



Agency Roundup

Welcome to the Agency Newsletter for October

As October arrives, the air turns crisp and the colors of autumn begin to shine. Around the world, celebrations take many forms — from the bright lights of India’s Navratri and the lanterns of Japan’s Tsukimi Festival to the festive costumes of Halloween in the United States. In Canada and parts of Europe, Thanksgiving and harvest festivals bring people together in gratitude, while sports fans cheer as new seasons hit full stride. Whether you’re savoring pumpkin flavors, gathering with friends, or simply enjoying the changing leaves, may October fill your days with warmth and wonder.



Spotlight

Congratulations to the winners of the 2025 Microsoft Advertising Partner Awards 2025 marks the 10th Anniversary of the Microsoft Advertising Partner Awards; a decade defined by bold ideas, transformative partnerships, and shared success. Each year, our partners raise the bar, delivering innovative solutions, driving measurable impact, and shaping the future of advertising. Join us in congratulating this year’s winners in [APAC](#), [EMEA and LATAM](#), and [North America](#).

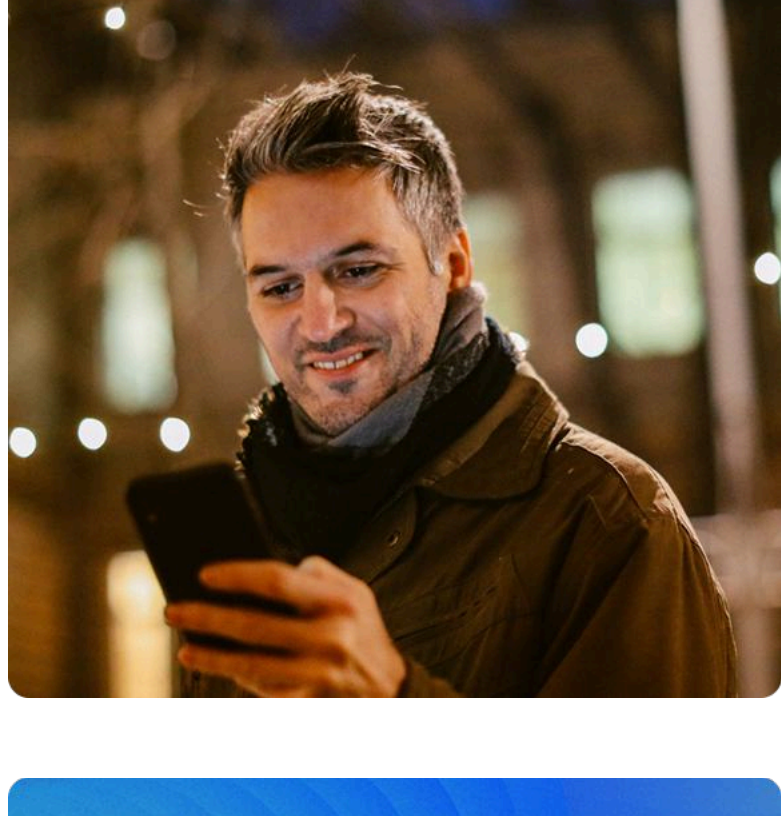
Product Updates



Unlocking more opportunities for partners and customers through collaboration with Amazon

Amazon DSP will be Microsoft’s preferred transition partner for invest customers. Microsoft Monetize joins Amazon’s Certified Supply Exchange.

[Learn more >](#)



Scale Up for the Holidays: Media Marketplace Simplifies Premium Cross-Channel Buying

Easily discover and activate premium cross-channel packages with Media Marketplace, a self-serve platform that streamlines holiday media buying.

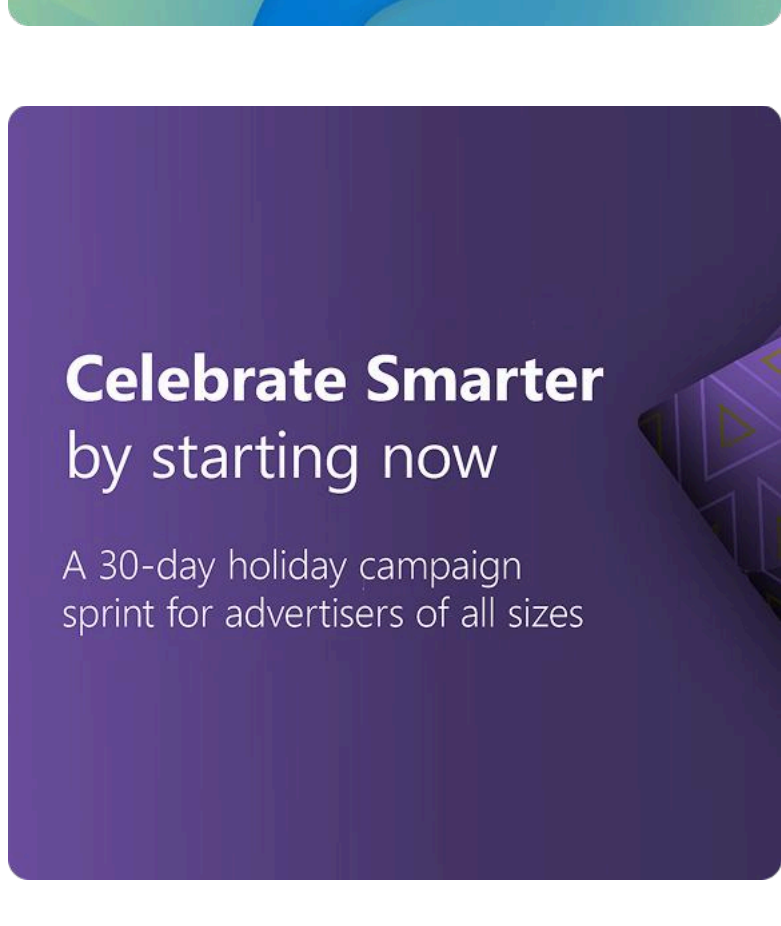
[Learn more >](#)



Boost Your Conversion Rate by 52%: The Desktop Performance Report

Find out why prioritizing desktop in AI-powered campaigns can drive higher conversion rates and deeper engagement, especially during seasonal peaks.

[Learn more >](#)



Celebrate Smarter by starting now: A 30-day holiday campaign sprint for advertisers of all sizes

Set up your holiday campaigns for major success, no matter your budget, with our quick start guide for advertisers of all sizes.

[Learn more >](#)

Upcoming Webcasts

Futureproofing performance with tools for today and tomorrow – on demand Get expert tips for optimizing and future-proofing your holiday campaigns. This advanced webinar covers smart automation, agile adjustments, and effective measurement to maximize results now and guide your strategy for next year. Register to view on demand.

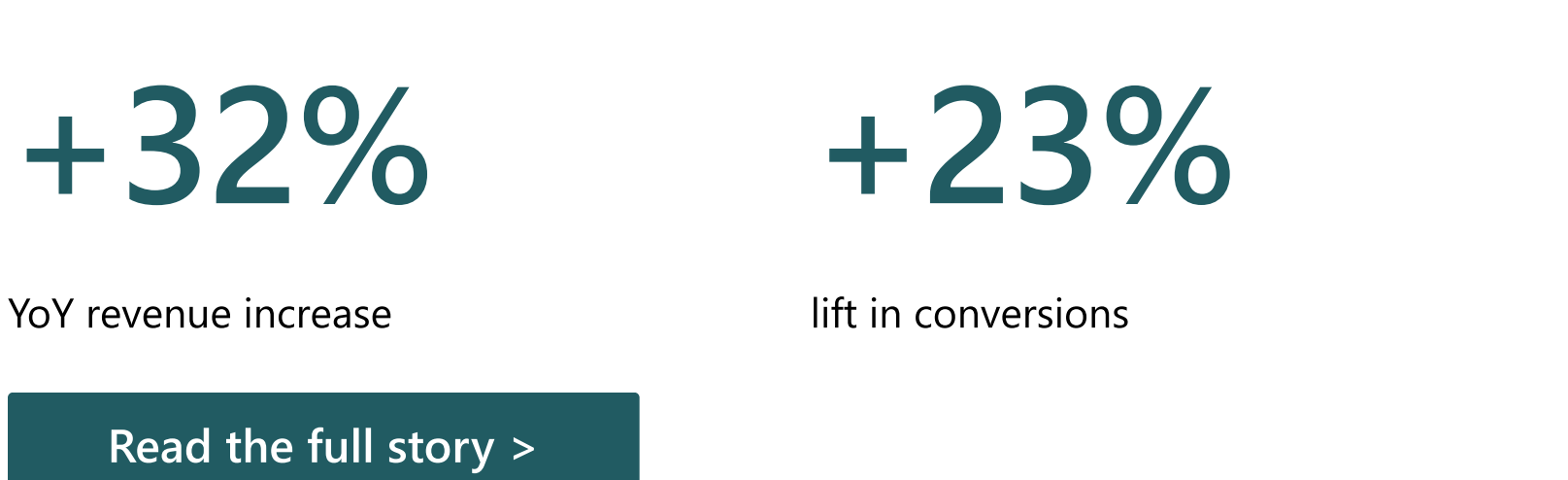
[Register now >](#)

Ultimate Guide for Agencies: Unlocking Holiday Growth with Microsoft Advertising This webinar session is packed with expert insights, holiday market trends, and strategies to help you and your clients drive results during the most critical shopping season of the year. Learn how to make the most of your campaigns with actionable tips and data from Microsoft Advertising.

[Register now >](#)

Case Study

Aeromexico drives 32% Revenue Growth with Microsoft Audience Ads Aeromexico partnered with Microsoft Advertising and Aleph to integrate Audience Ads into its marketing approach during Mexico’s Hot Sale. By expanding reach beyond search and leveraging native formats with audience targeting, the airline achieved stronger engagement and improved media efficiency. With this strategy they managed:



[Read the full story >](#)

Microsoft News

- New AI tool helps rural hospitals improve financial incomes**
Microsoft’s new [AI tool helps rural hospitals](#) recover lost revenue by streamlining insurance claims and supporting financial stability.
- 6 surprising ways a new AI agent can help you crush it at work**
Discover how a new [AI agent can boost your productivity](#), streamline research, and deliver actionable insights—helping you excel at work in unexpected ways.
- The Code of Us : Families Community**
[Explore stories](#) of families navigating life with disability, told by voices from Microsoft and beyond.

Resources

[Microsoft Advertising](#) | [Agency Center](#) | [Learning Lab](#) | [Insights Portal](#) | [Give with Bing](#)