

Better together

Empowering the open web



AI/ML and rich Audience Intelligence



Scaled, global marketplace for the open web

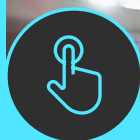


The power of the Microsoft audience

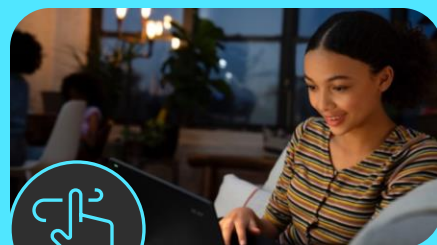
1 billion people



Greater purchasing power



Likely to make a purchase online



Engage with ads to try new offers¹

Connect to a relevant audience with intent

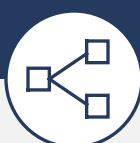
Powerful set of attributes to deliver more relevant messages based on audience intent



Microsoft's **audience intelligence** uses billions of data points, combining signals including searches, web activity, browser behavior, and profile data to identify consumer intent and apply AI to increase performance.



Leverage Microsoft's **1st party data** across massive consumer properties in one connected ecosystem.



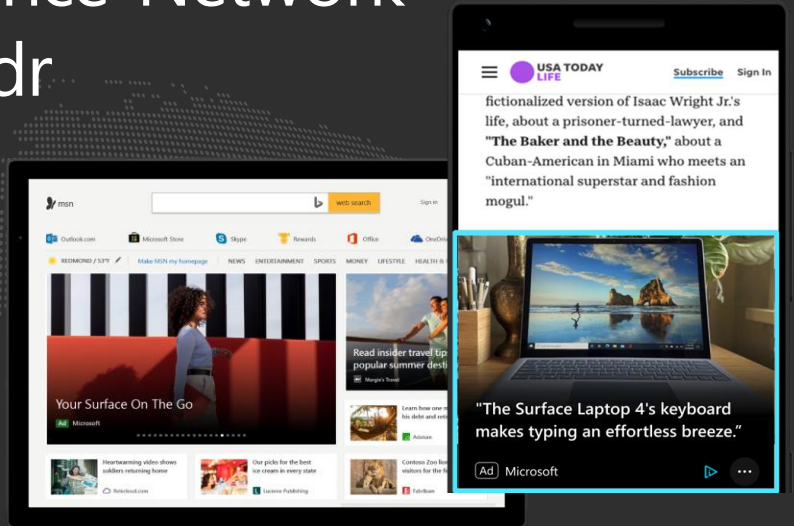
Drive deeper connections with powerful intent signals like **searches, web activity, browser behavior,** and more.



20 billion daily cross-screen data signals refreshed every second for real-time, accurate data.

The Microsoft Audience Network is growing with Xandr

Reach your ideal audiences in more places across their online journey



Direct access to inventory at scale



Access premium inventory at scale through Xandr, one of the largest global marketplaces serving the open web



1500+

direct digital publishers



85%+

of Comscore's top 200 digital publishers



20+

content categories



130B+

monthly digital impressions

Drive improved performance across high-quality, brand-safe environments

DATA-DRIVEN PERFORMANCE

Audience Ads on publisher partners delivered **3x higher CTRs** when compared with other platforms delivering ads in the same placements.²

PREMIUM INVENTORY

Strict content vetting through Microsoft technology, **Integral Ad Science**, and Xandr quality safeguards like in-house auditing, vendors such as Human Security, and TAG Fraud certification.

TRANSPARENT TRANSACTIONS

More transparent transactions across all domains via **publisher URL reporting** and the flexibility to exclude any sites due to preference or performance.

1. Microsoft Internal Data. 2. Publisher partner data and Microsoft internal data, April 2021.