

Microsoft Advertising Partner Program

Frequently Asked Questions



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Program basics

Q: What is the Partner Program?

- The Microsoft Advertising Partner Program recognizes and rewards agency, channel, technology and search supply partners that have committed to a deeper engagement and investment with Microsoft Advertising.
- The Microsoft Advertising Partner Program helps distinguish partners through public recognition and enables their growth through exclusive training, marketing, and sales resources, and connects them to a community of peers and experts. At its core, it's a relationship between Microsoft Advertising and the most competent and qualified partners in the advertising industry to ensure our current and future clients exceed their goals.

Q: Where is the Partner Program available?

- The expanded Microsoft Advertising Partner Program is available for partners in 30 countries: Australia, Austria, Belgium, Brazil, Canada, Czech Republic, Denmark, Finland, France, Germany, India, Italy, Israel, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, and the United States.

Q: How is the program structured?

- The Microsoft Advertising Partner Program consists of three tiers — partner, select and elite — and is available for agency, channel, and technology partners. Currently, search/supply partners are only eligible for the select and elite tiers.
- These tiers are based on criteria such as engagement levels and annual spend with Microsoft Advertising. Partners can move up or down tier levels depending on the results of an annual performance review that takes place in December. Tier status updates are communicated in January. Benefits increase as a company upgrades through the tiers.

Q: How do we define the various partner types?

- Agency partner: We define an agency (creative/ad agency) partner as a business dedicated to creating, planning, and managing digital advertising and search engine marketing for its clients on the Microsoft Advertising platform.
- Channel (reseller) partner: A channel partner focuses on small and midsize businesses and typically manages many accounts. To become a channel partner with Microsoft Advertising, the organization must meet certain minimum requirements to maintain the partnership.
- Technology partner: Technology partners are developer partners who enable scaled demand through apps and solutions. This includes but isn't limited to campaign management, shopping advertising, analytics, and reporting. All types of developers and projects are welcome in the Technology Partner Program. It doesn't matter if they work alone or with a team, build apps for a small business or an international organization, or distribute tools for free, charge a price, or keep them for their own use.
- Search supply partner: Supply partners help advertisers reach a broader audience by using Microsoft to power their own search and advertising experiences.

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Q: What will change in the program in 2025?

- Exciting changes are coming to the Partner Program in 2025! Partners in Poland can now upgrade to the select and elite tiers and we've expanded the Partner Program and benefits to Japan.

Q: How long is a program cycle?

- The Partner Program is on a calendar year (January–December) program cycle as follows
 - December: Annual program cycle ends. Final audit against requirements for enrolled partners to determine status for the new cycle starting in January.
 - January: Annual program cycle starts. Partner upgrade or downgrade communications.
 - January –March: Open enrollment period for select and elite prequalified partners. Enrolled partners don't need to take any action – if they meet the requirements, they will be upgraded. Partner tier enrollment is open year-round

Q: Which partners are eligible to join the program?

- Agencies, resellers (aka channel partners), tool providers (aka technology partners) and search supply partners are eligible to join. The Microsoft Advertising Partner Program isn't available to direct advertisers.

Q: How do I join the Microsoft Advertising Partner Program Community on LinkedIn?

- If you're an enrolled partner, you can request access on the [Microsoft Advertising Partner Program Community LinkedIn page](#). Please ensure your LinkedIn profile accurately represents that you work for the company that's enrolled in the partner program. Your request will be reviewed by the Microsoft Advertising Partner Team to confirm your company's enrollment.

Q: Who can I contact with program-related questions?

- Agencies, channel partners and technology partners can contact [Microsoft Advertising Support](#) for help with any issues or reach out to their Microsoft Advertising account team. Supply partners can reach out to their Microsoft Advertising point of contact.

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Requirements & benefits

Q: What are the eligibility criteria for partners?

- Agency partners: All partners must pass fraud checks for the past three months and meet a spend threshold.
- Channel partners: All partners must pass fraud checks for the past three months and meet a spend threshold.
- Technology partners: The Technology Partner Program is by invitation only, but if you're enabling scaled demand solutions, we invite you to apply. All partners must pass fraud checks for the past three months and meet a spend threshold.
- Search/Supply partners: At this time, search/supply partners can join the program by invite only at the select and elite tiers. All partners must pass fraud checks for the past three months and meet a spend threshold.
- Globally operating partners: We consider global agencies operating under holding companies as Global Agency Partners. All partners must pass fraud checks for the past three months and meet a spend threshold.

Q: What are the benefits of the partner program?

		Partner	Select	Elite
Growth	Eligible for contests and promotional offers	✓	✓	✓
	Access to a yearly optimization session	✓	✓	✓
	Access to co-sponsorship of Partner & industry events **			✓
	New Partner Coupon	✓	✓	
	Access to Bing Consumer Training / Envisioning Sessions **			✓
Community	Microsoft Advertising Partner Program community on LinkedIn	✓	✓	✓
	Invitation to quarterly Partner Pulse call	✓	✓	
	Access to MSA Global Summit **			✓
Recognition	Microsoft Advertising Partner Program badge	✓	✓	✓
	Listing in online partner directory	✓	✓	✓
	Prominent listing in the online partner directory			✓
	Eligible for annual Microsoft Advertising Partner Awards		✓	✓
	Eligible for bi-annual Global Partner Celebration Awards	✓		
	Speaking opportunities at Microsoft events or webinars			✓
	Customer success stories & social media amplification			✓

*These are the current benefits as of January 2025. Benefits are subject to change and may vary by location and partner type.

** By invitation only

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Program enrollment

Q: How does a new partner enroll in the Partner Program?

- Any existing Microsoft Advertising agency, channel or technology partner is eligible to join the Partner Program at the partner tier year-round if they meet the entry-level requirements. The enrollment period for select and elite tiers occurs January to March each calendar year. Partners may follow the steps below to join the program:
1. Have the Super Admin on the account go to <https://msadvertisingpartnerprogram.powerappsportals.com/welcome/>.
 2. Click the "Sign in" button & sign in using the same Super Admin credentials they use for the Microsoft Advertising platform.
 3. Upon first sign in, they will automatically be prompted to sign the Terms & Conditions.
 4. Once the Terms & Conditions have been signed, the partner will be officially enrolled in the Partner Program!

Q: How does a new technology or search/supply partner enroll in the Partner Program?

- At this time, technology and search supply partners may join the Partner Program via invitation only. If you have further questions, please reach out to our [support team](#) or your Microsoft Advertising contact.

Q: Who do I contact if I've submitted my request to enroll in the Partner Program but haven't heard back?

- You should expect to hear back regarding your application status within thirty business days from submission. If you haven't received a response, please attempt to sign-in to the [Partner Program website](#) with your Microsoft Advertising credentials to check if you're already a partner. If you're still experiencing troubles, please reach out to your account team if you're managed, or contact our [support team](#) with your company name and Microsoft Advertising manager account ID.

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Partner Program website

Q: Who can access the Partner Program website?

- [Super Admins](#) and [Standard Users](#) associated with the partner's Microsoft Advertising account can access the Partner Program website by using the same username and password they use to access the [Microsoft Advertising platform](#). Supply partners can access program materials in the supply Partner Program website.

Q: I received an error message when trying to sign-in. What can I do now?

- If you're an enrolled partner and having trouble signing-in to the Partner Program website, please try the following troubleshooting steps:
 1. Ensure that you're a [Super Admin](#) or [Standard User](#) associated with your Microsoft Advertising account and use the same username and password you use to sign-in to that platform.
 2. If asked whether your account is a work/school or personal account, try both options.
 3. Try signing in with a private browser

Q: I forgot my username or password. Where can I retrieve it?

- If you don't remember your username or password, please follow these steps:
 1. On the sign-in screen at <https://ads.microsoft.com>, click the "[Forgot your username?](#)" link.
 2. Follow the on-screen steps to retrieve the proper information.

Q: How can I add users to my account so they can access the Partner Program website?

- Everyone who uses Microsoft Advertising is assigned a user role, which gives permissions to perform specific account functions. The person who signs up for the account is given the role of Super Admin, which gives them full permissions, including inviting and deleting other users. If you'd like to grant access to additional portal users, you may do so by adding the user to your Microsoft Advertising account. Portions below are from this [Help article](#).
 1. After signing in to [Microsoft Advertising](#), click **Tools** from the global menu, then click **Account access**.
 2. Click **User Management** from the main menu.
 3. Click **Invite user** from the **User Management** page.
 4. Enter information about the new user and their account role.*
 5. Click **send**.
 6. *The account role (user level) must be Standard User or Super Admin to access the Microsoft Advertising Partner Program website. Users who are defined as any of the other account roles will be able to sign-in to the Partner Program website and navigate, however, they won't be able to edit.

Q: How do I sign-in to the Partner Program website and update my profile and directory listing?

- If you're an enrolled partner, you can access the Microsoft Advertising Partner Program by using the same authentication credentials as your Microsoft Advertising account. Once you've successfully signed-in to the Partner Program website, you can edit your company profile (internal use only) and directory profile (information that will appear publicly in the [partner directory](#)) under your account drop-down menu in the top navigation bar.