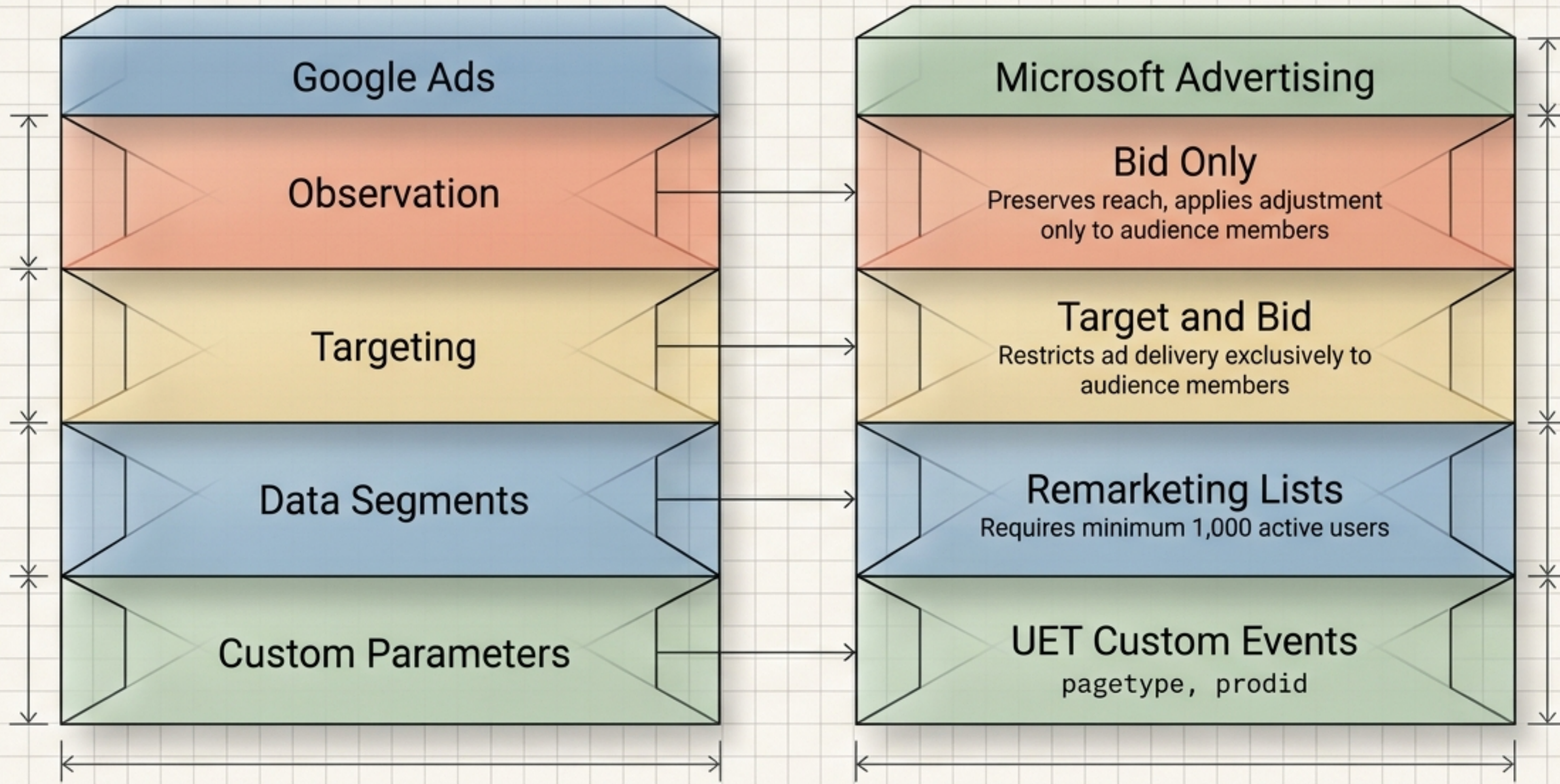


The Layered Targeting Blueprint

Microsoft Advertising for Performance Marketers

The Terminology Translator



The Foundation: Universal Event Tracking (UET)

```
<script>
(function(w,d,t,r,u) {
  var f,n,i;
  w[u]=w[u]||[],f=function(){var o=(ti:"YOUR_TAG_ID");
  o.q=w[u],w[u]=new UET(o),w[u].push("pageLoad")},
  n=d.createElement(t),n.src=r,n.async=1,n.onload=n.onreadystatechange=
  function(){var s=this.readyState;s&&s!=="loaded"&&
  s!=="complete"||(f(),n.onload=n.onreadystatechange=null)},
  i=d.getElementsByTagName(t)[0],i.parentNode.insertBefore(n,i)
})(window,document,"script","//bat.bing.com/bat.js","uetq");
</script>
```

UET Base Layer

Key Insight: You cannot build without data.

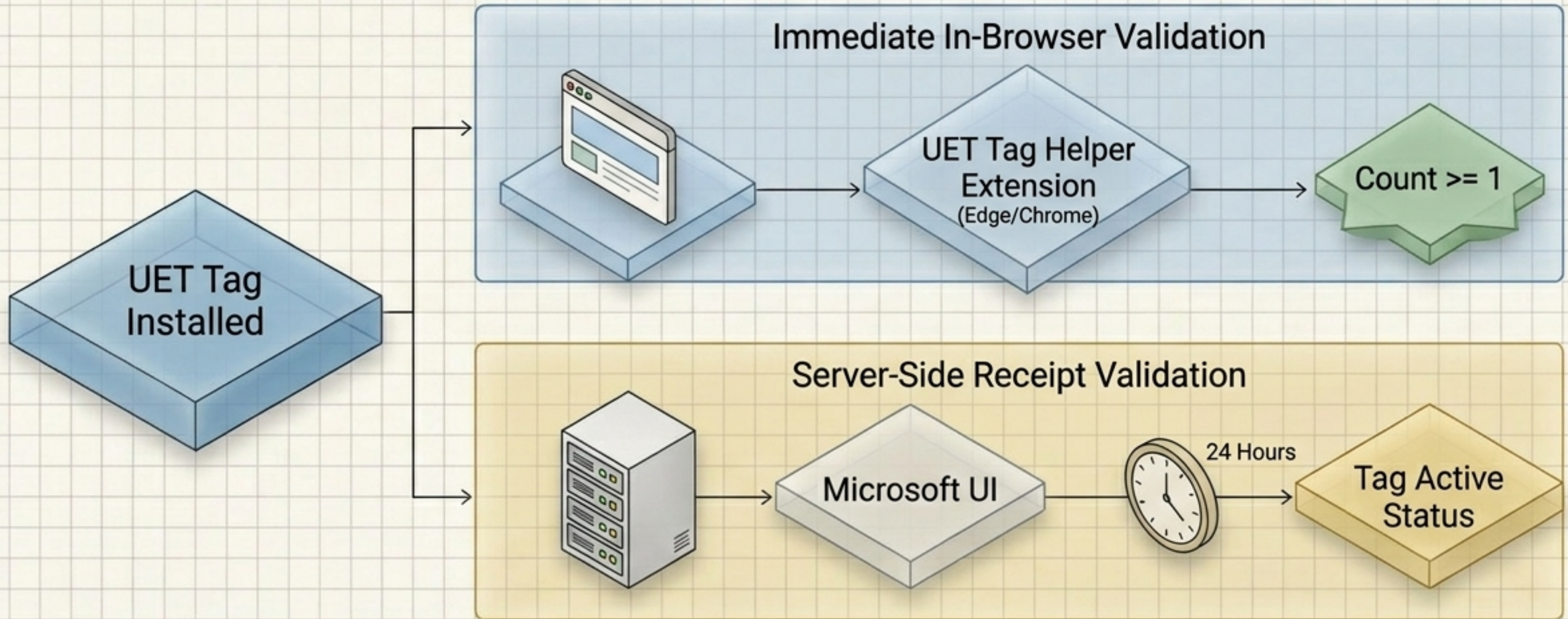
In Microsoft Advertising, one global UET tag acts as the prerequisite collection layer for both conversion tracking and all dynamic audience generation.

Actionable Rule:

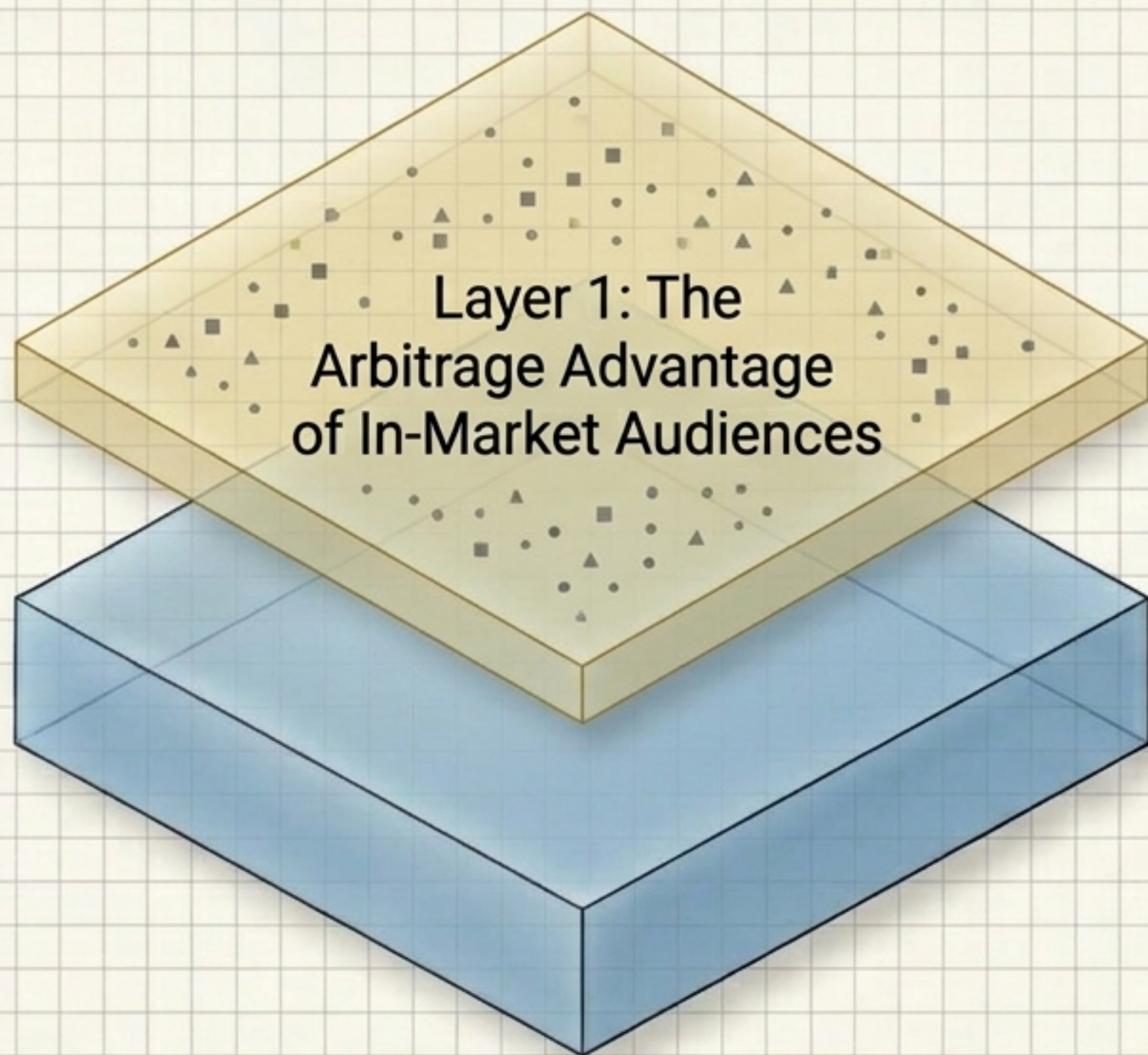
Create one tag. Install it in the global <head> template of your site. Multiple tags will cause duplicate event counts.

Verifying the Data Flow

Insight: Do not wait for the platform UI to confirm installation. Validate instantly in-browser. If the UI reads Tag Inactive after 24 hours, the tag has received zero customer activity data.



Layer 1: The Arbitrage Advantage of In-Market Audiences



The Travel Sector Premium:

75% of travel credit card shoppers are captured in Microsoft in-market audience categories.

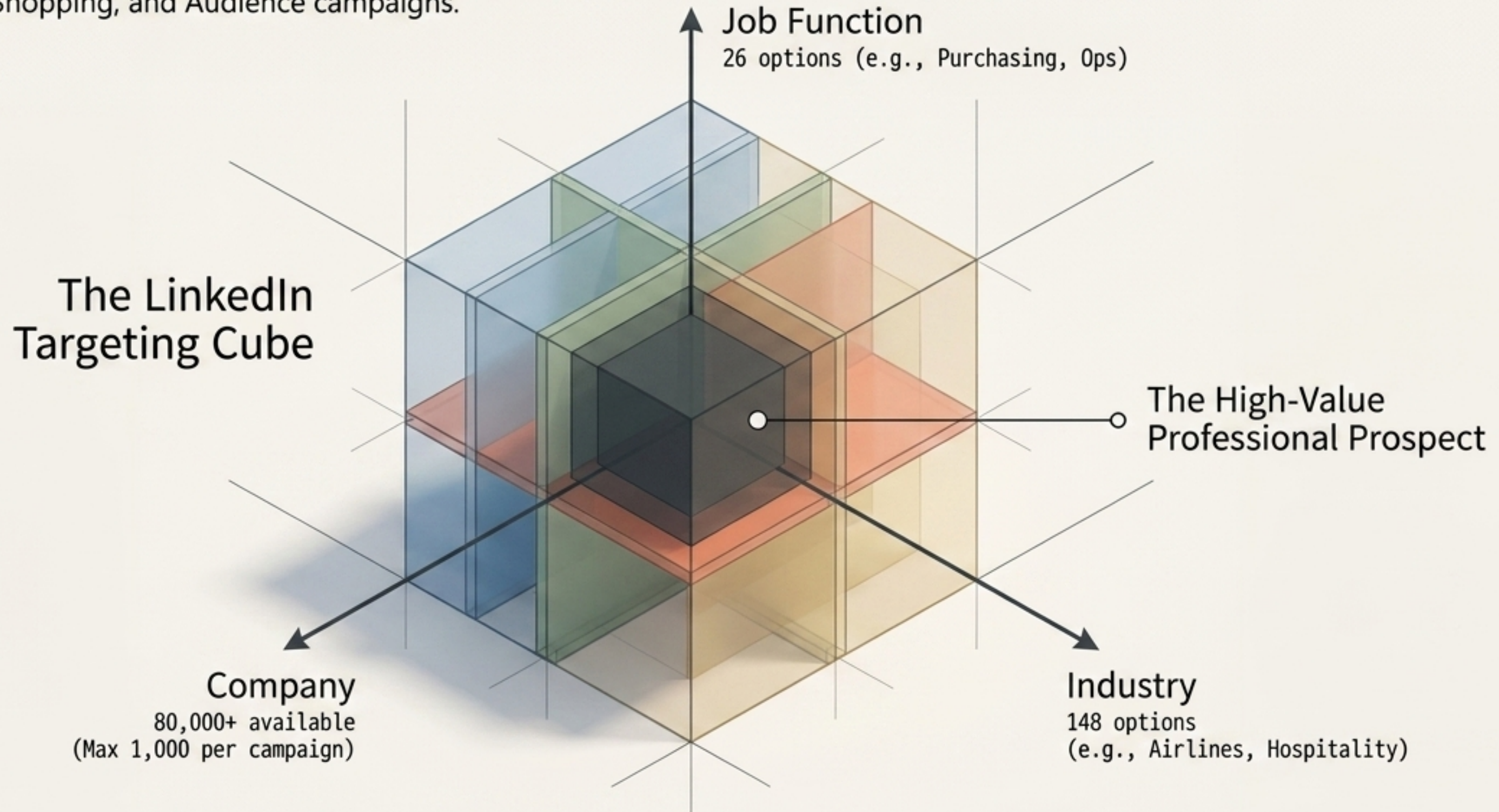
Combining travel and credit card segments yields a 4.2x CTR lift and 6.7x Conversion Rate lift against unaudited baselines.

Strategic Rule: In-Market segments cannot be combined using Combined Lists. Layer them individually on ad groups.

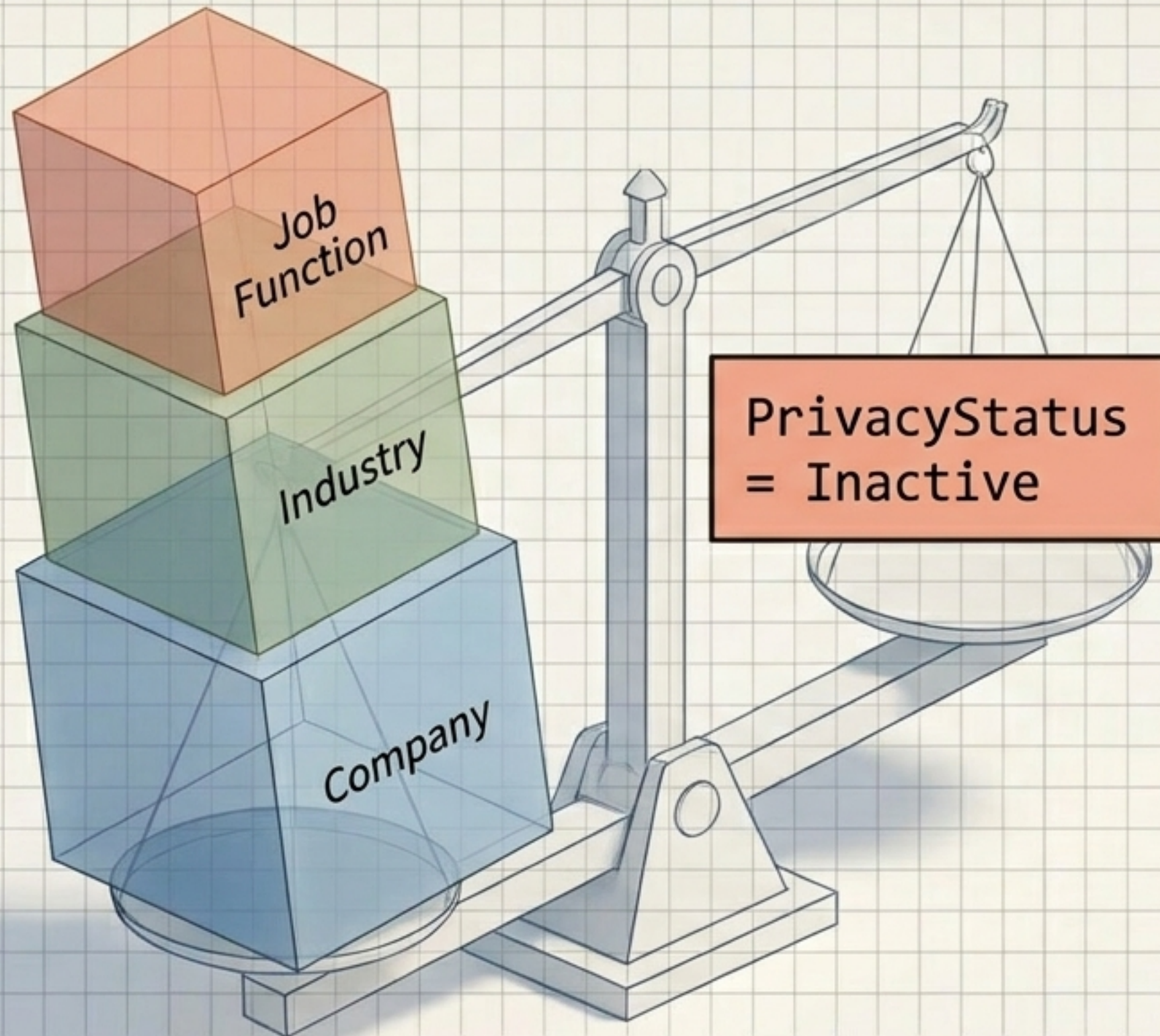
Curated lists built from Microsoft's first-party signals (Bing searches, ad clicks, MSN page views), available globally in 90+ markets.

Layer 2: The Exclusive B2B/B2C Lever

Insight: Microsoft Advertising is the only platform outside of LinkedIn itself that allows targeting against verified professional graphs. Available across Search, Shopping, and Audience campaigns.



The Danger of Over-Constraining



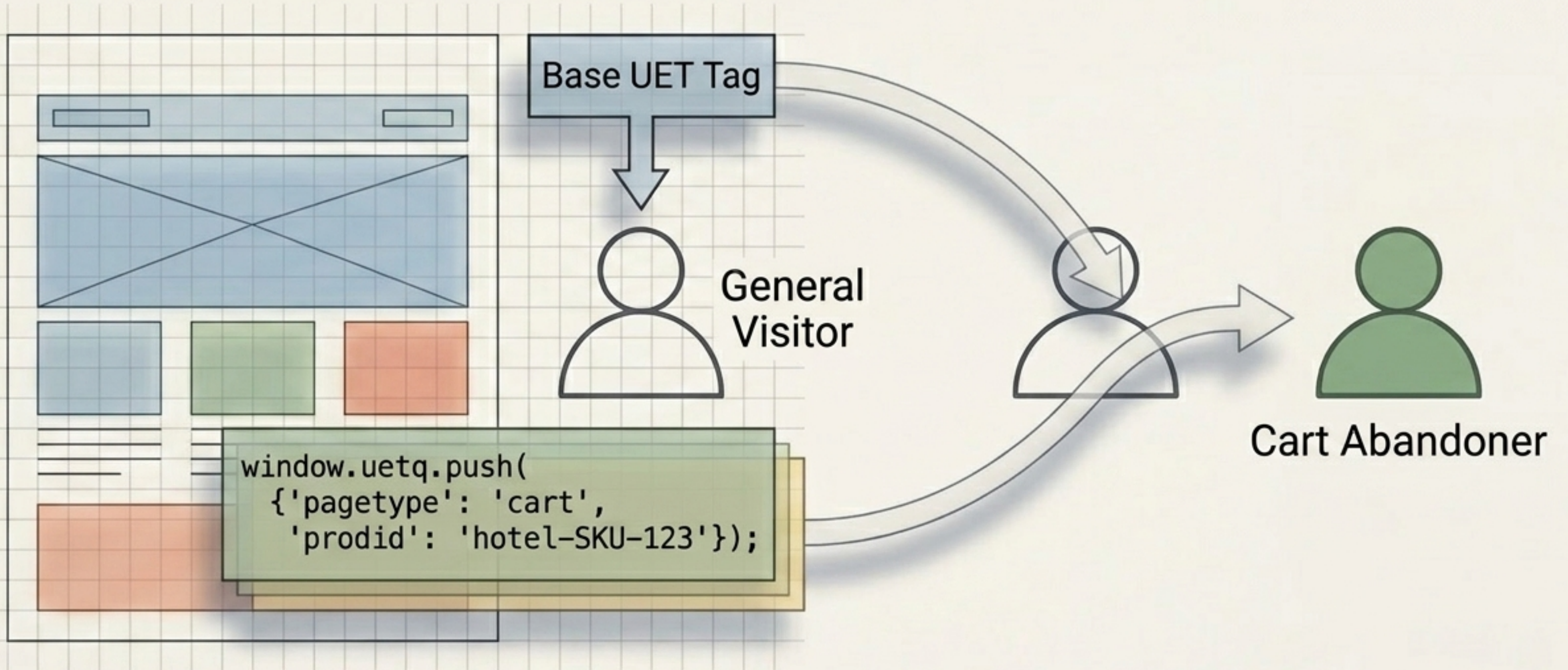
Mechanism: If LinkedIn profile targeting is layered too narrowly, the resulting audience pool shrinks below Microsoft's compliance thresholds.

The Result: The ad group PrivacyStatus flips from Active to Inactive. Zero ads will deliver.

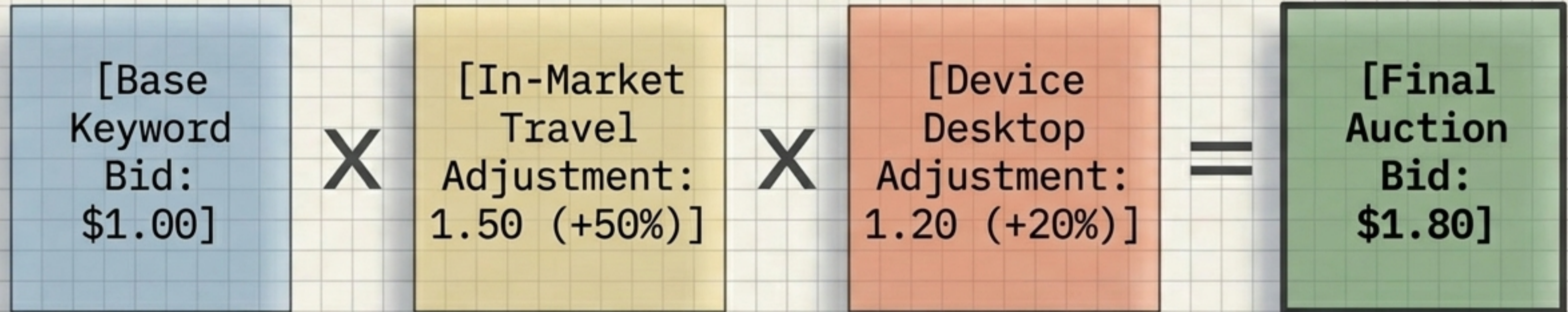
The Fix: Broaden at least one targeting dimension (typically removing company-level restrictions) until the scale balances and the status reactivates.

Layer 3: The Conversion Engine

Concept: The base UET tag alone only builds General Visitor lists. Dynamic Remarketing (like cart abandoners) requires injecting specific parameters. The list activates once it reaches a 1,000-user cookie pool.



The Rules of Engagement: Compounding Bids



Mechanics: Bid adjustments in Microsoft Advertising range from -100% (full suppression) to +900%.

Crucial Detail: Adjustments from multiple criteria layers multiply together; they do not simply add up. A new audience association defaults to a +15% adjustment—always calibrate this immediately based on segment conversion premium.

Choosing the Battlefield

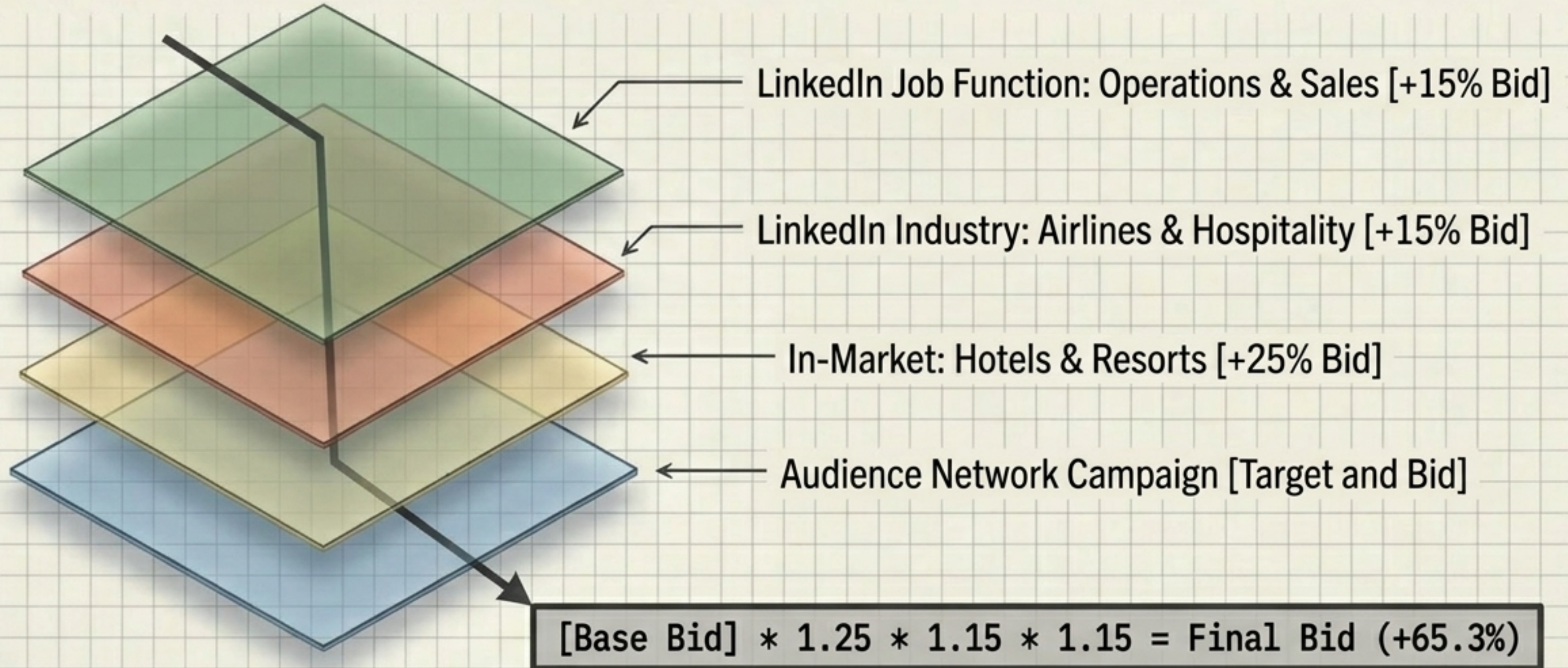
Insight: Pure Audience campaigns operate entirely outside the standard search results page, offering massive prospecting inventory—but demand specific visual assets to qualify.

The Network Matrix

	Standard Search Campaigns	Audience Campaigns (CampaignType = Audience)
Primary Placement	Bing/Yahoo results pages	MSN, Outlook, Microsoft 365, Casual Games
Network Exclusivity	Can extend to Audience Network only via Image Extensions	Exclusive to Audience Network. Cannot show on Search results.
Required Ad Formats	Text Responsive Search Ads (RSAs) are primary	Requires 4 distinct image aspect ratios for placements

The Synthesis: Audience Layering in Action

Scenario: A Hotel Chain prospecting campaign on the Audience Network. By setting the base to Target and Bid, delivery is restricted strictly to qualified professionals actively showing travel intent, maximizing the arbitrage opportunity.



Platform QA: Common Failure Points

What Migrating Marketers Do	What Microsoft Requires
✘ Combining In-Market + Remarketing in a Combined List.	✔ Applying them separately to the same ad group with AND logic via bid adjustments.
✘ Setting a -90% bid adjustment to block an irrelevant audience.	✔ Setting a -100% adjustment or using Negative Audience Associations for total suppression.
✘ Setting biddable audience criteria at both the Campaign AND Ad Group level simultaneously.	✔ Choosing one level for biddable criteria (though exclusions can exist at both).