



Agency Roundup

Welcome to the Agency Newsletter for May

Microsoft Advertising is hitting the road this month with the 2025 Accelerate Roadshow. [Join the webcast](#) on May 29 to discover how Microsoft is transforming audience engagement through cutting-edge technology and AI-driven solutions. Gain actionable insights, explore the power of generative AI, and see how Microsoft Advertising connects brands with the right audience—seamlessly from work to play. Expect inspiration, real-world success stories, and the latest innovations to drive business growth. We hope you will join us. If you're unable to attend, register and content will be available on demand afterward.

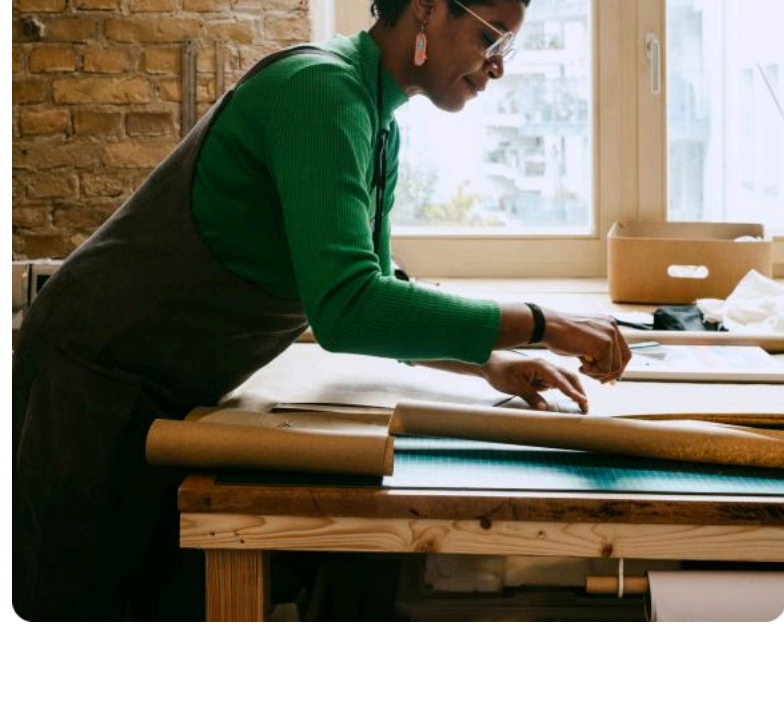
Spotlight

4As Blog Guest Post: From AI to ROI: How Independent Agencies Can Achieve Big Results with Microsoft Advertising

Read how independent agencies can leverage Microsoft Advertising's generative AI (GAI) to achieve significant results by enhancing audience reach, proving ROI, and providing real-time campaign support. Microsoft Advertising offers tools like LinkedIn profile targeting, dynamic filters, and showroom ads to connect with high-value audiences and optimize ad campaigns efficiently.

[Learn more >](#)

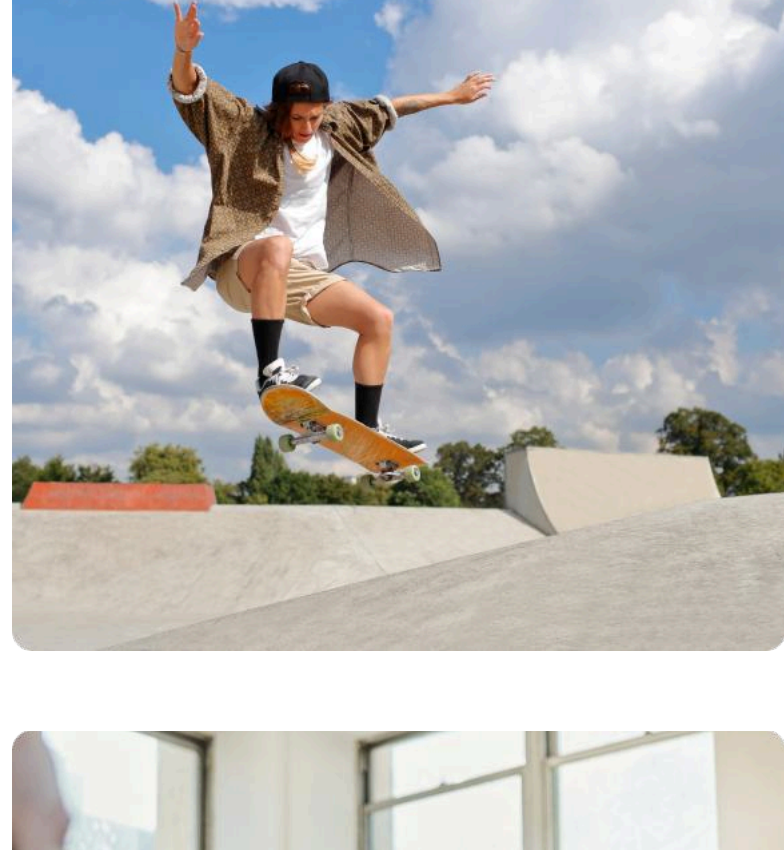
Product Updates



Ads Studio in Editor and other product updates for May

Monthly product roundup for May 2025.

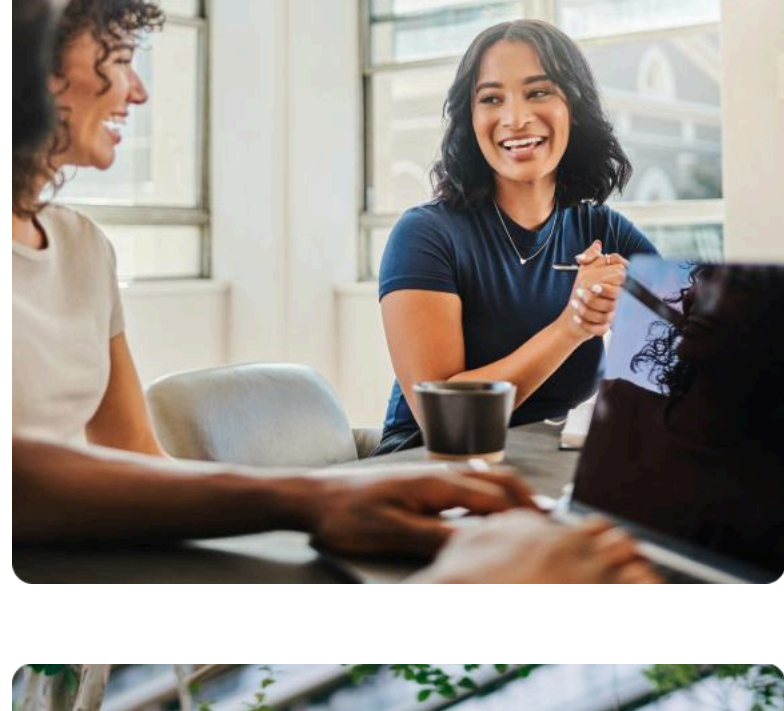
[Learn more >](#)



AI in action: Five insights to unlock marketing ROI for every brand

Generative AI (GAI) is proving itself as one of the most practical tools in the modern advertiser's toolkit.

[Learn more >](#)



Unleash AI-powered publisher productivity with Microsoft Monetize

Microsoft Monetize, an AI-powered platform that enhances publisher productivity by streamlining tasks, providing insights, and improving ad operations.

[Learn more >](#)



Partner Spotlight: Brainlab's success with Microsoft Advertising

An interview style blog post with an independent agency that was a finalist in the 2024 Partner Awards.

[Learn more >](#)

Requesting Search Ads 360 (SA360) Support for Audience ads

Microsoft Advertising released Audience ads with general availability in 2018, and since then, it has been supported by many third-party campaign management platforms, including Skai and Adobe Advertising, but is not currently supported by Search Ads 360. Please help us request support for Audience ads in the Search Ads 360 platform.

[Learn more >](#)

Blog

Small Business Month

Happy May! Did you know that small businesses play a crucial role in the global economy? According to the [World Bank](#), they represent about 90% of businesses and over 50% of employment worldwide. Very impressive! This month, we're sharing our advertising toolkit made specifically for small businesses. And no matter what size your business is, we've got some valuable insights to share.

[See what's new >](#)

Holiday 2024 wrapped: Advertising trends that defined the season

Ready to unwrap the possibilities of 2025? Let's start by looking back at the 2024 holiday season—and what advertisers and retailers did to stand out.

[Learn more >](#)

Webcasts

Learning Lab Live: Audience ads – On demand

This unique ad format enables you to get high-quality traffic from non-search placements. Learn how you can reach new customers, access unique audience data, and drive increased performance to achieve your key marketing goals. Register to view on demand.

[Register now >](#)

Case Study

Unwrapping success: How Liverpool outperformed expectations on “La Venta Nocturna” with Microsoft Advertising

Liverpool is Mexico's largest department store chain, offering a wide range of products for all family members, personalized service, and strategically located stores. In anticipation of Mother's Day, Liverpool hosted a three-day event called “La Venta Nocturna” during the last weekend of April (from the 26th to the 28th). This event featured discounts and exclusive promotions across several categories storewide, with the goal of maximizing sales, revenue and return on advertising spend (ROAS). With this strategy they managed:

128%

Revenue achieved above target

346%

Return on advertising spend

[Read the full story >](#)

Microsoft News

- Digital Transformation | Tapping students and AI to fight the growing threat of cybercrime**
[Read how](#) universities are employing a new tool in the fight against cybercrime – their own students.
- Three new ways AI agents can help you do even more**
[Read about](#) recently unveiled Microsoft AI agents that can help people every day with things like research, cybersecurity and more.
- Irish AI Native Startup Prodensus Revolutionizing Freight Management with Microsoft Azure**
[By harnessing the power of AI from Microsoft](#), award-winning Kilkenny-based start-up, Prodensus has revolutionized freight management and logistics procurement, enabling businesses to save time, cut costs, and meet sustainability goals.

Resources

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

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