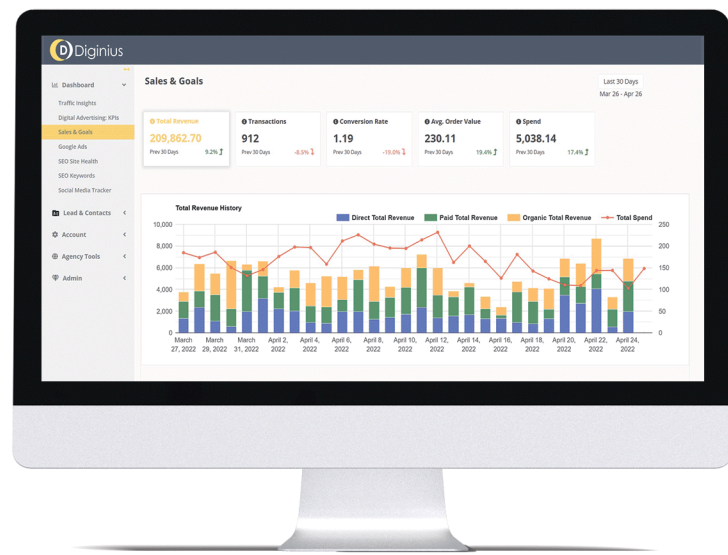


Microsoft Publisher Network Tool

Are you looking for a less time-consuming way to manage your Microsoft Partner network traffic?

Then this Diginus tool is your answer. With full traffic automation, analysts now have complete control in minutes rather than hours. And there is no need for high-level expertise either – the tool simplifies the entire process, making traffic in the Microsoft Partner network even more valuable than before.

The results speak for themselves: since deploying the tool, results from clients have been phenomenal, decreasing CPAs (cost per acquisition) by 10% to 75%.



Key Features

- ✓ Aggregated publishers' performance data at domain level.
- ✓ Publisher Network Optimisation.
- ✓ Exclude section.
- ✓ Built-in integration with Microsoft Advertising platform.
- ✓ Reporting.



Take Control

Take control of the Microsoft Publisher Network with domain-level analysis and reporting.



Exclude Non-Performing URLs

Analyse and exclude non-performing publishers to improve ROI.

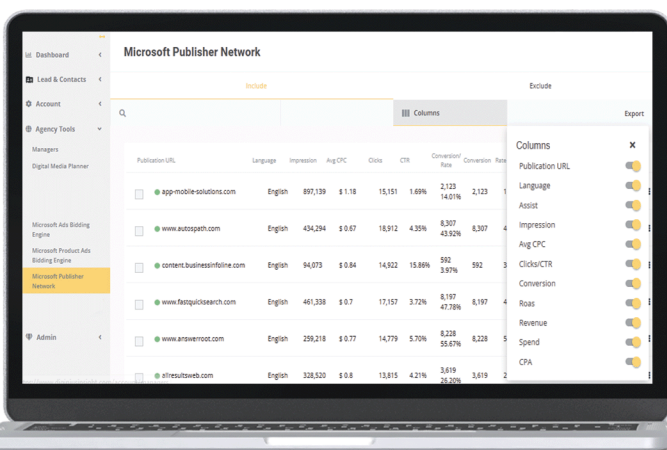


Phenomenal Results

By using the tool, clients have seen cost per acquisition decrease by 10% to 75%.

Why use a search partner network?

If you want to extend your reach to users of proprietary websites and niche traffic verticals, then search partner network traffic will do just that. However, one of the challenges with partner networks is having control over where your ads show up and, therefore, the quality of the traffic and user experience is often under question.



Publication URL	Language	Impression	Avg CPC	Clicks	CTR	Conversion Rate	Revenue
app-mobile-solutions.com	English	897,139	\$1.18	15,151	1.68%	2,123	2,123
www.autopath.com	English	434,294	\$0.67	18,912	4.35%	8,307	8,307
content.businessonline.com	English	94,073	\$0.84	14,932	15.86%	592	592
www.fazqicsearch.com	English	461,338	\$0.7	17,157	3.72%	8,197	8,197
www.answerroot.com	English	259,218	\$0.77	14,779	5.70%	8,228	8,228
allresultsweb.com	English	328,520	\$0.8	13,815	4.21%	3,619	3,619

Diginus works with Microsoft Advertising's partner network. This is because Microsoft Advertising only uses vetted partners and, more importantly, allows for exclusions. The Microsoft publisher network comprises thousands of websites that publish ads: from major sites such as DuckDuckGo to smaller niche sites focused on specific industry and market verticals.

Being able to manage these sites is key to creating dramatic performance improvements over simply monitoring rather than managing advertising. Unfortunately, many advertisers shy away from publisher networks due to bad experiences with some providers. However, the Microsoft network is very different in terms of quality and performance. You are completely in control and can select which partners to engage with based on shared values and customer search intent.

Features and **Benefits**

Why Choose Us? →

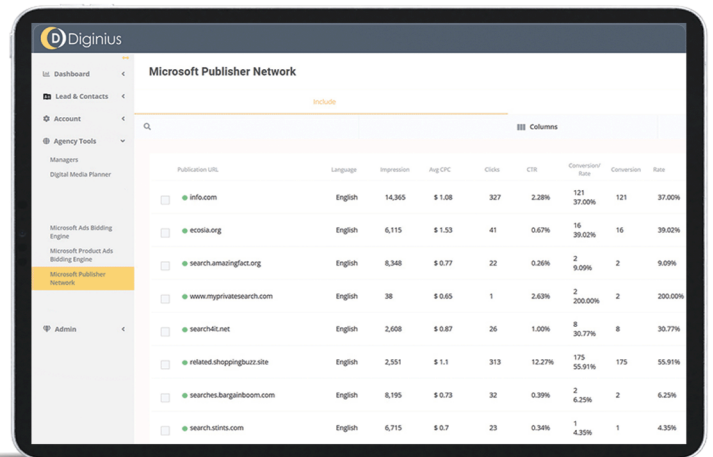
Diginus's Microsoft Publisher Network is a search ad campaigns management tool that helps agencies and marketers efficiently manage publishers' performance across the Microsoft Advertising publisher network at the domain level. Our tool makes analysing publisher performance exceptionally easy.

Aggregated publishers' performance data at the domain level.

Analysing Microsoft publishers' performance can be a painful process since users need to combine performance reports into each domain manually. Our exclusion tool aggregates publisher performance at the domain level, allowing users to exclude domains with the Diginus Insight platform.

Built-in integration with Microsoft Advertising platform

The Diginus tool allows users to manage and track publisher network performance across the Microsoft Advertising publisher network, saving time, reducing complexity and allowing for better decisions on evaluating a publisher's performance.



Publication URL	Language	Impression	Avg CPC	Clicks	CTR	Conversion Rate	Conversion	Rate
info.com	English	14,365	\$ 1.08	327	2.28%	121 37.00%	121	37.00%
ecosisa.org	English	6,115	\$ 1.53	41	0.67%	16 39.02%	16	39.02%
search.amazingfact.org	English	8,348	\$ 0.77	22	0.26%	2 9.09%	2	9.09%
www.myprivatesearch.com	English	38	\$ 0.65	1	2.63%	2 200.00%	2	200.00%
search4it.net	English	2,668	\$ 0.87	26	1.00%	8 30.77%	8	30.77%
related.shoppingbuzz.site	English	2,551	\$ 1.1	313	12.27%	175 55.91%	175	55.91%
searches.bargainboom.com	English	8,195	\$ 0.73	32	0.39%	2 6.25%	2	6.25%
search.stories.com	English	6,715	\$ 0.7	23	0.34%	1 4.35%	1	4.35%

Publisher Network Optimisation

With a streamlined workflow and clean view of aggregated performance data, the Diginus tool allows users to exclude poor performance URLs. This reduces CPA and increases ROI for search ads across the publisher network. Our clients have experienced CPA reductions of up to 70%.

Exclude section

Once a publisher's domain is excluded, the URL will no longer be visible and will be automatically moved to the exclude section of the tool for review. There is the option to re-include domains if required.

Reporting

Diginus's Microsoft Publisher Network tool provides reporting for analysis of publisher performance at the domain level, down to detailed KPIs for each domain. Reporting metrics include impressions, average CPC, clicks, CTR, conversion rates, revenue, spend and CPA for each domain.

Technical Details

Requires Microsoft Advertising

The tool is provided via Diginus Insight, a SaaS (software-as-a-service) solution.

Technical Support

Technical support is available by contacting your assigned analyst or our customer success team at support@diginus.com