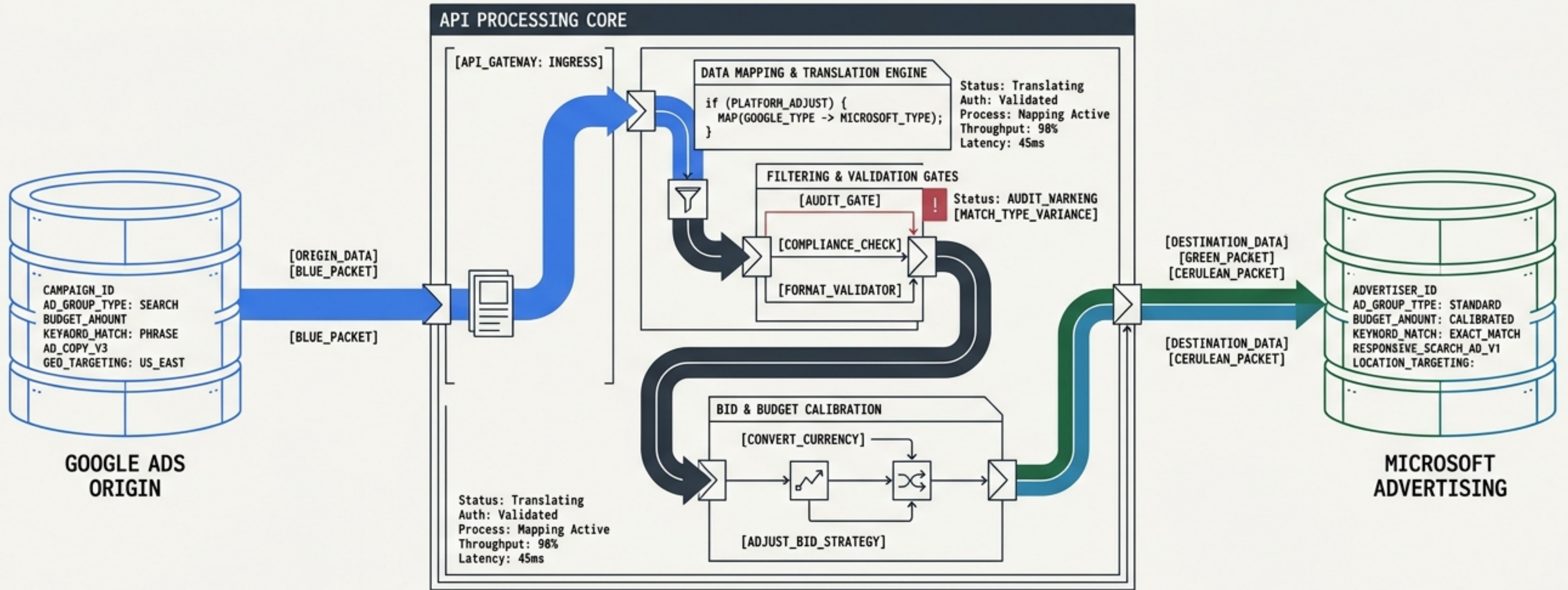


# THE TRANSLATION LAYER

MIGRATING, AUDITING, AND CALIBRATING GOOGLE ADS CAMPAIGNS FOR MICROSOFT ADVERTISING



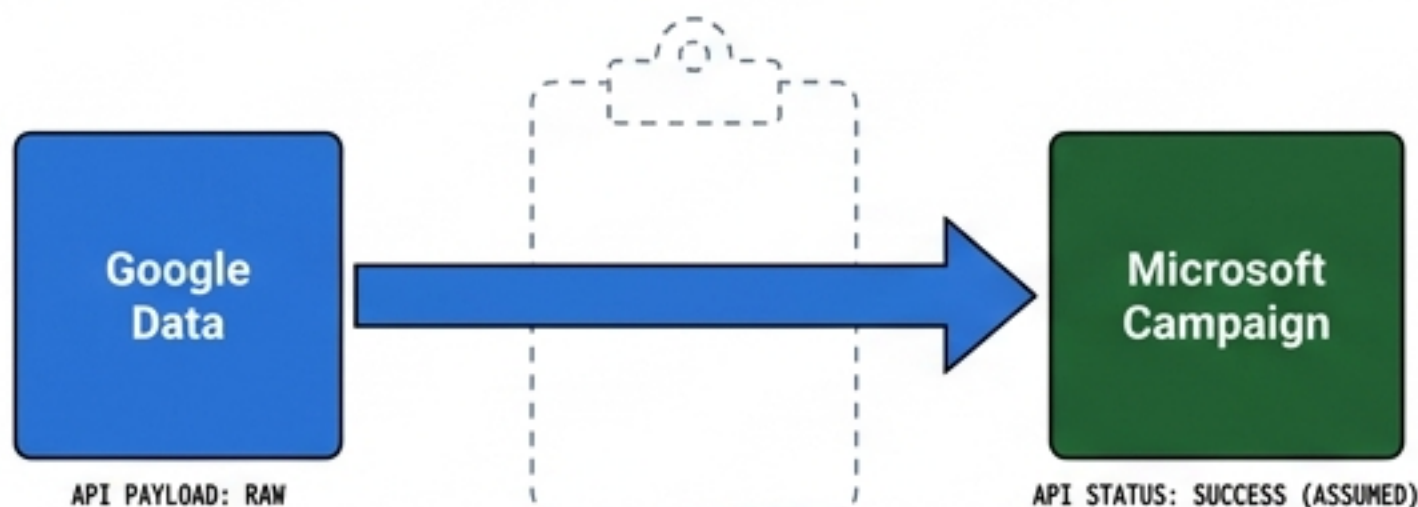
COLOR LEGEND: GOOGLE ADS ORIGIN (PRIMARY BLUE) | API PROCESSING & STRUCTURAL LINES (DEEP CHARCOAL) | MICROSOFT ADVERTISING DESTINATION (DEEP FOREST GREEN & CERULEAN) | WARNING / ERROR (MUTED CRIMSON)

# "Import" Does Not Mean "Replicate"

DIAGNOSTIC MODE: ACTIVE



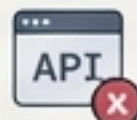
## The 1:1 Copy Myth



SYSTEM NOTE: IDEALIZED DATA FLOW. NO TRANSFORMATION LOGGED.

### The Trap:

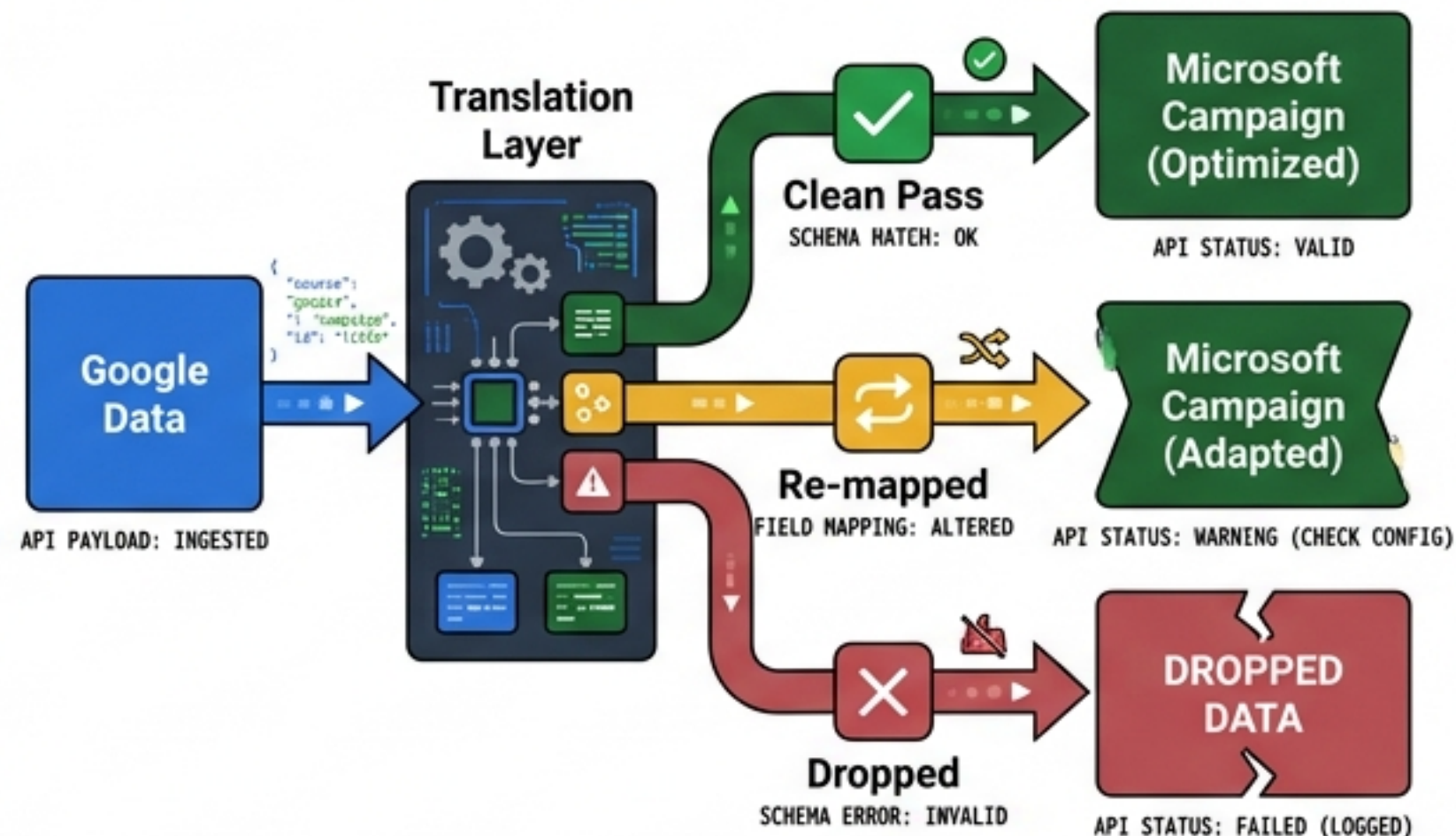
Assuming Google's API payload maps flawlessly to Microsoft's auction environment.



API\_MISMATCH\_ERROR



## The Reality



### The Truth:


Moving campaigns between platforms requires a technical translation. Default import settings, API downgrades, and radical demographic shifts will break a campaign if not manually calibrated.



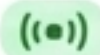
TECHNICAL\_CALIBRATION\_REQUIRED



# Phase 1: The Migration Engine




## Microsoft Advertising Import Center (May 2026)


Active Syncs  ↗

**12**

Scheduled Jobs

 **Weekly Auto**

Error Logs

 **3**

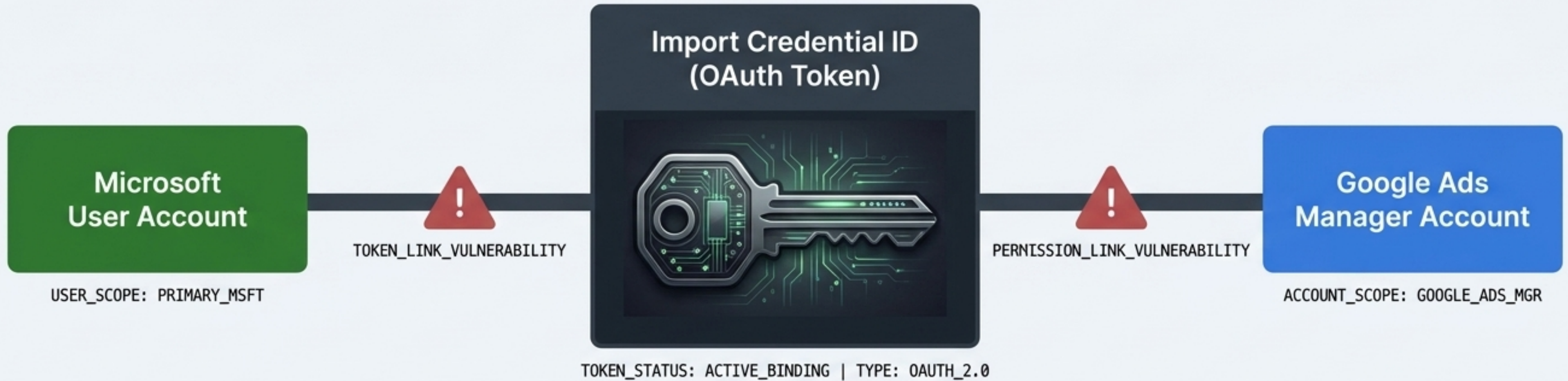
**The Hub:**

The New Import Center (launched May 2026) consolidates all Google Ads imports into a single, filterable master dashboard.

**The Shift:**

It replaces manual campaign-by-campaign auditing with system-generated, context-aware remediation paths and inline error resolution.

# The OAuth Handshake: The Import Credential ID



What it is:	How it breaks:	What doesn't break it:
An OAuth token generated via platform search that binds one specific Microsoft user to one Google account.	The token is scoped to the user. If the Microsoft user changes, or the BingAdsImport App permission is revoked in Google, the connection dies.	Changing your Google password alone will not invalidate the credential.

# Establishing the Sync Rhythm



Now	Once	Daily	Weekly	Monthly	<b>Auto</b>
-----	------	-------	--------	---------	-------------

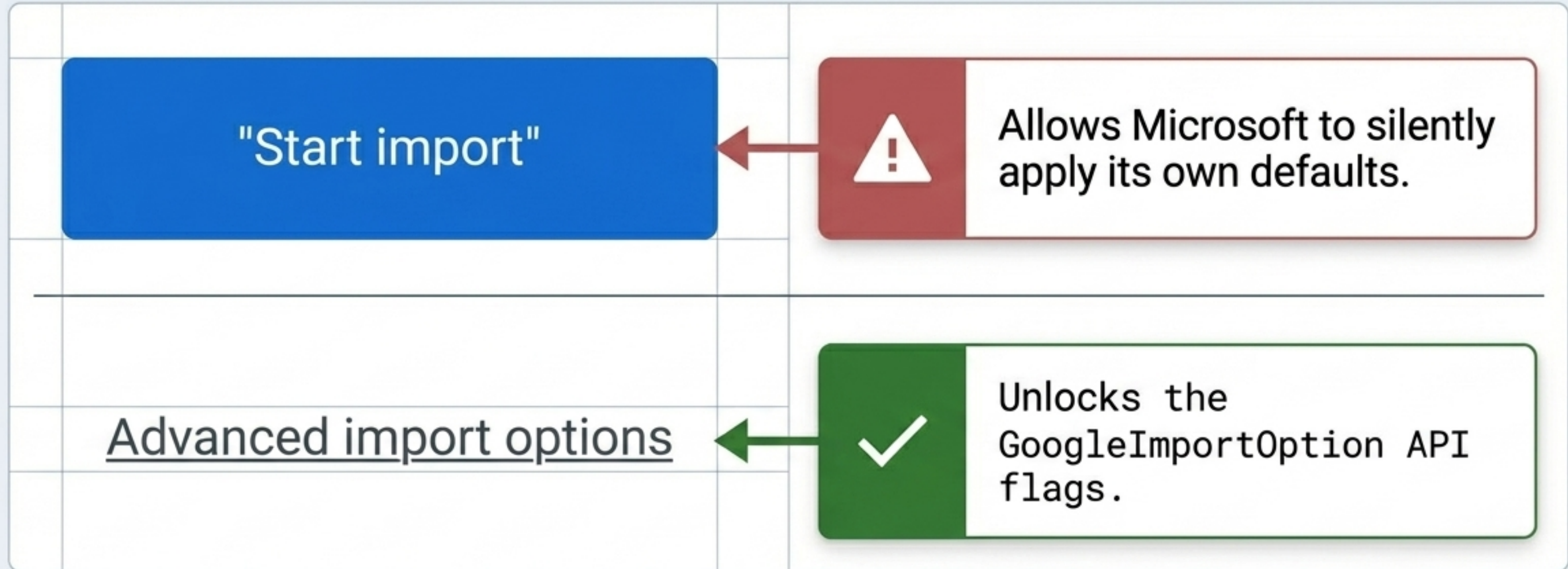
## "The Baseline:

For **live** accounts, a **Weekly** cadence (e.g., Sunday at midnight) captures Google changes without introducing hourly auction churn.

## The Optimal State:

Select **Auto**. This delegates the sync cadence entirely to Microsoft's system, allowing the API to pull changes based on actual account activity volume rather than rigid, arbitrary clocks.

## Phase 2: Bypassing the Danger Path



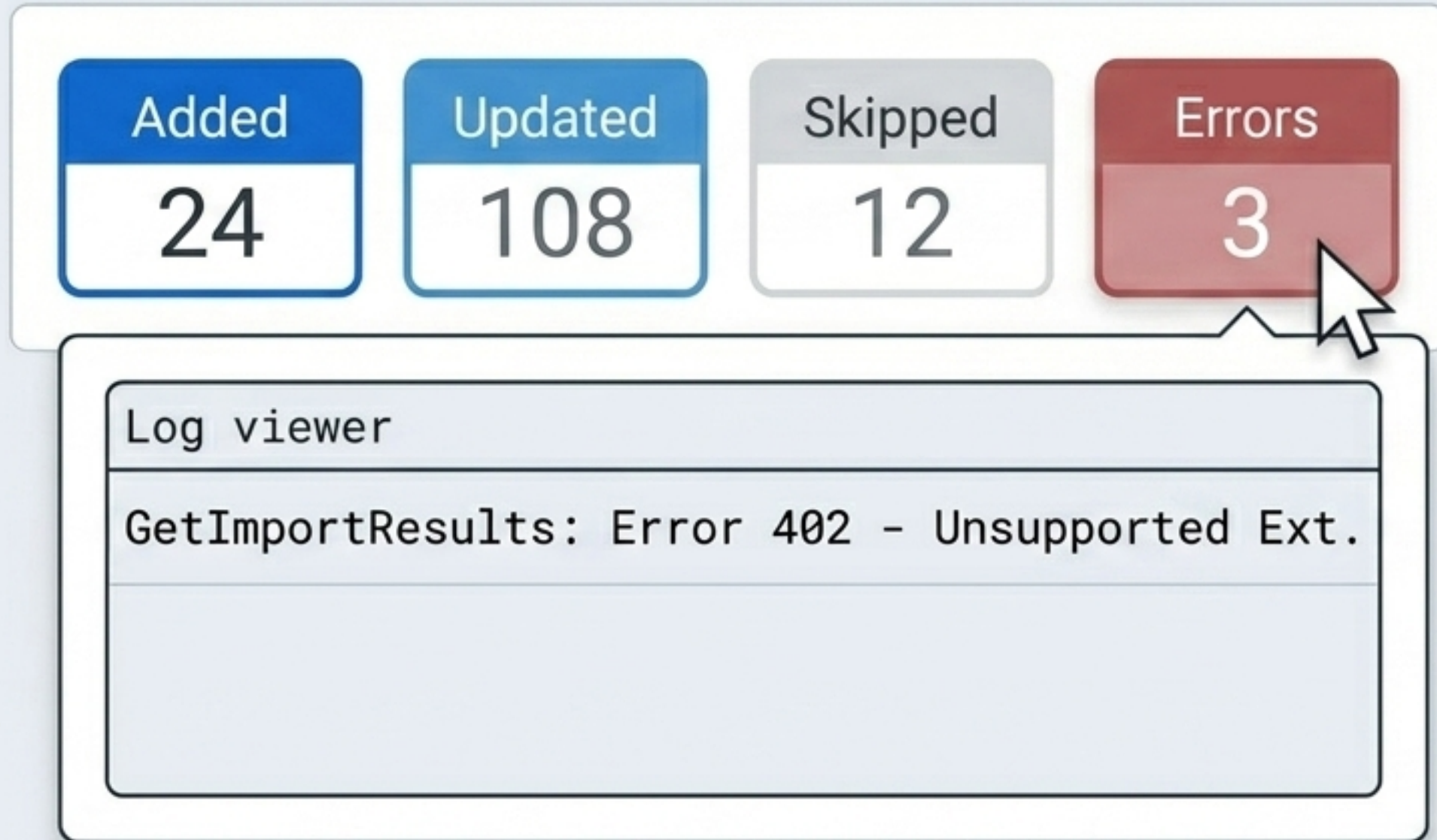
**Never click the standard import button on a first run.** The default path applies assumptions that prioritize immediate spend over controlled launches.

# The Default Danger Board

"PauseNewCampaigns"	<b>false</b> (Live immediately) → <b>true</b> (Paused for audit)	
"DeleteRemovedEntities"	<b>false</b> (Stray Google deletions stay active) → <b>true</b> (Mirrors deletions)	
"RaiseBidsToMinimum"	<b>true</b> (Auto-lifts to \$0.05 floor) <b>Keep: true</b> (Prevents block errors)	
"AdjustmentForCampaignBudgets"	→	

Treating the API defaults as safe is the primary cause of uncalibrated, day-one overspend. Always force new campaigns into a paused state.

# Phase 3: The Fidelity Audit



A summary statistics bar with four colored boxes: 'Added' (blue, 24), 'Updated' (blue, 108), 'Skipped' (grey, 12), and 'Errors' (red, 3). A mouse cursor points to the 'Errors' box. Below it is a 'Log viewer' window showing the text: 'GetImportResults: Error 402 - Unsupported Ext.'.

Category	Count
Added	24
Updated	108
Skipped	12
Errors	3

```
Log viewer
GetImportResults: Error 402 - Unsupported Ext.
```

## The Post-Import Routine:

The API logs outcomes via `GetImportResults`.

Do not hunt through the main campaigns grid.

Click directly into the Errors count within the Import Center to access inline resolution steps and May 2026 system-generated performance tips.

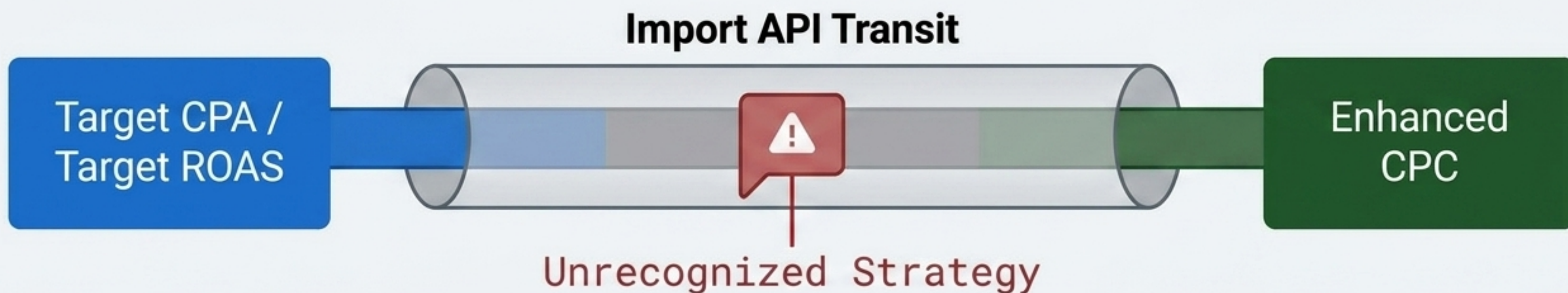
Click directly into **the Errors** count, and faitrt. **Do not** hunt through the main campaigns grid, and May 2026 systemrod within the Import Center.

# The Import Translation Matrix

In Google Ads	During Import API Transit	Microsoft Advertising Result	Required Human Action
Image & Lead Form Extensions	Skipped / Dropped ⚠️	Empty	Rebuild natively in Microsoft UI
Sitelink & Callout Extensions	Passes cleanly	Active ✅	None
Unsupported Location Targets	Re-mapped	Expanded to Parent Region	Audit geographic reports post-launch
Tracking {gclid}	Overwritten ❌	{msclkid} parameter applied ✅	Verify CRM/Analytics parameter ingestion

# The Silent Downgrade: Smart Bidding

**WARNING:** NO ERROR LOG GENERATED



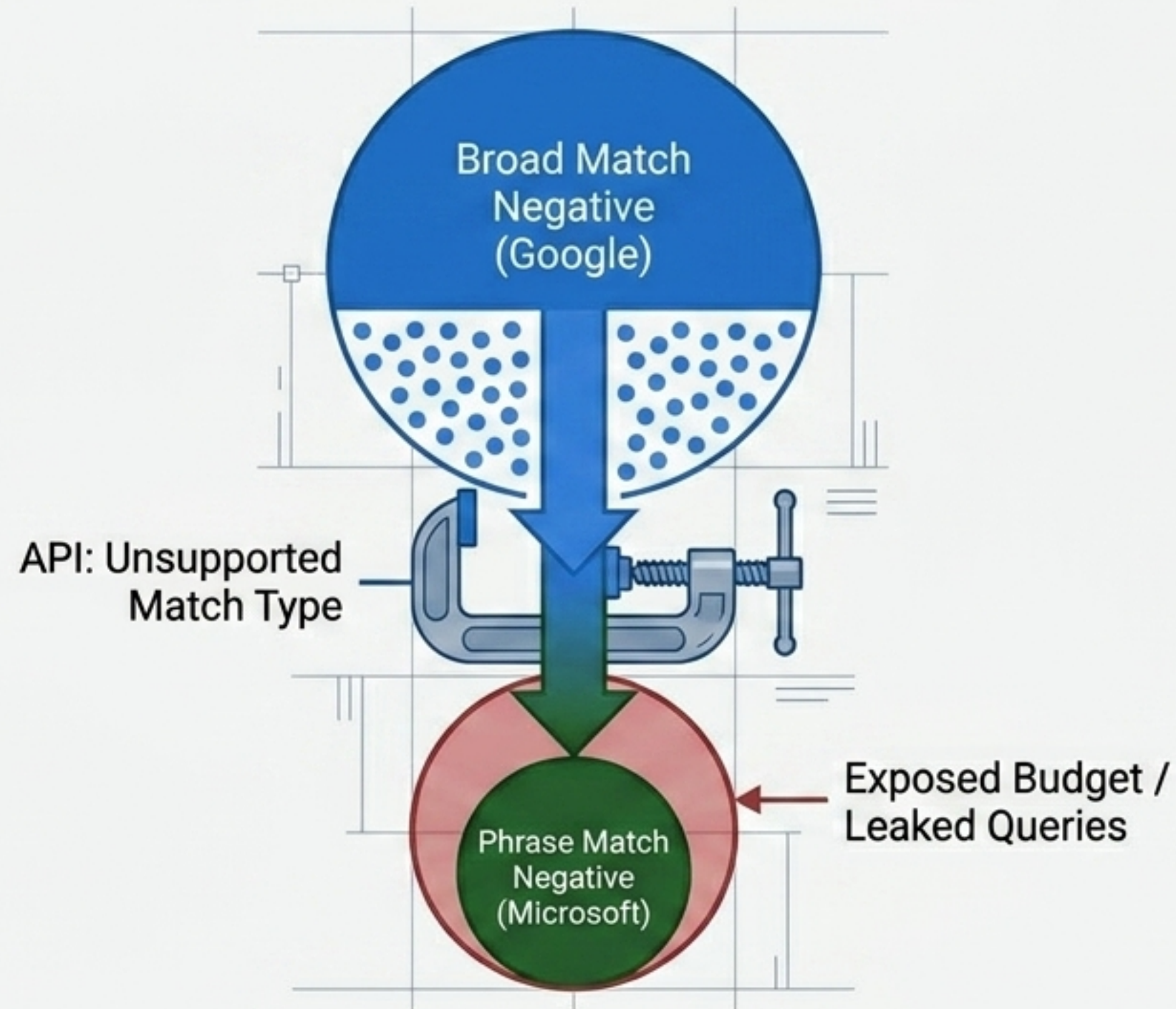
## The Risk:

Google Smart Bidding strategies without a direct 1:1 equivalent do not break the import. Instead, they are silently **downgraded to Enhanced CPC (eCPC)**.

## The Reality:

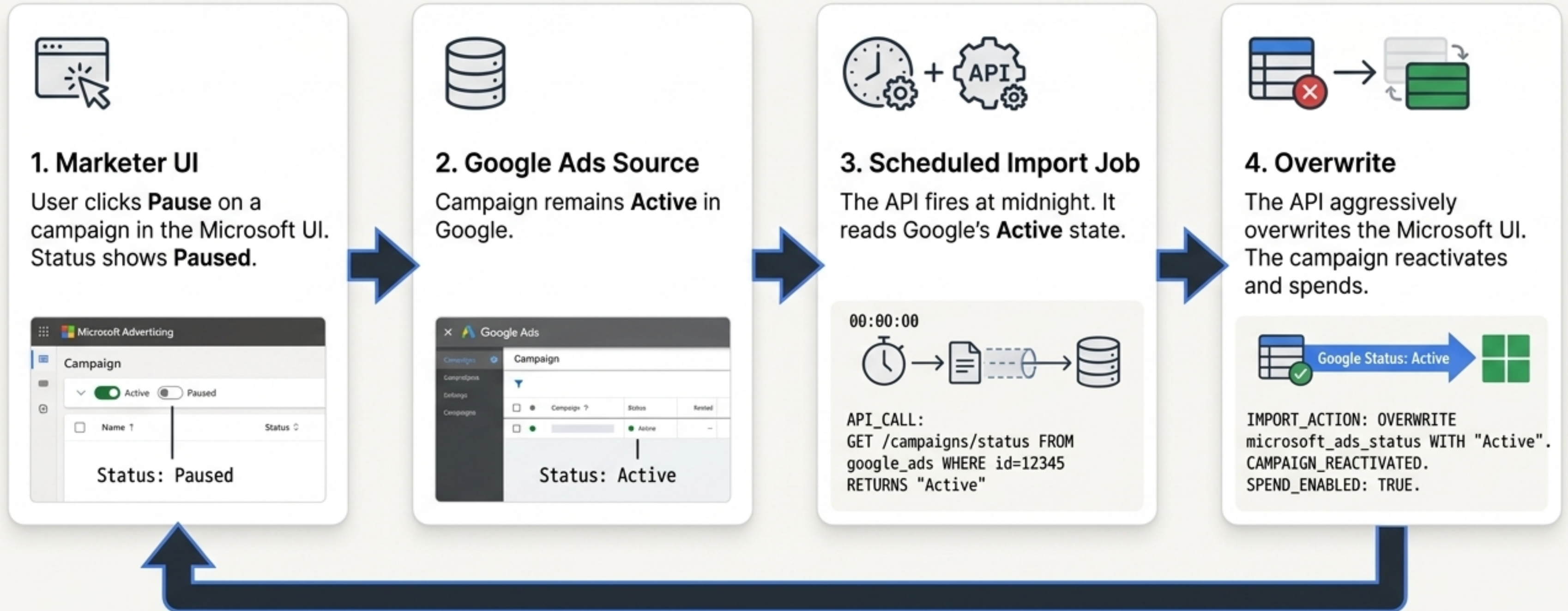
eCPC does not optimize toward a conversion target. You must filter by bid strategy post-import and manually assign Microsoft Target CPA/ROAS.


# The Funnel Leak: Negative Match Types



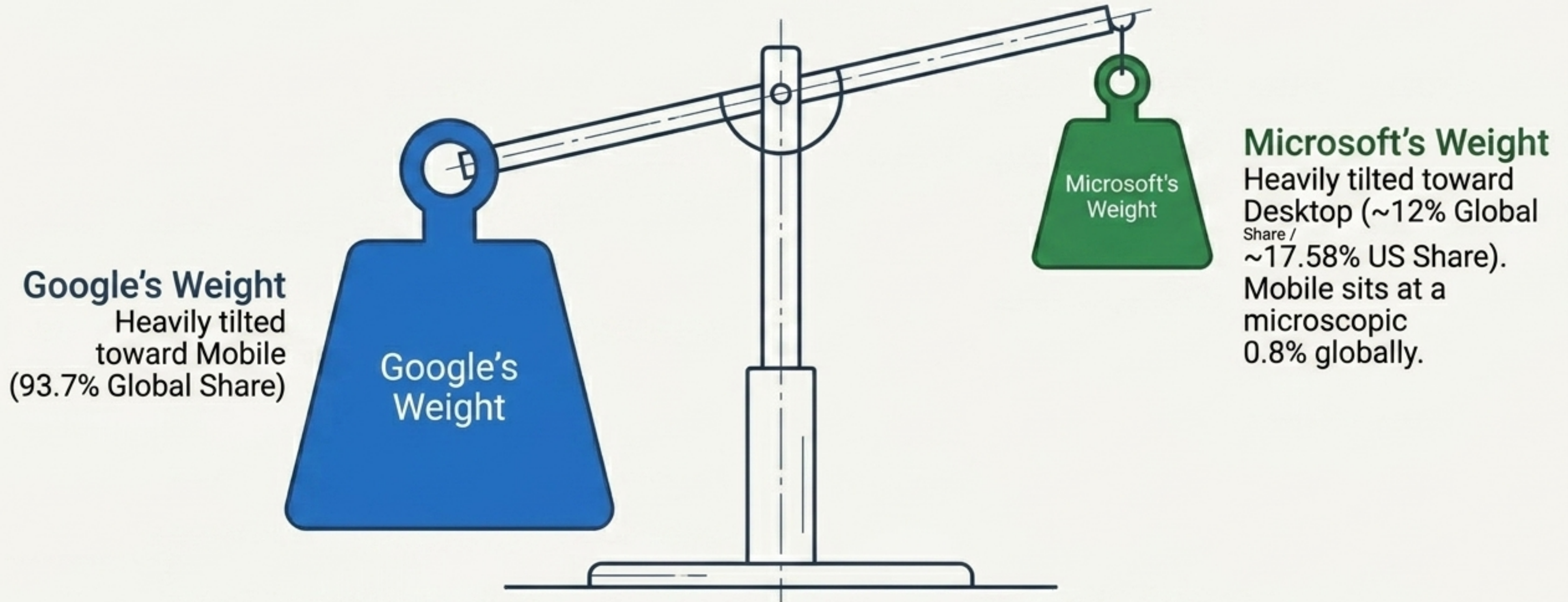
Microsoft Advertising **cannot** process broad match **negatives**. The API forces them into phrase match, severely narrowing your exclusion scope. Manually supplement negatives to close the leak.

# The Sync Authority Hierarchy: The Reactivation Trap



 The scheduled import job outranks manual UI adjustments. To permanently pause a synced campaign, you must pause it in the Google Ads source, or halt the import schedule entirely.

# Phase 4: Environmental Calibration



- Google campaigns are fundamentally tuned for a **mobile-majority audience**.
- Importing Google's mobile-uplifted bids without calibration means you are intentionally **over-spending** on Microsoft's absolute weakest device channel.

# Device Strategy Blueprint

## DEVICE BID ADJUSTMENTS

Mobile



(Baseline range: -30% to -50%)

Desktop



(Baseline range: 0% to +15%)

Tablet



(Conservative hold)

Strip out Google's **mobile inflation** immediately upon import. **Wait 30 days** to accumulate conversion density before enabling **AutoDeviceBidOptimization**. Letting the algorithm optimize device bids on day one with zero baseline will result in **erratic spend**.

# The Calibrated Launch Checklist

## VERIFICATION CHECKLIST



**1. Engine Connection:** Scoped Import Credential ID generated; Schedule set to Auto or Weekly.



**2. Default Overrides:** Advanced Options selected; PauseNewCampaigns strictly enforced.



**3. Fidelity Audit:** Import Center Errors cleared; eCPC bid strategies identified; Missing Image/Lead extensions flagged for rebuild.



**4. Environmental Calibration:** Broad negatives supplemented; Mobile modifiers slashed by 40%; Desktop bids leveraged.

**System Status: Cleared for active auction entry.**