



Agency Roundup

Welcome to the Agency Newsletter for March

In the United States, March is recognized as Women’s History Month to honor the contributions of women to history, culture, and society. Across the globe are many other celebrations and holidays, including Ramadan on March 1st, World Wildlife Day on March 3rd, International Women’s Day on March 8th, Holi, the colorful Hindu festival, on March 14th, Pi Day on March 14th for math enthusiasts and St. Patrick’s Day on March 17th. With no shortage of things to keep you busy this month, we wish you a happy and prosperous March!



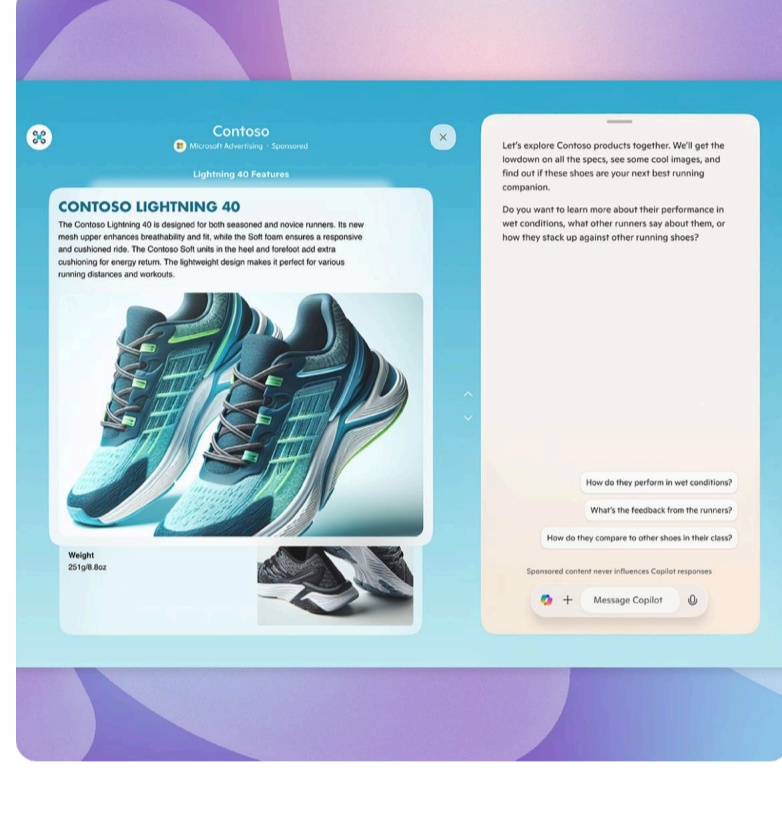
Spotlight

A marketer's guide to chatbots and agents: from generative AI to ROI

This guide is your actionable roadmap to help you build trust and develop meaningful, personal connections with customers in new ways through the power of generative AI. You'll find strategies and tangible best practices for extending your brand’s reach through chatbots and agents, refining your SEO and advertising strategies, and leveraging conversational AI-powered tools to build and optimize ad campaigns.

[Learn more >](#)

Product Updates



Transforming the future of audience engagement

Today, we’re excited to share new products like brand agents, App campaigns, and much more with the industry!

[Learn more >](#)



Unlocking the power of Google Import tools: Easy steps to scale and expand your reach on Microsoft Advertising

As a marketer, you want to get your message out to as many people as possible and drive growth at scale.

[Learn more >](#)



Build a successful Home and Garden campaign with these spring shopping trends

Discover how to boost your spring campaign with easy tips and insights for the Home and Garden market.

[Learn more >](#)

Webcasts

Learning Lab Live: Performance Max – March 25

Learn how you can work together with Microsoft’s AI to maximize conversions across Microsoft properties, all from a single campaign. In this webcast we'll cover tips for getting started, best practices when first running Performance Max, and our upcoming roadmap. Content will be available on demand afterward.

[Register now >](#)

From Generative AI to ROI with Microsoft Advertising – April 3

Get better returns on your time and budget with the power of Generative AI from Microsoft Advertising. Join us on April 3rd when you will learn how to leverage AI-powered tools from Microsoft Advertising to enhance your marketing strategies, optimize your ad campaigns, and achieve better results with your time and budget. Our experts will guide you through practical insights and real-world examples to help you understand the tangible benefits of AI for your business.

[Register now >](#)

Case Study

LATAM Airlines

Looking to increase demand for flight searches on their Brazil website, LATAM Airlines recognized they needed more than just search campaigns. So, starting with modest daily investments, they expanded their strategy to include native advertising formats. Their gradual approach led to native formats representing 25% of their total investment with the Microsoft Advertising platform. And as a result, LATAM Airlines not only drove more searches, but also impressively enhanced click share and conversions. With this strategy they managed:

240%

Additional Reach (compared to traditional search ads)

133%

Click Share Increase

[Read the full story >](#)

Blog

2025 Microsoft Advertising Global Partner Award winners

The winners for the 2025 Microsoft Advertising Global Partner Awards were announced during Microsoft Advertising Elevate in the Dominican Republic. Congratulations to the winners!

[Read the blog >](#)

Microsoft News

- Digital Transformation | Estée Lauder**
[Read how](#) Estée Lauder uses AI to reimagine trend forecasting and consumer marketing. The results are beautiful.
- Microsoft's Majorana 1 chip carves new path for quantum computing**
[Read how](#) this new chip is expected to realize quantum computers capable of solving meaningful, industrial-scale problems in years, not decades.
- 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

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