

Die neue Ära der Online-Suche

mit Microsoft Advertising und Copilot

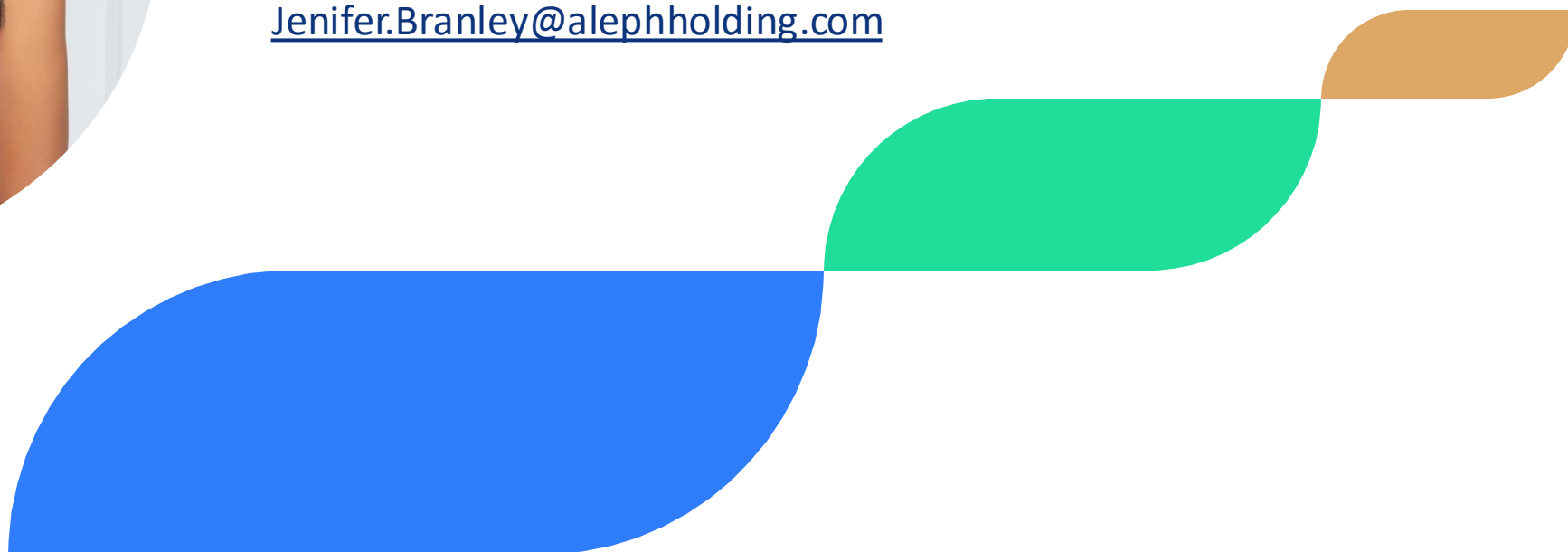




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“Aleph verbindet alle Player im digitalen Ökosystem.”



Aleph ist offizieller Microsoft Advertising Partner in 25 Märkten in Europa

Httpool by Aleph represents Microsoft Advertising in CEE & other markets

August 22, 2023

2-minute read

[Kay Giza](#)

[Product news](#) [Business Updates](#)



BLOG POST

Aleph represents Microsoft Advertising in Belgium and Switzerland

by Kay Giza

May 22, 2024



Httpool by Aleph unlocks new shopping products, and represents Microsoft Advertising in Central and Eastern Europe and other selected markets.

Through a new agreement with Httpool by Aleph, Microsoft Advertising is now available in countries in Central and Eastern Europe (CEE) and other selected markets. This is part of Aleph's leading offer, which combines advertising and shopping products across its search and shopping platforms.

Aleph unlocks new potential across search, audience, and shopping products, and represents Microsoft Advertising in two [additional](#) European markets.

AI is the new electricity

AI will be the same, an invisible, invaluable resource to help us get stuff done in our daily lives.

web Search I'm Feeling Lucky

Searched the web for web. Results 1 - 10 of about 102,000,000. Search took 0.40 seconds.

Category: Computers > Internet > WWW > Web Usability

News: [Amazon Web Site Goes Down Again](#) (Excite Reuters - 12/5/2000)
[China To Tighten Web Regulation](#) (Excite AP - 12/5/2000)
[Web content distributor snags funding, pulls IPO](#) (CNET - 12/5/2000)

[digits.com Web-Counter - The easiest free page counter ...](#)
WebCounter ... Your source for free and pay-for-use Web Auditing and Counting services. ... Net ...
Description: Offers both free and commercial counters. Several different character sets are available for the...
Category: Computers > Internet > WWW > Web Counters
[www.digits.com/](#) - 4k - Cached - Similar pages

[The World Wide Web Consortium](#)
Leading the Web to its Full Potential. ... Activities | Technical Reports | Site Index | About ...
Description: The World Wide Web Consortium was created to lead the World Wide Web to its full potential by developing...
Category: Computers > Internet > Policy
[www.w3.org/](#) - 19k - Cached - Similar pages

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[CNET.com - Web Building](#)
... competitor to consider in LiveStage Professional, a robust QuickTime authoring tool. Logging Web Server Attacks How better to study crime than to commit a few ...
Description: Source for product and how-to information on HTML, JavaScript, web design, and e-commerce.
Category: Computers > Internet > WWW > Authoring > Webmaster Resources
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The New York Times on the Web

Search vor 20 Jahren

web X   

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About 25,270,000,000 results (0.51 seconds)

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Web.com
Establish and grow your brand online with a professional website. Web.com offers a variety of website and marketing solutions designed to help you reach ...
[Log Into Your Account](#) · [About Us](#) · [Website Builder](#) · [Websites](#)

<https://web.whatsapp.com> 

WhatsApp Web
Quickly send and receive WhatsApp messages right from your computer.
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People also ask 

What is the Web in the Internet?	▼	What is web and its type?	▼
What are the 3 types of web?	▼	What are the 5 web pages?	▼
What are the four types of web?	▼	What is www and web browser?	▼
How does the Web work?	▼	What is web browser in HTML?	▼

Feedback

<https://chrome.google.com/webstore> 

Search heute

Search



Powerful & Exciting Generative AI



ChatGPT



Search + AI = **The Answer Engine**



Bing



Reliable and Well-Known Search



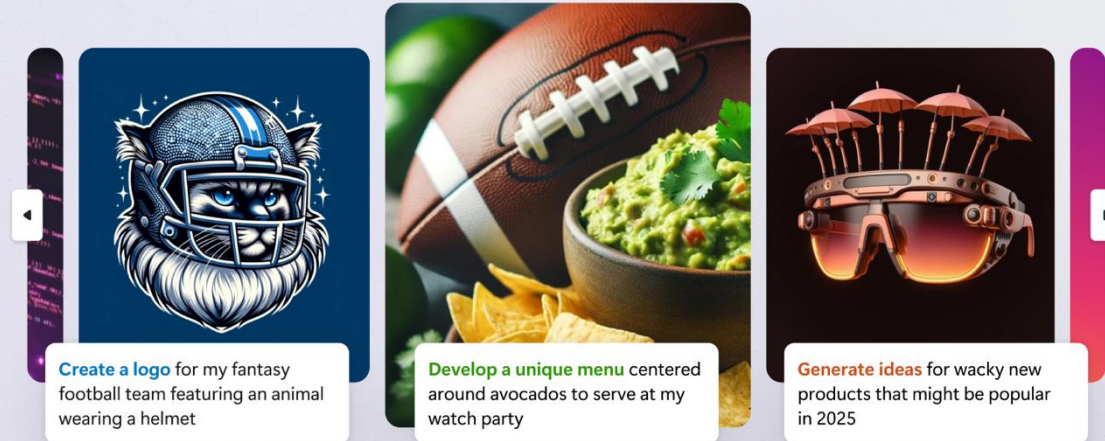
Ensure that Artificial General Intelligence (AGI) benefits humanity



Empower every person and organization on the planet to achieve more



Your everyday AI companion



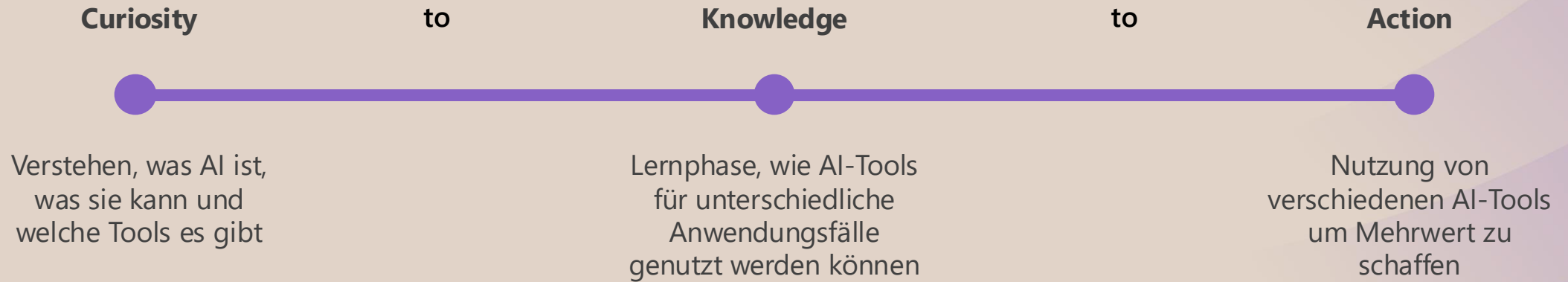
Ask me anything...



0/2000

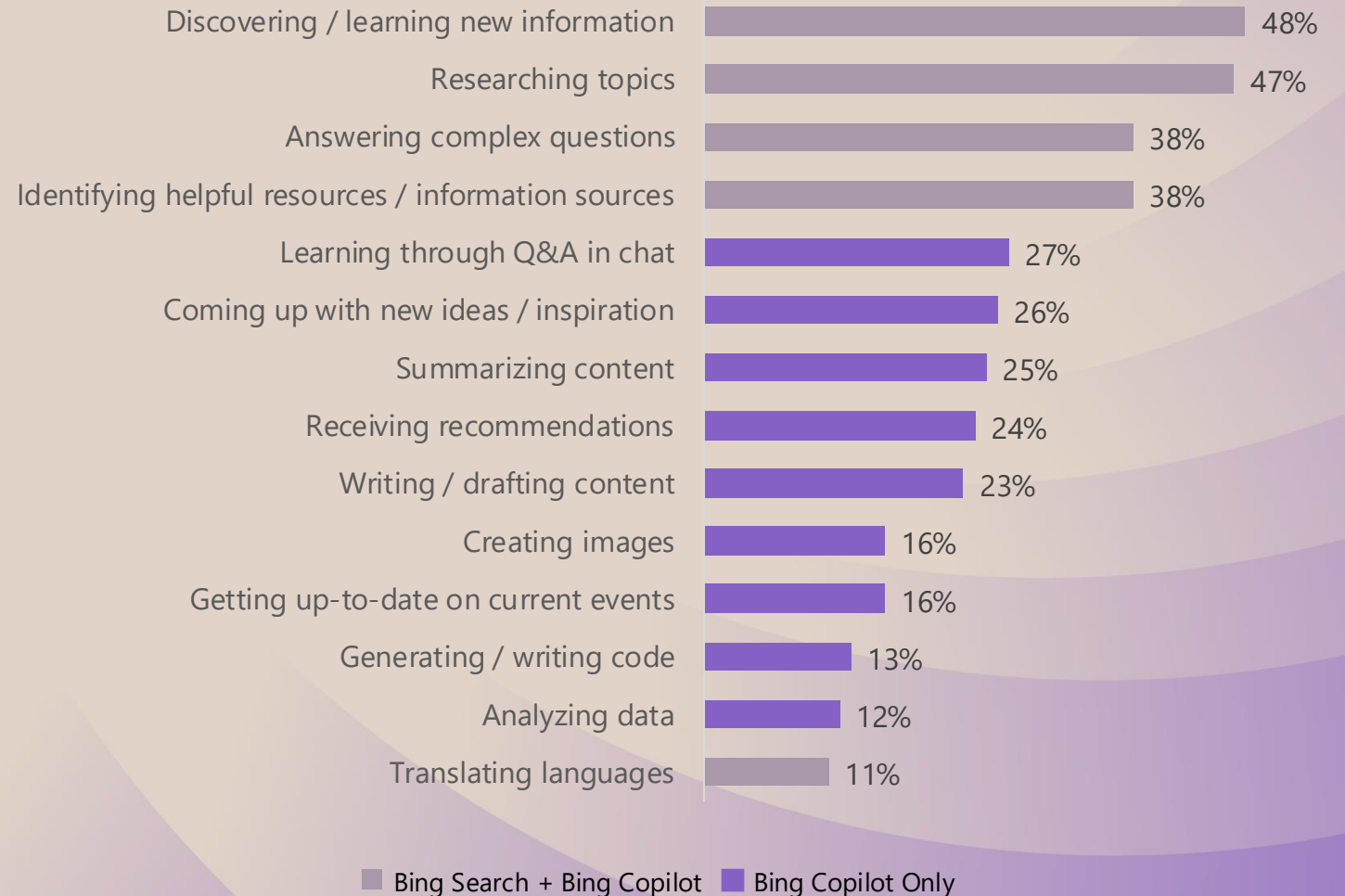


2023: Das bisher bedeutendste Jahr für AI



Chat ist eine
Weiterentwicklung
und Erweiterung
der traditionellen
Suche.

Top Bing Copilot Tasks



 Bing Copilot

Kannst du mir einen Wochenendplan für Rom für eine Familie mit 2 Erwachsenen und 2 Kindern im Alter von 7 und 9 Jahren erstellen? Wir mögen Geschichte, aber wir sind auch gerne aktiv. Und wir wollen so viel Pizza wie möglich essen.

 Bing Search

beste Familienaktivitäten in Rom



was kann man in Rom machen



Führungen in Rom



Führungen für Familien in Rom



Walking Tours in Rom



beste Pizza in Rom



beste Restaurants für Familien in Rom

Copilot in Bing

2.8x

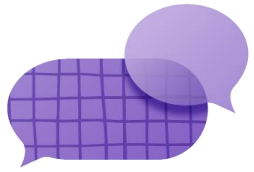
schnelleres
Nutzungswachstum als
bei Search.

82%

Anzeigenklicks
in weniger als
1 Minute.

2x

schneller als
traditionelles
Search.



10+ Mrd.

Chats und Bilder seit dem Copilot Launch in 2023

Source: Microsoft internal data June 2024

Copilot chat volume in 2023



Welche Vorteile bringt Copilot für Advertiser?

10%

Mehr Visits

50%

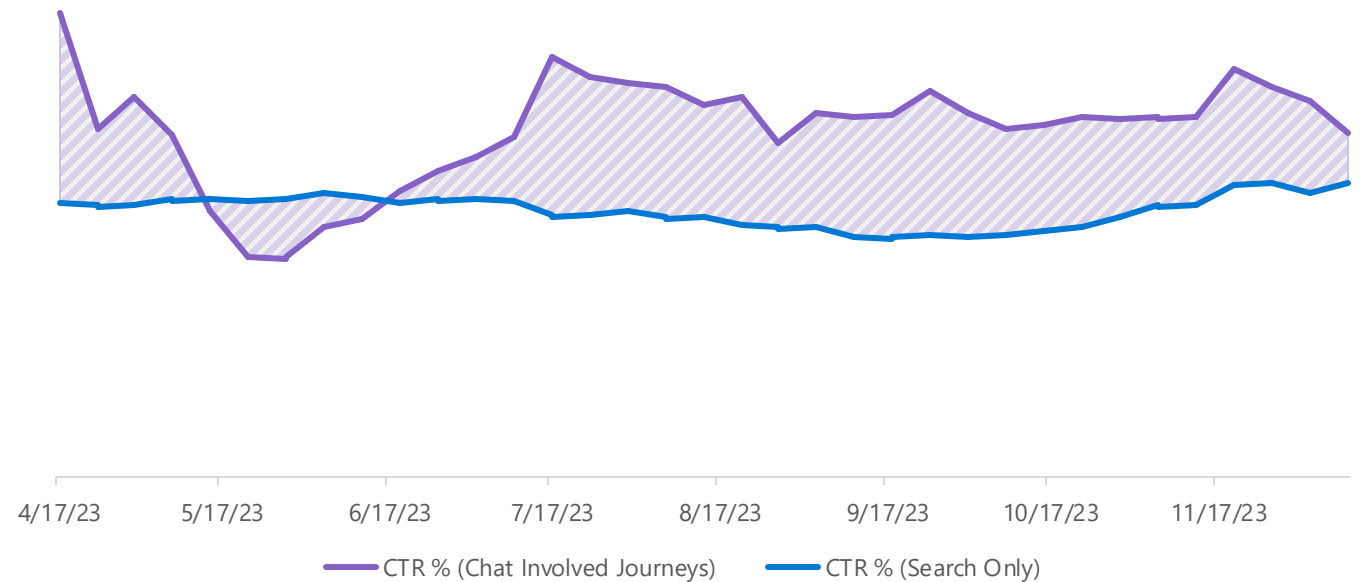
Mehr Engagements

106%

Höhere Nutzung
von Mobile

Gemeinsam
erzielen Copilot
und Search
30% mehr
Engagements

CTR lift when Running Copilot and Search Together



Source: Microsoft Internal Data. April - Dec 2023 | Global | Search Only and Search & Copilot Only combined

2024 ist das Jahr für *AI in Action*

2023 brachte AI-Konzepte in den Mainstream.
2024 ist das Jahr, in dem Menschen aus allen Lebensbereichen beginnen, AI-Tools zu nutzen und deren Vorteile im Alltag voll auszuschöpfen.

Microsoft Responsible AI Principles

Entwicklung von Trusted Solutions für alle User

Fairness

AI systems should treat all stakeholders equitably and should not reinforce undesirable stereotypes and biases.

Transparency

AI systems and their output should be understandable to relevant stakeholders.

Accountability

The people who design and deploy AI systems must be accountable for how their systems operate.

Reliability

AI systems should be designed to perform safely even in the worst-case scenario.

Privacy & Security

AI systems should protect data from misuse and ensure privacy rights.

Inclusion

AI systems should empower everyone, regardless of ability, and engage people by providing channels for feedback.

Ein AI-supported Web, von dem Alle profitieren

01

Consumer

Kontrolle über die eigenen Daten, um die besten Entscheidungen zu treffen.

02

Advertiser

Zugang und Erreichung von wertvollen Zielgruppen.

03

Publisher

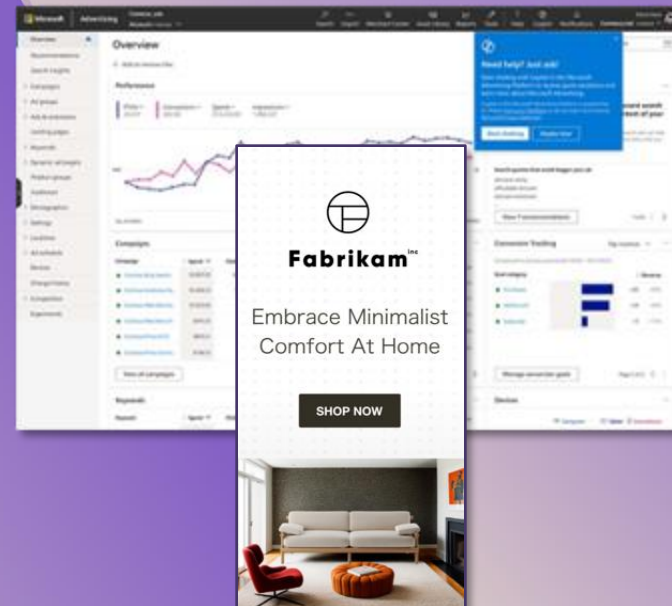
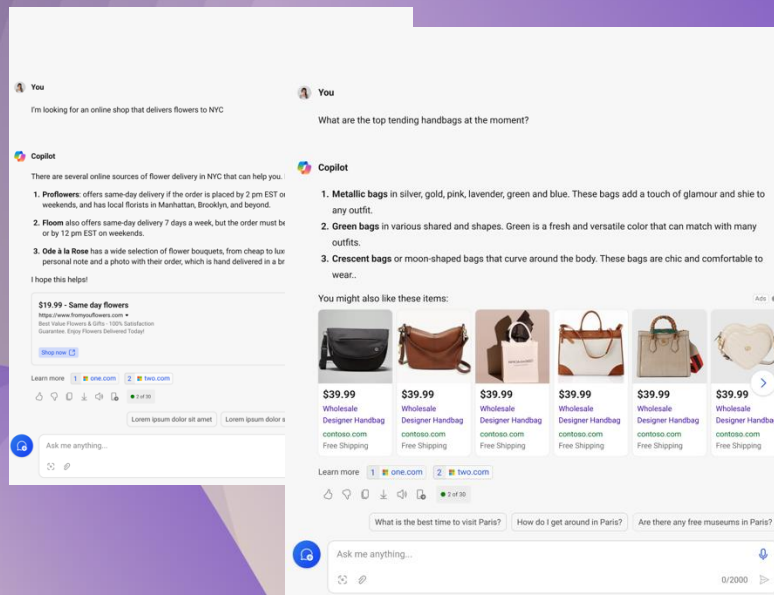
Verstehen von Kundenbeziehungen und relevanten Monetarisierungsmodellen.

Generative AI und Microsoft Advertising

DIALOG-ORIENTIERTE
ANZEIGEN

PERFORMANCE, EFFIZIENZ
& AUGMENTED CREATIVITY

NEUE UND ERWEITERTE
PARTNERSCHAFTEN



axel springer 



AI IN ACTION FOR ADVERTISERS

Dialog-orientierte Anzeigen



Werbeformate im Copilot

Inline Text Ads

You

I'm looking for a new credit card that has a low APR

Copilot

Certainly! When it comes to credit cards, finding one with a low Annual Percentage Rate (APR) can save you money on interest charges. Let's explore some options:

- Contoso Credit Card:** This card offers a long 0% intro APR period, which means you won't pay any interest during that time. It's great for balance transfers or large purchases. Keep in mind that after the introductory period, the regular APR will apply.
- Fabrikam Platinum Card:** Similar to the BankAmericard, this card also provides a long introductory period with 0% APR. It's an excellent choice if you're planning to pay off a balance over time.

Remember that the best card for you depends on your specific needs and financial situation. Be sure to compare the terms, fees, and benefits of each card before making a decision. 🌟

Related to: low apr credit cards



Unlock Savings with Our Low APR Credit Card!
Experience financial flexibility and save on interest with our Low APR Credit Card. Perfect for everyday purchases, balance transfers, and big buys. Apply now to start saving and enjoy a world of benefits!
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2 of 30

[Lorem ipsum dolor sit amet](#)
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Ask me anything...

0/2000

Feed-basierte Ads

You

What are the top trending handbags at the moment?

Copilot

- Metallic bags** in silver, gold, pink, lavender, green and blue. These bags add a touch of glamour and shine to any outfit.
- Green bags** in various shades and shapes. Green is a fresh and versatile color that can match with many outfits.
- Crescent bags** or moon-shaped bags that curve around the body. These bags are chic and comfortable to wear.

You might also like these items:



\$39.99
Wholesale Designer Handbag
contoso.com
Free Shipping



\$39.99
Wholesale Designer Handbag
contoso.com
Free Shipping



\$39.99
Wholesale Designer Handbag
contoso.com
Free Shipping



\$39.99
Wholesale Designer Handbag
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[What is the best time to visit Paris?](#)
[How do I get around in Paris?](#)
[Are there any free museums in Paris?](#)

Ask me anything...

0/2000

Multimedia Ads

You

I'm looking for an online shop that delivers flowers to NYC

Copilot

There are several online sources of flower delivery in NYC that can help you. Here are some options:

- Proflowers:** offers same-day delivery if the order is placed by 2 pm EST on weekdays or by 1 pm EST on weekends, and has local florists in Manhattan, Brooklyn, and beyond.
- Floom** also offers same-day delivery 7 days a week, but the order must be placed by 1 pm EST on weekdays or by 12 pm EST on weekends.
- Ode à la Rose** has a wide selection of flower bouquets, from cheap to luxury, and allows customers to add a personal note and a photo with their order, which is hand delivered in a branded gift box or bag.

I hope this helps!

\$19.99 - Same day flowers
https://www.fromyouflowers.com
Best Value Flowers & Gifts - 100% Satisfaction Guarantee. Enjoy Flowers Delivered Today!

Shop now



Learn more [1 one.com](#) [2 two.com](#)

2 of 30

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[Lorem ipsum dolor sit amet](#)
[Lorem ipsum dolor sit amet](#)

Ask me anything...

0/2000

Warum Werbung im Copilot?

3%

Positivere
Erfahrungen

1.8X

Höhere CTR

1/2

Zeit zur
Kaufentscheidung

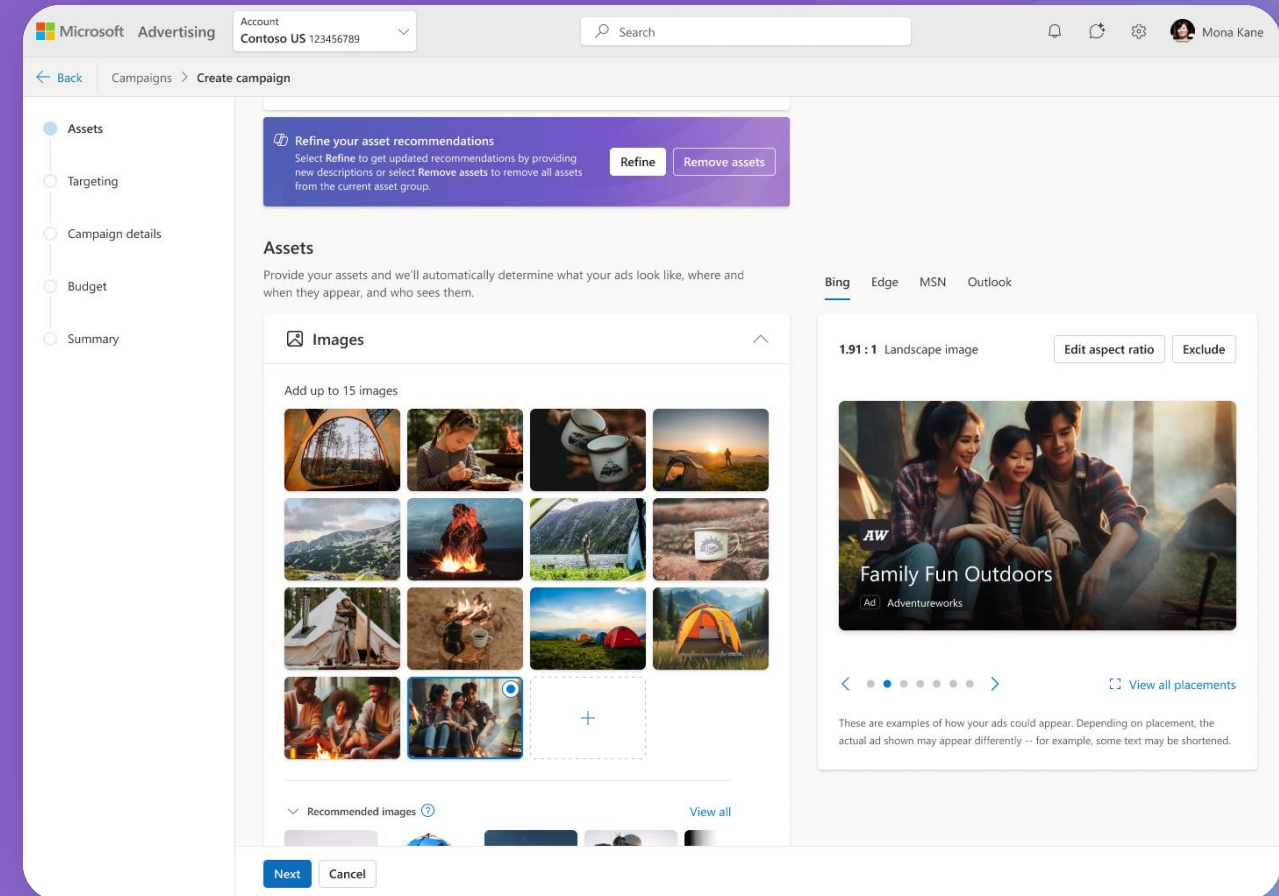
AI IN ACTION FOR ADVERTISERS

Performance, Effizienz & Augmented Creativity



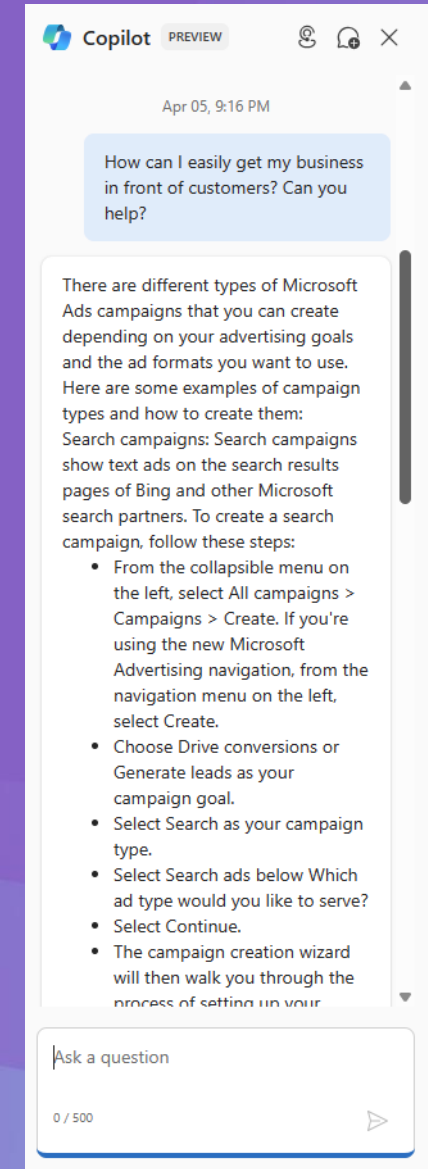
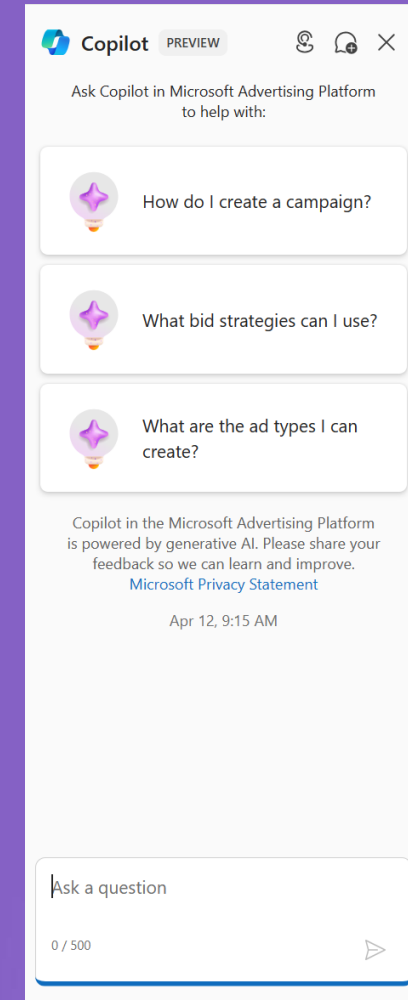
Copilot auf der Microsoft Advertising-Plattform

Zugriff auf leistungsstarke AI-Tools innerhalb der Microsoft Ads UI



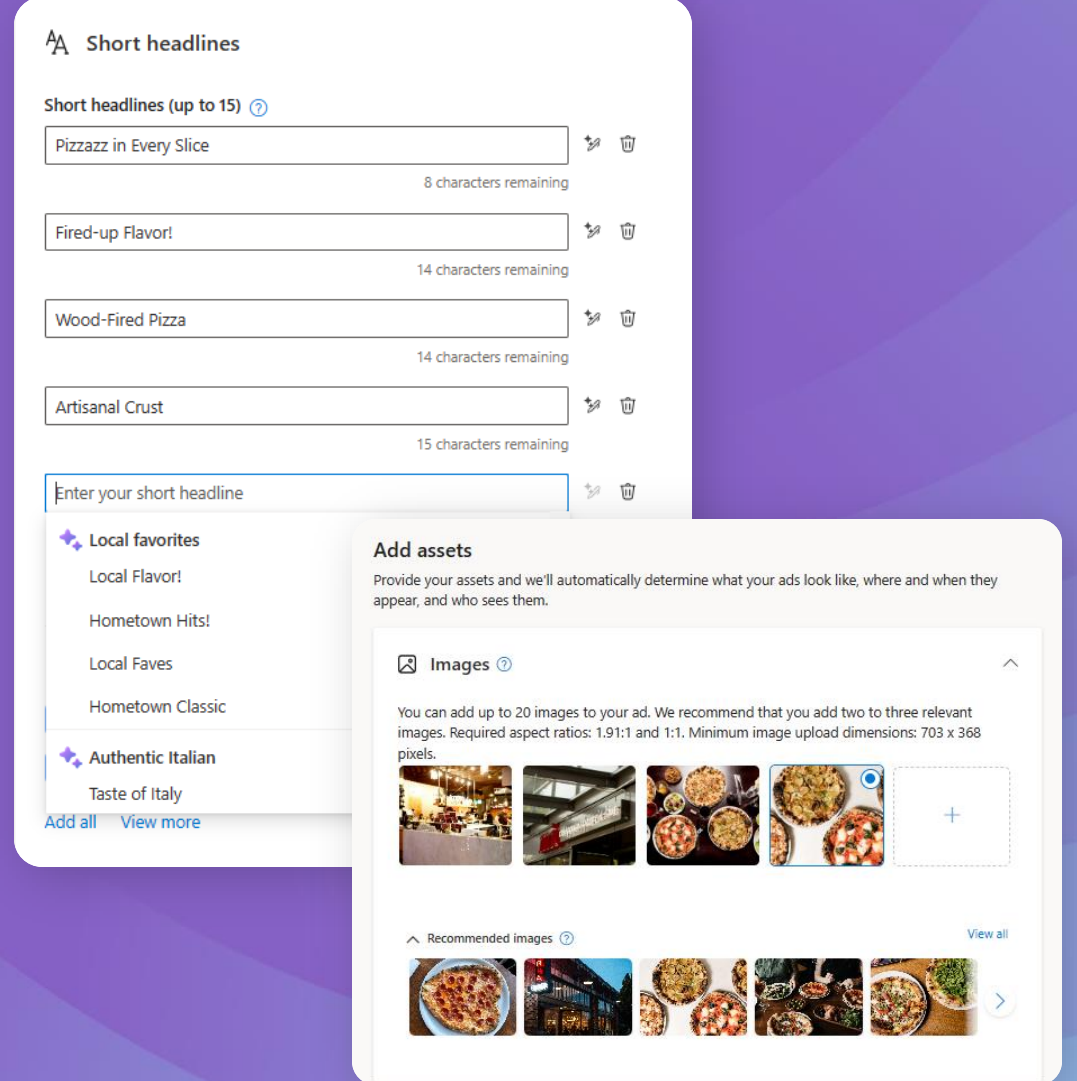
Dialogbasierter Chat

Der KI-gestützte dialogorientierte Chat liefert umgehend relevante Antworten auf Fragen zu Microsoft Advertising-Funktionen.



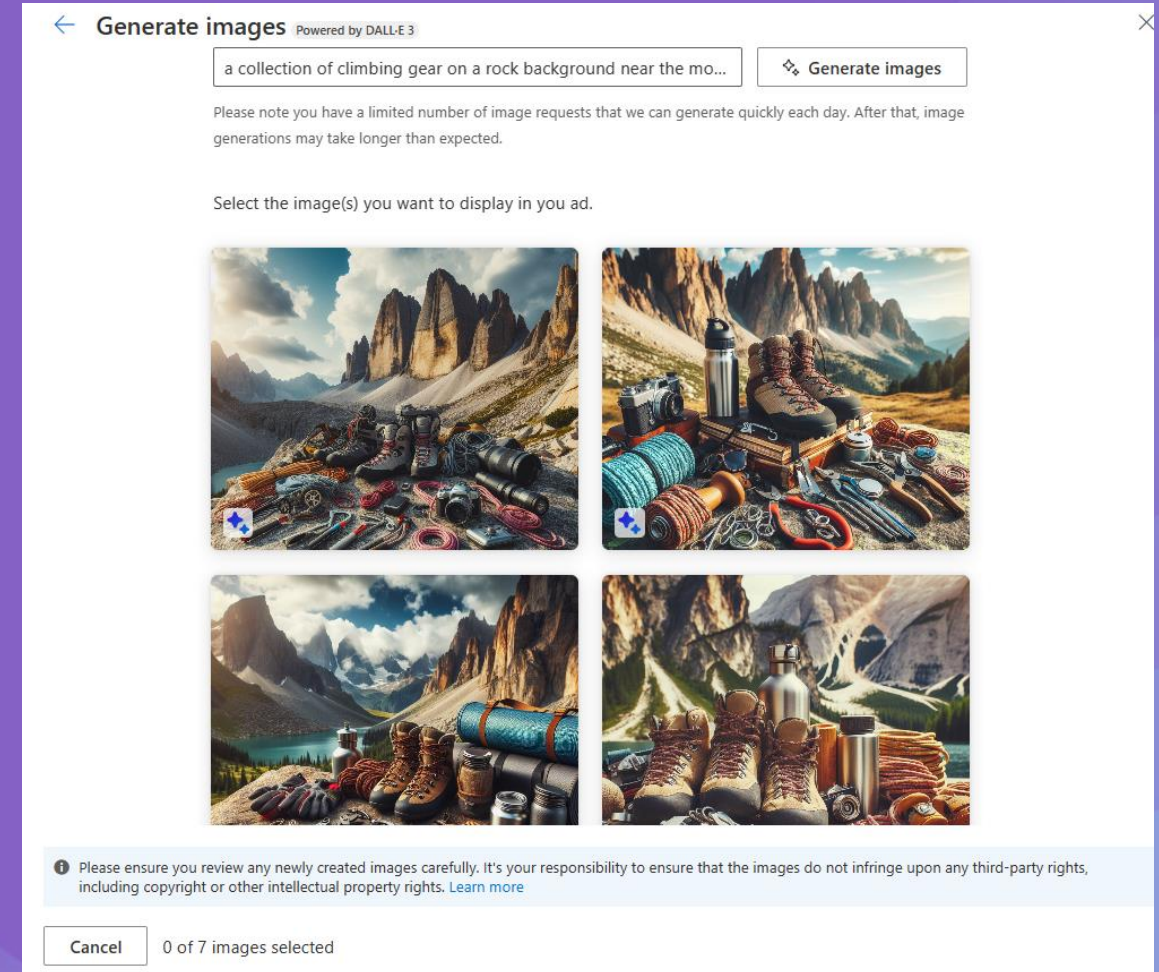
Empfehlungen für Assets

Schnellere Kampagnenerstellung und mühelose Kreation von relevanten personalisierten Anzeigen mit Hilfe von KI-gestützten Inhaltsempfehlungen.



Bilderstellung

Abheben von der Konkurrenz, durch die Erstellung von Bildern, die auf das Unternehmen und die Kampagnen zugeschnitten sind, mit Hilfe der KI-gestützten Bildgenerierungsfunktion.



AI IN ACTION FOR ADVERTISERS

Neue und erweiterte Partnerschaften



Anzeigen im Chat-API

Werbelösungen, die das Chat-Erlebnis von Usern durch Personalisierung verbessert:

- Reichweitenerweiterung.
- Relevante Anzeigen für Zielgruppen.
- Anzeigenformate, die am Besten geeignet sind.
- Erweiterung der Einnahmequellen mit höheren Margen.

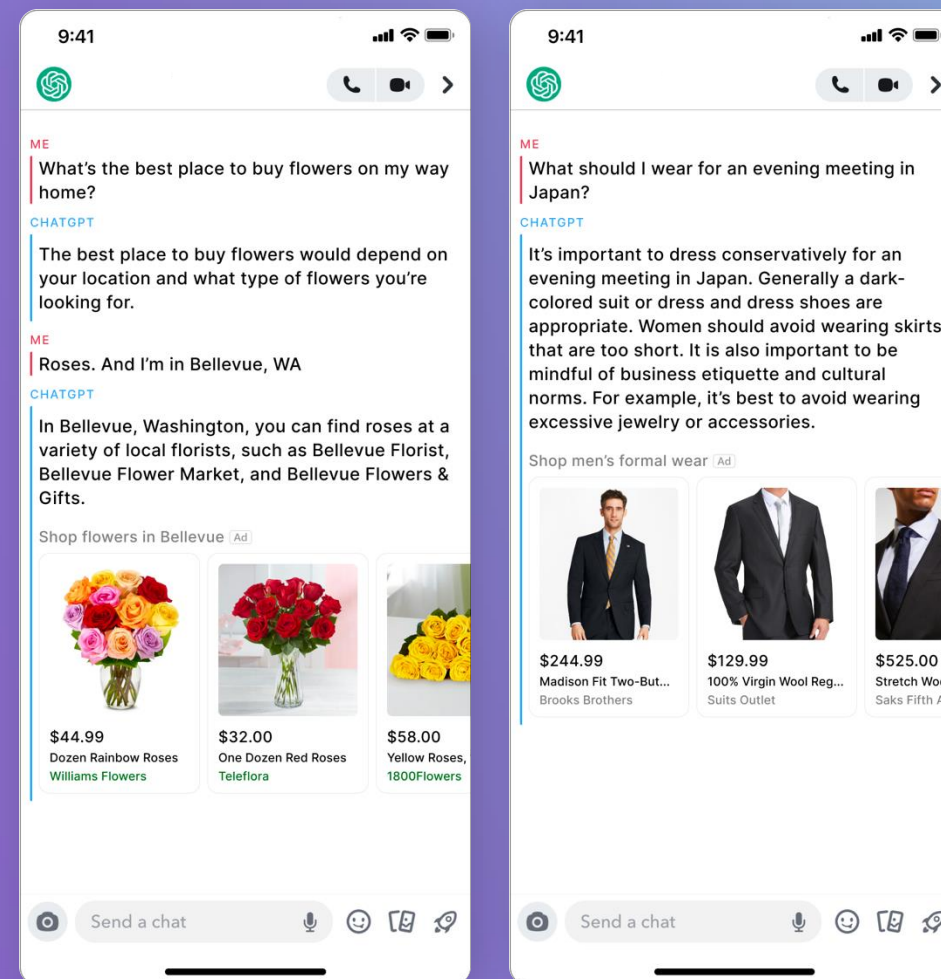
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Baidu 百度

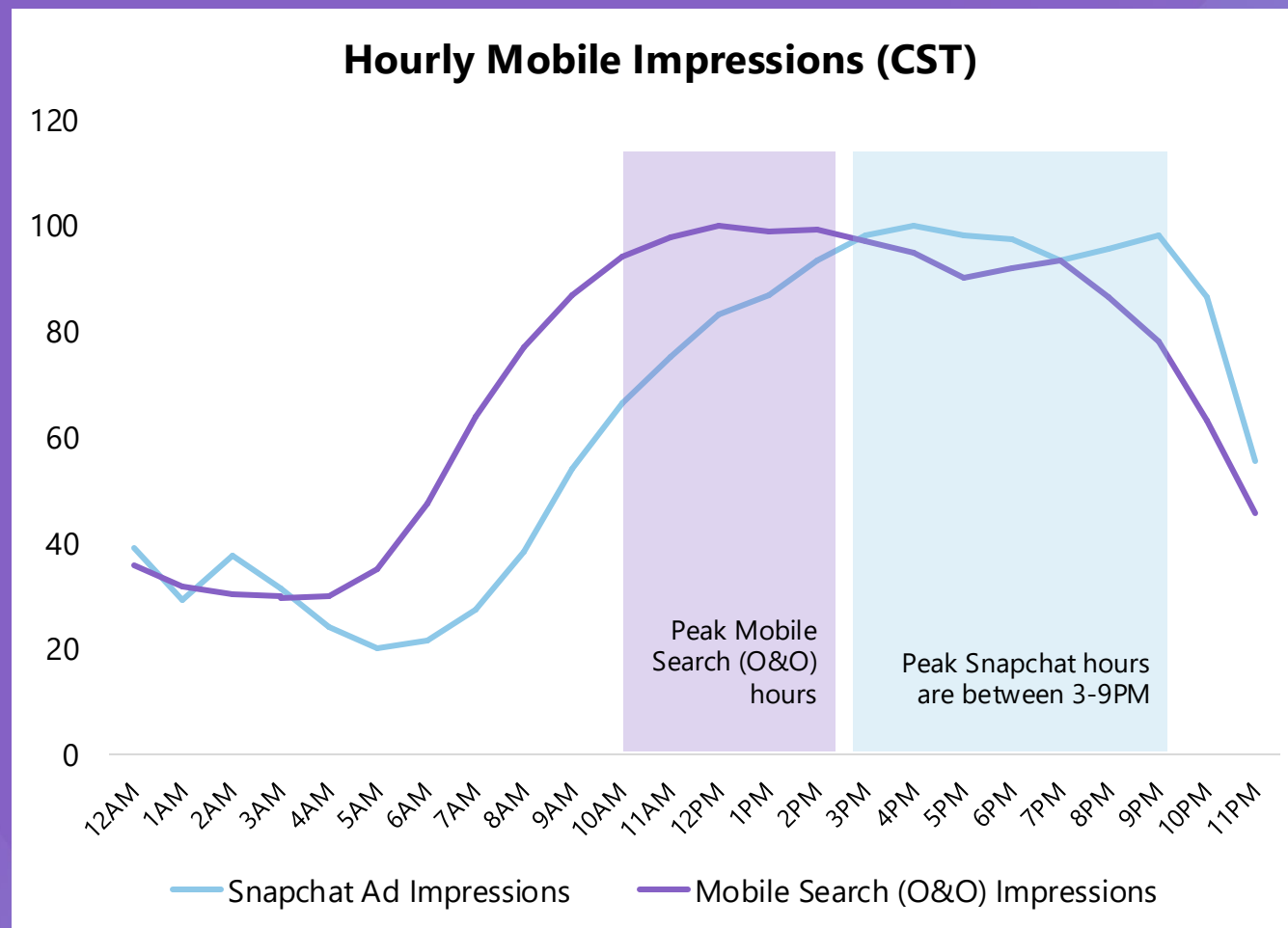


This API is focused on enabling ads for chat experiences, **not the chat answers themselves.**



Example mockups for product ads

Mehr Ergebnisse
durch die
gemeinsame
Nutzung von
Snapchat und
Microsoft O&O.



Was kannst du heute schon tun?

1 Status Quo hinterfragen

Testen von Broad Match und dem Suchpartnernetzwerk.

2 Automatisierung

Spare Zeit mit AI-erstellten Assets, PMAX und Gebotsstrategien.

3 Visuelle Formate

Erwecke deine Anzeigen zum Leben mit Bildern, Multimedia-Ads, Videos und Connected TV

4 Verbessere deine Feeds

Je mehr Daten in deine Feeds erhalten, desto interessanter werden die Anzeigen

AI IN ACTION FOR ADVERTISERS

“Words may
inspire but
only action
creates
change”



2024 ist das Jahr der KI in Action. Was werdet ihr tun?

Danke. :)