

Agency Roundup

Welcome to the Agency Newsletter for August

August is known for a variety of events, celebrations, and historical significance including being named after Augustus Caesar, the first Roman emperor. Festivities include the Edinburgh Festival Fringe in Scotland, the Medellín Flower Fair in Colombia, and the vibrant Notting Hill Carnival in London. And for Tennis lovers, the highly anticipated US Open kicks off at the end of the month. Whether you're wrapping up your summer in the north, or coming out of winter in the south, we hope you enjoy the changing of the seasons!

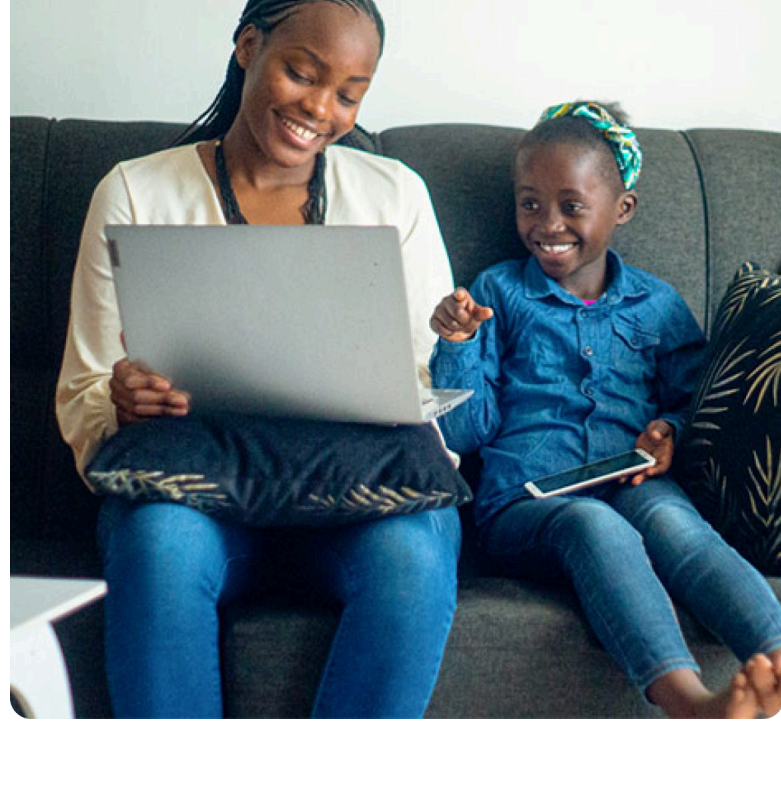


Spotlight

73% higher CTRs: Why advertisers need to pay attention to conversational AI
Discover how conversational AI experiences like Microsoft Copilot transform how advertisers engage audiences with new Microsoft Advertising insights.

[Learn more >](#)

Product Updates



Impression-based remarketing updates and other product news for August

Learn about product updates for August, including Impression-based remarketing and Performance Max updates.

[Learn more >](#)



Building AI-ready creative: How modular content drives search advertising results

Boost ad performance with modular content. Learn how AI-ready creative enhances personalization, agility, and results across Microsoft search tools.

[Learn more >](#)



SMBs find their edge with Adpulse

Discover how Adpulse and Microsoft Advertising help SMBs boost leads, cut costs, and drive growth with Performance Max and smart campaign optimization.

[Learn more >](#)



6 sustainable ad strategies for publishers to drive performance with Microsoft Monetize

Reduce environmental impacts of ad inventory while maintaining revenue with Monetize and these 6 key sustainable strategies for publishers.

[Learn more >](#)

Webcasts

Retail Ready 2025: Celebrate the wins of working smarter this holiday peak season

Discover how to deliver more impact, more relevance, and more joy this holiday season. Learn how to make every marketing dollar count—with less waste, more confidence, and measurable results that prove your strategy is working smarter, not harder. Register to view on demand and upcoming sessions.

[Register now >](#)

Case Study

How Veneta realized search value through a smarter advertising approach

Premium interior furnishings brand Veneta wanted to grow conversions through Microsoft Advertising without competing with other channels or stretching their small team. Although they were already running campaigns in the platform, they saw room for improving their results, especially for branded search. The team realized their previous approach of simply copying over their Google campaign setup wasn't giving their Microsoft Advertising campaigns the data or structure they needed for peak performance. That's when Veneta decided to change their strategy. They carved out a few hours each week to ensure alignment across their ad platforms, measure what worked, and build a better search strategy. With this strategy they managed:

28%

Conversions on search ads

24%

Conversions on shopping ads

[Read the full story >](#)

Microsoft News

- Digital Transformation | How a technology overhaul helped the Greater Austin YMCA fill a child care gap**
[Read about](#) the Tomorrow Academy, a pioneering child care initiative addressing local shortages, thanks to a comprehensive digital transformation using Microsoft tools that enabled seamless collaboration, operational efficiency, and community impact.
- History Reclaimed, Futures Reimagined: Celebrating Indigenous Storytelling Through Games**
[Read how](#) Xbox celebrates and supports Indigenous voices in gaming through a curated collection.
- The Code of Us : Women Community**
[Discover stories](#) of innovation and inspiration from Women Microsoft employees and community artists.

Resources

[Microsoft Advertising](#) | [Agency Center](#) | [Learning Lab](#) | [Insights](#) | [Case Studies](#) | [Give with Bing](#)

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