A marketer's guide to chatbots and agents:

from generative **AI** to **ROI**

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Executive foreword

from Paul Longo, General Manager, AI in Ads for Microsoft Advertising

Dear Marketer,

After countless conversations at recent industry events and in one-on-one meetings, one message has become crystal clear: 2025 is the year AI moves from promise to practice, but a test-and-learn approach is needed to put this into motion.

We're living through a seismic technological shift, and marketers are at a pivotal moment. Generative AI isn't just a buzzword—it's a transformative force reshaping how we connect with audiences. Devices are no longer just tools; they understand our languages, see the world through our lenses, and hear the sounds around us. Generative AI is reshaping how businesses operate and interact with people.
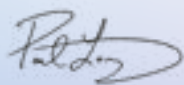
For marketers like you, this is driving investments in both generative AI tools and new strategic thinking. And for your customers, it's opening the door for highly personalized, unforgettable experiences that delight and deliver significant value, from search to advertising and beyond.

The way people engage with technology and content has transformed. This guide serves as your roadmap for adapting your advertising and SEO strategies—and, ultimately, achieving your marketing goals. It's designed to bridge the gap between potential and practice, enabling you to harness the power of generative AI to build trust and develop meaningful, personal relationships with customers. Imagine a future where your brand doesn't just reach audiences—it truly connects with them.

That future is now.

It's important to note that we're all still learning. We'll continue to capture new insights, update this guidance regularly, and share it with the marketing community.

While this is a quickly evolving space, we're here to help you seize the opportunity today.

Paul Longo,
General Manager, AI in Ads

Now, let's dive in together

The purpose of this guide

Generative AI (GAI) is more than just the latest tech trend—it's a game-changer; a paradigm-shifter. It's giving marketers like you the power to understand your audiences in deeper, more meaningful ways, to anticipate their needs, and to deliver personalized experiences that truly resonate. And it enables you to accomplish tasks more efficiently, improving your return on time spent.

This guide discusses strategies and best practices for extending your brand's reach through popular chatbots and agents. Refining your SEO and paid media strategies can help create new opportunities for your brand to create meaningful connections with customers. The guide also covers tips on improving performance outcomes and leveraging the power of conversational AI-powered tools in building and optimizing ad campaigns.

Today, change is happening more rapidly than nearly any major technological advance to precede it, and this guide offers helpful perspective to both team leaders and individual contributors implementing the work.

Lastly, with any emerging new technology, there's a lot of new terminology that can easily be confusing or conflated. To help you out, we've added a quick reference set of definitions in the Appendix.

> **2023** was about **'wow.'**
> **2024** is about **'how.'**
> And **2025** will be **'now.'**
> The shift to AI-first marketing requires agencies and brands to rethink workflows, partnerships and strategies."
>
> **Sir Martin Sorrell**
>
> Executive Chairman, S4 Capital, at the 2025 Consumer Electronics Show

Moving from 'wow' to 'now':
Where are we today?

GAI is reshaping the relationship people have with technology, creating new opportunities and redefining what's possible for how brands and people connect.

The entire discovery process becomes easier with conversational AI. People can be more expressive, using dialogue-like interactions when searching for information so their intent isn't just inferred, but deeply understood. There's a significant opportunity for brands to align their marketing and advertising approach with how audiences now seek information, make decisions, and connect with content.

"Deliver the right message to the right people at the right time"

has been marketing's North Star for decades.

Conversational AI brings us closer than ever to making this a reality by supporting hyper-personalization and dynamic discovery. The days of simple queries or diminishing signals are being left behind. Richer conversations and historical context now augment our ability to leverage behavioral insights, purchase patterns, and product preferences to support hyper-personalization at scale.

Understanding these key trends is essential:

People are moving from passive consumption to co-creation

Consumer behaviors are evolving, moving from passive content consumption to empowered co-creation. Conversational AI fosters dynamic, interactive experiences where people actively shape the content they consume. The Harvard Business Review notes more than 100 use cases, from generating ideas to researching product ideas. Over time, co-creation fosters trust and loyalty.

Quality and authenticity are non-negotiable

Chatbots and agents prioritize substance over style, and readers do, too. If a brand's products, reviews, and site content aren't genuinely helpful, they may not surface in GAI-driven recommendations or connect with people. As S. W. Miliano, managing director and cofounder of The Stone Register marketing firm, notes, "While AI can simulate a lot, true authenticity will always shine through."[2]

Relevance improves performance

When large language models (LLMs) have access to comprehensive brand information, they can accurately interpret user intent and deliver highly relevant experiences that enhance performance. Internal data from Microsoft Copilot advertising experiences shows a 69% increase in click-through rates (CTR) and an improvement in conversion rates.[1]

Collapsing marketing funnel

Conversational AI experiences create a new level of personalization, remembering user preferences, behaviors and actions. This streamlines the customer journey by providing highly relevant, context-aware responses, reducing the need for multiple searches and extensive website navigation. We're moving to accelerated decision making, where discovery, research, and conversion are integrated within a single seamless exchange.

1. Microsoft First Party Data | June 2024 - August 2024 | Comparison between similar serving positions in Search and Copilot.
2. S.W. Miliano. The Importance Of Authenticity In The Age Of AI. Forbes Business Council. July 18, 2024.

Microsoft Advertising

Marketers aren't being left behind, either. New GAI features are rapidly being added to everyday marketing tools to leverage consumer trends. Ad platforms are directly embedding GAI-powered tools, helping with everything from generating ad copy and writing product descriptions, to generating eye-catching images and providing insights to optimize campaigns in minutes instead of months. As GAI advances, we should expect even more intuitive and autonomous options in our daily toolboxes. The 'Now' of GAI is here.

"

At OMD, we're leveraging GAI at multiple levels, from everyday practical applications that increase efficiency to cutting-edge marketing strategies that enhance effectiveness. OMD was an early mover toward AI-powered advertising products, conducting workshops to ensure a clear plan for implementation that would optimize outcomes for our clients."

Fabio Goncalves

Head of Paid Search, OMD USA

Microsoft Advertising

Search smarter: SEO in the era of conversational AI marketing

The introduction and rapidly increasing adoption of chatbots and agents is already transforming all areas of engagement, but few have seen as much rapid change as search.

As chatbots and agents change the search landscape, SEO and SEM experts have an opportunity to shift their approach for this new era. While traditional search principles and digital marketing strategies remain foundational, GAI-driven search in chatbots and agents introduces new pathways and challenges that demand both strategic and tactical updates.
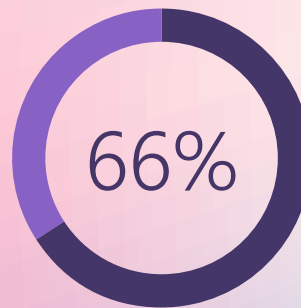
66% of people that use Microsoft Copilot go to the service to perform topic research, including product comparisons.

Statista notes that:

68% of people have used GAI for answering questions

90M people will rely on GAI search as their primary tool by 2027

SEO is getting an upgrade:
From queries to conversations

Marketers know how to optimize websites and content for traditional search. But with conversational AI, search results come as comprehensive, colloquial responses that synthesize information from multiple sources. Conversational AI experiences not only answer queries directly, but also anticipate follow-up questions for a better user experience.

Even with the introduction of AI-powered chatbots and agents, SEO remains critical to enhance brand discoverability and drive business outcomes. You need to adopt a multifaceted strategy that balances traditional SEO techniques with the following methods to better optimize content for interactive formats:

01 Master the basics

Strong foundational SEO practices, accessibility, and clear data architecture remain essential. Resources like Bing Webmaster Tools can help keep your website optimized for discoverability, fast loading, and technical accuracy. For a full list of best practices, refer to the Bing Webmaster Guidelines.
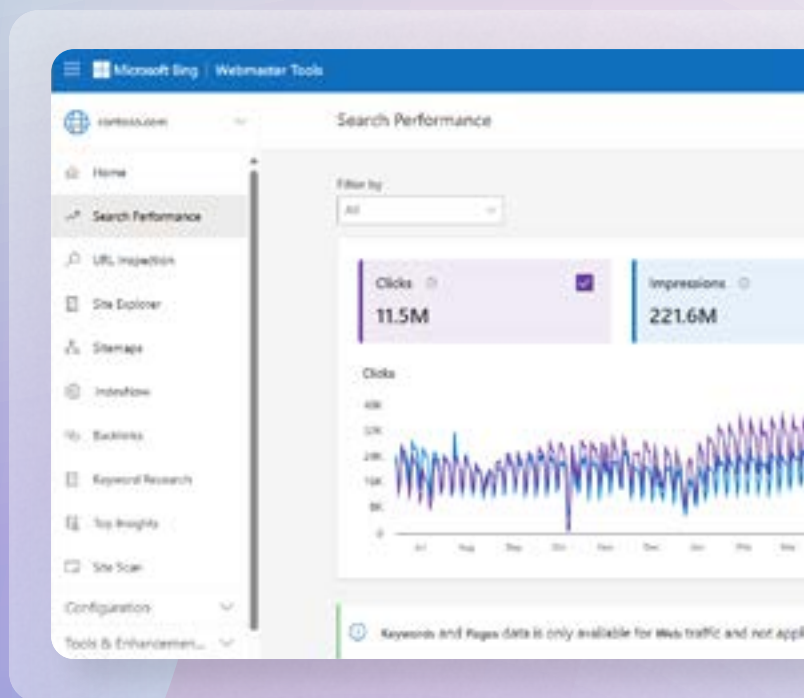
02 Focus on search intent

User intent remains the most important factor. Use intent-based keywords and long-tail keywords to capture the specific needs of people at various stages of their journeys. Incorporate conversational, question-based keywords that reflect how people engage with GAI-driven search. Learn more in the blog article, The Value of Intent-Driven SEO in AI-Powered Search Engines.

03 Keep content fresh

Regularly audit and update existing content to maintain relevance and authority. Use tools like IndexNow to quickly notify search engines of updates, ensuring they're captured and surfaced faster.
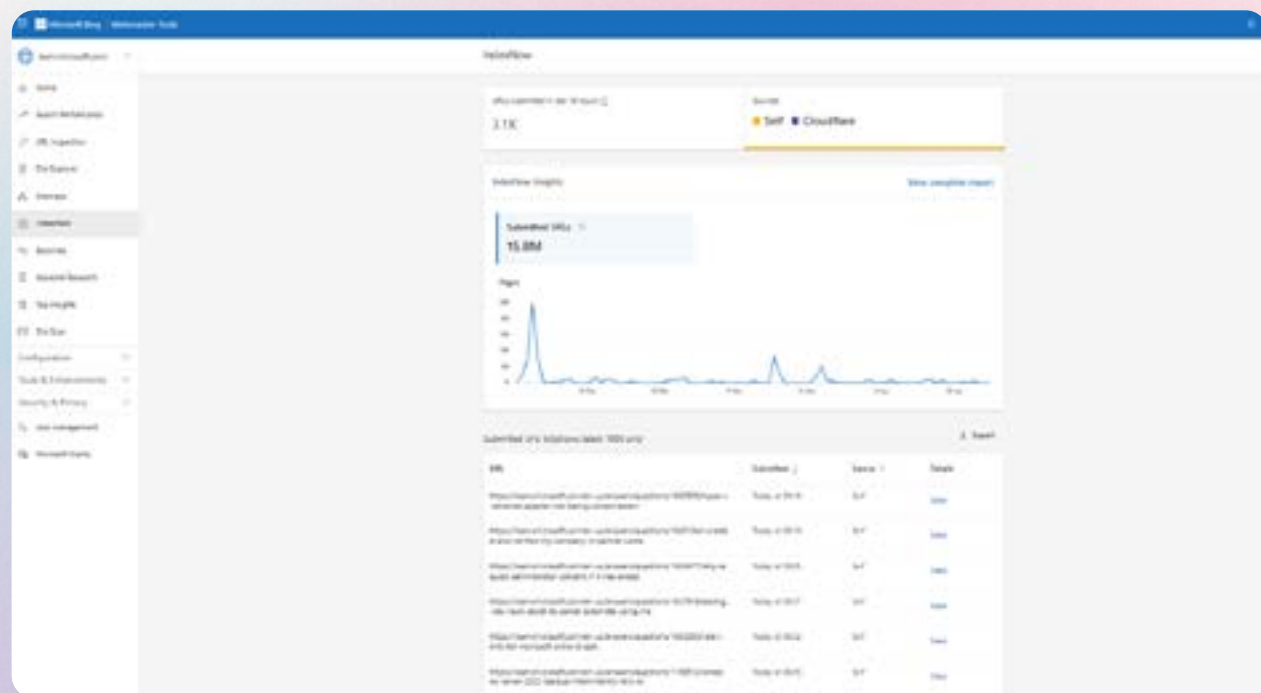
04 Embrace and track conversion rates

While metrics like bounce rates and CTR are important, focus on how well your content converts visitors into customers, leads, or sales. This data will help you make informed decisions about your content strategy, allowing you to optimize for better performance and higher engagement. By incorporating A/B testing with tools like IndexNow, you can quickly reflect your content changes in search engines, identify patterns, and make data-driven decisions to optimize your content strategy, ensuring it's always in sync with searcher intent. The ultimate goal is to create content that not only attracts visitors, but also drives meaningful actions.

05 Quality vs. quantity

The evolving web ecosystem emphasizes the importance of originality and quality in driving SERP authority. In GAI engines, some sites may experience fewer clicks as people find content faster and don't need to click through as many links in search results. Therefore, focus on the quality of your clicks, not the quantity. It's important to attract highly relevant and intent-driven queries that lead to meaningful interactions and conversions.

06 Technical SEO: Indexing and crawling

Technical SEO is imperative for keeping your site easily crawlable and indexable by search engines. This includes optimizing site structure and addressing any technical issues that could hinder your site's performance. Using IndexNow ensures your site is always up to date and accurately indexed in search engines, leading to improved search visibility and faster discovery.

07 Monitor performance

Use tools like Bing Webmaster Tools to track search performance and conversions. Regular audits of analytics data can help refine your strategies and identify areas for improvement.

Don't forget the human element

While GAI tools offer numerous benefits, including the ability to produce large amounts of content, it's essential to use them as a source of inspiration and assistance rather than a replacement for human creativity.

GAI-produced content should serve as a foundation that creators can build upon, as a tool for inspiration and assistance. Human oversight ensures the final product is original and reflective of your brand's unique voice. You'll maintain authenticity and personal connection with your audience, while aligning with search intent to serve up valuable results and strengthen your brand.

Keep the following in mind:

Balanced integration

—

Leverage GAI to enhance your content, not replace it. Prioritize quality over quantity, build trust through consistent and meaningful engagement, and make sure your content remains authentic and valuable to your audience.

Satisfying customer intent

—

There's no standard guide for the types and formats of content you need on your site. However, understanding customer intent and offering content that meets the needs of visitors is key. For example, you may not need a video if you're selling a bag of carrots, where nutritional and freshness information may be more relevant, but it could be useful for showing the fit of a sweater someone is shopping for. Experiment and see how novel ideas and different content types can better satisfy visitor needs and improve your rankings.

Quality standards

—

Always review and edit GAI content to ensure it meets your quality standards. GAI can make errors or produce content that lacks depth and nuance.

Originality and creativity

—

Use GAI to generate ideas and drafts, but infuse your personal insights, experiences, and creativity into the final content. This keeps your content unique and resonating with your audience.

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Delightful, relevant, and high-ROI: How conversational AI is changing advertising

As search evolves, so does advertising. Broader GAI trends such as content co-creation are coming to the foreground, driving deeper relevance and engagement and offering brands new high-performance strategies for capturing audience attention.

The massive adoption rates of chatbots and agents are transforming advertising and helping brands build more effective campaigns to achieve greater ROI in a GAI-powered ecosystem.
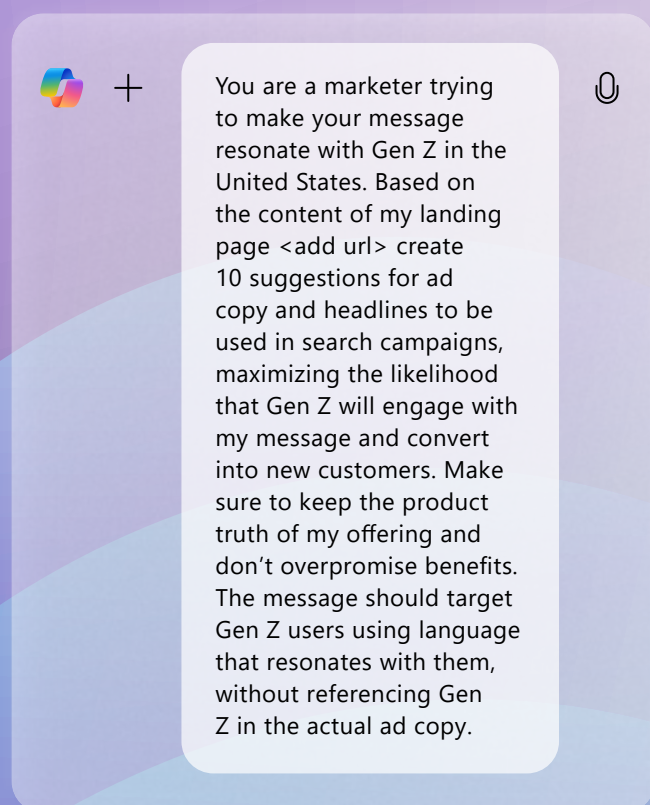
Microsoft Advertising
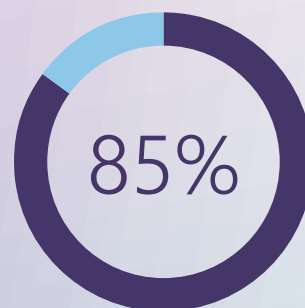
01 Taking content creation to the next level

Conversational AI can increase efficiency, reduce time to market, and help anyone with a wide range of creative needs, from copy to imagery.

Whether crafting ad copy, creating headlines, or designing visuals, GAI can help you level up your campaigns. GAI tools make it simple to tackle even the most complex tasks—for example, allowing brands to effectively scale the localization of content to audiences in nearly any language.

EXAMPLE PROMPT

You are a marketer trying to make your message resonate with Gen Z in the United States. Based on the content of my landing page <add url> create 10 suggestions for ad copy and headlines to be used in search campaigns, maximizing the likelihood that Gen Z will engage with my message and convert into new customers. Make sure to keep the product truth of my offering and don't overpromise benefits. The message should target Gen Z users using language that resonates with them, without referencing Gen Z in the actual ad copy.

Research from the American Marketing Association shows

85%

of marketers using GAI report improved productivity, with common usage in areas like

38% writing

28% visual storytelling/ image generation

33% content creation
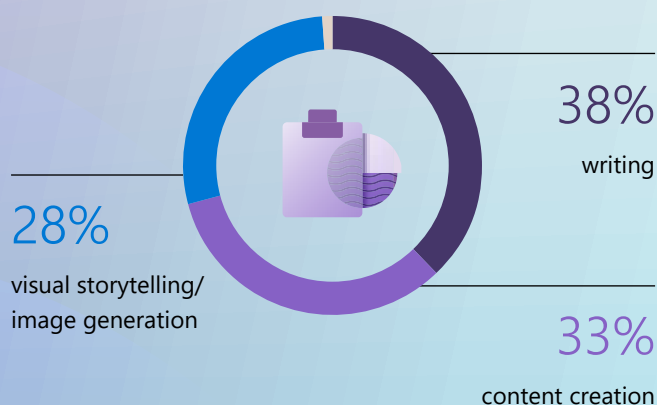
02   Efficiency gains through conversational AI

Chatbots and agents are making it easier for you to manage your time and work smarter across campaigns. It's like having a personal assistant right there waiting to help.

And the time saved is significant. For instance, Microsoft 365 Copilot users are seeing a 70% productivity boost and finishing tasks 29% faster. That means less time spent on repetitive work and more time for innovation.

For campaigns, when it comes to everything from campaign insights and performance recommendations to FAQs, GAI tools like Copilot in Microsoft Advertising Platform help you tackle the creation, management, and optimization of small and large campaigns faster, leaving more room for strategy and fresh ideas.

DIAGNOSTICS EXAMPLE PROMPT

> Why are there no impressions in the [name] campaign? Please run a Diagnostics report.

PERFORMANCE SNAPSHOT EXAMPLE PROMPT

> Provide a detailed report on the Performance Max campaign type performance over the first two weeks of January 2025.

03   Unleashing creative ideation

Conversational AI is also helping marketers unleash their creativity and iterate fast enough to develop highly personalized campaign assets.

With the right tools, marketers can explore new ideas and test different approaches with ease. Features like "Try a different tone" in Copilot let you fine-tune messages instantly, so they resonate with your audience.

Need a visual ad? GAI can generate tailored imagery in minutes. Imagine crafting ad copy that speaks directly to eco-conscious millennials in one campaign, then shifting to bold, playful messaging for Gen Z in another. From a creative perspective, GAI also helps develop strategic planning and campaign ideation. It's like having a creative partner who's always ready to brainstorm, refine ideas, or give instant feedback. Collaboration opens the door to quicker decision-making and more innovative campaigns, whether you're working on a single ad or a full-scale strategy.

EXAMPLE TEXT PROMPT

Imagine you're a marketer. Help me create 3 different ad copy ideas that will resonate deeply with eco-conscious millennials, emphasizing sustainability and green living in one campaign. Then, in the same campaign context, transition to bold and playful messaging options that capture the vibrant and dynamic spirit of Gen Z in another.

EXAMPLE TEXT PROMPT

I'm a marketer in Rome selling local coffee to international visitors. I need a background image that feels comfortable to an international audience of all nationalities while representing a sense of place in Rome.

By merging creativity with efficiency, GAI-powered tools are helping marketers deliver innovative campaigns that engage audiences more effectively.

"

At DEPT®, we believe the ultimate promise of AI is about forging new possibilities, from generating imagery to inspiring new marketing campaign ideas to delivering on the dream of hyper-personalization. We've found our teams are most eager to adopt AI solutions when they enhance rather than replace their work, give them more time for strategic thinking by performing tactical tasks, and drive real results like new customer acquisition and increased conversion."

Bridget Fahrland
AI Consultant, DEPT®

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Take people from awareness to affinity

Consumer expectations for authentic, engaging, and personalized experiences are higher than ever, and advertising is stepping up to meet the challenge. Brands now have the AI-powered tools to design tailored campaigns that resonate deeply with audiences, fostering loyalty and driving results.

For instance, insights from Microsoft Advertising reveal that ads on Copilot achieve:

1.7x
times higher CTR compared to traditional search ads

Additionally, when ads are well-placed and relevant:

40%
of people report that these ads enhance their overall experience

Microsoft Advertising

Practical steps for advertisers today

01

Establish GAI principles that align with your company values

Clear principles help ensure the technology you adopt supports your brand's mission and ethical standards. This alignment fosters trust with your audience, promotes responsible AI use, and reinforces your commitment to integrity and excellence. For example, take a look at Microsoft's principles and approach.

03

Use prompting best practices

When creating visuals, follow prompting best practices by including instructions for clear action, image type, subject, context, details, and lighting when developing imagery. We'll cover this in more detail in the next section.

02

Upload more assets to enhance the user experience

GAI's ability to tailor messaging helps campaigns feel relevant and authentic. Support that with a variety of messaging and visual options. As GAI platforms work to optimize the ads experience for exact user intent, the larger the pool of assets (images, copy, etc.) the AI has to draw from, the better it can deliver the perfect ad to the user in their context. It's like giving the AI all the ingredients it needs to create the perfect dish for each person. For example, use Copilot in Microsoft Advertising Platform to quickly get asset recommendations tailored to your audience and help you save time improving asset variety, so you can test different tones, styles, and formats with ease.

04

Optimize campaigns for omnichannel

Solutions like Performance Max have the flexibility and ability to better adjust to the granular and dynamic context of omnichannel conversations. For example, Microsoft data shows that Performance Max campaigns increase ad impressions in Copilot, and these ads also perform with better CTR and conversion rates when compared to traditional search.

05

Prioritize visual assets and ad formats

Rich visuals and multimedia formats are essential for standing out in chat environments, which can support an array of visual content. When combined with AI-powered tools like Performance Max, you can see even greater performance improvements. Microsoft data shows that visual ad formats like Multimedia Ads have a 1.7 times higher CTR and conversion rates in Copilot in comparison to traditional search.

06

Save time with smarter tools

AI assistants can help you with everything from creating assets to critical and readily available campaign insights and recommendations. One example is Campaign Diagnostics, available in Copilot in Microsoft Advertising Platform, which can quickly run quality assurance checks or immediately spot a campaign with delivery problems and identify what the issue is, saving precious time. Another example is the Performance Snapshot feature, which provides a summary of your core campaign KPIs at your fingertips.

07

If it works, keep going

Digital marketing optimization best practices also translate to emerging GAI channels. For example, your work to optimize search campaigns with the right signals (like Universal Event Tracking) and the right conversion goals will also benefit your ads in Copilot, so you can optimize once and benefit twice.

Your prompting cheat sheet

GAI's ability to create compelling ad copy, engaging visuals, and dynamic content is undeniable. However, beneath the surface, mastering the art of prompting empowers marketers to fully harness the potential of GAI.

Prompts are how people communicate with GAI-powered tools. A well-structured and complete prompt shapes a successful output. Crafting precise, imaginative prompts allows you to tap into GAI's full potential, making your campaigns more creative, efficient, and impactful.

Prompting is about context and clarity. Don't think of it as a new language; it's a structured way to interact with GAI in which the details you provide dictate the results in a language that's comfortable for you. Even marketers without technical skills can see the value of prompting by embracing these seven key elements of a strong prompt:

Role definition

Assigning a 'role' to the GAI helps it generate responses that align with the desired perspective. This could be asking it to think like a person in a specific role, such as a copywriter, or bring dedicated expertise to the table, such as search engine marketing.

EXAMPLE

> Act as a professional marketer crafting an ad campaign for eco-friendly cleaning products.

Context

Providing background or situational details helps GAI create more relevant, tailored responses to your unique needs. Audience details, how the content will be used, and where it fits into a broader campaign are all helpful factors to include.

EXAMPLE

> This ad will help promote an in-depth video and article series where the audience can learn more about sustainable and affordable cleaning solutions.

Audience

Specifying the audience shapes the tone, language, and style of the output. You could focus on demographics, search intent, or factors such as what the audience cares most about based on customer segment data.

EXAMPLE

> Create an Instagram caption for a tech literate Gen Z audience about a new smartphone, focusing on camera quality and advanced features for social media sharing.

Tone

Defining tone aligns the output with your brand's voice. By providing clear direction for style and language, you can target outputs from professional to funny.

EXAMPLE

> Write a playful and quirky product description for a travel mug that keeps drinks hot for 12 hours.

Task goals

Clearly define what you want the tool to accomplish. Ambiguity leads to generic or irrelevant outputs. Consider including details such as the specific goal, the format and length, and any unique qualities.

EXAMPLE

> Write a 50-word ad for a luxury coffee maker emphasizing elegance and ease of use.

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Inclusivity

—

Use inclusive modifiers such as metaphors, words, and feelings that reflect diversity. Highlight dimensions or product features that appeal to different groups, including culture, accessibility, gender, and age for wider reach and more inclusive campaigns.

EXAMPLE

> Create ad copy for a children's backpack, focusing on inclusivity and accessibility for kids of all abilities and financial statuses.

Source material

—

Referencing existing material ensures continuity and consistency. Providing context helps with tone, theme, word choice, and voice.

EXAMPLE

> Based on the look and feel of our previous campaign, 'Clean Living, Clean World,' write a tagline for a new biodegradable detergent.

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Here are some additional considerations for inclusive advertising:

Be specific about the diversity you want to showcase. Use inclusive language, metaphors, and themes that resonate broadly.

EXAMPLE

> Write an ad for a community-oriented fitness brand, highlighting accessibility for people of all abilities and body types.

Your brand's values should shine through every piece of content. Include them in your GAI prompts to make sure your messaging feels authentic and aligned.

EXAMPLE

> Create a tagline for our products that reflects the values of environmental sustainability and women's empowerment.

GAI is great at tailoring content to specific audiences. Use this to your advantage by describing the audience you want to reach.

EXAMPLE

> Write social media copy for a family-friendly outdoor gear company, appealing to parents who value holistic parenting options.

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Bringing it all together

Here's an example of a prompt that brings together these seven key elements:

EXAMPLE

You're an ad copywriter for paid search. Create three unique versions of ad copy, 85 characters or less, using the latest research on best-performing ads for selling all types of children's shoes. The ads should sound empathetic and inspiring to parents' hopes for their purchase. Include language and product features that are accessible and suit a variety of ages and genders.

Mastering prompting is an important step in maximizing the benefits of GAI. By focusing on clarity, precision, and creativity, marketers can produce better results faster—whether crafting ad copy, generating images, or planning campaigns.

When paired with tools like Copilot, prompting becomes the cornerstone of efficient and effective AI-driven marketing strategies.

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If you want to learn more about prompting for conversational AI, read the below:

"

Copilot has been an invaluable asset in the process of writing new ad copy for our client, Marks & Spencer. It's sparking new ideas and helping us craft compelling messages that resonate with M&S customers. By leveraging Copilot's easy-to-use features, we have not only saved time, but also seen improvements in CTR on Generics."

Senior Account Executive,
Incubeta/Marks & Spencer London

Next steps to stay ahead of the curve

GAI has created new opportunities for brands and adopting GAI tools and best practices can do more than just improve productivity. Understanding how different aspects of conversational AI marketing work can help drive clear strategy, smart tool selection, and workflow updates. Marketers ready to take their first steps into effective GAI-powered marketing can consider the following five action steps:

01
Understand pain points

Brands that take the time to map their needs before investing in conversational AI tools see the highest ROI. Identify your high ROI use cases, where GAI can save the most time, reduce costs, or drive growth. Once you identify your opportunities, prioritize them based on business needs and access to the right technology.

02
Iterate and enhance

Conversational AI adoption is not a one-and-done effort; it requires constant refinement to see the highest ROI. Use GAI to manage repetitive tasks and heavy workloads, such as creating, analyzing, and optimizing assets. Keep a pulse on how team members are using GAI tools, what best practices they develop, and any iterative feedback loops to improve workflows.

03
Focus on training

Help teams get the most out of conversational AI by investing in the training, knowledge, and skills they need to succeed. Provide continuous training programs that reinforce GAI best practices and behaviors. Tailor sessions to each role to demonstrate the specific value of GAI for specific jobs or teams. Microsoft Copilot Academy is now available to all Microsoft 365 Copilot users.

Microsoft Advertising

04

Reevaluate processes and goals

Conversational AI changes what's possible, so think about whether it's time to reassess goals, KPIs, or other factors. Focus on outcomes, like campaign results and strategic impact, rather than traditional metrics like the number of assets produced. Internal surveys, interviews, and data can help provide an objective view.

05

Embrace your path forward

Conversational AI is transforming marketing into a discipline focused on strategy and relationships rather than routine tasks. It's not about replacing the human touch, but it is helping marketers get more done and elevate their impact. Use GAI to streamline operations, increase personalization, and enhance creativity by building better workflows.
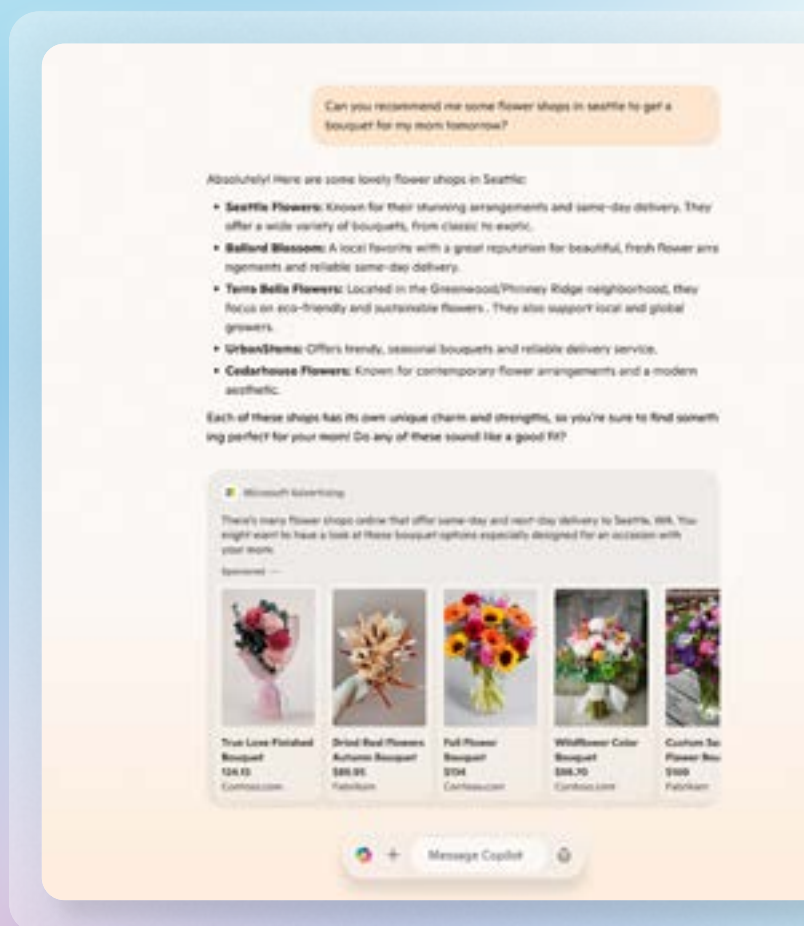
Microsoft Advertising

How Microsoft can help

Microsoft Advertising offers a suite of tools designed to help you at every step of your GAI journey.

Ads in Copilot

Copilot represents a unique way for you to reach customers as they converse and research online. As of January 2025, your search ads are eligible to show in English, French, German, and Spanish speaking markets where Copilot is available. We'll be adding more markets and languages in the coming months.

Three core ad types are eligible to show in Copilot: text ads, feed-based ads (including shopping ads, tours, and activities ads), and multimedia ads. We've been very deliberate to not add to the existing workload of creating new campaigns, so we leverage existing assets from your search campaigns in Microsoft Advertising Platform for Copilot. We highly recommend using Performance Max campaigns to optimize your campaign performance for Copilot. This creates the most efficient workflow for you as an advertiser and leads to better results.

Copilot in Microsoft Advertising Platform

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[Copilot in Microsoft Advertising Platform](#) redefines how teams approach campaign creation and management. This tool acts as a digital companion, guiding people through the entire campaign lifecycle.

Improve advertising performance with data-driven diagnostics and performance snapshots to refine campaigns. Expand experimentation and creativity by streamlining ad creation and testing processes. Keep performance at or above target KPIs with actionable, real-time insights that optimize campaign performance and budget allocation.
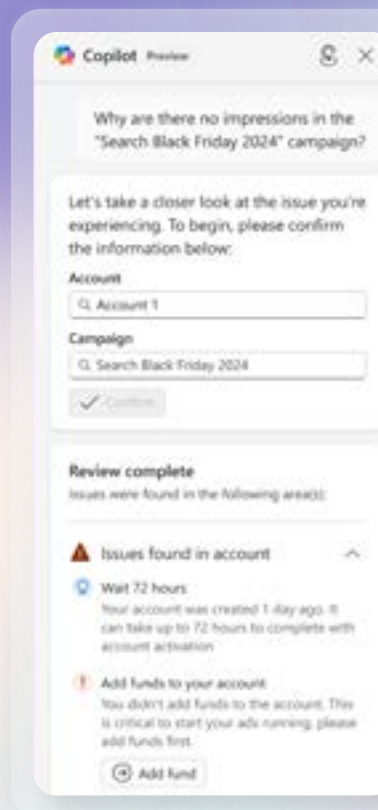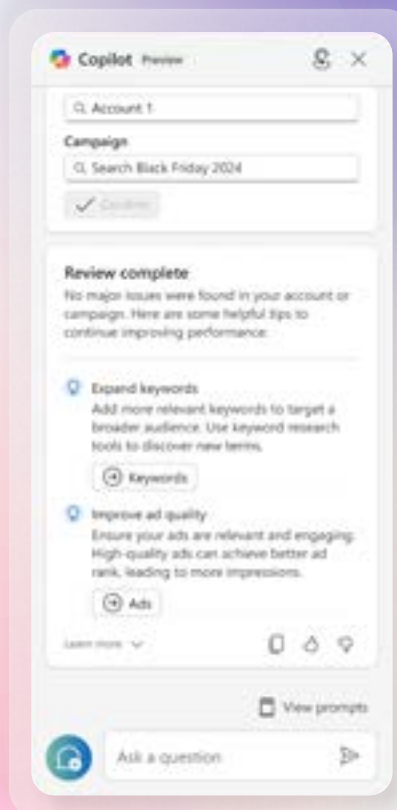
> "
> Copilot in Microsoft Advertising Platform is becoming an invaluable digital advertising assistant. It seamlessly combines convenience and knowledge, offering swift and insightful responses."
>
> **Cynthia Gutierrez**
>
> Senior Associate, Paid Search, dentsu

Microsoft Advertising

Copilot for
Microsoft 365

Copilot for Microsoft 365 transforms collaboration and operations across marketing teams, creating streamlined workflows and enhanced team dynamics. This GAI-powered solution goes beyond advertising to elevate team performance and drive results.

Enhance customer engagement by delivering personalized, timely content that resonates with audiences. Simplify complex workflows to execute campaigns faster and with greater efficiency. Foster improved collaboration through GAI-driven insights and shared knowledge, empowering teams to align seamlessly. Leverage real-time analytics for data-driven decision-making, ensuring campaigns are optimized for success.
Stay agile with scalable and flexible solutions that adapt to evolving business needs and integrate effortlessly with other Microsoft tools.
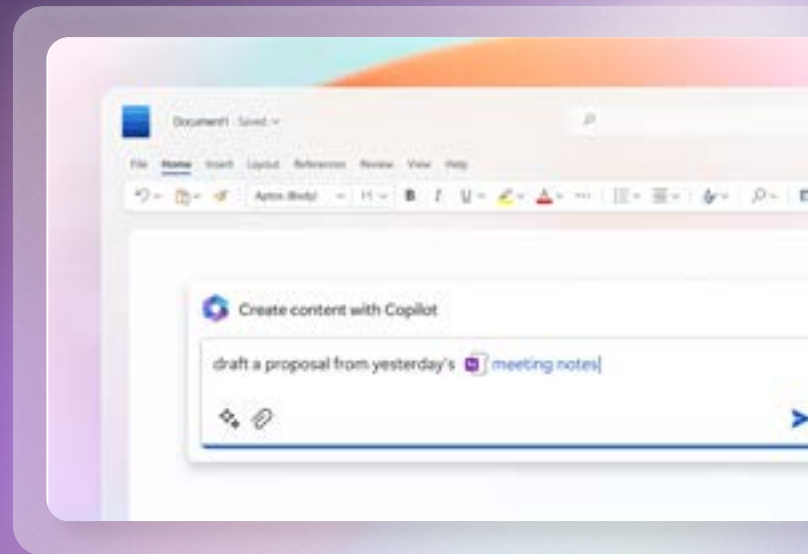
Microsoft Copilot Studio

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[Microsoft Copilot Studio](#) empowers brands to create custom GAI agents designed to meet unique organizational needs. By combining low-code development with GAI capabilities, Copilot Studio enables businesses to build intelligent solutions with ease.

Create AI agents tailored to your specific goals, all while minimizing the need for extensive coding expertise. Seamlessly integrate internal knowledge systems to ensure agents deliver accurate, brand-aligned responses. Elevate customer interactions by enabling agents to engage conversationally, providing personalized, efficient, and meaningful experiences.

Microsoft's suite of AI tools—Copilot in Microsoft Advertising Platform, Copilot for Microsoft 365, and Copilot Studio—offers a comprehensive approach to conversational AI marketing.

Brands can build deeper connections with their audiences, deliver personalized experiences, and stay ahead in the rapidly changing world of conversational AI marketing.

Have any questions?

Get in touch with your account representative or schedule a consultation with our [team of experts](#) to learn more. New to Microsoft Advertising? We welcome you to [join us](#).

Appendix: Definitions for commonly used terms

This guide covers various topics defined as follows:

Generative AI (GAI)

A category of artificial intelligence that focuses on creating original content and understanding natural language. It can generate new text, images, code, and more based on natural language inputs it receives in the form of prompts. GAI applications are designed to produce creative outputs that mimic human-like responses in various formats. For example, it can be used to create new marketing content, design graphics, summarize text, or even write code.

Large language models (LLMs)

GAI applications are powered by language models, a specialized type of machine learning model that performs natural language processing (NLP) tasks.

The main components of LLMs are...

Data (usually massive datasets) used to train the model.

Training, allowing the model to learn how to predict the next word in a sentence.

Model Architecture, using a specific type of neural network architecture called a Transformer.

Fine-tuning, customizing the LLM for specific tasks like advertising applications or designing graphics.

Inference, which is the actual usage of the model by users.

Conversational AI

One application of GAI designed to facilitate interactions that mirror natural human conversations. It relies on advancements in NLP, machine learning, and speech recognition to understand, interpret, and respond to natural language input from users. Conversational AI is commonly used in chatbots and agents.

Chatbots

Software applications that simulate human conversation, either through text or voice interactions. They use technologies such as NLP, machine learning, and predefined rules to understand and respond to user inputs. Chatbots can be found in various settings, including customer service, e-commerce, and social media platforms. Chatbots are versatile tools that can engage in human-like conversations, providing automated assistance and improving user experiences across different domains.

Agents

GAI technology and digital systems that can independently interact in a dynamic world to complete tasks. Agents leverage foundational models, such as LLMs, to execute complex, multistep workflows across a digital environment. They're designed to move from merely providing information to taking action, effectively acting as virtual coworkers capable of completing both easy and difficult tasks.