Price extensions now supported in Microsoft Advertising Editor

Price extensions in Microsoft Advertising Editor.
Price extensions launched in Microosoft Advertising a little over a year ago, allowing advertisers to show products and pricing in text ads in mobile and desktop search results.

Why we should care

Now you can manage those extensions in Microsoft Advertising Editor. That means you can manage them in bulk and much more quickly.

From the Shared LIbrary in Editor, you will be able to add headers, descriptions and prices, including currency.

To associate price extensions with ad groups in your campaigns in Editor, select an ad group and use the “Choose price extension” dialogue box.

More on the news

Some helpful reminders for price extensions:

- The prices must be included on the landing page.
- They are charged the same CPC as a click on an ad headline.
- They can link to third-party retailers.
- Do not duplicate the same copy in the header and description of a price extension.

About The Author

Ginny Marvin is Third Door Media’s Editor-in-Chief, managing day-to-day editorial operations across all of our publications. Ginny writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land, Marketing Land and MarTech Today. With more than 15 years of marketing experience, she has held both in-house and agency management positions. She can be found on Twitter as @ginnymarvin.

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