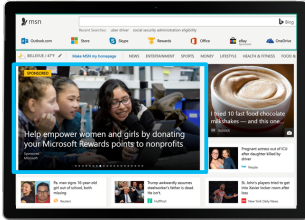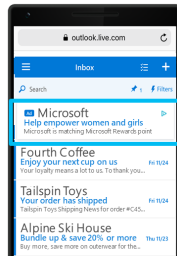# Microsoft Audience Network
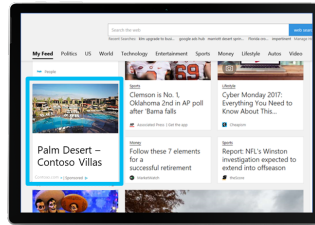
Bing

An audience marketing solution powered by the Microsoft Graph and artificial intelligence (AI). Home of the new Microsoft Audience Ads.

MSN

Microsoft Outlook

Microsoft Edge

Quick and easy to get started — use your existing images from other platforms like Google and Facebook.

A smarter way to target your ideal customer

For the first time, intent data from search can be used outside of search to create a powerful match between the user's intent and your offering.

User intent targeting

Remarketing in Paid Search

In-market Audiences

Custom Audiences[1]

Product Audiences

User profile targeting

Professional profile targeting (LinkedIn)[2]

Age and gender targeting

Location and device

Location targeting

Device targeting

Massive reach you can trust with premium, brand-safe placements

Reach hundreds of millions of people on MSN, Microsoft Outlook, Microsoft Edge and other partners, with more to come.[3]

Boosted performance, powered by artificial intelligence (AI)

AI and machine learning guide ad selection and relevancy matching, along with pricing, click and conversion prediction — and can help you deliver terrific ROI.

Native experiences that perform

Our high-quality native ad formats naturally blend into the core user experience and regularly outperform traditional display advertising.[4]

Microsoft