

Partner Awards

Transforming growth together



CATEGORY DESCRIPTIONS

The Microsoft Advertising Partner Awards will continue to acknowledge and celebrate our Elite and Select tier partners for the incredible work they've done in 2023 across Agency Partners, Channel Partners, Supply Partners and Technology Partners in a number of different award categories in the Americas, EMEA and APAC. To reflect this last year of change and innovation, our theme for the awards is **transforming growth together**. New this year, we are pleased to announce the Performance Partner of the Year category.

Company and Team Awards

Audience Excellence Award

Awarded to a team that exhibits excellence across Audience Ads (can be inclusive of connected TV, online video, display and native) through strategy, optimization, and performance. We will specifically be looking at growth and adoption of features in audience campaigns as well as collaboration with Microsoft Advertising account teams to drive a successful strategy.

Client Partnership of the Year

Awarded to a partner (Agency, Channel, Supply or Technology) and their client (direct advertiser) who have exemplified the power of collaboration and working toward a shared goal with Microsoft Advertising. The client, partner and Microsoft Advertising will have come together to drive innovation, revenue growth and feature adoption across the Microsoft Advertising Network.

Independent Partner of the Year

Awarded to an **ELITE** Independent Partner (Agency, Channel, Supply and Technology) that demonstrates effective engagement and true partnership with Microsoft across the Microsoft Advertising Network to deliver success to their clients. This award recognizes a partner that demonstrates a unified approach and advocates usage of Microsoft Advertising products and features, innovation, competitive differentiation, and customer value.

Performance Partner of the Year

This award recognizes a team (Agency, Channel, Supply and Technology) that demonstrates excellence in driving performance and business growth through optimization strategies including increased feature adoption for campaigns across the Microsoft Advertising Network.

Retail Team of the Year

This award offers recognition to a partner who works across the retail vertical. This award takes into consideration the overall partnership with Microsoft, revenue and feature adoption across the Microsoft Advertising Network. A successful entry will demonstrate industry knowledge and expertise, as well as consistent, high-quality marketing solutions to retail and consumer goods customers.

Rising Star of the Year

Awarded to a **SELECT** Partner (Agency, Channel, Supply and Technology) that has demonstrated the most accelerated focus this past year with the Microsoft Advertising Network in terms of revenue, feature adoption and partnership and is showing a strong future trajectory in these three areas.

Social Impact Award

This important award sub-category features partners' inspiring solutions and celebrates changemakers who drive purpose and action. This year we have brought together our Community Response and Marketing with Purpose Award into a single category.

Marketing with Purpose Award

The Marketing with Purpose Award celebrates partners who take their inclusive values outside their own company and bring others along on the journey. This award recognizes a partner who demonstrates the strongest commitment to marketing with purpose, building trust with their clients and creating shared meaning. A successful entry looks at three core pillars of responsibility, values, and inclusion.

Partner Awards

Agency¹/ Channel²/ Supply² Partner of the Year

Awarded to a partner (Agency, Channel and Supply) who has showed excellence in partnership with Microsoft Advertising across the board. Excellence in partnership is looked at through the lens of engagement and collaboration, revenue growth and feature adoption across the Microsoft Advertising Network, scale of joint activities and joint business planning. Partners must submit a nomination in at least one other category to be eligible for this award.

¹ One winner each in the US, Canada, LATAM, UK, Continental Europe, and APAC

² One winner each in the Americas, EMEA and APAC

Across all applicable nominations we look at the impact across the Microsoft Advertising Platform, which includes Search and Audience Ads.