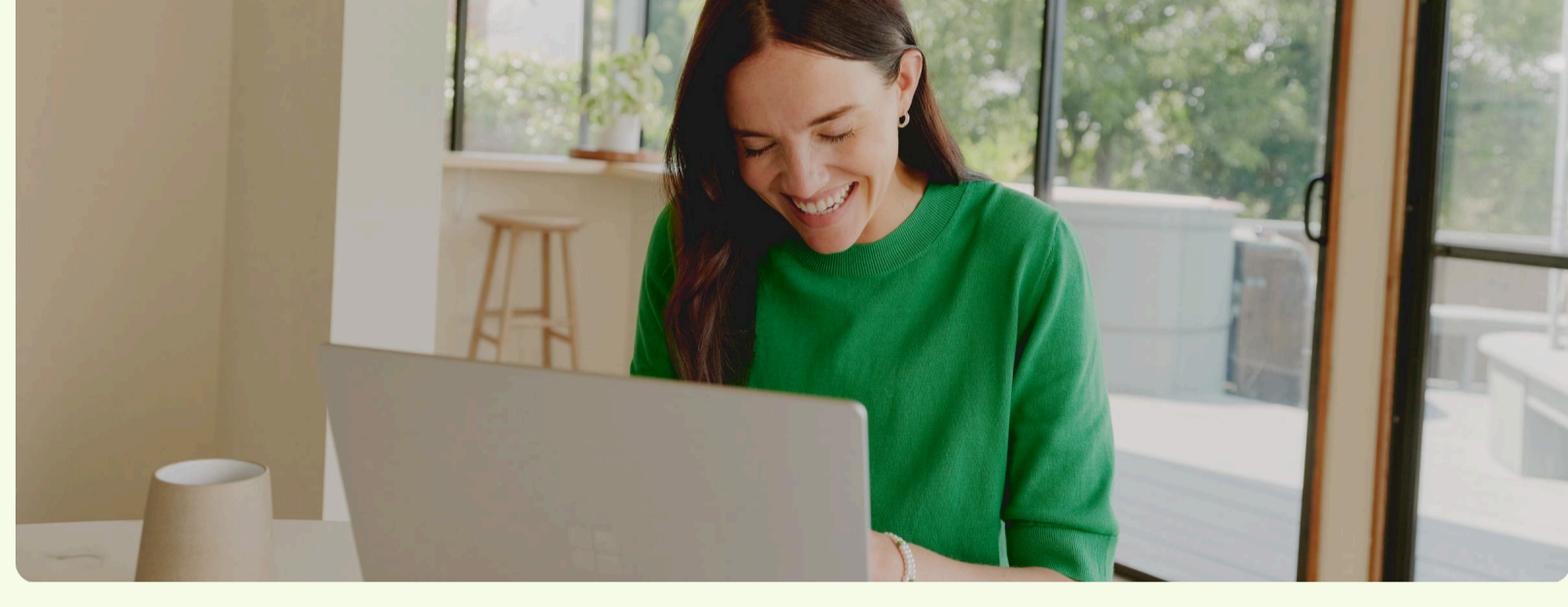


Agency Roundup

Welcome to the Agency Newsletter for February

Happy February! In the Northern Hemisphere we're heading into our last month of winter, while in the Southern Hemisphere the summer is slowly winding down. February is a vibrant month filled with cultural celebrations, holidays and some favorite past times. Black History Month, celebrated every February, honors the significant contributions and achievements of Black individuals throughout history and highlights their impact on society. Many continue to celebrate Chinese New Year, welcoming the Year of the Snake with festivities, family gatherings and traditional foods. Super Bowl Sunday in the U.S. has millions gather to watch the championship game, enjoy the halftime show, commercials and food. Valentine's Day on February 14th is all about love and the exchange of gifts. Whatever your February brings, we wish you the best and look forward to our continued partnership!



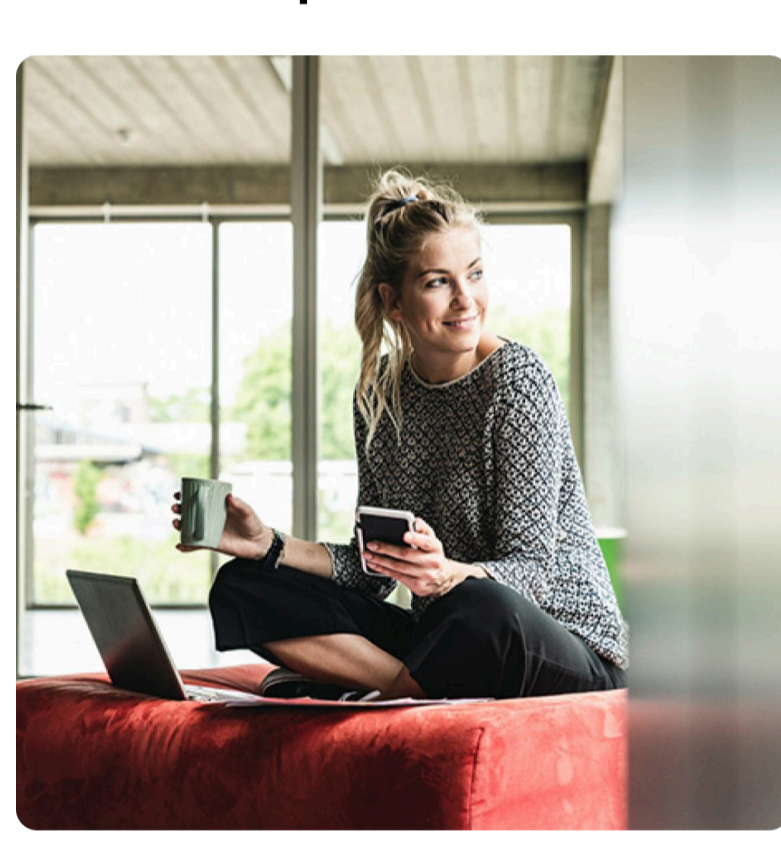
Spotlight

Microsoft Advertising Display, Native & Video Survey – we want to hear from you!

As we build for the future, we're looking for feedback from our most valued clients on our display, native, and video offerings. Please help us by completing this short survey—and you'll have a chance to win a \$250 gift card. For details, please [click here](#) to view the Official Rules.

[Take the survey >](#)

Product Updates



New Performance Max tools and other product updates for February

Discover new Performance Max tools and updates for February, including LinkedIn Profile targeting, reporting updates and conversion value rules.

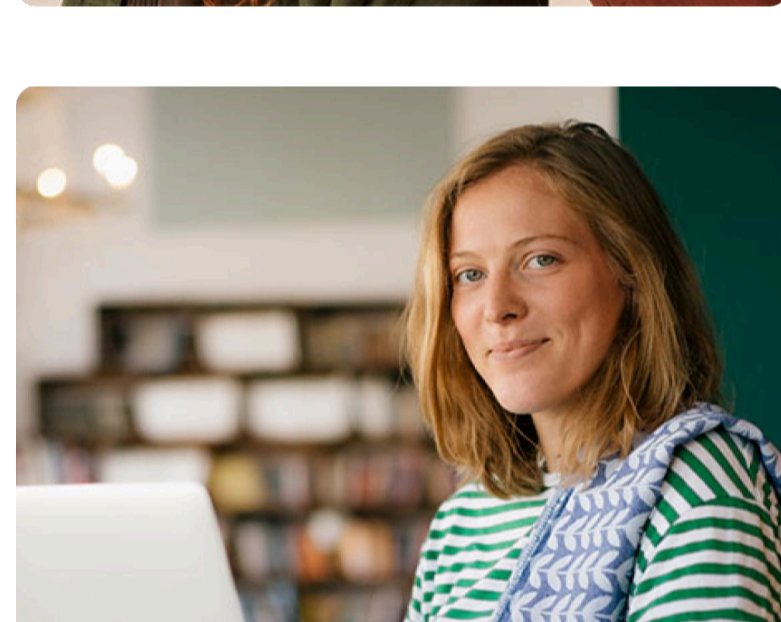
[Learn more >](#)



Celebrating 2024 and a look into 2025 for Microsoft Advertising Partners

Join us as we take a look at some of the Microsoft Advertising Partner Program's most notable events of 2024 and explore exciting changes for 2025.

[Learn more >](#)



Microsoft Advertising's new commerce media innovations unlock growth for brands and retailers

Unlock the power of Microsoft Advertising to reach high-intent audiences with flexible solutions and advanced targeting capabilities.

[Learn more >](#)

Webinars

Learning Lab Live: Google Import – February 27

Google Import simplifies the process of setting up your Microsoft Advertising campaigns by allowing you to import your campaigns from Google Ads in just a few clicks. This saves you the hassle of manually configuring everything from scratch. Google Import also offers flexibility and control, letting you choose whether to import everything or just specific campaigns. From quick to customized, you're in control of your imports, including bids, budgets, and more. In this session we will cover the basics as well as some of the latest Google Import updates including Quick Import, Smart Import, and Advanced Import. Sign up today and get ready to learn how you can import Performance Max, Audience Ads, Shopping Campaigns, and Merchant Center. Content will be available on demand afterward.

[Register now >](#)

Case Study

Pandora

Since its 1982 founding in Copenhagen, Denmark, Pandora has gone from family-run jewelry shop to global manufacturer of contemporary, high-quality jewelry. Known for its customizable charm bracelets and dazzling statement pieces, Pandora is "winning in the luxury jewelry market" even at a time when jewelry sales are in decline. The legacy jewelry company is also leading the charge for a more sustainable industry with environmentally friendly lab-grown diamonds.

Mother's Day is traditionally a big day for jewelry gifts, so it's no surprise that Pandora wanted to capitalize and increase sales during this period. With Mother's Day 2024 approaching, Pandora's marketing team planned to optimize ROAS to maximize online revenue and attract new customers. However, the company's previous advertising strategy wasn't delivering the results the team needed, especially during key calendar periods and promotions. To boost Mother's Day sales and revenue year over year, Pandora needed a new in-platform automated bidding solution. With this strategy they managed:

900%

Increase in shopping revenue YoY (Germany)

133%

Increase in shopping spending YoY (United States)

[Read the full story >](#)

Microsoft News

- The value of AI: How Microsoft's customers and partners are creating differentiated AI solutions to reinvent how they do business**
[Read how AI is transforming businesses](#) across various industries, driving innovation, efficiency, and cost savings.
- Black History Month**
[Read how](#) Black and African American employees help bring Microsoft's vision to life.
- Microsoft celebrates 50 years**
[Commemorating our 50-year anniversary](#) by celebrating the achievements of our employees, customers and partners that have dreamt, built and used Microsoft technology as a force for good, while also looking ahead to the future.

Resources

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

[LinkedIn](#) | [Instagram](#) | [YouTube](#) | [RSS](#)

Don't reply to this email, which was sent from an unmonitored mailbox.

Contact [Microsoft Advertising](#) if you have any questions.

[Unsubscribe](#) | [Privacy Statement](#)

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052 USA

