

White-label Microsoft Ads for agencies

Offer your clients a genuine Microsoft Advertising capability without building the desk. We run platform-native Microsoft Ads under your brand. You keep the client and the margin.

1bn+

Microsoft ecosystem users reached monthly

~33%

commonly cited lower average CPCs than Google

Exclusive

LinkedIn Profile Targeting to Microsoft

~14-16%

of UK desktop search share is Microsoft's

HOW IT WORKS

- 01 You stay the brand.** You keep the client relationship and present the work as your own. We never approach your clients.
- 02 We run the desk.** Platform-native build, LinkedIn Profile Targeting, the Microsoft Audience Network, optimisation and testing.
- 03 Reporting in your templates.** Incremental revenue and blended CAC, benchmarked against Google, in your branding.
- 04 You keep the margin.** Mark up our managed fee, or refer and share revenue. The client stays yours.

WHY OFFER IT

- Add a real specialism without hiring for a single channel.
- Deepen retention: diversifying beyond Google is a renewal argument.
- Open incremental revenue at lower CPCs, without cannibalising Google.
- Reduce client concentration risk on one search engine.
- No junior learning on the client's budget.

Model A · White-label

We deliver under your brand, in your reporting. You mark up our managed fee and keep the client end to end.

Model B · Referral

You introduce the client, we run Microsoft directly and share revenue back to you. The relationship is credited to you.

Add Microsoft to your agency, not your headcount.

Book a 20-minute partner call to pick the model and the first account to prove it on.

themicroagency.co/agencies