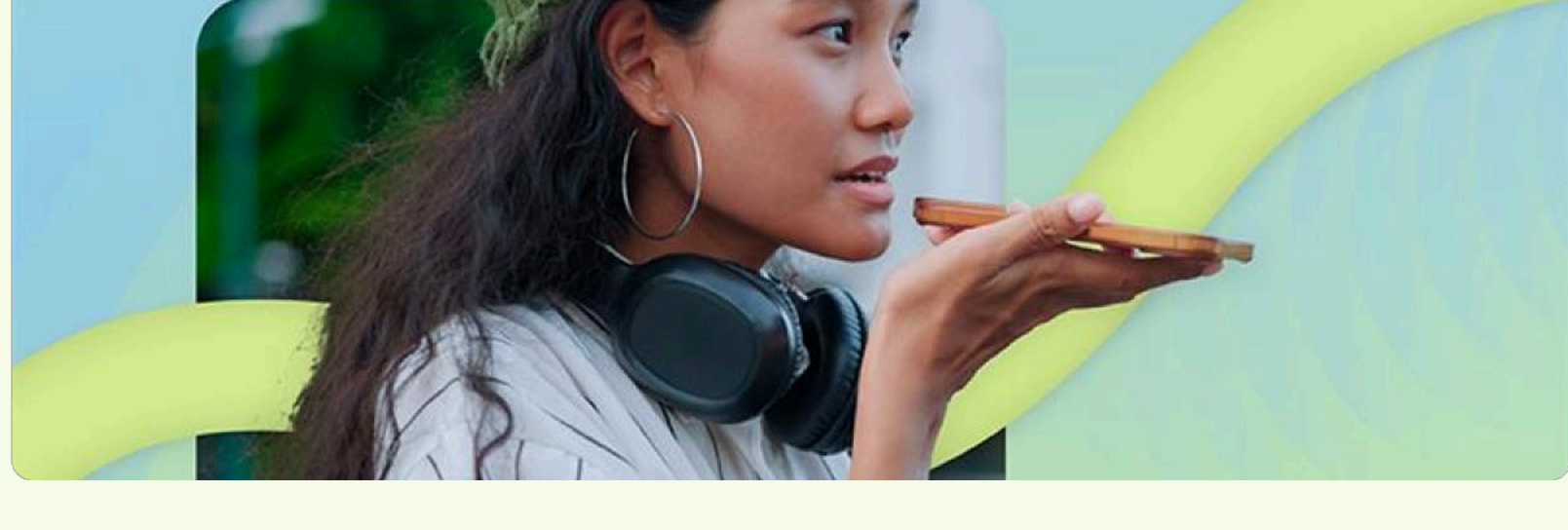


Agency Roundup

Welcome to the Agency Newsletter for June

June is recognized globally for numerous awareness months and holidays, including LGBTQ+ Pride Month, PTSD Awareness Month, Men’s Health Month, Gun Violence Awareness Month, Juneteenth, and Immigrant Heritage Month. Regardless of whether it is summer in the Northern Hemisphere or winter in the Southern Hemisphere, we hope you appreciate this season of change!

If you’re an Elite or Select tier partner currently enrolled in the Microsoft Advertising Partner Program, you have until July 3rd to [submit your nominations](#). We look forward to reading about all you’ve done with Microsoft Advertising over the last year!



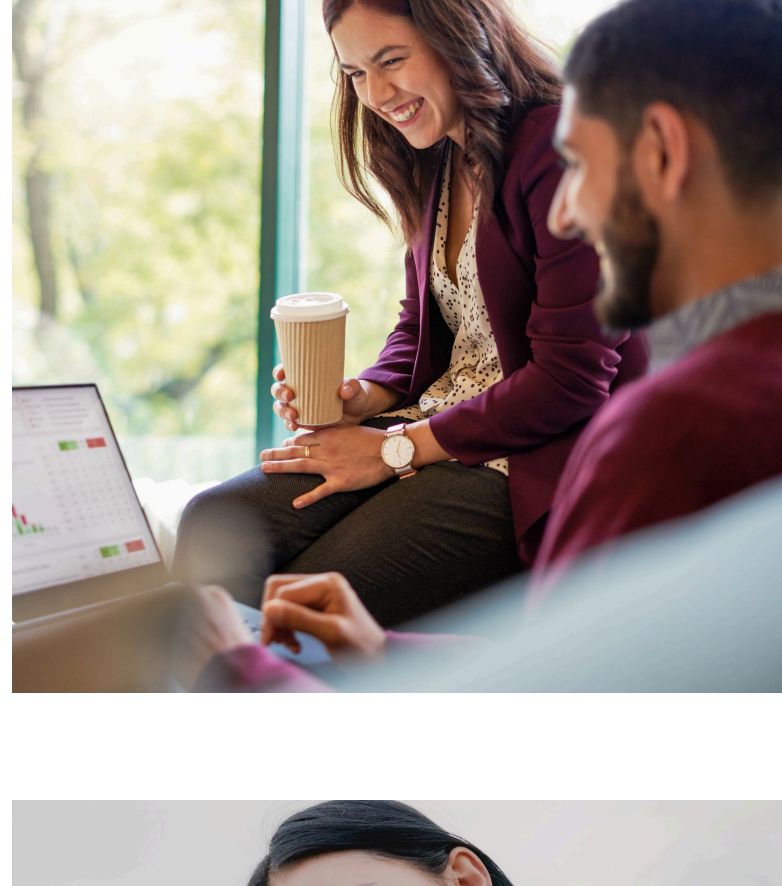
Spotlight

From clicks to conversations: How to win the moment of intent in the future of search advertising

Discover how generative AI is transforming search advertising, making it more conversational, multimodal, and personal to win the moment of intent. From rethinking ad targeting to preparing for AI-powered placements and automation, this evolution demands bold strategy and the agility to keep pace with search’s rapid evolution.

[Learn more >](#)

Product Updates



Ads Studio in Editor and other product updates for June

Monthly product roundup for June 2025.

[Learn more >](#)



The future of AI personalization is inclusive

Your guide to advanced AI personalization in advertising.

[Learn more >](#)



From generative AI to Gen Z: How brands can win the next digital shopping revolution

Gen Z are reshaping digital shopping and creating new opportunities for advertisers to connect. Here’s what you need to know to keep pace.

[Learn more >](#)



Cracking the code: Deciphering consumer behavior in digital advertising

Cracking the code: Deciphering consumer behavior in digital advertising

[Learn more >](#)

Webcasts

The new search advertising landscape: How to win when AI is changing everything – On demand

In this session, we’ll explore how generative AI is transforming the way people search, decide, and act—and what that means for performance marketing. Register to view on demand.

[Register now >](#)

Turn consideration into conversations with Microsoft Advertising – On demand

Master your mid-funnel marketing using Audience Ads and Performance Max to reach and convert your most valuable customers. Register to view on demand.

[Register now >](#)

Case Study

Samsung Electronics

As an industry leader and first mover, Samsung Electronics Germany recognized that as the number of placements and channels that customers interact with grows, AI could allow them to be everywhere at once and dynamically create ads that resonate with their audiences to enhance engagement. Additionally, AI could improve their abilities to make faster, data-driven decisions, which could help them cut down the time spent on important, but time-consuming tasks like reporting, while still getting the insights they needed. Together with Microsoft Advertising, Samsung set out to explore innovative AI-based solutions, extend their audience reach, and experiment with modern, performance-driven ad experiences. With this strategy they managed:

2.8x

Higher click-through rates (CTR)

35%

Time saved in reporting

[Read the full story >](#)

Microsoft News

- Digital Transformation | On Age UK’s telephone service for lonely seniors, friendships blossom, with safeguards in place**
[Read how](#) Age UK is utilizing Microsoft’s technology to safely and effectively scale their Telephone Friendship Service for seniors.
- AI Challenger: AvePoint champions AI to make time for more meaningful work**
[Read how](#) Microsoft Copilot is helping the data security solutions provider work smarter, not harder.
- Xbox Games Showcase 2025: Everything announced, including one huge game you can play today**
From brand new games to brand new hardware, the [Xbox Games Showcase 2025](#) had a core theme – putting players at the center of everything.

Resources

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

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

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