



Autos Marketplace

Free listings of your automotive
inventory

Setup guide

Microsoft Advertising. Intelligent connections.



Contents

1. [Automotive inventory Free listings overview](#)
2. [Onboarding Instructions](#)
3. [Feed formats supported](#)
4. [Feed example & feed attributes](#)
5. [Image recommendations](#)
6. [Setup instructions](#)
 1. [Account Setup Overview](#)
 2. [Feed upload overview](#)
 3. [Feed scheduling overview](#)

Automotive Inventory Free Listings on Microsoft Autos Marketplace

Showcase real-time inventory of used cars to nearby car shoppers on Microsoft Autos Marketplace for no charge

The Microsoft Autos Marketplace is a new surface area on Microsoft canvases for you to reach more highly qualified audiences shopping for vehicles.

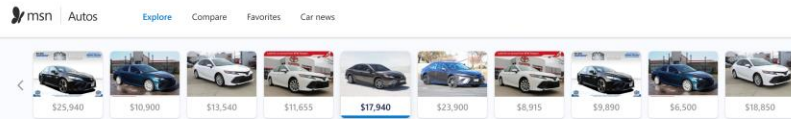
- Get access to millions of Bing/MSN/Edge users.
- Opportunity to get free, high quality referrals with a rich listing experience for users to learn more about the vehicles and connect with you.
- Additional ability to promote your listings to engaged consumers with a high purchase intent

The screenshot displays the Microsoft Autos Marketplace interface. At the top, there's a navigation bar with 'msn Autos' and links for 'Explore', 'Compare', 'Favorites', and 'Car news'. The main heading is 'Used car listings for sale near Redmond, WA'. Below this is a search bar with a dropdown for 'Search by', a text input for 'Make, Model, Type, Location, Zipcode', a location pin icon, the zip code '94541', and a 'Radius' dropdown. A 'Sponsored Listings' section shows a row of eight car listings, each with a thumbnail image, a blue arrow icon, and text indicating '2021 Audi Q5' and '\$29,880 - 38,283 miles' from 'autotrader.com'. Below the sponsored listings is a filter section titled 'All Filters' with '50,000 Car Listings'. It includes buttons for 'New Condition', 'Black Exterior', 'Hybrid', and '6 Cylinder', along with a 'Clear all' button. The 'Condition' section has checkboxes for 'CPO' (checked) and 'Used'. The 'Price' section shows a range from '\$6,000' to '\$41,000'. Other filter categories include 'Year', 'Trim', 'Mileage', 'Vehicle History', 'Engine Drivetrain', 'Exterior Color', 'Interior Color', 'Features', 'Options & Packages', 'Fuel Economy', and 'Deal Ratings'. The main content area is a grid of car listings. Each listing features a car image, a 'FAIR DEAL' or 'GOOD DEAL' badge, the car model '2021 BMW 3 Series Drive28i Sports', the price '\$29,880', and mileage '38,283 miles'. The location is listed as 'Audi Middleburg Heights, Redmond, WA - 1 mi' with a star rating. The Microsoft logo is visible in the bottom right corner, and the footer contains '© 2020 Microsoft', 'Privacy and Cookies', 'Manage Preferences', and 'Terms of use'.

Autos Marketplace - Automotive Inventory Free Listings

- Available on the new Autos Marketplace experience accessible through Bing SERP, MSN, Edge feed.
- For advertisers who are looking for free leads.
- Will show as free search results, with no charge.
- Account required for feed upload & scheduling. Cannot have Text Ads campaigns or any other Ad types in the same Account.
- No Campaign, Ad group, Ad, Keyword setup required and fully AI driven. No targeting of any types supported (geo-location, audiences, device, schedule, etc.).
- Same editorial policies apply as ads (no special characters, e.g.). For more info see [Ad style policies - Microsoft Advertising](#)
- Only Adhoc reporting available. For tracking, you can add parameters in your Final URL in the feed. Example: https://www.example.com/cars/ford-f-150?vehicle_source=marketplace
- **Markets:** Availability in US, UK, and Canada. Germany, France in the next phase.

Listing Detail Page



Back to search



2020 Toyota Camry 2.5 XLE FWD

VIN: 48Y392021A2838 Stock: 00349392

GREAT DEAL \$1,455 below market
\$17,940 ~~\$23,090~~ 12,865 mi

Carfax [Check availability](#)

Toyota Northwest

★★★★★ Facebook (2184)

Local home delivery

Virtual appointments

toyotanorthwest.com

Bellevue, WA 13.3 mi

(425) 329-4594



More about 2020 Toyota Camry

[Images](#) [Videos](#) [Expert reviews](#)

[Customer reviews](#) [News](#)

2020 Toyota Camry

Interior Exterior Powered by MSN



Key features

- 5 seats
- Automatic
- FWD
- Grey exterior
- Brown interior
- Gasoline
- 2.5L In-line-4 engine
- 21/32 mpg

Vehicle details

Exterior

- Auto-dimming mirrors
- Heated door mirrors
- Turn signal indicator
- Auto-dimming mirrors
- Heated door mirrors
- Turn signal indicator
- Auto-dimming mirrors
- Heated door mirrors
- Turn signal indicator

Interior

Technology

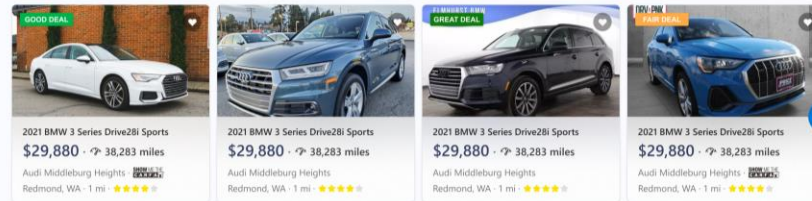
Mechanical

Seller's notes

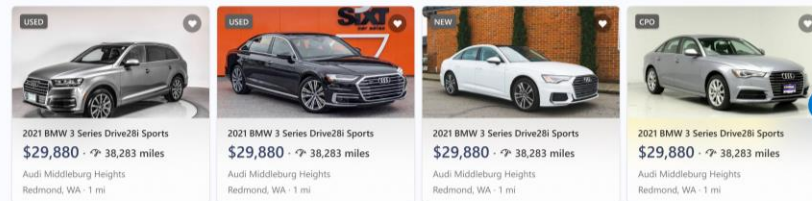
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

[Read more](#)

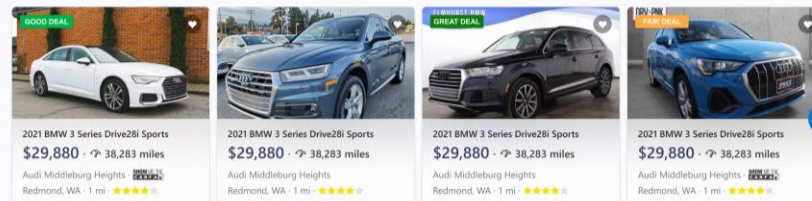
Recommended cars for you



Similar sponsored listings



Related car listings



More from the web about 2020 Toyota Camry



MSRP Range
\$24,050 – \$36,980

NHTSA
★★★★★

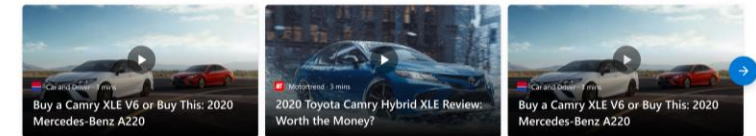
Kelley Blue Book
88%

Edmunds
9.6/10

Expert reviews



Popular videos



Other cars to consider



Also from Toyota

- 2020 Toyota 4Runner
- 2020 Toyota Avalon
- 2020 Toyota Camry Hybrid
- 2020 Toyota Corolla
- 2020 Toyota Highlander
- 2020 Toyota Land Cruiser

Explore other sedans

- 2020 Cadillac CT6 Sedan
- [2020 Toyota Corolla Sedan](#)
- 2020 Audi A6
- 2020 Bentley Mulsanne
- 2020 Mercedes-Benz SLC-Class
- 2020 Volvo S60 Polestar

Featured vehicles

- 2020 Chevrolet Corvette
- 2020 Kia Telluride
- 2020 Tesla Model 3
- 2020 Lincoln Navigator
- 2020 Ford F-150
- 2020 Volvo S70 Polestar

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Automotive Inventory Free listings – Onboarding steps

1. Client to create a new Account Id (to avoid mixing with paid advertising), they can either create in the existing customer shell or create a new customer account by signing up at <https://ads.microsoft.com>
2. Client to share the Account Id and the expected size of the feed (in rows) and submit request via email to msautosmarketplace@microsoft.com for opting into free listing enablement. If the expected size of the feed > 250K rows, engineering team to provision feed row limit to 1 million. If the feed size is >1million feed rows, client needs to split the feed into different feeds. The feed size limit is 5 million per account, if feed rows exceed 5 million, client need to create another account and upload feed in the new account
 - Microsoft Autos marketplace team to onboard the account to feeds pilot
 - Microsoft Autos marketplace team to increase the feed row limit if feed size is >250K rows
3. Suggested pre-step: Client to share the sample feed via email to msautosmarketplace@microsoft.com, so Microsoft team can verify the feed for correctness.
4. After pilot enablement, Client to upload a feed and setup scheduling for automatic scheduling updates

Feed template and feed attributes

Two Feed formats are Supported

- [Microsoft Automotive Feed template and feed attributes](#) 
- [Facebook Automotive Feed schema](#)

Feed attributes



Feed Attributes overview (1 of 4)

| Attributes | Description | Displayed on Ad | Sample data | Required? | Data type |
|--------------|---|-----------------|---|--------------------|--------------|
| Vehicle Id | Unique ID of the listing. Any sequence of letters and digits. IDs must be unique. | No | Ex. ABC1234 or 1234_XYZ | Required | String |
| Title | The full name of the vehicle. | Yes | Ex. Toyota Camry SE Certified and 6-speed Automatic | Required | String |
| Description | A short text string / seller's note that describes the vehicle. | Yes | Ex. One-owner car with 32 service records and no accidents! | Recommended | String |
| Final Url | Pre-filtered URL. Same domain as your website. Begins with http:// or https:// | No | Ex. http://www.contoso.com/Autos/Used-Cars/us/ny | Required | URL |
| Image urls | The URL for the image used in your ad. PNG (Optional), JPG, or GIF. JPG or GIF must be saved in RGB color code with an ICC profile. 300 px x 300 px and 72 dpi Optional. 11.4MB and 6 million pixels maximum. Begins with "http://" or "https://". Can be displayed in Ad. Multiple images (5+) should be provide for best experience. | Yes | Ex. http://www.contoso.com/image.png | Required | URL List |
| Video urls | The URL for the video used in your ad. MPG, MP4, AVI, etc. Begins with http:// or https://. | Yes | Ex. http://www.contoso.com/video.mpg | Optional | URL List |
| Dealer Name | Name of the Dealer | Yes | Ex. Doug's Honda | Required | String |
| Address* | Either provide first line of Address (street address) or Full address. If only street address, then fill City, State, ZipCode as well. If full address, still provide us City and State separately | Yes | Ex. 123 Boulevard St | Recommended | Address |
| City | City of dealership or the car listing. String: Any sequence of letters. | Yes | Ex. Seattle, London | Recommended | String |
| State | State of the dealership or car listing. String: Any sequence of letters. | Yes | Ex. WA | Recommended | String |
| Zip Code | Postal code for the dealership or car listing. | No | Ex. 98007 | Recommended | Zipcode |
| Phone Number | PhoneNumber of dealership or store. Follows ITU E.123 format. | Yes | Ex. +1 (425)-555-0100 | Optional | Phone Number |
| Email | Dealer Email address | Yes | Ex. dealername@contoso.com | Optional | Email |

*Either Dealer Address or Lat/Long must be provided

Feed Attributes overview (2 of 4)

| Attributes | Description | Displayed on Ad | Sample data | Required? | Data type |
|-------------------------|---|-----------------|--------------------------|--------------------|------------------|
| Country | Country or region for dealership or car listing. String: Any sequence of letters. | No | Ex. USA, UK | Recommended | Country OrRegion |
| Latitude | Latitude of the dealership or car listing. Latitude-longitude in the DDD.DDDDD format (e.g. "37.40338, -121.17403"). If used, proximity to the user is used as a secondary signal. | No | Ex. 37.94 | Optional | Decimal |
| Longitude | Longitude of the dealership or car listing. Latitude-longitude in the DDD.DDDDD format (e.g. "37.40338, -121.17403"). If used, proximity to the user is used as a secondary signal. | No | Ex. -121.69 | Optional | Decimal |
| Price | The cost of the vehicle. The price is a number followed by the currency code (ISO 4217 standards). Use "." as the decimal for the price. Can be displayed in Ad. | Yes | Ex. 15800 USD, 15800 GBP | Required | Price |
| Sale Price | The sale or special price. | Yes | Ex. 13800 USD, 13800 GBP | Optional | Price |
| Dealer Discount | Any discount applied to the selling price of the vehicle (Dollar amount). | Yes | Ex. 2500 USD | Optional | Price |
| Make | Make or brand of the vehicle, such as Toyota. | Yes | Ex. Toyota | Required | String |
| Model | Model of the vehicle, such as Camry. | Yes | Ex. Camry | Required | String |
| Year | Year the vehicle was launched in yyyy format, such as 2015.. | Yes | Ex. 2015 | Required | int |
| Trim | Trim of the vehicle, such as SE. | Yes | Ex. SE | Recommended | String |
| Mileage Value | For used vehicles, this is the mileage of the vehicle in kilometers or miles. For new vehicles, use "zero". Can be displayed in Ad. | Yes | Ex. 55200 | Required | int |
| Mileage Unit | Mileage units Supported values: MI or KM. | Yes | Ex. MI | Recommended | String |
| Fuel Efficiency City | Fuel efficiency of the vehicle for city. | Yes | Ex. 29.0 | Optional | Decimal |
| Fuel Efficiency Highway | Fuel efficiency of the vehicle for highway. | Yes | Ex. 32.5 | Optional | Decimal |
| Fuel Efficiency Average | Average fuel efficiency of the vehicle (city and highway average). | Yes | Ex. 30.7 | Optional | Decimal |

All Attributes should use industry standard terms/acronyms and similar casing

Feed Attributes overview (3 of 4)

| Attributes | Description | Displayed on Ad | Sample data | Required? | Data type |
|----------------------|--|-----------------|---|--------------------|-----------|
| Fuel Efficiency Unit | Unit of the fuel efficiency, MPG, KPL, or KMPL, etc. | Yes | Ex. MPG | Optional | String |
| Transmission | Transmission type of the vehicle. Sample values: Automatic or Manual. | Yes | Ex. Automatic | Recommended | String |
| Fuel Type | Fuel type of the vehicle. Refer to Accepted Values Table | Yes | Ex. Gasoline | Recommended | String |
| Body Style | Body style of the vehicle. Refer to Accepted Values Table. Can be displayed in Ad. | Yes | Ex. Sedan | Required | String |
| Drivetrain | Drivetrain of the vehicle. Refer to Accepted Values Table. Can be displayed in Ad. | Yes | Ex. 4X4 | Optional | String |
| Engine | Engine capacity. | Yes | Ex. 2.5 Liter 4-CYL | Recommended | String |
| VIN | VIN number of the vehicle. | Yes | Ex. V285N34S543T674 | Required | String |
| Condition | The condition of the vehicle. Sample values: EXCELLENT, GOOD, FAIR, POOR or Other. Can be displayed in Ad. | Yes | Ex. Excellent | Recommended | String |
| Exterior Color | The exterior color of the vehicle. | Yes | Ex. Black | Recommended | String |
| Interior Color | The interior color of the vehicle. | Yes | Ex. Beige | Recommended | String |
| Availability | Car availability status | No | Ex. Available | Recommended | String |
| State of Vehicle | The current state of the vehicle. Supported values: NEW, USED or CPO (certified pre-owned). | Yes | Ex. New | Recommended | String |
| Disclaimer | Disclaimer on car price, payment or any car features. | Yes | Ex. Some vehicles may be subject to manufacturer recall | Optional | String |

All Attributes should use industry standard terms /acronyms and similar casing

*Includes Crossover and Utility



Feed Attributes overview (4 of 4)

| Attributes | Description | Displayed on Ad | Sample data | Required? | Data type |
|----------------------------|---|-----------------|--|---------------------------|-----------|
| Down Payment | Finance down payment dollar value. | Yes | Ex. 2500.00 USD | Optional | Price |
| Due at Signing | Lease due at signing dollar value. | Yes | Ex. 2500.00 USD | Optional | Price |
| Monthly Payment | The monthly payment dollar amount. | Yes | Ex. 350.00 USD, 350.00 GBP | Optional | Price |
| Daily Payment | The daily payment dollar amount. | Yes | Ex. 12.00 USD, 12.00 GBP | Optional | Price |
| Payment Type | The payment deal type (lease, finance, balloon). | Yes | Ex. Finance | Optional | String |
| Payment Term | The length of the agreement in months. | Yes | Ex. 60 | Optional | int |
| Contextual Keywords | Specific car details. Use semicolons to separate multiple features. | No | Ex. Navigation;Bluetooth;Apple Car Play;Parking Camera | Highly Recommended | String |
| Tracking template | Upgraded URLs. Include any ValueTrack parameters, custom parameters, or tracking redirects for your item URL. Ex. {lpurl}?usertype={_user}&ad={_adformatid}&src=BingAds | No | Ex. http://www.trackingtool.com/?source=Microsoft&bstyle={_Bstyle}&state={_state}&condition={_condition} | Ignore | String |
| Custom parameter | Include up to 3 key:value pairs, which are automatically filled up in the click URL. Neither one can exceed 16 characters or 200 bytes. | No | Ex. {"Bstyle": "sedan", "state": "new", "condition": "excellent"} | Ignore | |
| Final Mobile url | Same domain as your website, begins with http://" or "https://". Your product's mobile-optimized landing page when you have a different URL for mobile web and desktop traffic. The URL of the mobile page in your website that people reach when they click your ad from mobile devices. | Yes | Ex. http://www.m.contoso.com/asp/sp.asp?id=1030 | Optional | URL |
| Target Campaign | Enter Campaign name | No | Autos_Campaign | Ignore | String |
| Target Ad group | Enter ad group name | No | Autos_Adgroup | Ignore | String |
| Carfax_dealership_id | Dealership ID agreed between Carfax and a customer, enabling the dealer to show Carfax reports | No | Ex. QSQZULZU1Z | Required | 50 |
| Features | The features and specifications found in the vehicle listing. Any string value accepted. | Yes | Ex. Side curtain airbags, Premium audio | Required | 15000 |
| Vehicle registration plate | The vehicle registration plate number. (BR, FR, GB only) | Yes | Ex. YG70 PYY | Required | 20 |

All Attributes should use industry standard terms /acronyms and similar casing

Feed Attributes – Accepted Values (1 of 2)

| Body Style Value | Description | Example |
|------------------|--|---|
| Sedan | Four-door cars with a trunk | Chevrolet Malibu, Toyota Avalon |
| Coupe | Two-door cars with a trunk | Porsche 911, Subaru BRZ |
| Convertible | Open-top passenger cars | Mazda MX-5 Miata |
| Hatchback | Three-door or Five-door cars with liftgate | Volkswagen GTI, Hyundai Venue, Toyota C-HR |
| Wagon | Station wagon | Volvo V70, Mercedes-Benz E-Class Wagon |
| SUV | SUV / Crossover vehicles | Chevrolet Tahoe, Mazda CX-5 |
| Truck | Pickup truck with bed - from compact to one-ton dually | Ford Ranger, Chevrolet Silverado 3500HD |
| Minivan | Minivan for passengers | Toyota Sienna, Honda Odyssey |
| Van | A cargo van or commercial passenger wagon | Mercedes-Benz Sprinter, Ford Transit Connect Cargo, Nissan NV3500 |

| Drivetrain Value | Description | Example |
|-------------------|---|---|
| Front wheel drive | Front wheels used for propulsion | FWD, front wheel drive, front-wheel drive |
| Rear wheel drive | Rear wheels used for propulsion | RWD, rear wheel drive, rear-wheel drive |
| Four wheel drive | Driver-selectable, switchable four-wheel drive; high/lo-range | 4WD, four wheel drive, four-wheel drive |
| All wheel drive | All four wheels propelled; full and part-time systems OK. | AWD, all wheel drive, all-wheel drive |

Feed Attributes – Accepted Values (2 of 2)

| Fuel Type Value | Description |
|-----------------|---|
| Gasoline | Gasoline is the exclusive fuel; may include flex-fuel and any grade of gasoline |
| Diesel | Diesel is the exclusive fuel; may include biodiesel and low-sulfur diesel |
| Hybrid | May include non-plug-in and plug-in types |
| Electric | Exclusively powered by electricity |
| Hydrogen | Exclusively powered by hydrogen, either fuel-cell or hydrogen ICE |
| CNG | Powered by natural gas |

Facebook feed support

- Support for Facebook Automotive inventory ads feed schema is now available.
- Below is the supported column mapping between Microsoft Autos feed and Facebook Autos feed

| Microsoft Attributes | Facebook Attributes | Facebook Data Type | Microsoft Data type |
|----------------------|--|--|---------------------------|
| Vehicle Id | Vehicle_Id | String | String |
| Title | Title | String | String |
| Description | Description | String | String |
| Final Url | Url | URL | URL |
| Image Urls | Image and Image[0].url | JSON key value pairs and comma separated | URL List |
| Dealer Name | Dealer_name | String | String |
| Address | Address: Addr1: Part of "Address" JSON | JSON key value pairs | Address |
| City | City: Part of "Address" JSON | String | String |
| State | Region: Part of "Address" JSON | String | String |
| Zip Code | Postal_Code: Part of "Address" JSON | String | Zipcode |
| Country | Country: Part of "Address" JSON | String | String |
| Phone Number | Dealer_phone | String | String (ITU E.123 format) |
| Latitude | Latitude | Float | Decimal |
| Longitude | Longitude | Float | Decimal |
| Price | Price | String (ISO 4217) | String (ISO 4217) |
| Sale Price | Sale_Price | int | String (ISO 4217) |
| Make | Make | String | String |
| Model | Model | String | String |
| Year | Year | int | int |
| Trim | Trim | String | String |
| Mileage Value | Mileage.Value | int | int |
| Mileage Unit | Mileage.Unit | String | String |
| Transmission | Transmission | Enum | String |
| Fuel Type | Fuel_Type | Enum | String |
| Body Style | Body_Style | Enum | String |
| Drivetrain | Drivetrain | Enum | String |
| VIN | Vin | String | String |
| Condition | Condition | Enum | String |
| Exterior Color | Exterior_Color | String | String |
| Interior Color | interior_color | String | String |
| Availability | Availability | Enum | String |
| State of Vehicle | State_of_Vehicle | Enum | String |


Image Recommendations

Image Specifications:

- **File types:** We support JPEG, PNG, GIF, BMP, ICO, MS-PHO, MS-DDS
- **Aspect ratio:** We accept images with multiple aspect ratios, recommended are 4:3, 1.5:1 or 16:9
- **Resolution:** Recommended minimum 640x360 px and as high resolution as possible for best user experience

Image quality and relevancy:

- Images must be relevant to the listed vehicle, ad and landing page.
- Use distinct vehicle images for different trims to ensure variety, maybe vehicles with different exterior colors
- Images should show a zoomed exterior view of the vehicle (either front view, side view, or back view), if there are multiple images in the URL, ensure that first few images should be exterior views and additional images can be interior views
- Images should not have any watermarks or promotional text
- If you have updated the image, be sure to update the image URL for the new image to be reflected in the ad

 Vehicle picture is zoomed out and not clear



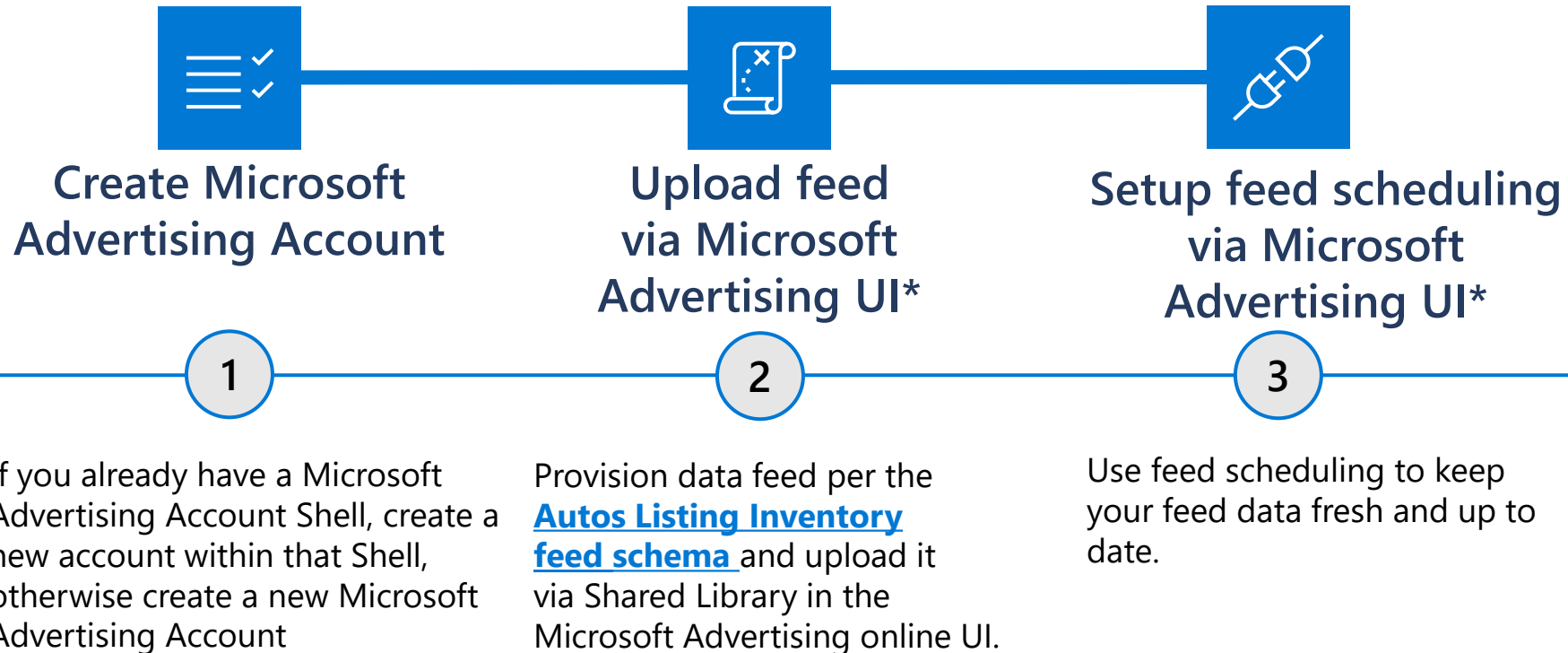
 Interior view



Setup instructions



Setup Process



*Feed upload and scheduling is available only via Microsoft Advertising online UI

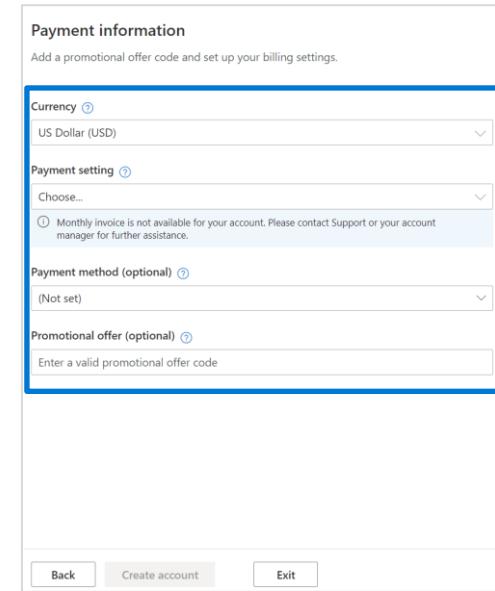
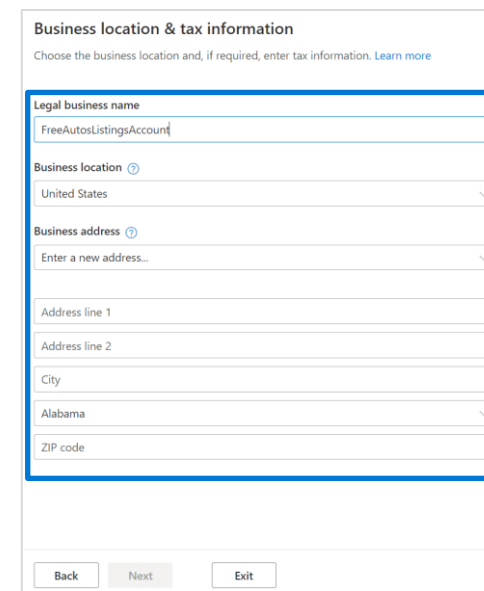
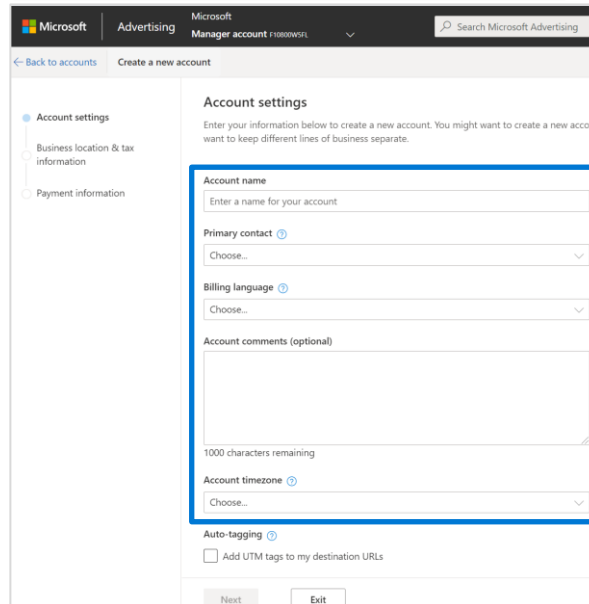
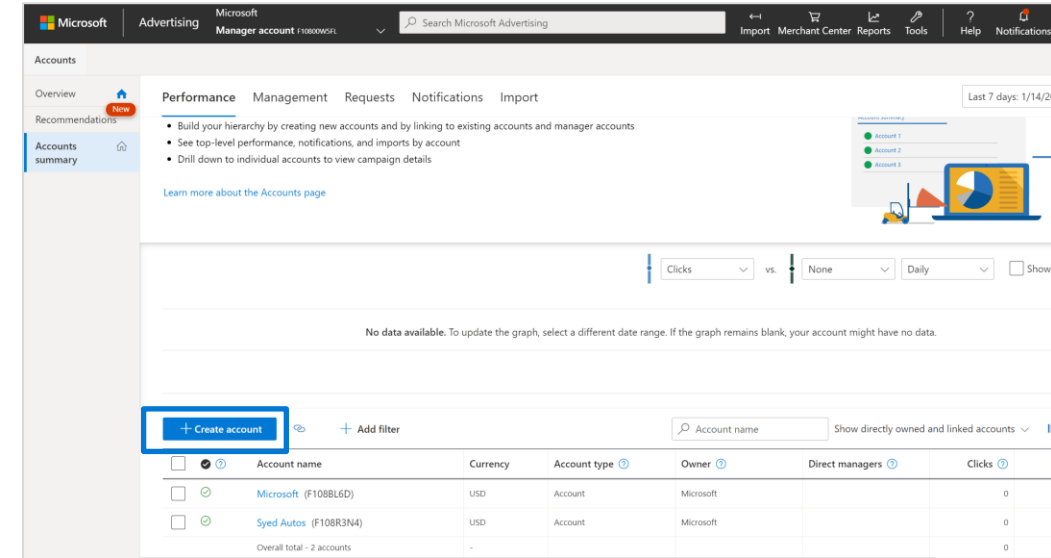
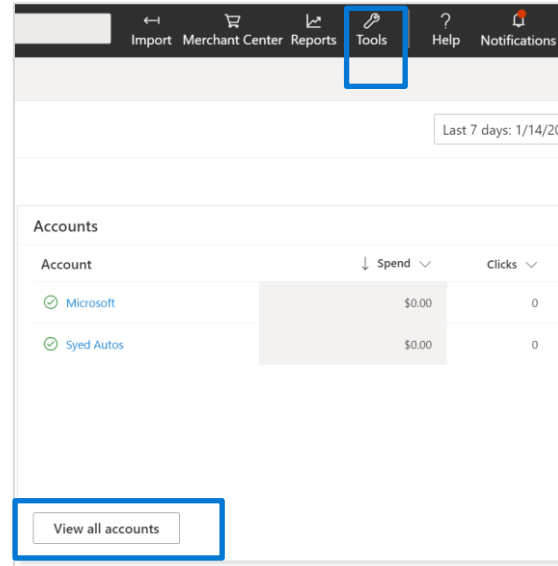
Step 1: Account Setup overview



Free listings setup: New Account creation in your existing Microsoft advertising account

Follow below steps to create a new account, you can use the existing customer shell which is used for paid advertising

- Login to your existing Microsoft Advertising account, or create a new account by signing up at <https://ads.microsoft.com>. Please note, you cannot have Text Ads campaigns or any other Ad types in the same Account
- Navigate to Tools tab on the top right and click on "View all accounts".
- Click on +Create account, and enter all the necessary details. Skip auto-tagging as it is not supported for this pilot, you can add tracking to the Final URL in the feed
- Add legal business name, location and business address.
- Enter your billing and payment information and click Next. You can also skip this step. Be sure to enter the payment information later, this is only used for your account to be live, and your listings will not be charged.



Free listings setup: New Account creation steps, if you are new to Microsoft Advertising Account

Follow the below steps to create a new Microsoft Advertising account, if you are new to Microsoft advertising:

- Create a new account by signing up at <https://ads.microsoft.com> using your existing email address or by creating new email address.
- Once you signed up, on the first step, please choose **“Switch to Expert Mode”** at the bottom and enter your name, email, and your business details like company name, location, phone number. Please note, you cannot have Text Ads campaigns or any other Ad types in the same Account
- After you’ve created your Microsoft Advertising account, Please be sure to choose **“Skip campaign creation”**, because it is not required for Autos Marketplace free listings
- Enter your Business address and click Save, next enter your billing and payment information and click Next. You can also skip this step and enter your billing and payment information later by clicking Skip. Be sure to enter the payment information later, this is needed for your account to be live, but your listings will **not be charged**.

The screenshot shows the Microsoft Advertising setup interface. On the left, a vertical navigation menu lists steps: Sign in to Microsoft Advertising, Your business, Your ad, Budget & review, Set up payment, and Go live!. The main content area is titled "What's your advertising goal?" and contains three goal options: "Visits to my business location", "Visits to my website", and "Phone calls to my business". At the bottom of the page, there is a link that says "Are you experienced with search engine marketing, an agency, or targeting customers outside the US and UK? Switch to Expert Mode and see additional campaign types and how to import campaigns from Google Ads. Learn more". This link is highlighted with a blue rectangular box.

The screenshot shows the "Import/Create Campaign" page in the Microsoft Advertising setup. The left navigation menu has "Create Account" checked and "Import/Create Campaign" selected. The main content area says "Congratulations! Now that you have a Microsoft Advertising account, let's get your campaign set up so that your ads can go live. Skip campaign creation". This link is highlighted with a blue rectangular box. Below this, there are radio button options for "Import from Google AdWords" (selected) and "Create a new campaign". The "Import from Google AdWords" section includes a "Sign in to Google" button and fields for "Choose your Google Ads account" and "Choose Google Ads campaigns".

Step 2: Feed upload overview



Feed upload (1 of 2)

- Navigate to **Tools**.
- Choose **Business data** and select **Dynamic data feeds**.
- Select **Upload** and choose **Autos Listing Inventory** feed schema.

The screenshot displays the Microsoft Advertising interface. At the top right, the 'Tools' menu is highlighted. Below it, the 'Business data' option is selected. In the main content area, the 'Dynamic data feeds' section is active, and the 'Upload' button is clicked, opening a dropdown menu. Within this menu, the 'Autos' category is selected, which further opens a sub-menu where 'Listing inventory' is highlighted. The interface also shows other navigation options like 'Ad customizer feeds', 'Page feeds', and 'Upload history'.

Feed upload* (2 of 2)

Note: The feed can only be uploaded as .csv, .tsv or .xlsx. Below is an example of Autos Listing inventory feed:

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T |
|---|------------|----------------------|---|---|-----------------|-------------------|---------|-------|----------|-------|---------|---------|------|---------|-----------|------------|--------|--------------------|----------------|------------------|
| 1 | Vehicle Id | Title | Final URL | Image URLs | Dealer Name | Address | City | State | Zip Code | Price | Make | Model | Year | Trim | Fuel Type | Body Style | VIN | Exterior Color | Interior Color | State Of Vehicle |
| 2 | ABC123 | 2020 Contoso SE | https://www.contoso.cc | https://contoso.pictures.co | Contoso of Redr | One Microsoft Way | Redmond | WA | 98052 | 19918 | Contoso | SE | 2020 | SE | Gasoline | Sedan | XXXXXX | Fluid Metal | Black | NEW |
| 3 | ABC124 | 2020 Contoso Edition | https://www.contoso.cc | https://contoso.pictures.co | Contoso of Redr | One Microsoft Way | Redmond | WA | 30274 | 21398 | Contoso | Edition | 2020 | Edition | Gasoline | Sedan | XXXXXX | Scarlet Red | Gray | NEW |
| 4 | ABC125 | 2020 Contoso SEL | https://www.contoso.cc | https://contoso.pictures.co | Contoso of Redr | One Microsoft Way | Redmond | WA | 30274 | 20636 | Contoso | SEL | 2020 | SEL | Gasoline | Sedan | XXXXXX | Phantom Black | Black | NEW |
| 5 | ABC126 | 2019 Contoso SEL | https://www.contoso.cc | https://contoso.pictures.co | Contoso of Redr | One Microsoft Way | Redmond | WA | 30274 | 23481 | Contoso | SEL | 2019 | SEL | Gasoline | Wagon | XXXXXX | Gemstone Red | Black | USED |
| 6 | ABC127 | 2020 Contoso SEL | https://www.contoso.cc | https://contoso.pictures.co | Contoso of Redr | One Microsoft Way | Redmond | WA | 30274 | 20572 | Contoso | SEL | 2020 | SEL | Gasoline | Sedan | XXXXXX | Quartz White Pearl | Black | NEW |

- Provide a feed **Name** and choose the feed file to upload. You can choose to **Upload and preview** to review the changes or **Upload and apply** to create the feed in the account.
- Click **Done** when the feed is uploaded successfully.

Dynamic data feeds Upload history

Upload a dynamic data auto listing feed file

Name

File to upload
 [Browse...](#)

Accepted formats: csv, tsv, xlsx, zip. [Sample file](#)

[Upload and preview](#) [Upload and apply](#) [Cancel](#)

Upload a dynamic data auto listing feed file

Name

File to upload
 [Browse...](#)

Accepted formats: csv, tsv, xlsx, zip. [Sample file](#)

| | Success count | Errors |
|--------------|---------------|--------|
| Item changes | 5 | 0 |

[Done](#) [Download results file](#)

*Serving SLA is 72 hours after creation.

View and manage feeds (1 of 2)

- All the uploaded feeds are available in the main **Dynamic data feeds** page. You can view the **Upload history** to get more details on any error files or apply the previews that were previously done.

Dynamic data feeds

Dynamic data feeds Upload history

↑ Upload ▾

| <input type="checkbox"/> | Name | Feed Type |
|--------------------------|--|------------------------|
| <input type="checkbox"/> | SampleToursAndActivities | Tours and activities |
| <input type="checkbox"/> | Events_Feed | Events |
| <input type="checkbox"/> | Autos_Listing_Feed | Auto listing inventory |
| <input type="checkbox"/> | Test Dealer Auto Listing | Auto listing inventory |
| <input type="checkbox"/> | Tours and Activities Feed v1 | Tours and activities |
| <input type="checkbox"/> | Tour and Activities | Tours and activities |
| <input type="checkbox"/> | Contoso | Auto listing inventory |

Dynamic data feeds

Dynamic data feeds **Upload history**

↑ Upload ▾

| <input type="checkbox"/> | Name | Feed Type |
|--------------------------|--|------------------------|
| <input type="checkbox"/> | SampleToursAndActivities | Tours and activities |
| <input type="checkbox"/> | Events_Feed | Events |
| <input type="checkbox"/> | Autos_Listing_Feed | Auto listing inventory |
| <input type="checkbox"/> | Test Dealer Auto Listing | Auto listing inventory |
| <input type="checkbox"/> | Tours and Activities Feed v1 | Tours and activities |
| <input type="checkbox"/> | Tour and Activities | Tours and activities |
| <input type="checkbox"/> | Contoso | Auto listing inventory |

View and manage feeds (2 of 2)

- Click on the hyperlinked feed name to proceed to the **Dynamic data feed items** grid, where you can edit existing feeds by manual upload or set up automated feed updates from a URL.
- For feed scheduling details, please navigate to the end of this guide.

The screenshot shows the 'Dynamic data feeds' interface. At the top, there are tabs for 'Dynamic data feeds' and 'Upload history'. Below the tabs is an 'Upload' button. A table lists several feeds with checkboxes in the first column, 'Name' in the second, and 'Feed Type' in the third. The 'Contoso' feed is highlighted with a blue box, and a blue arrow points from it to a detailed view of the 'Dynamic data feed items' grid. This detailed view includes a 'Back to dynamic data' link, the name 'Contoso', and tabs for 'Dynamic data feed items', 'Schedules', and 'Upload history'. Below the tabs, it lists 'Attributes: Vehicle Id, Title, Final Url, Image Urls, Dealer Name, Address, City, State, Zip Code, Price, Make, Model, Year, Trim, Fuel Type, Body Style, Vin, Exterior Color, Interior Color, State of Vehicle'. At the bottom, there is an 'Upload spreadsheet' button and an 'Add filter' link.

| <input type="checkbox"/> | Name | Feed Type |
|--------------------------|--|------------------------|
| <input type="checkbox"/> | SampleToursAndActivities | Tours and activities |
| <input type="checkbox"/> | Events_Feed | Events |
| <input type="checkbox"/> | Autos_Listing_Feed | Auto listing inventory |
| <input type="checkbox"/> | Test Dealer Auto Listing | Auto listing inventory |
| <input type="checkbox"/> | Tours and Activities Feed v1 | Tours and activities |
| <input type="checkbox"/> | Tour and Activities | |
| <input type="checkbox"/> | Contoso | |

Dynamic data feed items Schedules Upload history

Attributes: Vehicle Id, Title, Final Url, Image Urls, Dealer Name, Address, City, State, Zip Code, Price, Make, Model, Year, Trim, Fuel Type, Body Style, Vin, Exterior Color, Interior Color, State of Vehicle

[Upload spreadsheet](#) + Add filter

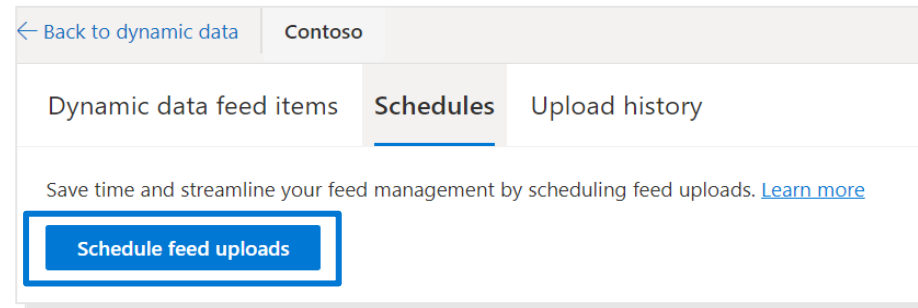
Dynamic data feed items grid

Step 3: Feed scheduling overview



Feed scheduling: Create

- Click into a feed and navigate to the **Schedules** tab and click on the **Schedule feed uploads** button.
- Choose Frequency (daily, weekly, monthly, every 6 hours, or every 12 hours) and provide the URL for your feed (http, https, sftp, ftp). Click **Save**.

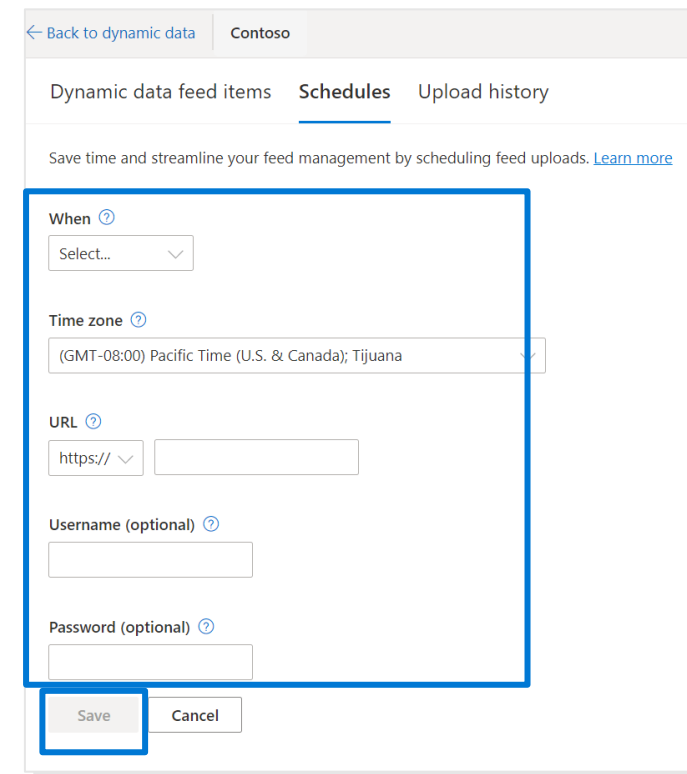


← Back to dynamic data | Contoso

Dynamic data feed items | **Schedules** | Upload history

Save time and streamline your feed management by scheduling feed uploads. [Learn more](#)

Schedule feed uploads



← Back to dynamic data | Contoso

Dynamic data feed items | **Schedules** | Upload history

Save time and streamline your feed management by scheduling feed uploads. [Learn more](#)

When ⓘ
Select... ▾

Time zone ⓘ
(GMT-08:00) Pacific Time (U.S. & Canada); Tijuana ▾

URL ⓘ
https:// ▾

Username (optional) ⓘ

Password (optional) ⓘ

Save **Cancel**

Feed scheduling: Edit

- Click into a feed and navigate to the **Schedules** tab to see your current schedule. Choose from one of the four choices:
 - **Edit:** All fields are editable for a change to the schedule.
 - **Pause:** Pause your current schedule.
 - **Remove:** Delete your schedule.
 - **Update now:** Manually update your feed immediately, irrespective of your schedule.

Dynamic data feed items **Schedules** Upload history

Save time and streamline your feed management by scheduling feed uploads. [Learn more](#)

When ⓘ
Runs every 12 hours

Time zone ⓘ
(GMT-08:00) Pacific Time (U.S. & Canada); Tijuana

URL ⓘ
http://adc.com

Edit Pause Update now Remove

Remove

ui.ads.microsoft.com says

Are you sure you want to remove this schedule?

OK Cancel

Pause

Dynamic data feed items **Schedules** Upload history

Save time and streamline your feed management by scheduling feed uploads. [Learn more](#)

⚠ This schedule is currently paused.

When ⓘ
Runs every 12 hours

Time zone ⓘ
(GMT-08:00) Pacific Time (U.S. & Canada); Tijuana

URL ⓘ
http://adc.com

Edit Run Update now Remove

Update now

Dynamic data feed items **Schedules** Upload history

Save time and streamline your feed management by scheduling feed uploads. [Learn more](#)

When ⓘ
Runs every 12 hours

Time zone ⓘ
(GMT-08:00) Pacific Time (U.S. & Canada); Tijuana

URL ⓘ
http://adc.com

Edit Pause Update now Remove

Feed schedule: View scheduling settings

- In the feeds grid, **Schedule** and **Last run time** columns are available for a quick lookup on scheduling settings.
 - If the feed doesn't have a schedule, the schedule column would be left blank
 - If the feed does have a schedule and is enabled, the **Schedule** column would display the frequency of the schedule (ex. "Daily-7 AM") while the **Last run time** column would display the last time the feed was pulled from the API endpoint.
 - If the feed does have a schedule but is paused, you'll see **[PAUSED]** before the frequency of the schedule in the **Schedule** column (ex. **[PAUSED] Daily-7 AM**).

Dynamic data feeds

Dynamic data feeds Upload history

Upload

| <input type="checkbox"/> | Name | Feed Type |
|--------------------------|--|------------------------|
| <input type="checkbox"/> | SampleToursAndActivities | Tours and activities |
| <input type="checkbox"/> | Events_Feed | Events |
| <input type="checkbox"/> | Autos_Listing_Feed | Auto listing inventory |

← Back to dynamic data Autos_Listing_Feed

Dynamic data feed items Schedules Upload history

Save time and streamline your feed management by scheduling feed uploads. [Learn more](#)

When ⓘ
Runs daily at 12 AM

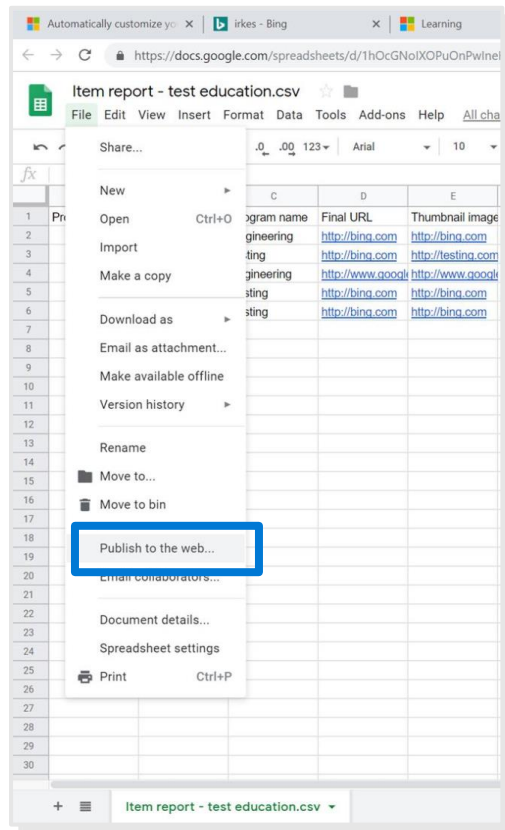
Time zone ⓘ
(GMT-08:00) Pacific Time (U.S. & Canada); Tijuana

URL ⓘ
<http://adc.com>

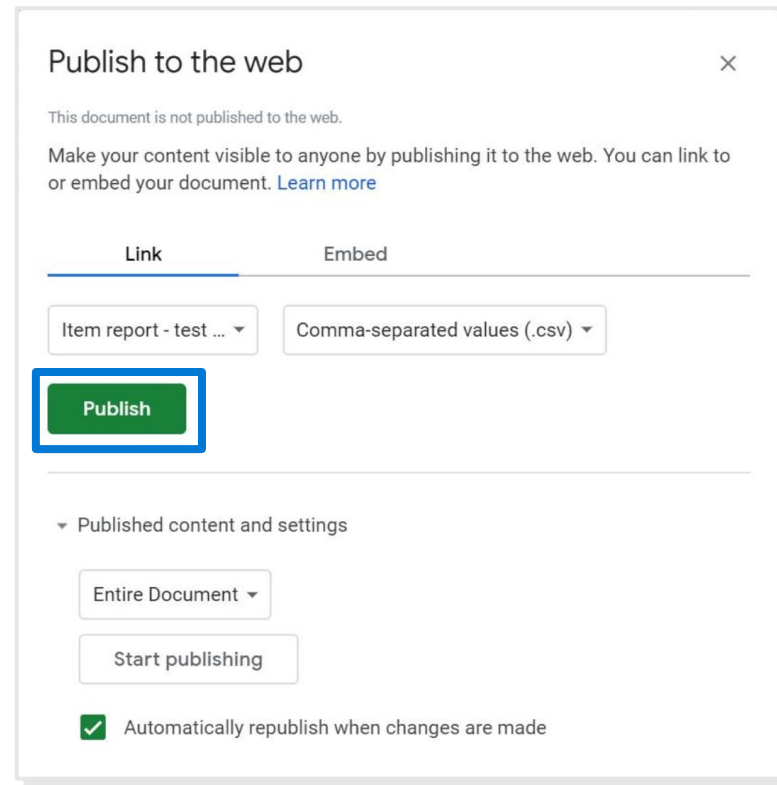
Edit Pause Update now Remove

Feed schedule: Using Google Sheets feed – workaround

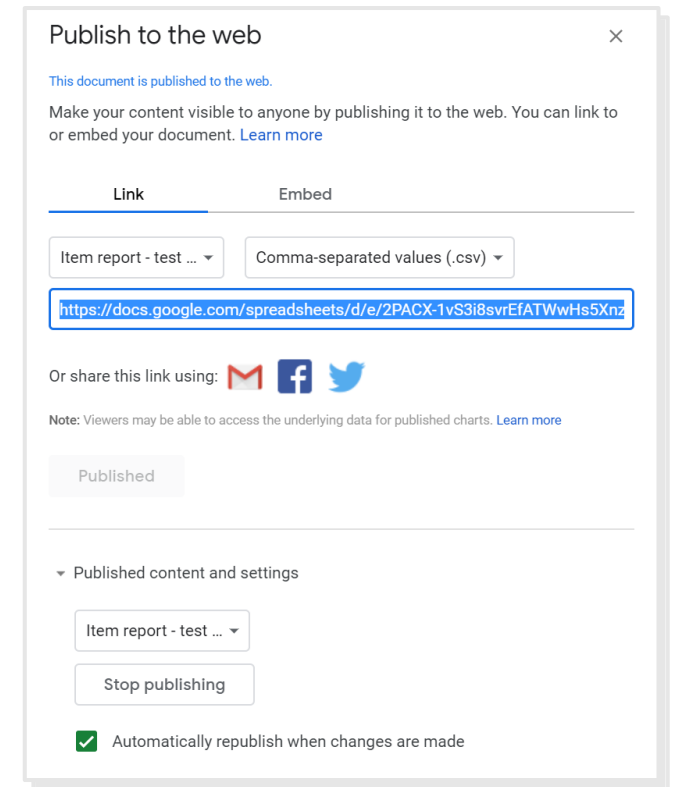
1. Bring up publishing view by **File > Publish to the web...**



2. Specify the specific document to publish, the format to publish in (csv, tsv or xlsx), and general settings.



3. **Copy the URL** containing the published feed.





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