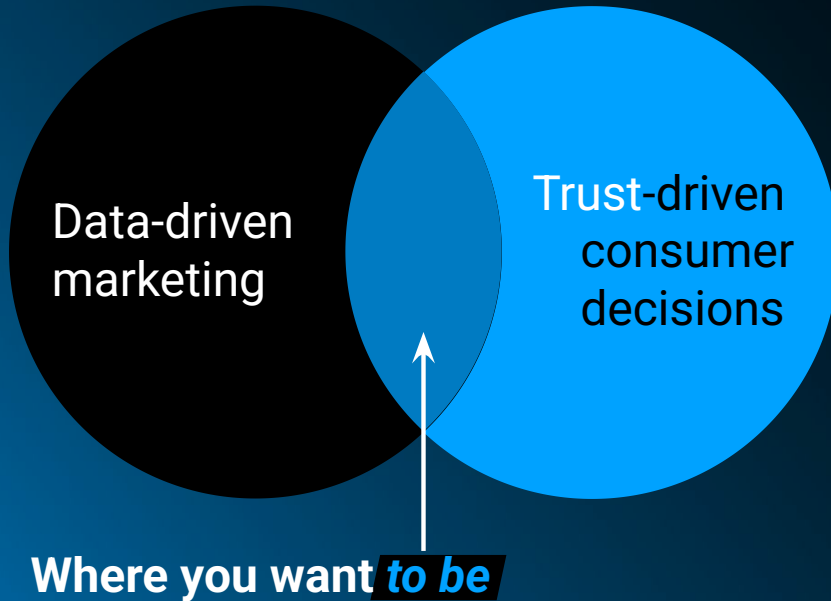


50%

**Millennial 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*



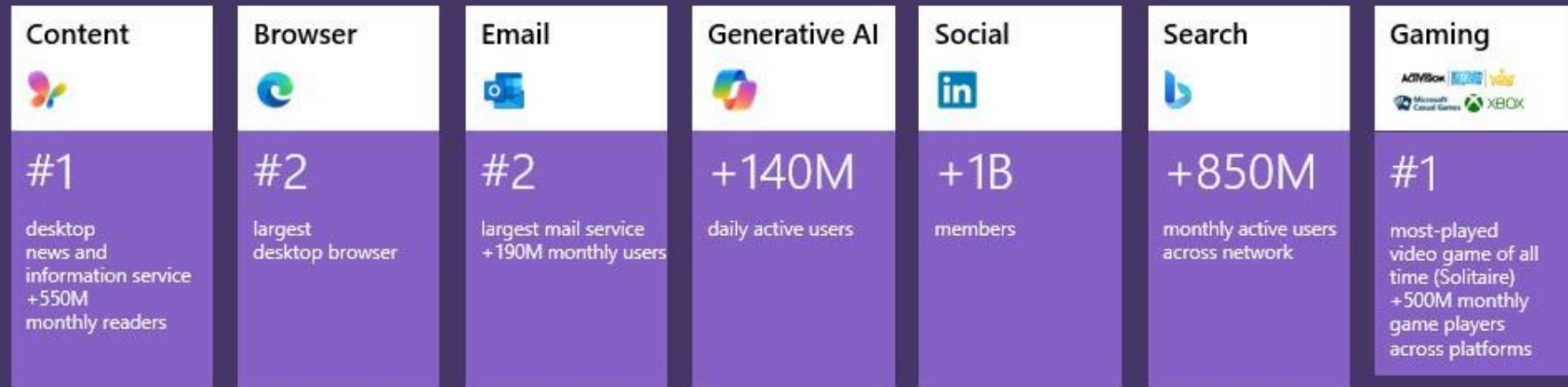
LUCKILY, PLATFORMS  
ARE FINDING WAYS OF  
***RESPECTING PRIVACY*** WHILE  
STILL WORKING ***WITH DATA***

# PLATFORMS ARE PUSHING FOR *CONSENT*

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



# However They Best Process Information!



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 average<sup>1</sup>

### AUDIENCE TARGETING FEATURE

### PERFORMANCE IMPROVEMENT

In-market audiences

42% Higher conversion rate<sup>1</sup>

Similar audiences

24% Lower cost per acquisition<sup>1</sup>

LinkedIn profile targeting

60% Higher conversion rate<sup>1</sup>

Predictive targeting

46% Higher conversion rate<sup>2</sup>

Remarketing

179% Higher conversion rate<sup>1</sup>

Auto-generated remarketing lists

45% Lower cost per acquisition<sup>1</sup>

Dynamic remarketing

164% Higher conversion rate<sup>1</sup>

Customer match

134% Higher conversion rate<sup>1</sup>

Custom audiences

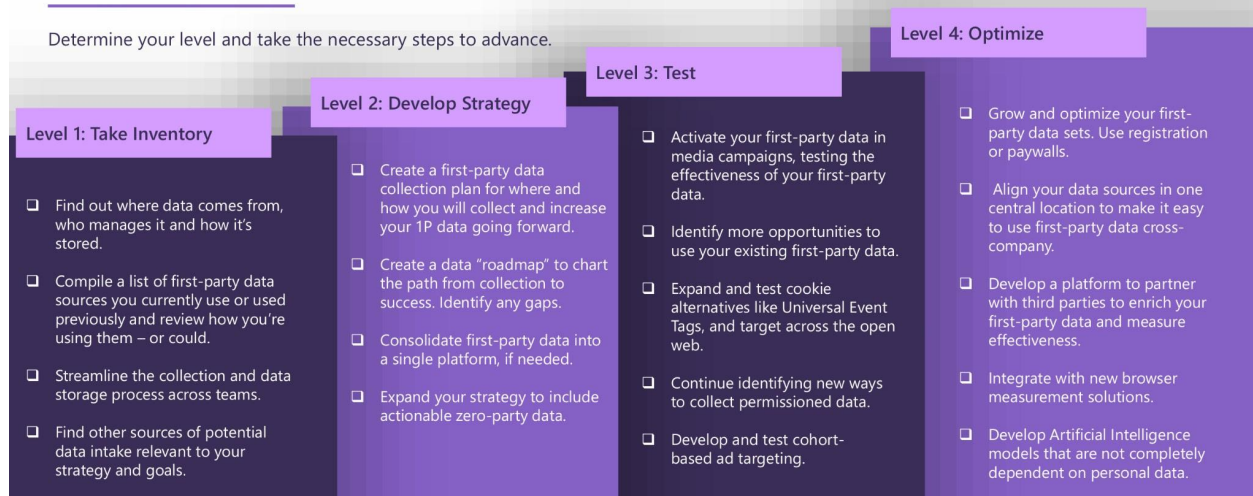
102% Higher conversion rate<sup>1</sup>

# 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.

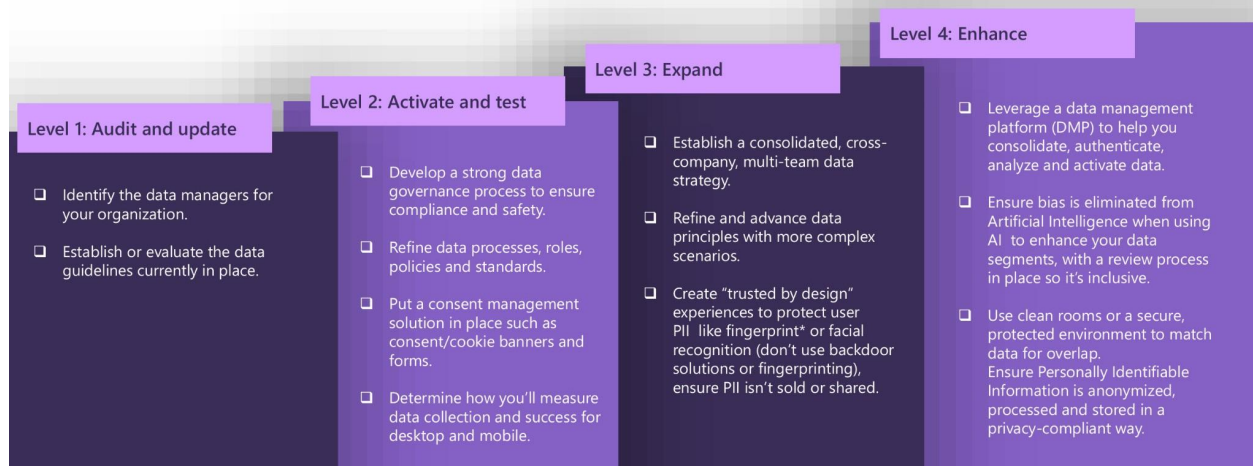


# Privacy & Security:

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% 56%  
female 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

The screenshot displays a web browser window with a Microsoft Copilot tab. The main content is a sponsored advertisement for the Mercedes-Maybach Sedan. The ad features the text "MAYBACH" at the top, followed by "The Mercedes-Maybach Sedan. Refined, redefined." and a paragraph describing the car's features. Below the text are four images: a front view, an interior view, a rear view, and a side profile view. A "Learn more" button is at the bottom of the ad. To the right of the ad is a chat window with Copilot. The chat window contains a message from Copilot: "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." Below this is a question from the user: "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?" Copilot's response is: "What advanced technologies are in Mercedes-Maybach cars?" Below this are two more questions from the user: "What are the features of the Maybach Night Series?" and "What are the maintenance costs for a Maybach?" Copilot's response is: "Sponsored content never influences Copilot responses." At the bottom of the chat window is a "Message Copilot" button.

# Tools Still Available When Consented UET Is Present

## 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

## Campaign performance



Ad performance

Broad matching

Search partner network

Smart pricing

New analytics and targeting

## Cookieproof for the future



MSCLKID for conversion tracking

Integrated with Privacy Sandbox for targeting (Coming Q3 '24)

\*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:

- 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"> <li>• Product Price</li> <li>• Product IDs</li> <li>• Quantity per product</li> </ul>	
Conversion Revenue	Product IDs	
Transaction ID	Revenue (required for conversions)	
Items array: <ul style="list-style-type: none"> <li>• Product Price</li> <li>• Product IDs</li> <li>• Quantity per product</li> </ul>		
Category <i>(optional)</i>		
Search Term <i>(optional)</i>		
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

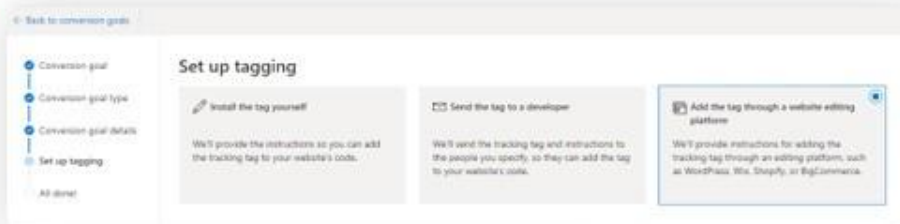
Collect data across a wider and richer set of user activities.

## Future-ready for upcoming new features

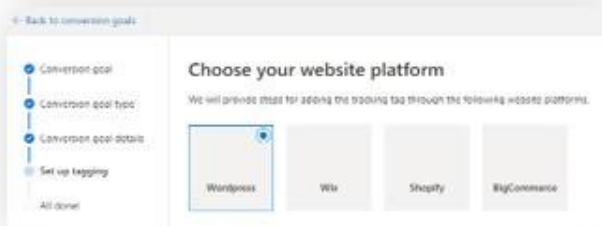
- ✓ Dynamic Remarketing
- ✓ Enhanced conversion goals (retail and travel)
- ✓ Custom Audiences (in-house data management platform (DMP) support)

# Seamless UET implementation options with third-party platforms

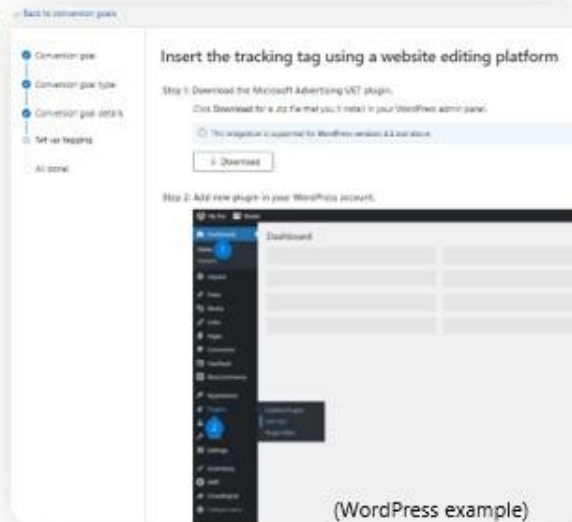
1



2



3



# 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 the 'Set up Enhanced conversions' page. On the left is a vertical navigation menu with steps: 'Conversion goal' (selected), 'Conversion goal type', 'Conversion goal details', 'Edit goal', 'Enhanced conversions', 'Set up tagging', and 'All done!'. The main content area is titled 'Set up Enhanced conversions' and includes a note: 'Note: Setting up enhanced conversions will only apply to this conversion goal.' Below this is a toggle switch for 'Turn on Enhanced conversions'. The 'On' position is selected, and the text explains that this improves accuracy by matching conversions with personal information like email addresses or phone numbers, while noting that Microsoft uses privacy-safe practices. A 'Recommended' badge is present. To the right of the toggle is an option 'I don't want to use enhanced conversions' with a warning that tracking certain conversions may be lost. At the bottom, there is a checkbox to 'Enable Enhanced conversions for this goal' and a link to the 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 1<sup>st</sup> party (advertiser domain) or 3<sup>rd</sup> party context (bing.com).

## If ad\_storage='denied'

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

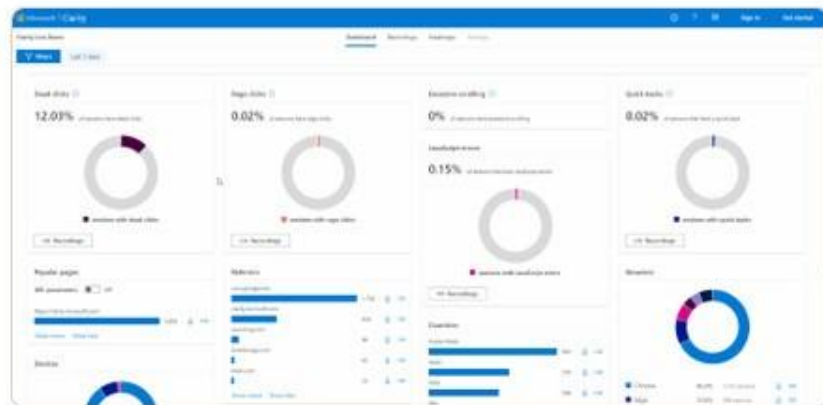
# Microsoft Clarity insights for Microsoft Advertising

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

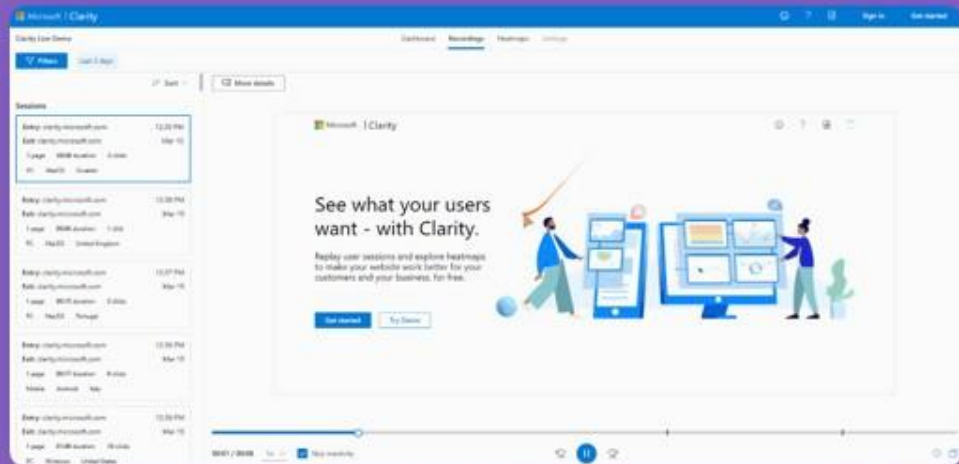
Make better-informed optimization decisions on your website and within your advertising campaigns by fully understanding the customer journey and enhancing the signals captured.

# 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



# 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.

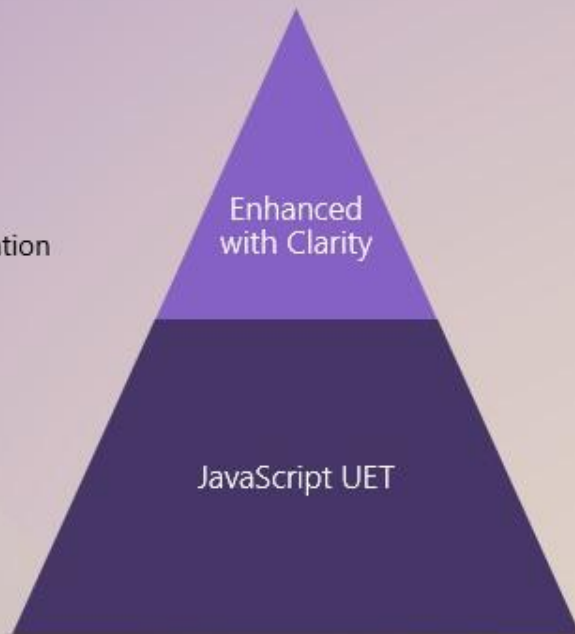
Combining the power of Clarity within your UET tag unlocks rich, actionable insights from the data

## 1 Core parameters+

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

## 2 Core parameters

- Page info
- Users and sessions
- Structured information

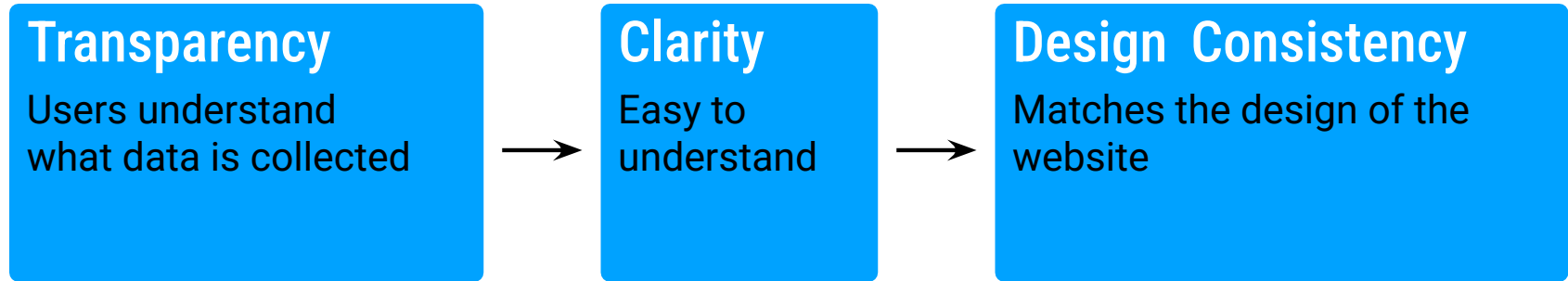


LET'S SEE  
HOW TO DO  
***IT RIGHT***

# TRUST AT FIRST SIGHT STARTS WITH THE *COOKIE BANNER*

# TRUST AT FIRST SIGHT -

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



# 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 with a yellow consent banner at the bottom. Four blue callout boxes with arrows point to specific elements on the page:

- Adding brand's Logo: +5%** (points to the ABOUT YOU logo in the top navigation bar)
- Comprehensive, understandable Text that highlights the benefits: +12%** (points to the main body text of the consent banner)
- Banner is not blocking the usage of the website: 5%** (points to the main content area of the website, which remains visible behind the banner)
- Banner is displayed in correct language + Option to change it: 3%** (points to the language selector icon in the top right corner of the banner)

The consent banner text includes:

**ABOUT YOU**  
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.

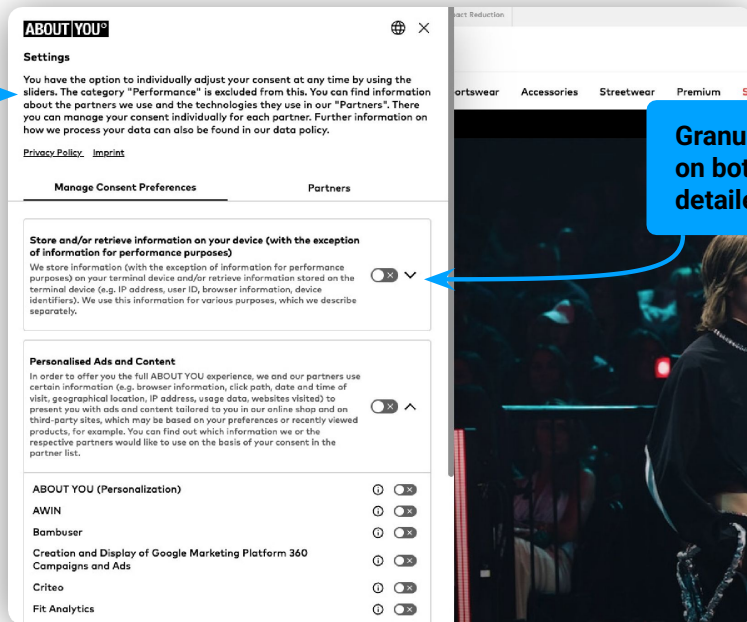
Privacy Policy | Imprint

Settings | Reject | Ok

# TRUST AT FIRST SIGHT -

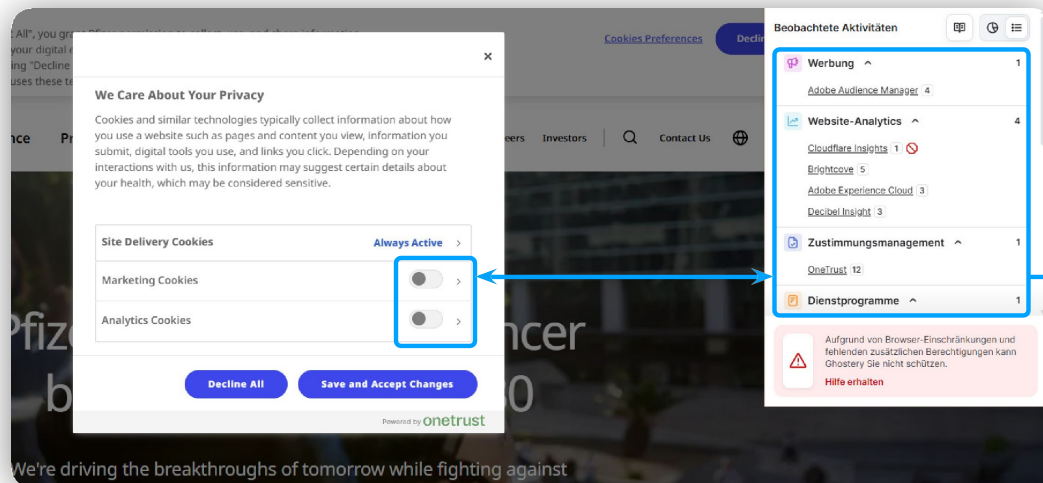
## A proper CMP increases the consent rate by up to 25%

Comprehensive,  
understandable text



Granular options  
on both a high- and  
detailed level


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



**Marketing and analytics services are being used without valid user consent**

COMBINE YOUR BANNER  
WITH ***CONTEXTUAL***  
CONSENT

# AVOID COMPLEXITY & KEEP IT SIMPLE

 **External content (third-party service)YouTube videos**

This video is provided by Google\*. When you load this video, your data, including your IP address, is transmitted to Google, and may be stored and processed by Google, also for its own purposes, outside the EU or the EEA and thus in a third country, in particular in the USA\*\*. We have no influence on further data processing by Google.

By clicking on "ACCEPT", you consent to the data transmission to Google for this video pursuant to Art. 6 para. 1 point a GDPR. If you do not want to consent to each YouTube video individually in the future and want to be able to load them without this blocker, you can also select "Always accept YouTube videos" and thus also consent to the respectively associated data transmissions to Google for all other YouTube videos that you will access on our website in the future.

You can withdraw given consents at any time with effect for the future and thus prevent the further transmission of your data by deselecting the respective service under "Miscellaneous services (optional)" in the [settings](#) (later also accessible via the "Privacy Settings" in the footer of our website).

For further information, please refer to our [Data Protection Declaration](#) and the Google [Privacy Policy](#). \*Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA\*\* Note: The data transfer to the USA associated with the data transmission to Google takes place on the basis of the European Commission's adequacy decision of 10 July 2023 (EU-U.S. Data Privacy Framework).

☐ Always accept YouTube videos

ACCEPT AND  
LOAD THIS  
YOUTUBE VIDEO



We need your consent to load the YouTube video service!

We use a third-party service from Google to display YouTube videos. This service may collect data about your activities or store information on your device. Further information about the Google service can be found in our [Privacy Policy](#)

Accept

**Simplified for better  
user  
experience**

# EXPLAIN THE VALUE GAIN

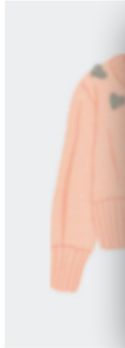
You may be interested in



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)

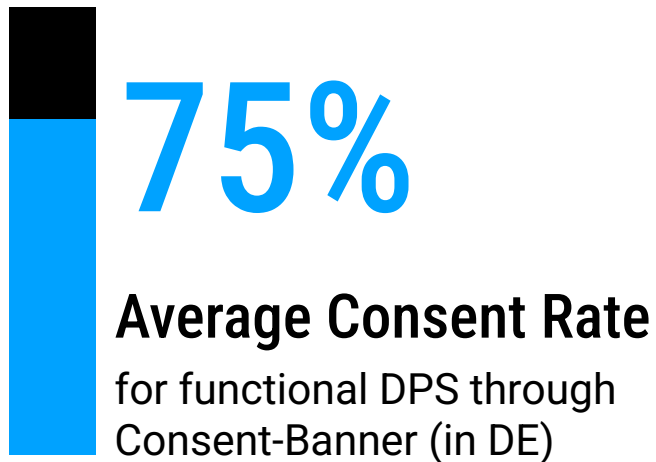
Please send me a notification when...

- ☐ The item is available in my size
- ☐ The price is lowered by more than 5%
- ☐ A different color is available

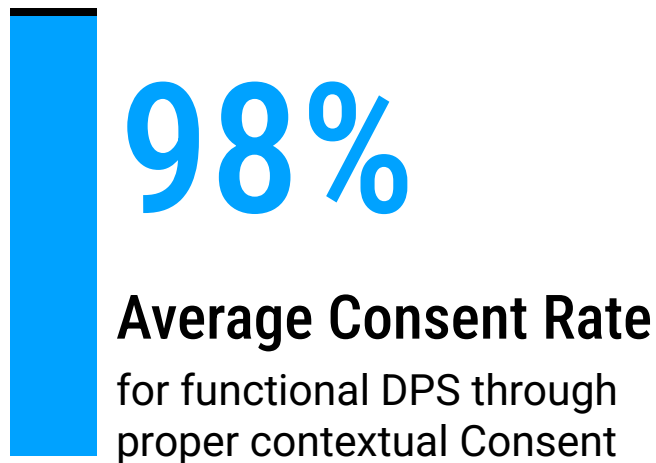
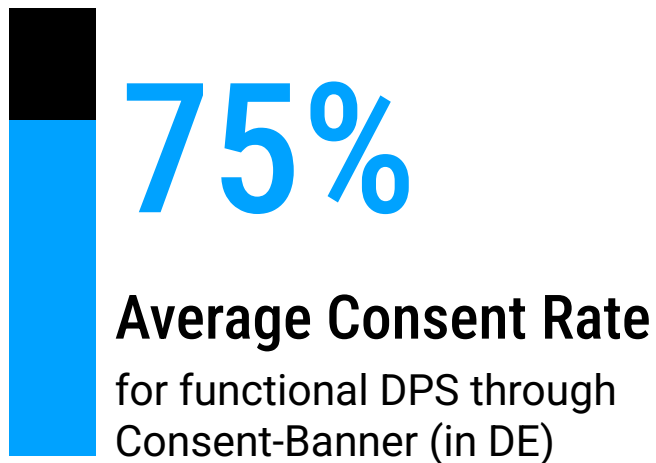
**Consent is given for updates related to the selected criteria**



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



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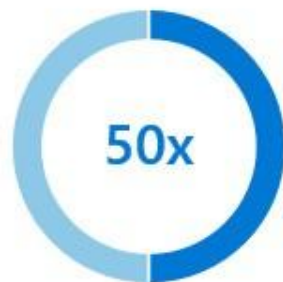


**TAKE *RESPONSIBILITY***  
**FOR YOUR USERS' DATA**

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"*

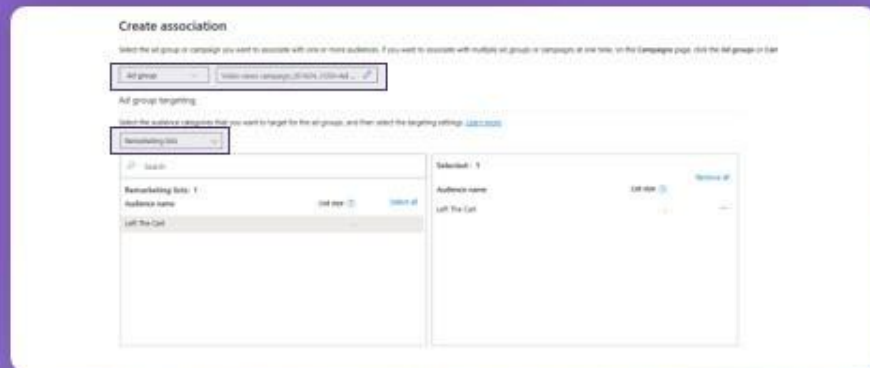
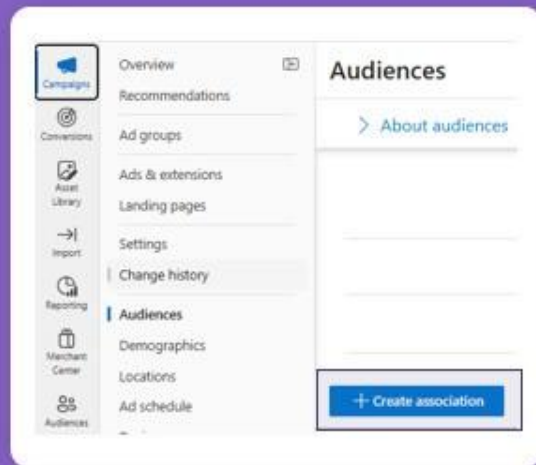
Christoph Bornkessel,  
Head of Brand Strategy, Media & Digital  
Marketing, s.Oliver

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



# 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



\*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

Default reports

+ Add filter

Report name	Report type
<a href="#">Website URL (publisher)</a>	Performance
<a href="#">Ad dynamic text</a>	Performance
<b><a href="#">Audiences</a></b>	Performance
<a href="#">Goals</a>	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!**