

Keynote Presentation | [Branding Strategy] A New Era of Advertising



ADITYA VARADARAJAN

Business Head INSEA,
Microsoft Advertising, InMobi

A New Era of Advertising

Aditya Varadarajan

INSEA Business Head - Microsoft Advertising
InMobi



Our Journey So Far...

2019

Microsoft Advertising partners with InMobi to drive business in **India**

2021

2022

InMobi expands partnership with Microsoft Advertising into **Southeast Asia, Middle East, and Africa**

2023

Press Center

PRESS KIT

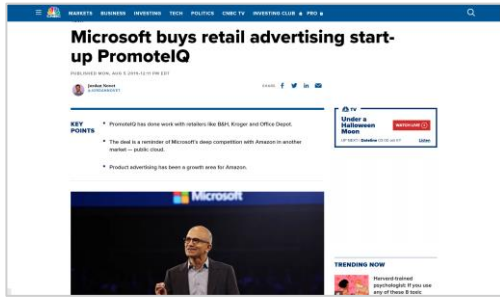


Partnership | Company

InMobi expands partnership with Microsoft Advertising into Southeast Asia, Middle East, and Africa

In the News...

1 - Promote IQ Launch



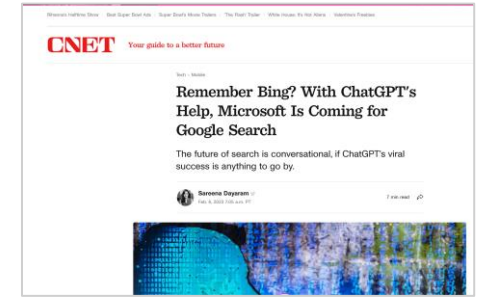
3 - Activision Blizzard Acquisition



5 - Microsoft x Open AI Investment



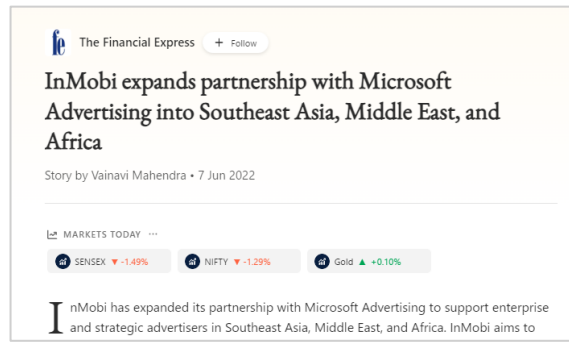
7 - The New Bing



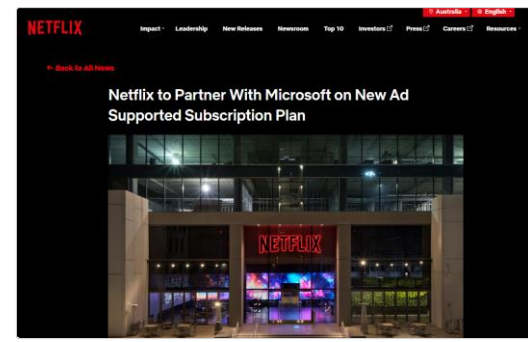
2 - Xandr Acquisition



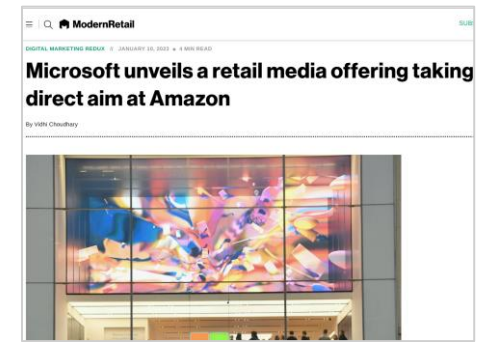
4 - InMobi & Microsoft Partnership Expansion to SEA



6 - Netflix Deal



8 - Microsoft Retail Advertising Network



A year of growth and change



Market parity bringing core products across search and native to over 160 markets



Adding view-through conversions, CPM pricing, video ads and auto-bidding to MSAN.



New visual ad formats including multimedia ads, video ads and multi-image extensions.



Created vertical ad formats designed for travel, automotive and financial services.



Improved DSA with mixed mode campaigns, dynamic descriptions and static headlines.



Grown auto-bidding with seasonality adjustments, portfolio bid strategies and target impression share.

100

Products launched in
2022

AI-powered co-pilot for the web

Joy of discovery

The screenshot shows the Microsoft Bing homepage with a search bar and a chat icon. A blue input field contains the query: "I want to buy a new iphone 13 today in north sydney, help me find the best pricing". Below the input field, two green checkmarks indicate the search process: "Searching for: **iphone 13 price north sydney**" and "Generating answers for you...". The AI response is displayed in a white box with a light blue border. It begins with "Sure, I can help you find the best pricing for iPhone 13 in North Sydney. According to my web search", followed by a paragraph detailing price ranges from \$1,199 to \$2,719 and listing retailers: Optus, Harvey Norman, Apple, and The Good Guys. Below the text, a list of three questions is provided to help narrow the search. At the bottom, an "Ads" section displays a carousel of iPhone 13 models with their respective prices and the retailer Kogan.com.

Microsoft Bing SEARCH CHAT 111

I want to buy a new iphone 13 today in north sydney, help me find the best pricing

✓ Searching for: **iphone 13 price north sydney**

✓ Generating answers for you...

Sure, I can help you find the best pricing for iPhone 13 in North Sydney. According to my web search ¹, the iPhone 13 range starts at **\$1,199** for the 128GB model and goes up to **\$2,719** for the 1TB iPhone 13 Pro Max model. Some of the retailers that sell iPhone 13 in North Sydney are **Optus**, **Harvey Norman**, **Apple** and **The Good Guys** ^{1 3 4 5}.

Some questions that might help you narrow down your search are:

- Which iPhone 13 model do you want?
- How much storage capacity do you need?
- Do you want to buy it outright or on a plan?

Ads ⓘ

Apple iPhone 13 (128GB,...	Apple iPhone 13 (128GB,...	Apple iPhone 13 (128GB,...	Apple iPhone 13 128GB A...	Apple iPhone 13 (128GB,...	Apple iPhone 14 (128GB,...	Apple iPhone 14 (128GB,...
\$1,229.00	\$1,229.00	\$1,229.00	\$999.00	\$1,229.00	\$1,319.00	\$1,319.00
Kogan.com	Kogan.com	Kogan.com	Kogan.com Free shipping	Kogan.com	Kogan.com	Kogan.com

Get Access Today: bing.com/new



AI-powered copilot for the web

A better Search

It's search you are familiar with that's safe, more reliable, and delivers results like you expect.

Web navigations
Weather queries

Answers for You

It reviews results from across the web to find and summarize the answer you're looking for.

Comprehensive summary
Comparative insights

A new chat experience

Use chat to ask questions and get suggestions. It helps refine complicated research to get better recommendations.

Travel planning
Shopping research

Sparks your Creativity

You're no longer limited by searching for what already exists. It helps you create new content with just a description.

Draft an email
Create a meal plan

Scenarios

Unlocking new advertiser value and potential

More reach

Expanded customer reach and increased volume, especially with younger and mobile audiences

Greater ROI

Richer understanding and personalized answers lead to better campaign ROI

Next Level Automation

Ads customized to every person's context and in real-time, while also automating critical campaign experiences and assets

New Innovations

New opportunities to rethink traditional ad experiences and ROI scenarios on advertising objectives

Text ads experience

Microsoft Bing

I want to book a hotel in Sydney

✓ Searching for: hotel in Sydney

✓ Generating answers for you...

Okay, I can help you with that. There are many hotels in Sydney, Australia that offer a range of amenities, prices and locations. [According to the hotel results](#), some of the top-rated hotels in

Hotels in Sydney | Best Price Guarantee.

<http://www.contososuites.com/>

Book your Hotel in Sydney now. No reservation costs. Great rates.

<http://bing.com/search?q=hotel+in+Sydney>

Contoso Suites – a chic and unique apartment hotel. Fabrikam – an upscale beauty near Sydne...

and comfort, with spacious rooms, a spa, a pool, a restaurant, and a bar. It's located in the central business district, near the Circular Quay and the Sydney Opera House. You can book a room for a

- **Ovolo Woolloomooloo**, which has a 5-star rating and is a unique and stylish boutique hotel, with quirky design, free breakfast, and free happy hour. It's located close to the waterfront and the Royal Botanic Gardens. You can book a room for \$299 per night.

As for the best hotel to book, that depends on your preference, budget, and purpose. Some of the factors you may want to consider are the location, the amenities, the reviews, and the availability. You can also [compare different hotels and prices on websites like Booking.com, Tripadvisor, or Wotif](#).

I hope this helps you find the perfect hotel for your stay. If you have any more questions feel free to ask me.

Microsoft Bing

I want to buy flowers in Seattle

✓ Searching for: flowers in Seattle

✓ Generating answers for you...

Sure, I can help you with that. There are many flowers shops in Seattle that offer a variety of flowers and delivery services. [According to the locations results](#), some of the top-rated flower shops in Seattle are:

Seattle Florist | Same Day & Express Delivery | Adatum Corporation

<http://www.adatum.com/>

Seattle Adatum Best Florist. Farm-Fresh Luxurious Upscale Flowers. Nationwi...

<http://bing.com/search?q=flowers+in+Seattle>

Monday to Saturday, 10:00 AM to 8:00 PM. You can call them at 206-324-7673 or visit their website at <http://www.flowerson15th.com/>.

- **Pike Place Flowers**, which has a 9.0 rating and is a family-owned and operated florist that has been serving the Pike Place Market since 1983. They're located at 1501 1st Ave, Seattle, WA 98101 and are open from Monday to Saturday, 8:00 AM to 7:00 PM. You can call them at 206-682-9797 or visit their website at <http://www.pikeplacebouquets.com/>.

As for the best flowers to buy, that depends on your preference, budget, and occasion. Some of the most popular flowers are roses, tulips, sunflowers, daffodils, marigolds, daisies, orchids, and carnations. Each flower has its own meaning and symbolism, so you may want to choose one that expresses your sentiment. For example, red roses signify love and romance, purple roses and lilacs signify love at first sight, orange roses signify desire, and yellow roses signify friendship. You can also mix and match different flowers to create a unique and beautiful bouquet.

Multimedia, Product & Vertical ads

Microsoft Bing

- ✓ Searching for: hotel in Sydney
- ✓ Generating answers for you...

I want to book a hotel in Sydney

Okay, I can help you with that. There are many hotels in Sydney, Australia that offer a range of amenities, prices and locations. According to the hotel results, some of the top-rated hotels in Sydney are:

- **The Grace Sydney**, which has a 4-star rating and offers a wide range of facilities and services, such as a fitness center, a restaurant, a bar, and a business center. It's located in the heart of Sydney, close to many attractions and transport options. You can book a room for \$199 per night.
- **Amora Hotel Jamison Sydney**, which has a 5-star rating and specializes in luxury and comfort, with spacious rooms, a spa, a pool, a restaurant, and a bar. It's located in the central business district, near the Circular Quay and the Sydney Opera House. You can book a room for a
- **Ovolo Woolloomooloo**, which has a 5-star rating and is a unique and stylish boutique hotel, with quirky design, free breakfast, and free happy hour. It's located close to the waterfront and the Royal Botanic Gardens. You can book a room for \$299 per night.

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Hotel Deals in Sydney, NSW

<http://fabrikamresidences.com>

Compare Hotel Offers in Sydney, New South Wales. View Deals and Reserve Now on Fabrikam Residences.

Book Now

Learn more: [1. bing.com](#) [2. booking.com](#) [3. booking.com](#) [4. wotif.com](#) [5. bing.com](#) [6. booking.com](#)

Ask me anything...

Microsoft Bing

- ✓ Searching for: flowers in Seattle
- ✓ Generating answers for you...

I want to buy flowers in Seattle

Sure, I can help you with that. There are many flower shops in Seattle that offer a variety of flowers and delivery services. According to the locations results, some of the top-rated flower shops in Seattle are:

- **LaVassar Florist**, which has a 9.8 rating and offers a wide range of floral arrangements and gifts. They're located at 7530 20th Ave, Seattle, WA 98115 and are open from Monday to Saturday, 9:00 AM to 4:00 PM. You can call them at 206-522-1147 or visit their website at <http://www.lavassar.com/>
- **Flowers on 15th**, which has a 9.2 rating and specializes in fresh floral arrangements and blooming plants. They're located at 515 15th Avenue, Seattle, WA 98112 and are open from Monday to Saturday, 10:00 AM to 8:00 PM. You can call them at 206-324-7673 or visit their website at <http://www.flowerson15th.com/>.
- **Pike Place Flowers**, which has a 9.0 rating and is a family-owned and operated florist that has been serving the Pike Place Market since 1983. They're located at 1501 1st Ave, Seattle, WA 98101 and are open from Monday to Saturday, 8:00 AM to 7:00 PM. You can call them at 206-682-9797 or visit their website at <http://www.pikeplacebouquets.com/>.

As for the best flowers to buy, that depends on your preference, budget, and occasion. Some of the most popular flowers are roses, tulips, sunflowers, daffodils, marigolds, daisies, orchids, and carnations. Each flower has its own meaning and symbolism, so you may want to choose one that expresses your sentiment. For example, red roses signify love and romance, purple roses and lilacs signify love at first sight, orange roses signify desire, and yellow roses signify friendship. You can also mix and match different flowers to create a unique and beautiful bouquet.

I hope this helps you find the perfect hotel for your stay. If you have any more question, feel free to ask me.

Northwind Traders	Adatum	Adatum	Adatum	Adatum	Adatum	Adatum
\$19.99	\$59.99	\$54.99	\$51.99	\$49.99	\$49.99	\$35.1
Northwind...	Adatum	Adatum	Adatum	Adatum	Adatum	Adatum
10K+ viewed	20% Off	20% Off	20% Off	20% Off	20% Off	20% C

Learn more: [1. bing.com](#) [2. floweraura.com](#) [3. teleflora.com](#) [4. yelp.com](#) [+6 more](#)

Ask me anything...

Microsoft Bing

- ✓ Searching for: hotel in Sydney
- ✓ Generating answers for you...

I want to book a hotel in Miami

Okay, I can help you with that. There are many hotels in Miami, Florida that offer a range of amenities, prices and locations. According to the hotel results, some of the top-rated hotel in Miami are:

- **Miami Marriot Biscayne Bay**, which has a 4-star rating and offers a wide range of facilities and services, such as a fitness center, a restaurant, a bar, and a business center. It's located in the heart of Sydney, close to many attractions and transport options. You can book a room for \$199 per night.
- **Intercontinental Miami**, which has a 5-star rating and specializes in luxury and comfort, with spacious rooms, a spa, a pool, a restaurant, and a bar. It's located in the central business district, near the Sydney Opera House. You can book a room for a \$229 per night.
- **Hampton Inn & Suites by Hilton Miami Brickell Downtown**, which has a 3-star rating and is a cozy and affordable, with free breakfast, freeWiFi, a pool, a fitness center, and a business center. It is located in the Brickell neighborhood, near the Brickell City Centre and the Mary Brickell Village. You can book a room for \$299 per night.

As for the best hotel to book, that depends on your preference, budget, and purpose. Some of the factors you may want to consider are the location, the amenities, the reviews, and the availability. You can also compare different hotels and prices on websites like [Travelocity](#), [Expedia](#), or [Booking.com](#).

I hope this helps you find the perfect hotel for your stay. If you have any more question, feel free to ask me.

Places to stay

\$692 per night	\$303 per night	\$176 per night
Fabrikam Residences	Contoso Suites	Contoso
Miami	Miami	Miami

Learn more: [1. bing.com](#) [2. travelocity.com](#) [3. expedia.com](#) [4. booking.com](#) [5. expedia.com](#)

Ask me anything...

Microsoft Advertising Reach

The Microsoft advantage



800M

Monthly Edge users¹



689M

Unique searchers²

14.5BN

Global monthly searches²



484M

Monthly unique visitors³

20B

Monthly page views³



108M

Monthly unique visitors³

44M

Outlook active U.S. users³



69M

Xbox live monthly unique users³

100 Hours

Average time spent on Xbox per month¹



750M

Total LinkedIn members globally⁴

Source: 1. Microsoft internal data - global, December 2021; 2. comScore PC Search market, September 2021; 3. comScore global data, June 2021; 4. LinkedIn, Aug 2022

The World of Microsoft Advertising

17.5% Market share¹
13.2B Monthly searches¹
202M Searchers not reached on Google¹

164
Markets

35
Languages

The Americas (44 markets)

Anguilla	Dominican Republic	Peru
Argentina	Ecuador	Puerto Rico
Aruba	El Salvador	Saint Kitts & Nevis
Bahamas	French Guiana	Saint Lucia
Barbados	Greenland	Saint Vincent & the Grenadines
Belize	Grenada	Suriname
Bermuda	Guatemala	Turks & Caicos Islands
Bolivia	Guyana	Trinidad & Tobago
Brazil	Jamaica	United States of America
British Virgin Islands	Haiti	United States Virgin Islands
Canada	Honduras	Uruguay
Cayman Islands	Martinique	Venezuela
Chile	Mexico	
Colombia	Montserrat	
Costa Rica	Panama	
Dominica	Paraguay	

Europe (45 markets)

Albania	Gibraltar	Norway
Andorra	Greece	Poland
Austria	Hungary	Portugal
Belgium	Iceland	Romania
Bosnia and Herzegovina	Ireland	San Marino
Bulgaria	Italy	Serbia
Croatia	Latvia	Slovakia
Cyprus	Liechtenstein	Slovenia
Czechia	Lithuania	Spain
Denmark	Luxembourg	Sweden
Estonia	Malta	Switzerland
Faroe Islands	Moldova	Türkiye
Finland	Monaco	United Kingdom
France	Montenegro	Vatican City
Germany	Netherlands	
	North Macedonia	

Middle East and Africa (47 markets)

Algeria	Guinea	Qatar
Armenia	Iraq	Reunion
Azerbaijan	Israel	Saudi Arabia
Benin	Kyrgyzstan	Senegal
Bahrain	Lesotho	Seychelles
Botswana	Libya	Somalia
Burkina Faso	Madagascar	South Africa
Cameroon	Malawi	Tajikistan
Cote d'Ivoire	Mauritania	Tanzania
Democratic Republic of the Congo	Mauritius	Togo
Egypt	Namibia	Tunisia
Ethiopia	Niger	Uganda
Gabon	Nigeria	United Arab Emirates
Gambia	Oman	Yemen
Georgia	Republic of Congo	Zambia
	Rwanda	Zimbabwe

Asia Pacific (28 markets)

American Samoa	Nepal
Australia	New Caledonia
Bangladesh	New Zealand
Brunei	Northern Mariana Islands
Fiji	Pakistan
French Polynesia	Papua New Guinea
Guam	Philippines
Hong Kong	Singapore
India	Sri Lanka
Indonesia	Taiwan
Japan	Thailand
Marshall Islands	Tonga
Malaysia	Vietnam
Maldives	
Mongolia	

Asia Pacific



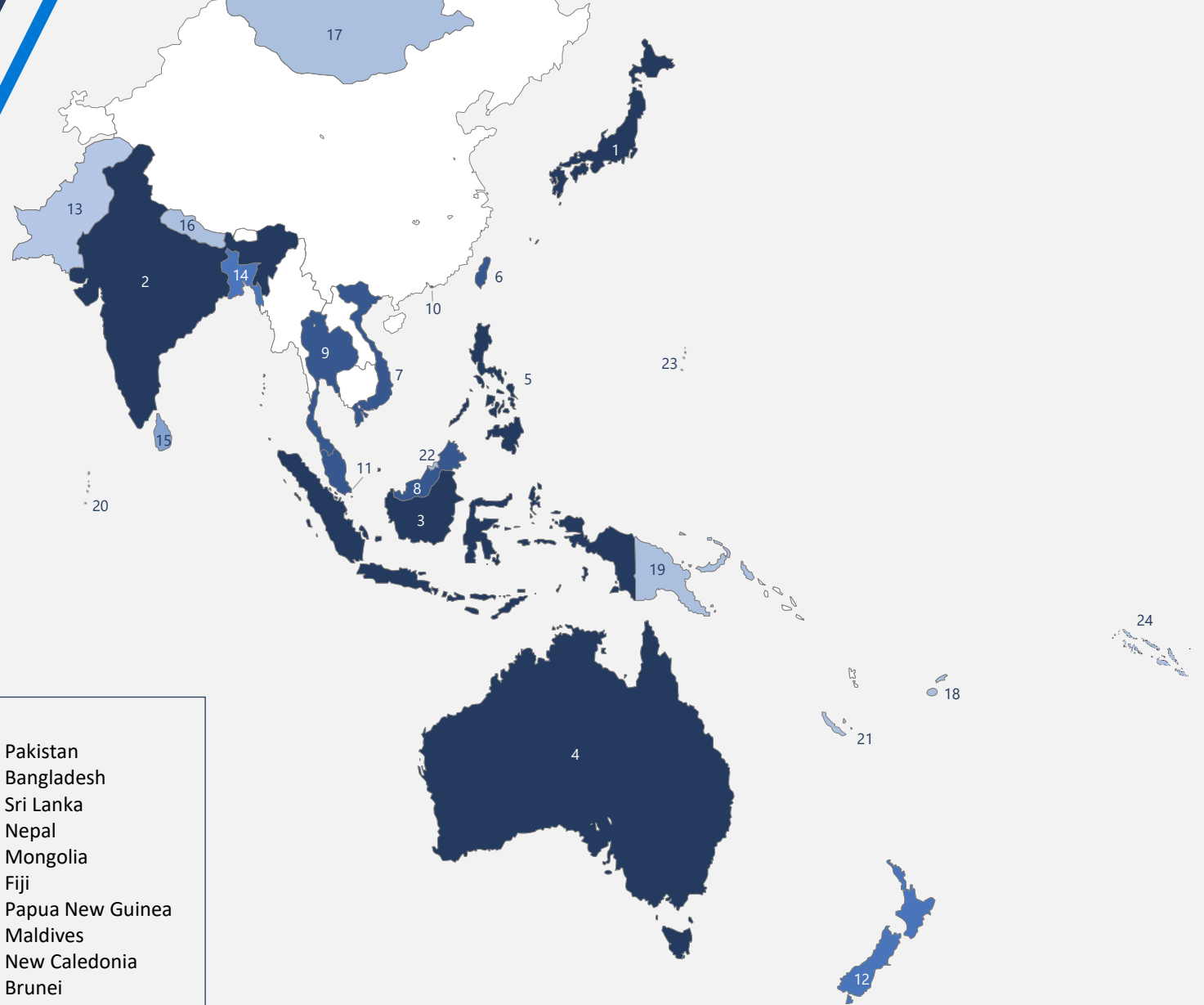
134 million
unique monthly PC searchers



2.2 billion
monthly searches



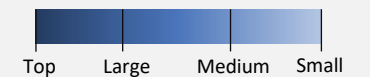
48%
total search volume
comes from new
markets



Asia Pacific Area

- | | |
|-----------------|----------------------|
| ★ 1. Japan | ★ 13. Pakistan |
| 2. India | ★ 14. Bangladesh |
| 3. Indonesia | 15. Sri Lanka |
| 4. Australia | 16. Nepal |
| 5. Philippines | 17. Mongolia |
| 6. Taiwan | 18. Fiji |
| 7. Vietnam | 19. Papua New Guinea |
| 8. Malaysia | 20. Maldives |
| 9. Thailand | 21. New Caledonia |
| 10. Hong Kong | 22. Brunei |
| 11. Singapore | 23. Guam |
| 12. New Zealand | 24. French Polynesia |

Market size scale



Microsoft Advertising Reach¹

Singapore

3M

Market Reach ¹

70%

Windows OS
Market Share²

34M

Indonesia

23M

Philippines

14M

Vietnam

12M

Thailand

10M

Malaysia



Source: 1. GWI, Wave 2022; 2. statcounter, 2022

*market share only covers coverage of owned Microsoft properties; syndicate reach is excluded

Microsoft Advertising search partners

Managed partners, carefully vetted to bring you quality traffic

Owned and operated

MICROSOFT ADVERTISING
PROPERTIES EXAMPLES

 Bing Microsoft Edge

 Windows  Skype

 msn  Cortana

Outlook

VERIZON MEDIA
PROPERTIES EXAMPLES

YAHOO!

Aol.

Search partners

MICROSOFT ADVERTISING
SEARCH PARTNERS EXAMPLES


DuckDuckGo

 Qwant

 Gumtree

 ECOSIA


CBS Interactive

THE WALL
STREET
JOURNAL.

VERIZON MEDIA
SEARCH PARTNERS EXAMPLES

Forbes

WebMD

 Dictionary.com

Search with purpose & Rise of Sustainable Media



\$21,000,000+
in donations so far on Give with Bing



162,000,000+
Trees planted by the Ecosia community

Two networks, one powerful result

Microsoft
Search
Network



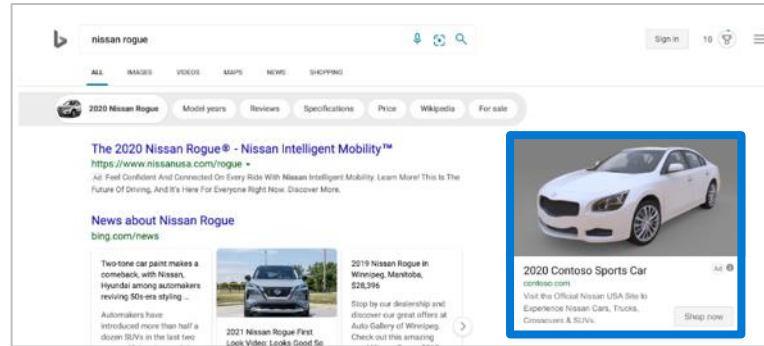
Microsoft
Audience
Network



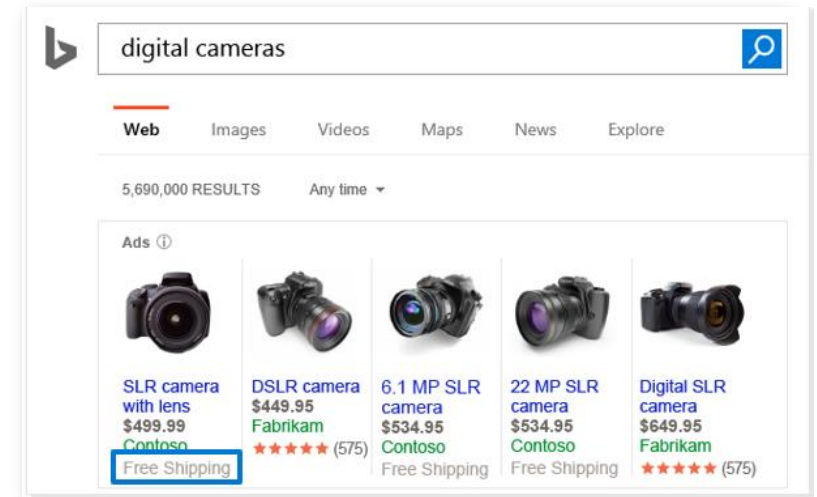
Richer ad experiences



Video ads on the Microsoft Audience Network

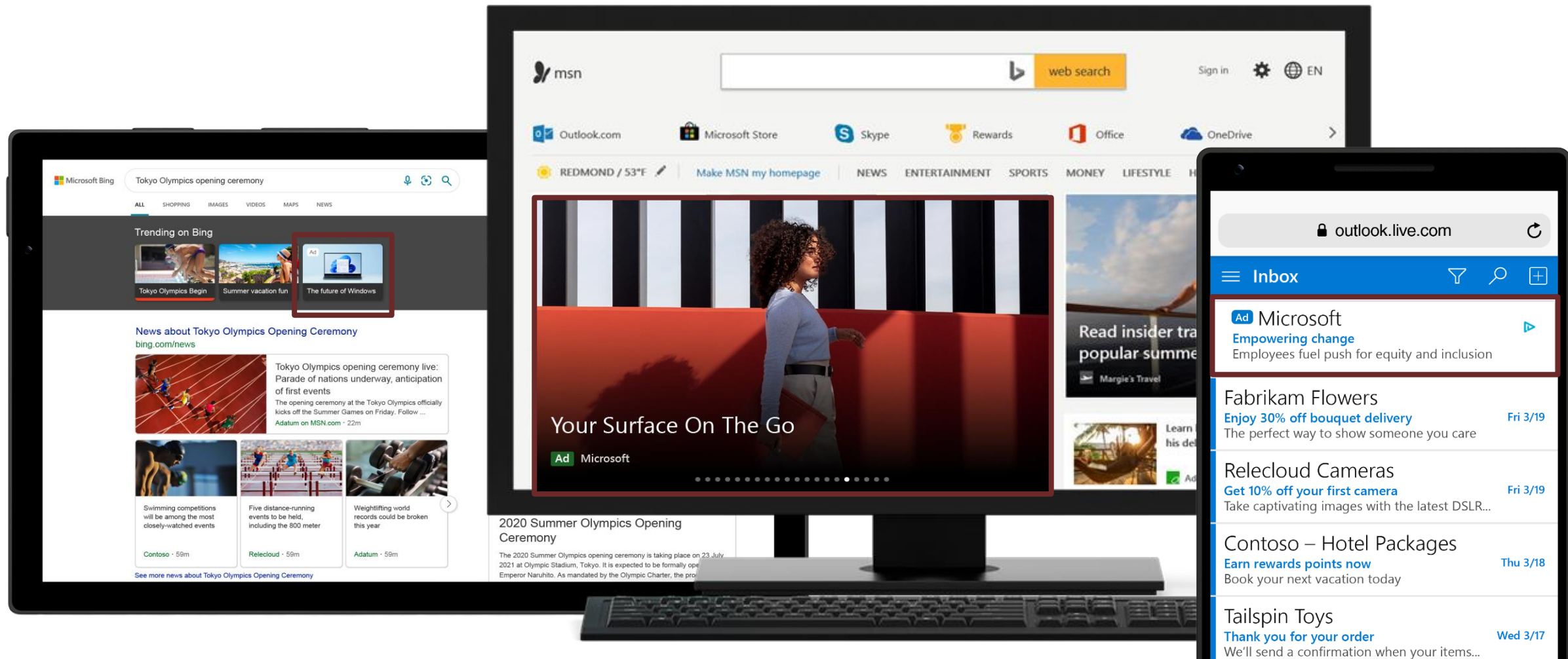


Multimedia ads



Shopping Ads

Microsoft Audience Network – Premium properties that people engage with everyday across work and life



Microsoft Audience Network - SEA

57M

total unique
visitors in Southeast Asia¹



20B

daily cross-screen
data signals²

Product
ad



New Colors & Sleek
Design, Free Shipping
While Supplies Last!

Ad Microsoft Xbox

Ad Microsoft
Help empower women and girls
Microsoft is matching Microsoft Rewards point

Text
ad

Image
ad



1. GWI 2021. 2. Microsoft internal data, December 2020.

Expand your reach

The Microsoft Audience Network connects you with millions of potential customers.

16M

Indonesia

12M

Philippines

11M

Thailand

9M

Vietnam

7M

Malaysia

2M

Singapore

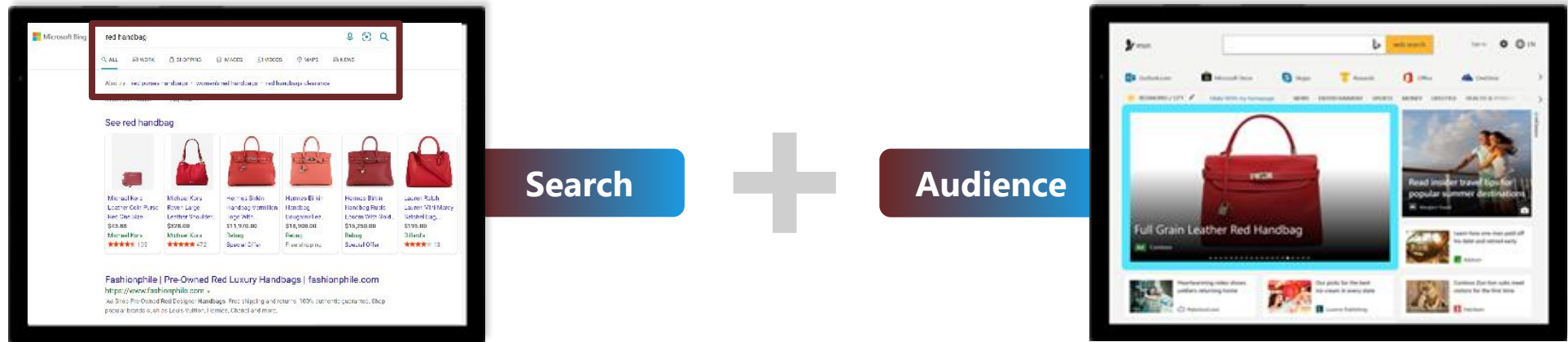
- Data contains unique monthly visitors
- 20B daily cross-screen data Signals

Source: 1. GWI 2021



Amplify marketing dollars with cross-channel reach

Search and audience ad exposure leads to incremental lift in site visitation and conversion rate



Both search AND audience ads

+2.8x

visitation rate

vs. only search ad exposure

+6.5x

conversion rate

vs. only search ad exposure

A wide range of tools to help you connect with your customers across their buying journey

Ad Formats



Text Ads



Display Ads



RSA & DSA



Ad Extensions & Auto Extensions



Shopping Campaigns



Multimedia Ads

Audience Targeting



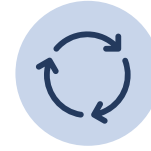
Demographics



Location & Device



In-market Audiences



Remarketing



Dynamic Remarketing

Automated bidding



Max Clicks



Max Conversions



Target CPA



Target ROAS

Additional features



Import tools
Eg Google Import)



UET



Conversion Tracking

Delivering impactful results across verticals

Retail and eCommerce



20% increase in conversion rates

283% increase in impressions YoY

40% increase in return on investment (ROI)

Banking and Financial Services



20% lower cost per acquisition

2x conversions even during the non-peak quarter

68% increase in the lead score ratio

EdTech



182% increase in the reach

267% increase in lead acquisition

24% growth in overall conversion rate

Travel



2X growth in conversions achieved

17x increase in revenue within a quarter

Tech and SaaS



165% increase in lead acquisition

99% conversions exclusively driven from the search campaigns

Capture more real estate on the SERP

Expand your reach on Microsoft Bing and increase the possibility of a user making a purchase decision

The screenshot shows a Microsoft Bing search for 'vyapar accounting software'. At the top, there are navigation tabs for ALL, WORK, SHOPPING, IMAGES, VIDEOS, MAPS, and NEWS. Below the search bar, it indicates 4,24,000 results. A 'See vyapar accounting software' link is present. A row of shopping ads is displayed, each with a product image, title, and price. A red circle with the number '1' highlights the first shopping ad. Below the shopping ads, there are organic search results. A red circle with the number '2' highlights a large red banner ad for 'Simple Accounting Software' with a 'Download' button.

The landing page features a red header with the Vyapar logo and a 'Download Now' button. The main content area has the heading 'Billing, Inventory and Accounting Software with GST'. Below the heading, there is a sub-headline and a paragraph of text. A 'Download Now' button is highlighted in red, and a 'Buy Now @ 167/Month*' button is highlighted in yellow. A computer monitor displaying the software interface is shown on the right side.

1. Shopping Ads
2. Multi-media Ads

Sample landing page reference

165% ▲
increase in lead acquisition

140% ▲
increase in conversions

Why use shopping campaigns?



Enhance campaign performance with shopping inventory



Capture maximum real estate on SERP



Improve brand visibility and recall



Leverage better remarketing opportunities

Servicing 13,000+ customers across India and SEA



ZALORA



CASTLERY



CARSOME



FWD

eTiQa

ixigo

CanvasChamp
MEMORIES ON CANVAS

Vyapar

VIEWQWEST

upGrad

SplashLearn



AXIS MUTUAL FUND

PayU

freshdesk



ACKO



Myntra



TANISHQ
A TATA PRODUCT



wakefit



mamaearth™

Flipkart

igp.com

ANGARA
The Gemstone Destination

amazon prime



Have a query?
Head over to **booth #13** to connect with us!