



JULY UPDATE

from Bing Ads



To help you pull in more sales for your clients, here are some of my favorite news stories, blogs and tips from the past month. If you'd like to discuss any of these stories or opportunities in more detail, let me know. Thanks!

NEWS FLASH



[How Microsoft is using AI to transform Bing — and regain market share](#)



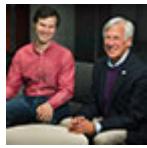
[Microsoft's AI vision is rooted in research, conversations](#)



[InMobi forms strategic partnership with Microsoft to power new cloud-based enterprise platforms for marketers](#)



[Bing launches AI-powered visual search](#)



[Microsoft assembles new team to unlock the innovation potential in health care data](#)

INSIGHTS CORNER ▶



[Automate your marketing with Bing Ads](#)

Bing Ads uses artificial intelligence (AI) and machine learning to enable modern marketers to automate their marketing. Bing Ads features take your campaign goals and adjust your tactics to help your ads perform best and help you do more now than you could before.



[The customer experience life cycle](#)

The purchase path has evolved from a straight line into a continuous cycle of engagement, with the customer at the center. Bing, in partnership with PSFK, has released a report that includes insights from the Bing Future of Retail Consumer Survey 2018 where more than 1,000 U.S. consumers shared their perspectives on the future of the retail industry.



[Predict purchases with AI](#)

Find customers with In-market Audiences, improve your targeting capabilities with remarketing and sharpen customer targeting with Custom Audiences.

TIPS AND TOOLS FOR YOUR TEAMS



[Webcast: The Art and Science of Bing Ads Bid and Budget Optimization](#)

Join the webcast on July 26 to get useful tips on how to

implement budgets that make sense for your business, optimize your bids, and make bid adjustments that help you bid smarter, not higher.



[On demand: The Art and Science of Bing Shopping Campaigns](#)

Tune in to this on-demand webcast to learn about a great lineup of new product features and best practices to help make the Bing Shopping Campaigns setup process more efficient, improve your account maintenance and increase your reach.

CONNECT WITH BING AT THESE EVENTS



[CommerceNext](#)

July 25-26

New York



[Adobe Symposium](#)

August 15-16

Sydney



[Digital Marketing & Strategy Innovation Summit](#)

September 5-6

Shanghai



[Opticon 18](#)

September 11-13

Las Vegas



DMEXCO 18

September 12-13
Cologne



Bing Agency Awards

September 20
New York

PRODUCT SPOTLIGHT ►



Let Bing Ads enhance your clients' ads with automated extensions

Access reporting data for automated extensions (formerly known as "annotations") and easily opt out of various automated extensions in Bing Ads online.



View performance and manage bid adjustments for targeting

See performance inline, manage bid adjustments in bulk, and add or remove targets easily for location, ad schedule and device targeting on the Settings tab.



Optimize campaigns more quickly

Get improved reporting with Dimensions tab improvements, which include a column selector for customizing the grid and filters for easier management. Also, take advantage of new metrics, such as age, gender, geographic, time quarter, ad spend and revenue.



Drive more traffic to your clients' products using multiple images

Increase engagement with your clients' Product Ads by including up to 10 additional images in product feeds for Bing Shopping Campaigns in the United States.



Display special offers with Merchant Promotions

You can display special offers on specific products or site-wide sales in Bing Shopping Campaigns. Previously released in the United States, this feature is now available in Canada, the United Kingdom, Australia, India, France and Germany.

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