



# Microsoft Outlook

---





**3.5M+ monthly unique visitors, 502K+ daily visitors and YOU! One advertiser.**

**Why:** Guaranteed impressions and **only one advertiser per page**

**Who:** 66.7% male, 33.3% female use the platform and spend an average of 35-40 minutes

**Where:** Within any web browser

**How:** Skyscraper click to landing page, targeting

**When:** You need guaranteed impressions and your client does not want to be seen as intrusive or disruptive to the consumer

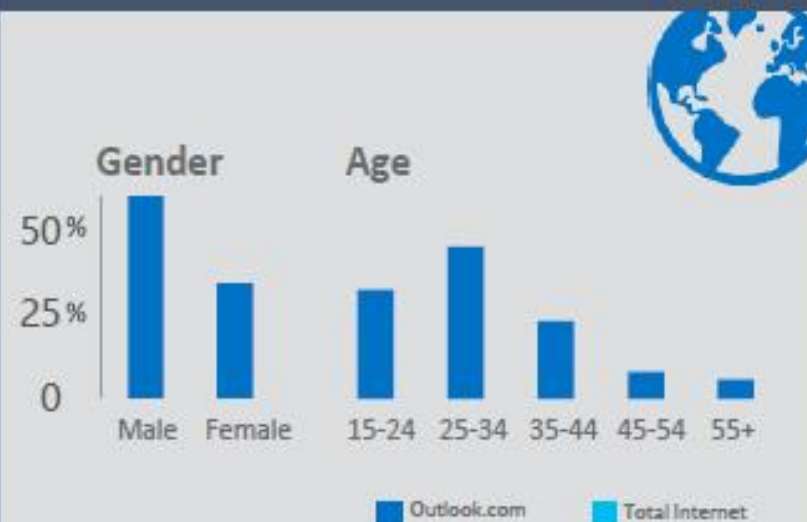
## Meet Outlook.com



## Skyscraper ad experiences



## Reach your audience at scale

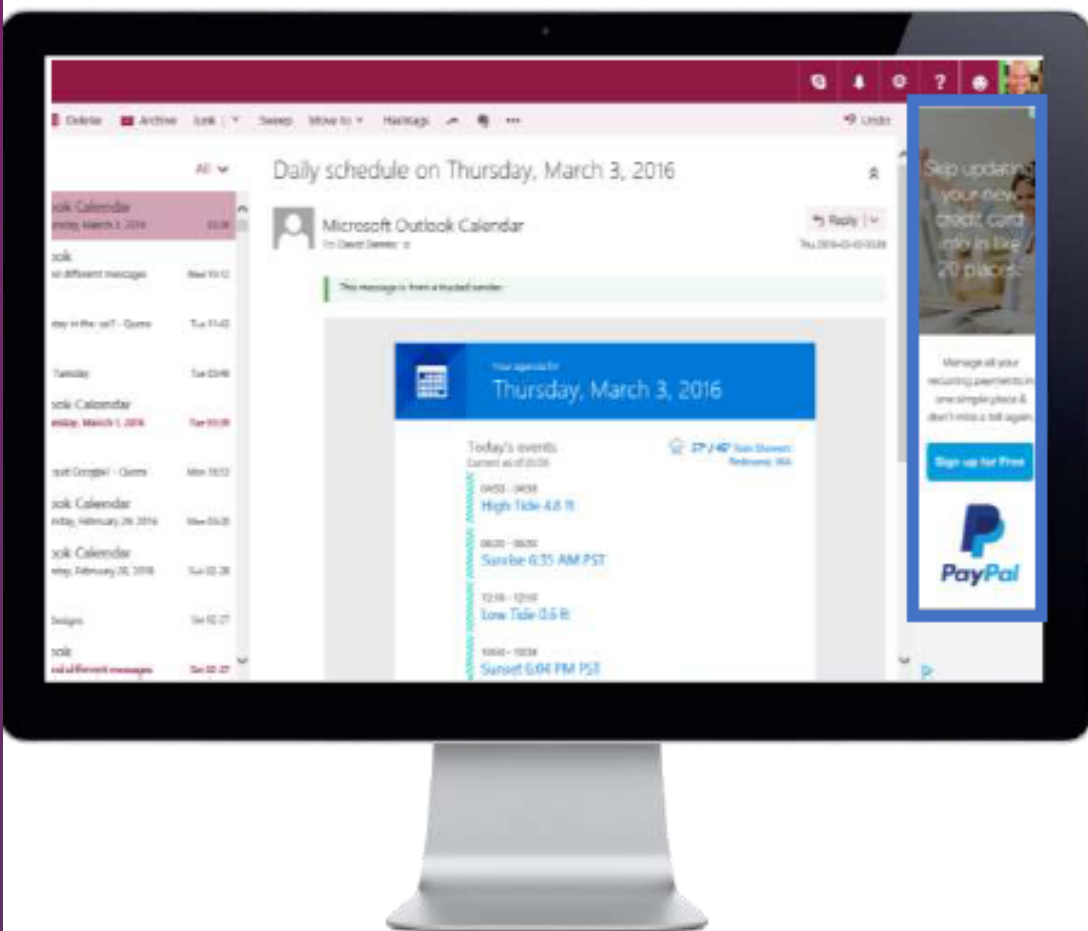


**3.5M+**  
monthly unique visitors

**501K+**  
Daily visitors

**59%**  
Aged 25-34

# Outlook.com



87%  
AVERAGE  
VIEWABILITY<sup>1</sup>

100%  
SOV

Outlook.com is a great opportunity for Brands to drive deep engagement while increasing brand awareness through one, simple, yet visually appealing, 160x600 IAB ad. Brands are featured in a **user-first, highly viewable, premium brand-safe** environment.

- Ad is **always above the fold** ensuring high Viewability- 87% average campaign Viewability, according to comScore (U.S.) which is well above industry average of 56%.
  - **100% SOV- only one ad** at a time is always serving
  - **Non-intrusive-** one ad only, located in the right rail on Outlook.com
- 
- Allowing brands to build direct audience connections and enhance performance in one place!

\* Viewability measurement will be measured by MOAT in Q2 FY18

# Brand Safety, Invalid Traffic and Viewable rates

Latest Campaign report as per **IAS** tags

Placement Name	Placement Id	Total Tracked Ads	Measured rate	Viewable rate	Invalid traffic rate	Brand safety pass rate
Placement 1	17184757	1,178,146	92.94%	78.89%	0.38%	99.52%
Placement 2	17184758	1,056,364	92.98%	79.70%	0.38%	99.57%
Placement 3	17184759	778,091	92.97%	79.10%	0.39%	99.53%
Placement 4	17164078	766,894	92.87%	79.56%	0.40%	99.47%
Placement 5	17184760	578,083	92.97%	78.35%	0.36%	99.57%

# Outlook Campaign- July'19

Ad Unit : 160x600  
SOV : 100%  
Brand Safety : 99%  
View ability : 78%

- RedBull
- ICICI Pru
- Hotstar
- Tata Tele Communication
- Taj Hotels & Tourism Australia



# Red Bull Campaign

← → ↻ https://outlook.live.com/mail/inbox 🔍 ☆ 🇺🇸 🌐 ⋮

Outlook Search

+ New message Mark all as read Undo

Favorites

- Inbox 28
- Sent Items
- Drafts
- Add favorite

Filters: Focused Other Filter

Microsoft Outlook Calendar

- Daily schedule on Tuesday, July 11, 2017  
Your agenda for 7/11/2017 Today's events Ka...
- Daily schedule on Saturday, July 8, 2017  
Your agenda for 7/8/2017 Today's events Ne...
- Daily schedule on Tuesday, July 4, 2017  
Your agenda for 7/4/2017 Today's events Ind...
- Daily schedule on Sunday, June 18, 2017  
Your agenda for 6/18/2017 Today's events Fa...
- Daily schedule on Wednesday, June 14, 2017  
Your agenda for 6/14/2017 Today's events S...
- Daily schedule on Friday, June 9, 2017  
Your agenda for 6/9/2017 Today's events Yoa...
- Daily schedule on Wednesday, June 7, 2017  
Your agenda for 6/7/2017 Today's events Asa...

Select an item to read

Red Bull ENERGY DRINK

RED BULL GIVES YOU WINGS.  
#folccamp

# ICICI Pru Life

☰ + New message

- 📧 Inbox
- 🗑️ Junk Email
- ✍️ Drafts
- 📤 Sent Items
- 🗑️ Deleted Items
- 📁 Archive
- 🗨️ Conversation Hist...
- ➕ New folder

Inbox ☆ Filter ▾



You've fully caught up.

📌 Upgrade to Office 365 with premium Outlook features



**₹1 Crore**  
Life Cover  
+  
**₹10 Lakh**  
34 Critical  
Illness Cover  
(Optional)

@₹ 590 p.m.#

Buy Now

# Hotstar

The screenshot shows the Outlook web interface. The top navigation bar includes the Outlook logo, a search bar, and utility icons for settings, notifications, help, and user profile (AS). Below the navigation bar is a toolbar with actions like 'New message', 'Delete', 'Archive', 'Junk', 'Sweep', 'Move to', 'Categorize', and 'Undo'. The left sidebar displays the 'Favorites' section with 'Inbox' (7 items) selected, and a 'Folders' section with 'Inbox' (7 items), 'Junk Email' (1 item), and 'Drafts'. An 'Upgrade to Office 365 with premium Outlook features' banner is at the bottom of the sidebar.

The main content area shows an email from the 'Microsoft account team' with the subject 'Microsoft account password change'. The email body contains the following text:

## Your password changed

Your password for the Microsoft account [aj\\*\\*\\*\\*\\*@outlook.com](mailto:aj*****@outlook.com) was changed on 3/1/2019 2:02 AM (GMT).

If this was you, then you can safely ignore this email.

Security info used: 9769142172  
Country/region: India  
Platform: Windows  
Browser: Chrome  
IP address: 27.4.2.154

If this wasn't you, your account has been compromised. Please follow these steps:

1. [Reset your password.](#)
2. [Review your security info.](#)
3. [Learn how to make your account more secure.](#)

You can also [opt out](#) or change where you receive security notifications.

Thanks,  
The Microsoft account team

On the right side of the interface, there is a promotional banner for 'hotstar specials' featuring 'the office' with the text '50% Chill 60% चुल' and 'ALL EPISODES NOW STREAMING'. Above the banner is a photo of Jagdeep Chaddha, Chief Pakau Officer, with his name and title on a name tag.



# Taj Hotels

The screenshot shows a Microsoft Outlook web interface. The browser address bar displays the URL: <https://outlook.live.com/mail/inbox/id/AQQkADAwATNiZmYAZC1INDhmlWlyMgAwLTAwAi0wMAoAEACzWYf86uQ1TZpoXhOvQrTX>. The Outlook interface includes a search bar, navigation icons, and a list of folders on the left. The main content area displays an email from Microsoft Outlook Calendar with the following details:

- Sender:** Microsoft Outlook Calendar <no-reply@microsoft.com>
- Date:** Sun 3/18/2018 3:49 AM
- Subject:** Today: Wasim Khan birthday
- Content:**

Hello Shrutika Lad,

Your agenda for Sunday, March 18, 2018

All day Wasim Khan birthday

At the bottom of the email, there are links for [Agenda mail settings](#), [Unsubscribe](#), and [Privacy statement](#), along with the address: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052.

On the right side of the Outlook interface, there is a vertical advertisement for Taj Hotels with the text: "Create unforgettable moments with Taj Holidays. PAY FOR 2. STAY FOR 3\*. Book Now". The advertisement features an image of a boat on a lake at night with people in traditional attire.

# Tata Tele communication

Outlook interface showing an email from Microsoft Outlook Calendar. The email subject is "Daily schedule on Tuesday, July 4, 2017". The email content includes:

- Trust indicators: "This message is from a trusted sender." and "Do you find this daily agenda mail useful? Yes | No".
- Sender: Microsoft Outlook Calendar, Tue 7/4/2017 3:56 AM.
- Agenda header: "Your agenda for 7/4/2017".
- Today's events: [Independence Day](#).
- Tasks: "You don't have any tasks today."
- Footer: [Update Agenda Mail settings](#) and "Microsoft respects your privacy. Please read our online [Privacy Statement](#)."

The right sidebar contains an advertisement for TATA TELE BUSINESS SERVICES, featuring the text: "Still looking for the right AIS 140 GPS device? Upgrade to an AIS 140 GPS device at no upfront cost. Enquire Now" and the DO Big logo.

# Tourism Australia

The screenshot displays the Outlook Mail interface. The top navigation bar includes the Outlook Mail logo, search bar, and user profile 'Priya Yedery'. The left sidebar shows the 'Folders' pane with 'Inbox' (17) selected. The main area shows a list of emails under the 'Focused' tab. The selected email is from 'JetPrivilege' with subject 'Re: • FINAL dOC'. Below it are several other emails from 'Priya Yedery' with subjects like 'Re: • \_\_\_\_\_' and 'Term 2 assignment'. A promotional banner for Tourism Australia is visible on the right side of the interface.

**Outlook Mail** | Search Mail and People | New | Mark all as read | Undo | Try the beta | Priya Yedery

**Folders:** ^ Folders, ^ Inbox (17), mails, Junk Email (1), Drafts (18), Sent Items, Deleted Items, Archive, Conversation History

**Upgrade to Premium**

**Focused | Other** | Filter

**Other: New messages** | 1 | JetPrivilege

From	Subject	Date
Priya Yedery	Re: • FINAL dOC _____ From: Priya Yedery <theo_priya@_____>	Fri 07-09
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	Mon 03-09
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	27-08-2018
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	23-08-2018
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	22-08-2018
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	21-08-2018
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	20-08-2018
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	09-08-2018
Priya Yedery	Re: • _____ From: Priya Yedery <theo_priya@hotmail.co_____>	08-08-2018
Priya Yedery	(No subject) • (No message text)	07-08-2018
Priya Yedery	Term 2 assignment • (No message text)	07-08-2018
apac- adservicing	Re: Qualcomm campaign - ROS Banner update - Screenshots needed   2-Aug	03-08-2018
apac- adservicing	Re: Qualcomm campaign - ROS Banner update - Screenshots needed   2-Aug 2	03-08-2018
apac- adservicing	Re: Qualcomm campaign - ROS Banner update - Screenshots needed   2-Aug 2	03-08-2018
bcg andherieast (via Google Drive)	BCG SSC 7D • bcgandherieast@gmail.com has shared a link to the following fold	28-07-2018
WTransfer	abdukkasi@zede.com sent you files via WeTransfer. These files will be deleted o	17-07-2018

**Tourism Australia Banner:** THERE'S NOTHING LIKE AUSTRALIA. Find out more

**Thank You**