

Microsoft Advertising and Google Ads

FEATURE COMPARISON

Winter edition

ATTRACT ONLINE CUSTOMERS TO YOUR SITE WITH MICROSOFT ADVERTISING

Achieve business success with new products and features that will help you connect customers with the items they're searching for.

Thanks to your feedback, we continue to innovate and find opportunities to differentiate our products to meet your needs. With intelligent technology and insights that you can trust, Microsoft Advertising is focused on making the process of managing your campaigns simpler and more intuitive. Review the chart below to see what's new at Microsoft Advertising and how we can help you connect with the people who matter to you.

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Targeting



Note/updates

International availability

Audience

Dynamic Remarketing	✓	✓	Available for both search and audience campaigns. In pilot for verticals outside of retail for MSAN audience campaigns only	Yes General availability for retail vertical in all markets in which Microsoft Shopping is available. For non-retail (autos, entertainment, travel) currently in pilot for MSAN audience campaigns in US only.
Remarketing	✓	✓	Maximum cookie window: Google: 540 days; Microsoft Advertising: 390 days (13 months). Google now refers to this as "Your Data"	Yes (global)
In-market Audiences	✓	✓	Available for both search and audience campaigns. Seasonal segments available (Back-to-School, Black Friday, Christmas, Mother's Day, Valentine's Day). Link to full spreadsheet of segments: microsoft-advertising-in-market-audience-segments-for-web.xlsx (live.com) Google Now refer to this as "In-Market Segments".	Full GA in NA: US and CA; EMEA: UK, FR, DE, IE, IT, ES, NL, SE, CH, AT, BE, NO, DK, FI, AD, AL, BA, BG, CY, CZ, EE, GR, HR, HU, IS, LI, LT, LU, LV, MC, ME, MK, MT, PL, PT, RO, RS, SI, SK, SM, TR, VA, and ZA; APAC: AU, IN, NZ, ID, MY, PH, SG, TH, VN, HK, JP, TW, BD, BN, FJ, PF, GU, MV, MN, NP, NC, PG, and LK; LATAM: AR, BR, CL, CO, MX, PE, VE, AW, BS, BO, KY, CR, DM, DO, EC, SV, GF, GT, GY, HT, HN, MQ, MS, PA, PY, PR, TT, and UY.
Similar Audiences	✓	✓	Available for search and audience campaigns. Google refers to this as "Similar Segment" and will deprecate this audience type in 2023. Currently, Microsoft Advertising has no plans to deprecate Similar Audiences.	Full GA in US, CA; EMEA: UK, FR, DE, IT, SP, NL, SE, CH, DK, NO, FI, AT, IE, AL, AD, BE, BA, BG, CY, CZ, GR, HR, EE, HU, IS, LI, LT, LV, LU, MC, MT, MK, ME, PL, PT, RO, SM, SK, SL, TR, VA, RS, and ZA; APAC: HK, IN, ID, JP, TW, TH, VN, MY, PH, SG, AU, and NZ. LATAM: BR, MX, AR, CO, CL, PE, and VE.
Customer Match	✓	✓	Health/wellness vertical not supported. We now support integrations with certain Customer Data Platforms (CDP). For more information on how to connect your CDP, work with your Microsoft Advertising account team.	GA: Globally (except China).
Custom Combination Lists	✓	✓	Custom Combination Lists can be created from: Custom Audiences, Customer Match, Dynamic Remarketing, Remarketing. Google refers to this as "Combination Segment".	Generally available in all markets.



Targeting



Note/updates

International availability

Audience

LinkedIn Profile Targeting	X	✓	<p>Targeting dimensions:</p> <p>Industry, Company, Job Function. Unique feature to Microsoft Advertising.</p> <p>Advertisers can be located in any market, but will only be able to target LinkedIn users in the available markets.</p>	GA for search campaigns and MSAN audience campaigns: US, CA, UK, AU, FR, and DE.
Custom Audiences	X	✓	Create Remarketing lists by importing from supported data management platforms (DMPs).	GA in all markets except the EU, NO, and CH.

Language, Location and Device

Ad group	X	✓		Yes
Campaign	✓	✓		Yes



Campaign Management



Note/updates

International availability

Conversion Tracking

Microsoft Clarity insights for Microsoft Advertising	X	✓	Differentiator; free UET integration.	Global
Code-Free Custom Conversion Wizard	X	✓	Differentiator; powered by Microsoft Clarity.	Global
Time of click	✓	✓		Global
Include in "Conversions"	✓	✓	Recently released.	Global



Campaign Management



Note/updates

International availability

			Note/updates	International availability
Conversion sources:	✓	✓		
websites	✓	✓		Global
apps	✓	✓		Global
offline imports	✓	✓	Microsoft Advertising includes from call tracking providers.	Global
In store transaction	✓	✓		Global
phones	✓	X		Global
Consent Mode (Universal Event Tracking option)	✓	✓	In pilot	Global
Store Visits	✓	✓	In pilot	Global
Campaign-level conversions	✓	✓	Recently released.	Global
Quality Score Visibility				
Keyword	✓	✓		
Campaign	X	✓		
Ad group	X	✓		
Scripts				
Campaign management	✓	✓		Yes
Bid and budget management	✓	✓		Yes
Performance data	✓	✓		Yes
Easy searching with filters	✓	✓		Yes
Negative keyword management	✓	✓		Yes
URL fetch service	✓	✓		Yes
Shopping	✓	✓		Yes
Parallel tracking	✓	✓		Yes



Note/updates

International availability

Campaign Management

Reporting

			Note/updates	International availability
Competition Tab	X	✓		Yes
Performance Targets	✓	✓		Yes
Multi-account auction insights	X	✓	Google provides insights for a single account.	Yes
Inline location targeting recommendations	X	✓		US only
Smart Campaigns	✓	✓		US, CA, UK, AU



Note/updates

International availability

Account Management

			Note/updates	International availability
Multi-account access	✓	✓		Yes
Hierarchies and Shared Library	✓	✓		Yes
Recurring insertion orders	X	✓		Yes
Insertion order import and export	X	✓		Yes
IO budget recommendations	X	✓		Yes
Seamless payment setting switching	✓	✓		Yes
Paperless billing	✓	✓		Yes
Unified notification queue	✓	✓		Yes



Shopping



Note/updates

International availability

Product Ads

Flyer Extensions experience	X	✓	In pilot for Microsoft Advertising.	US only.
Local Inventory Ads	✓	✓		All available Microsoft Shopping Campaigns Markets.
Product Ads in Visual Search	✓	✓		US.
Blocking Aggregator	✓	✓		All available Microsoft Shopping Campaigns Markets.

Merchant Center

Feed types of support	✓	✓	Automatic updates to price and availability.	All available Microsoft Shopping Campaigns Markets.
FTP/SFTP, manual upload	✓	✓		All available Microsoft Shopping Campaigns Markets.
Content API for feed updates	✓	✓		All available Microsoft Shopping Campaigns Markets.
Google Merchant Center Import (feeds)	X	✓		All available Microsoft Shopping Campaigns Markets.
Feed Rules mapping	✓	X		All available Microsoft Shopping Campaigns Markets.
Products tab	✓	✓		All available Microsoft Shopping Campaigns Markets.
Google Import (campaigns)	X	✓		All available Microsoft Shopping Campaigns Markets.
Installment Feed	✓	✓	GA	All available Microsoft Shopping Campaigns Markets.



Bid Management



Note/updates

International availability

Automated bidding

Enhanced CPC	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns. In pilot for Microsoft Audience Network.	Global default
Maximize clicks	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns.	Global
Maximize conversions	✓	✓	Text Ads, Dynamic Search Ads.	Global
Target CPA	✓	✓	Text Ads, Dynamic Search Ads.	Global
Target return on ad spend (ROAS)	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns.	Global
Target Impression Share	✓	✓	Text Ads, Dynamic Search Ads, Shopping Campaigns.	Global
Portfolio bid strategies	✓	✓	GA	Global
Seasonality adjustments	✓	✓	GA	Global
Smart Shopping Campaigns	✓	✓	GA	All available Microsoft Shopping Campaigns Markets.
Data Exclusions	✓	✓	In pilot.	Global

Bid Adjustment

Location	✓	✓		
Day of week and time of day	✓	✓		
Device	✓	✓		
Demographic	✓	✓		
Household income	✓	X		
Interactions (e.g. calls)	✓	X		



Search partners



Note/updates

International availability

Transparency and controls

Reports at domain level	X	✓		
Search domains exclusions	X	✓	Google Ads only allows exclusions on their display network.	Yes
Report at network level	✓	✓		

**Sitelink Extensions**

Account, campaign and ad group level	✓	✓		All markets
Different URLs	✓	✓	Microsoft Advertising offers also same URL extension.	All markets
Third-party URLs	✓	✓	Google Ads allows third-party links under limited circumstances.	All markets

Ad Extensions

Action extensions	X	✓		All markets
Filter Link Extension	X	✓		All markets
Multi-Image extensions	X	✓		All markets
Video Extensions	X	✓		All markets
Marketing with Purpose Attributes	X	✓	Displayed in ad as Dynamic partner enhancement Automated extensions.	All markets
App extensions	✓	✓		Serves in: All markets, except China.
Callout extensions	✓	✓		Serves in: All markets, except China.
Call extensions	✓	✓		Serves in: Available in the AU, US and UK on all devices. Available in all other markets on smartphones only, except for China.
Image extensions	✓	✓		Serves in: All markets, except China.
Location extensions	✓	✓		All markets
Price extensions	✓	✓		All markets
Promotion Extensions	✓	✓		All markets
Review extensions	✓	✓		Serves in: All markets, except China.
Structured snippet extensions	✓	✓		All markets, except China.
Automated extensions (remove to end)	✓	✓		Complex – use this internal file for reference.
Message extensions	✓	X		
Lead forms extensions	✓	X		



Ad Types



Note/updates

International availability

Dynamic Search Ads:

Static headline	X	✓	GA	In all markets where DSA is available.
Multimedia Ads	X	✓	GA. (MMA in DSA is currently in pilot in all markets).	Global
Performance Max (Google import solution)	n/a	✓	GA (Google Import ability to bring in Performance Max assets as search and smart shopping).	Global
Cruise Ads	X	✓	GA	Global
Credit Card Ads	X	✓	GA	Global
Professional Service Ads	X	✓	In pilot	Insurance Service Ads & Real Estate Service Ads: US, soon to expand to EU3 -Tax Service Ads: US & CA, to expand to EU3 but ETA TBD.
Health insurance ads	X	✓	In pilot	US
Product Ads (Shopping Campaigns)	✓	✓		All available Microsoft Shopping Campaigns Markets.
Expanded Text Ads	✓	✓		All Bing markets.

Responsive Search Ads

Responsive Search Ads	✓	✓	GA	All Bing markets.
Location insertions	✓	✓	GA	Global
Countdown customizers	✓	✓	GA	Global
Ad customizers	✓	✓	In pilot	Global
Hotel Price Ads	✓	✓	In pilot	145 int'l markets
Property Promotion Ads	✓	✓	In pilot	121 int'l markets
Tours and Activities Ads	✓	✓	GA	Global
Automotive Ads	✓	✓	GA	Global

Dynamic Search Ads:

Page Feeds	✓	✓		In all markets where DSA is available.
App Install Ads	✓	✓	GA	All markets.
Ad customizers	✓	✓	GA	All Bing markets.
Countdown customizer	✓	✓	GA	All Bing markets.
IF functions	✓	✓	GA	All Bing markets.
Nonprofit advertising grants	✓	✓	In pilot; called Ads for Social Impact.	US
Call-Only Ads	✓	X		
Microsoft Store Ads	X	✓	Closed beta.	US Only



Note/updates

International availability

Ad Types

Creator tools	X	✓	Multimedia Ads: GA. Video ads: pilot. Audience ads: GA. Responsive Search Ads: GA.	Multimedia Ads: All markets. Video Ads: US, CA, UK, FR, DE and AU Audience Ads: All markets. Response Search Ads: All markets.
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Note/updates

International availability

Smart Campaigns

Multi-platform	X	✓	GA (US only)	Piloting in SP. More countries to come in 2023.
Broad match (Keyword themes)	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
Conversion Tracking	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
Call extensions	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
Location targeting	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
Native Ads	✓	✓	In pilot (US)	US Only
Universal Event Tracking	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
Automated Bidding	✓	✓		US, UK, CA, FR, DE, NZ, IE, IT, NL, and SG.
Google Import	✓	✓	In pilot (US)	
Responsive Search Ads	✓	X	Coming in 2023.	
In-Market Audiences	X	✓	Coming in 2023.	
Product Ads	X	✓	Coming in 2023.	
Dynamic Prospecting	✓	X		
Pay for Conversions	✓	X		
Automatic Targeting	✓	X		
Map Actions	✓	X		
Ad Scheduling	✓	X		

We're in a constant mode of listening and responding. Many other features and products are in development but not ready to be shared. Visit the [ad products overview](#) or [audience targeting overview](#) for more information. To see suggestions on how to improve your experience with Microsoft Advertising, recommend a new feature suggestion, request enhancements to an existing feature, or vote on ideas that others have submitted, please visit the [Feature Suggestion Forum](#)

Dynamic Search Ads markets include: US, CA, UK, AU, IN, FR, DE, NZ, IE, IT, ES, NL, SE, CH, AT, BE, DK, NO, FI, AD, AL, BA, BG, CY, CZ, EE, GR, HR, HU, IS, LI, LT, LU, LV, MC, ME, MK, MT, PL, PT, RO, RS, SI, SK, SM, TR, VA, ZA, ID, MY, PH, SG, TH, VN, AR, BR, CL, CO, MX, PE, VE, AW, BD, BN, BO, BS, CR, DM, DO, EC, FJ, GF, GT, GU, GY, HN, HT, KY, LK, MN, MQ, MS, MV, NC, NP, PA, PF, PG, PR, PY, SV, TT, UY.

Microsoft Audience Network markets include: US, CA, UK, AU, IN, FR, DE, NZ, IE, IT, ES, NL, SE, CH, AT, BE, DK, NO, FI, AD, AL, BA, BG, CY, CZ, EE, GR, HR, HU, IS, LI, LT, LU, LV, MC, ME, MK, MT, PL, PT, RO, RS, SI, SK, SM, TR, VA, ZA, ID, MY, PH, SG, TH, VN, HK, JP, TW, AR, BR, CL, CO, MX, PE, VE.

Shopping Campaigns markets include: US, CA, UK, AU, IN, FR, DE, NZ, IE, IT, ES, NL, SE, DE-CH, DE-AT, FR-BE, DK, NB-NO, FI, AD, AL, BA, BG, CY, CZ, EE, GR, HR, HU, IS, LI, LT, LU, LV, MC, ME, MK, MT, PL, PT, RO, RS, SI, SK, SM, TR, VA, ZA, ID, MY, PH, SG, TH, VN, AR, BR, CL, CO, MX, PE, VE.

Source: According to Microsoft Advertising and Google Ads help page content, July 2022. Subject to change. Feature availability may vary