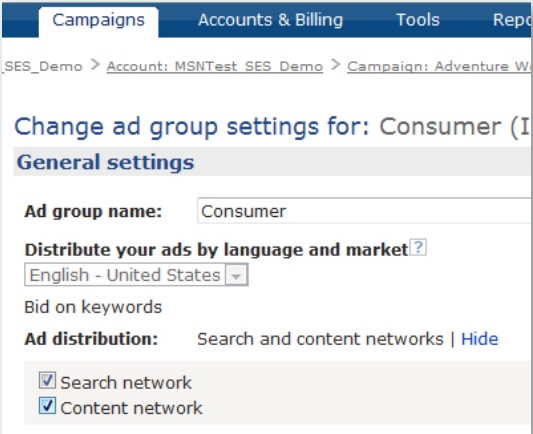


# Yahoo! Search Marketing and Microsoft Advertising adCenter Feature Comparison Guide

While you are preparing to transition your Yahoo! Search Marketing campaigns to adCenter, use this guide to learn more about the adCenter features and how they may differ from those you've used with Yahoo!. For more details on the transition, please visit the [Yahoo! Transition Center](#) or [Microsoft Transition Center](#).

## Account setup and distribution

YAHOO! SEARCH MARKETING	Microsoft Advertising adCenter	How it works in adCenter	Feature snapshot
<b>Distribution Tactic</b>  <i>(Set at the account level)</i>	<b>Ad Distribution</b>  <i>(Set at the ad group level)</i>	<p>Microsoft adCenter allows you to choose whether you'd like to <u>distribute your ad groups</u> in the search auction, the content auction, or both.</p> <p>If you are importing campaigns from Yahoo!, the distribution settings will be maintained in adCenter. For example, an account with contextual distribution turned off in Yahoo! Search Marketing will have content distribution in adCenter turned off at the ad group level.</p> <p>In adCenter, serving content ads to partner sites is automatically turned on when you create a new campaign or ad group</p>	
<b>Network Distribution</b>  <i>(Search Ads)</i>	<b>Distribution Controls</b>  <i>(Search Ads)</i>	<p>adCenter doesn't currently offer search ads distribution controls outside the <u>geographic</u>, <u>demographic</u>, and <u>date and time</u> targeting options.</p> <p>Coming soon to adCenter – we are developing search ads distribution controls that will allow you to choose to serve your search ads to</p> <ul style="list-style-type: none"> <li>• Yahoo! and Microsoft sites (including Bing), and partner sites,</li> <li>• or just to Yahoo! and Microsoft sites (including Bing),</li> <li>• or just to partner sites.</li> </ul> <p>We are also working to expand the website exclusion feature that is currently only available for Content Ads to search ads.</p>	

## How it works in adCenter

### Market

(Set at the account level)

### Language and Market

(Set at the ad group level)

As you transition your Yahoo! account to adCenter, you will be asked to select the language and market for your ad groups. This is the language in which the ads are written in, and the market or set of websites through which the ads are distributed.

In adCenter, the United States, English-speaking Canada, and French-speaking Canada are considered three different markets. Your North American market Yahoo! Search Marketing campaigns will default to the English – United States language and market in adCenter.

### Blocked Continents



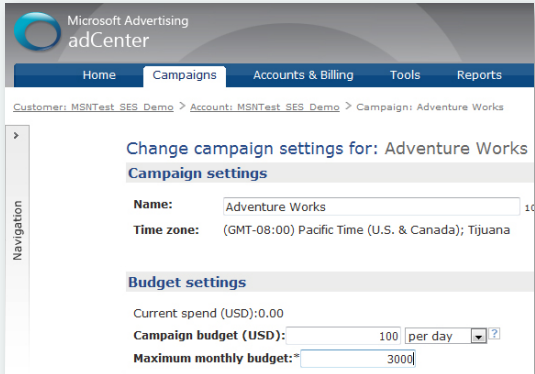
(Set at the account level)

N/A

adCenter does not currently allow you to block distribution in certain continents; rather, it enables you to select distribution in the locations that you want. If you had blocked continents in Yahoo! you will need to update these setting in adCenter by targeting customers by geographical location.

## Feature snapshot

# Budgeting and bidding

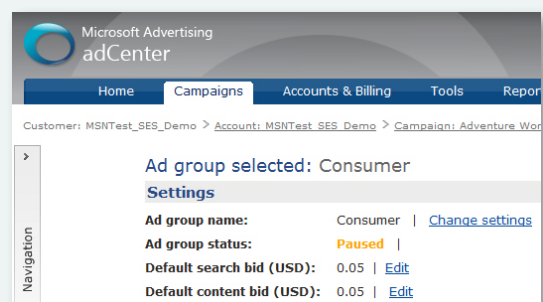
		How it works in adCenter	Feature snapshot
<p><b>Daily Spending Limit</b></p> <p><i>(Set at the account and/or campaign level)</i></p>	<p><b>Daily Budget</b></p> <p><i>(Set at the campaign level)</i></p>	<p>There is no daily spending limit in adCenter. You can set a daily budget, in addition to a monthly budget. Please note that the daily budget is a target. The actual daily spend could be higher or lower than the daily budget, but the monthly spend will not exceed the monthly budget you set.</p> <p>When you transition your campaigns into adCenter, your daily spend limit in Yahoo! will be multiplied out to create a monthly budget, then divided evenly across your campaigns.</p> <p>You have a variety of <a href="#">budgeting options</a> to choose from in adCenter. If you choose to adjust your budget settings, you can also choose to set a monthly budget that can spread out your spend evenly throughout the month. Make sure that you select an appropriate <a href="#">budget</a> for your campaigns, taking care to <a href="#">choose settings</a> that maximize your performance.</p> <p>Be prepared to adjust your budgets for the increase in volume that will result from Yahoo! Search and Bing traffic being combined in a new, unified search marketplace. It may take some time to make sure your budgeting is right on target. Monitor your campaigns closely and use the adCenter reporting tools to help you determine when to shift your strategies.</p>	
<p><b>Prepay billing</b></p>	<p><b>Pay as you receive clicks</b></p>	<p>In adCenter's threshold-billing system, you will be charged either on your monthly billing cycle day or when you reach your billing threshold, whichever comes first. adCenter also has a Bill Me Now option that allows you to charge your Microsoft adCenter account balance immediately to your payment method.</p> <p>You can pay by credit card or debit card. In the U.S., PayPal is also an option. If you paid your Yahoo! account with PayPal and are eligible to do so in adCenter, you must re-enter that information because it will not be carried over as part of the transition.</p>	

**Minimum Bid is \$0.01**

**Minimum Bid is \$0.05**

Microsoft adCenter requires a minimum bid of \$0.05. If your keyword bids in Yahoo! are under \$0.05, the transition tool will prompt you for approval to increase your bids to \$0.05. You can also customize your keyword bids on your own in adCenter.

To get your ads serving, make sure that you adjust your bids to help improve your performance. A higher bid will give you a greater chance of achieving a favorable ad position and greater traffic to Bing and Yahoo! consumers. The higher bids contribute to the overall quality and competitiveness of the advertising marketplace, where ads display in front of a high quality audience.



## Campaign management and targeting

### Excluded Words

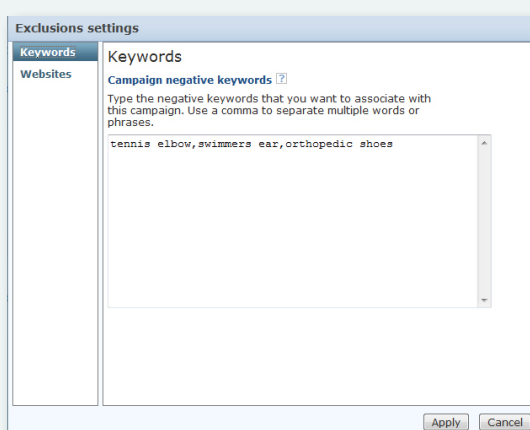
(Up to 500 keywords each at the account level, 1,250 at the campaign level, and 500 at the ad group level)

### Negative Keywords

(up to 1,024 characters at the campaign, ad group, and keyword levels)

As part of your transition from Yahoo! to adCenter, your excluded keywords will carry over at the same level, except account-level excluded words, which will be set to the campaign level in adCenter as adCenter does not offer negative keywords at the account level.

Currently, adCenter negative keywords are available at the campaign, ad group, and keyword levels (limit of 1,024 characters). A future upgrade will expand the limits at the campaign and ad group level to several thousand negative keywords to align with industry standards. Negative keywords set at lower levels override those at higher levels within a campaign.



### Start and End Dates

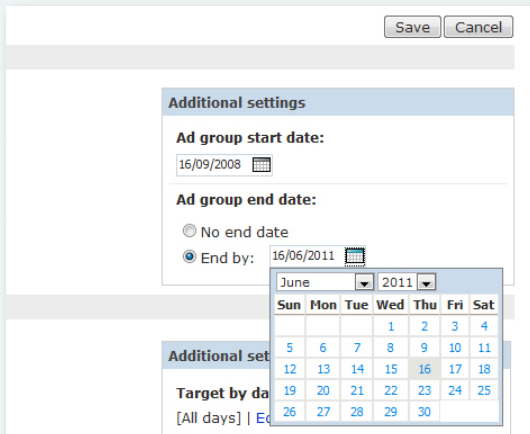
(Set at the campaign level)

### Start and End Dates

(Set at the ad group level)

Your campaign-level start and end date setting in Yahoo! will be applied at the adCenter ad group level as part of your transition.

In adCenter, one campaign can include ad groups with different start and end dates, making it simple to manage promotional or seasonal ads within an existing campaign.



## How it works in adCenter

## Feature snapshot

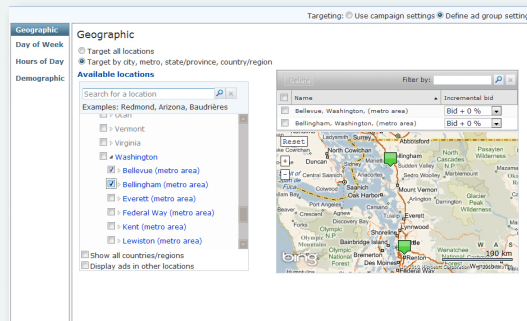
## Targeting

(Set at the campaign and ad group level)

## Targeting

(Set at the campaign and ad group level)

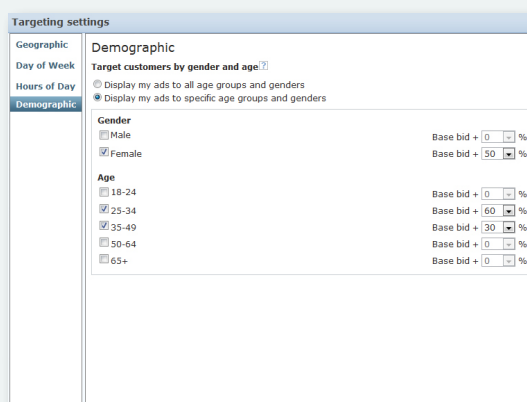
When you move your campaigns into adCenter, you will need to reset your campaign targeting with adCenter targeting options. With adCenter, you can zero in on your ideal customers based on location and demographics, and you can focus your efforts on certain days of the week and time of the day. Take control of your geographic targeting by selecting specific countries/regions, states/provinces, metro areas, or cities where your target customers are. adCenter doesn't offer targeting by postal code.

Male/  
Female Bid  
Adjust-  
ments &  
Underage  
BlockingDemographic  
Targeting

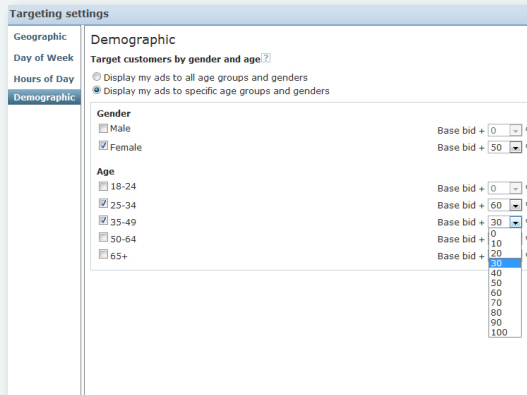
As you transition your account to adCenter, you will need to reset your targeting options.

To avoid displaying ads to a certain age or gender, you can target other ages and genders you wish to reach. However, there is no option to absolutely block certain groups.

You can use adCenter's age and gender targeting to help increase your ads' exposure to your target customers.

Bid  
adjustmentsIncremental  
bids

adCenter allows you to place additional bids, called incremental bids, in 10 point intervals from zero to 100% on demographic targeting options such as gender. An incremental bid is a percentage increase of the base bid, applied when customers who meet the target criteria click your ad.



## How it works in adCenter

### Ad Scheduling

### Target by Time of Day or Day of Week

When transitioning your Yahoo! campaigns to adCenter, you will need to reset your targeting options to [select the time periods](#) within which you wish your ads to display.

In adCenter, you have the ability to designate ads to show more frequently to consumers on specific days of the week and times of day. Additionally, you can place an incremental bid on the targeted days and times.

## Feature snapshot

## Keywords and ad customization

### Match Types

(Advanced and standard)

### Match Types

(Broad, phrase and exact)

adCenter offers three search [match types](#). adCenter's broad match is similar to Yahoo!'s advanced match, and adCenter's exact match is similar to Yahoo!'s standard match. adCenter also offers phrase match. You can also specify unique bids for each match type.

adCenter does not normalize for plural forms, so you must bid separately on these forms. Also, you should add common misspellings for your keyword terms. Use the free tool, [Advertising Intelligence](#), to help expand your keyword lists to help capture more queries by your target consumers.

### Ad Title and Short Description

### Ad Title and Text

adCenter allows ad titles up to 25 characters and ad text up to 70 characters, while Yahoo! allows ad titles up to 40 characters and ad text up to 70 characters. It is recommended that you shorten your ad title and short description in Yahoo! Search Marketing before you transition to adCenter to help ensure your ad doesn't receive an editorial disapproval.

## How it works in adCenter

## Params

## Params and Dynamic Text

A customized ad is more likely to appeal to potential customers because it is more relevant. Using dynamic text can help improve the click-through rate and conversion rate of your ads, and when you use dynamic text as a placeholder, you can quickly update multiple ads simultaneously.

You'll find three types of dynamic text: keyword, which allows you to customize your ad based on search queries; destination URL, which changes the destination URL based on search queries; and placeholders, which enables you to revise multiple ads simultaneously by using placeholders.

For placeholders, adCenter offers more param options beyond {keyword}, including {keyword:default}.

You can also customize your search ads by using text variables. You first create a base ad, and then you indicate which parts of the ad will change, depending on factors such as keyword search queries by potential customers.



## Feature snapshot

## Keyword list

Delete		Show more	More	Select columns			
Keyword (100 characters max.)	Negative keywords (1024 characters max.)	Search match types			Displays on content network	Destination URL (param1) (1022 characters max.)	Placeholder (70 characters)
		Exact	Phrase	Broad			
<input type="checkbox"/> alta ski		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> alta ski resort		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes	Ski	Resort
<input type="checkbox"/> aljexico ski resort		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> apres ski		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> best places to ski		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> biathlon ski		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> breckenridge ski		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes		
<input type="checkbox"/> breckenridge ski area		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> breckenridge ski resort		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> brighton ski resort		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes		
<input type="checkbox"/> colorado ski and golf		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes	Colorado	
<input type="checkbox"/> colorado ski resort		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes		
<input type="checkbox"/> colorado ski resort		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes		
<input type="checkbox"/> colorado ski resorts		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> copper mountain ski resort		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> define ski		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes		
<input type="checkbox"/> exercise equipment		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes		



# Reporting

<div><div> <b>YAHOO!</b> SEARCH MARKETING</div><div> Microsoft Advertising adCenter</div></div>		How it works in adCenter	Feature snapshot
Tracking Params	Conversion Tracking	<p>adCenter supports more tracking params, however your tracking must be reset as you transition to adCenter.</p> <p>Conversion tracking is not automatically turned on in adCenter.</p> <p>Any similar tracking implemented in the Yahoo! system will not carry over to adCenter. Your ads may still serve, but you will not be able to retrieve the reporting data you previously could.</p> <p>You can quickly and easily keep tabs on your return on investment (ROI) in your search and content campaigns by implementing the Microsoft adCenter conversion tracking features. Conversion tracking is free and lets you track completed transactions on your website, such as purchases or newsletter registrations—whatever you consider to be a customer conversion.</p> <p>Make sure to enable conversion tracking and make the changes in coding that align your campaigns with the adCenter reporting functionality. Then, after your campaign starts serving, access the conversion data in your adCenter reports. You can measure the <a href="#">specific conversion results</a> for your adCenter campaigns and evaluate the performance and effectiveness of your ad copy, keywords and more.</p>	<div><div>Additional settings</div><div><div><input checked="" type="checkbox"/> Track conversions? <a href="#">?</a> <a href="#">Hide code</a></div><div>Select the prefix for your web address, click <b>Copy code</b>, and then paste the JavaScript code into the HTML of the webpage that you want to track.</div><div>Web address prefix: <input type="text" value="https://"/> <input type="button" value="Copy code"/></div><div><pre>&lt;SCRIPT&gt; microsoft_adcenterconversion_domainid = 7210; microsoft_adcenterconversion_cp = 5050; microsoft_adcenterconversionparams = new Array();</pre></div></div></div>