Microsoft

Autos Marketplace

Free listings of your automotive inventory

Setup guide

Microsoft Advertising. Intelligent connections.

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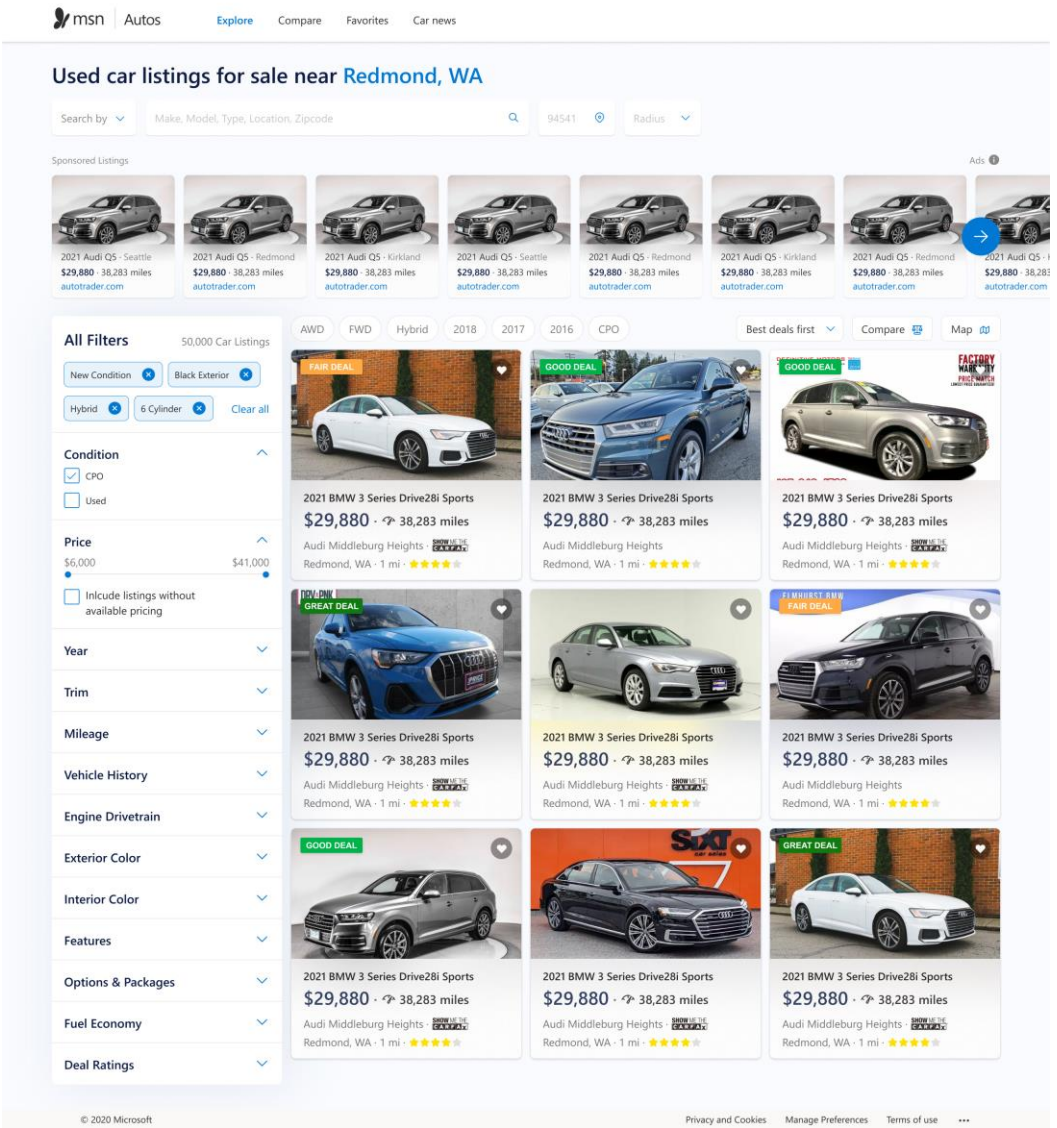
Automotive Inventory Free Listings on Microsoft Autos Marketplace

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



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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.

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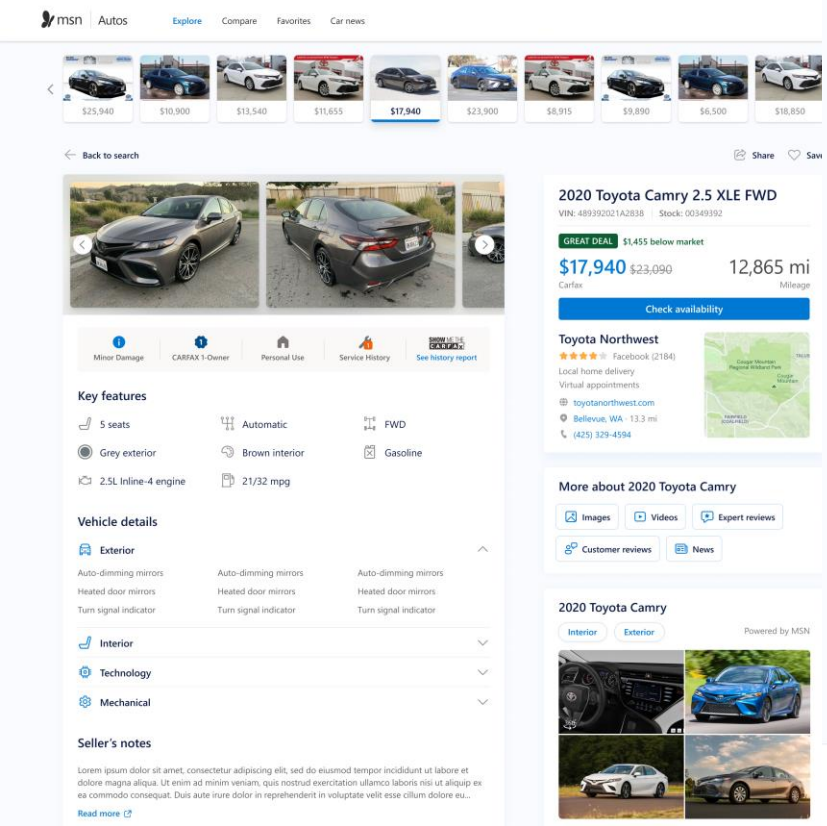
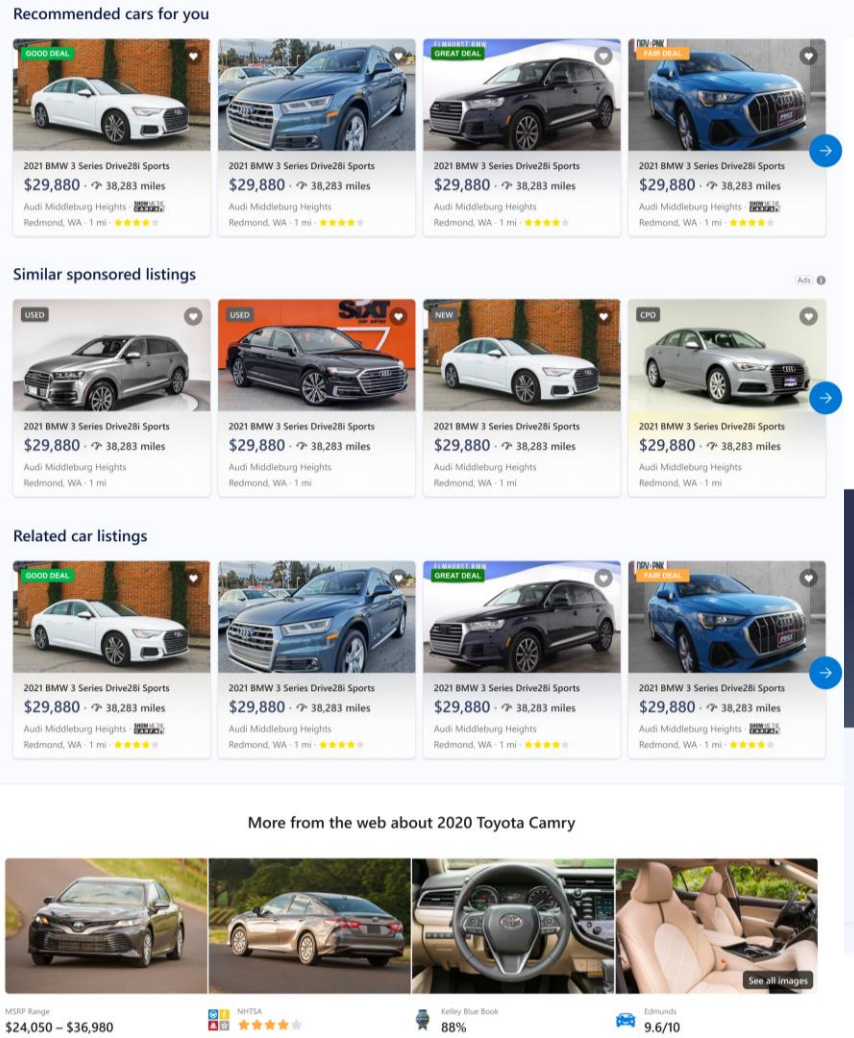
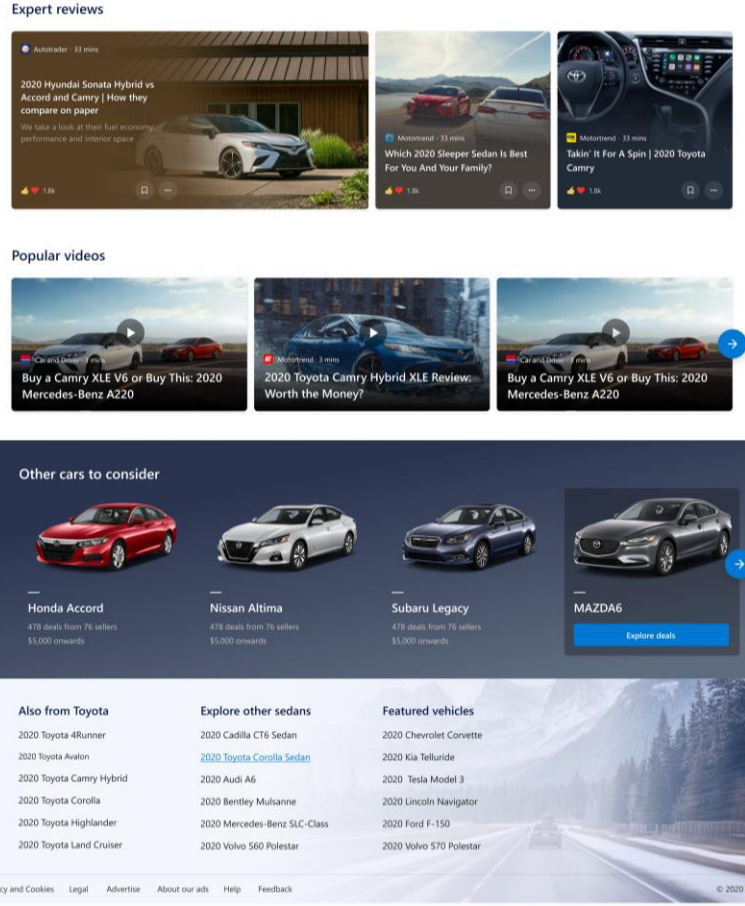
Listing Detail Page







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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

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Feed template and feed attributes

Two Feed formats are Supported

- Microsoft Automotive Feed template and feed attributes
- Facebook Automotive Feed schema

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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

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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

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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*

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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

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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

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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

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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

✓

✓

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Setup instructions

Setup Process

Create Microsoft Advertising Account

1

If you already have a Microsoft Advertising Account Shell, create a new account within that Shell, otherwise create a new Microsoft Advertising Account

Upload feed via Microsoft Advertising UI*

2

Provision data feed per the **Autos Listing Inventory feed schema** and upload it via Shared Library in the Microsoft Advertising online UI.

Setup feed scheduling via Microsoft Advertising UI*

3

Use feed scheduling to keep your feed data fresh and up to date.

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

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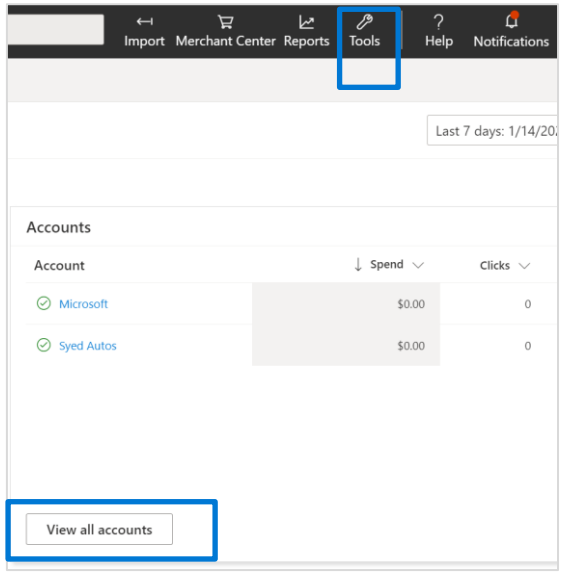
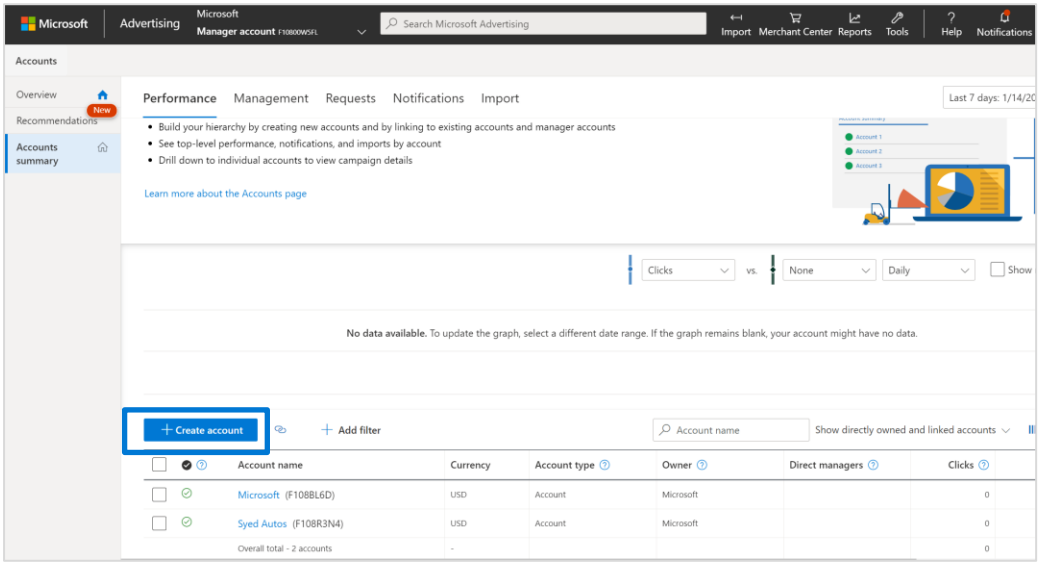
Step 1: Account Setup overview

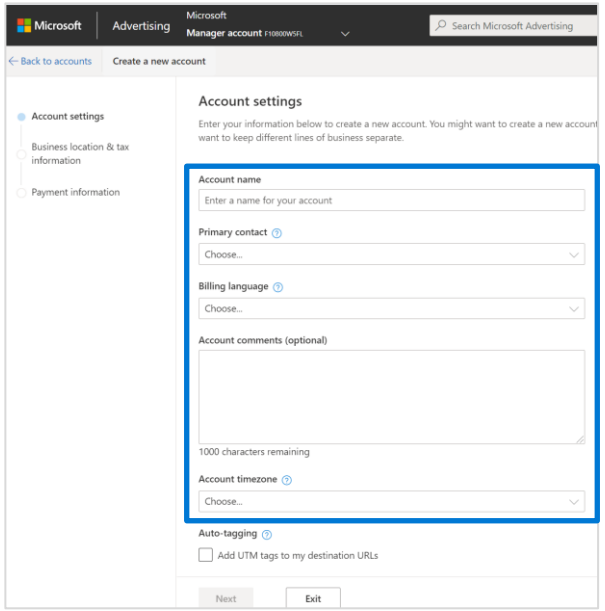
Free listings setup: New Account creation in your existing Microsoft advertising account

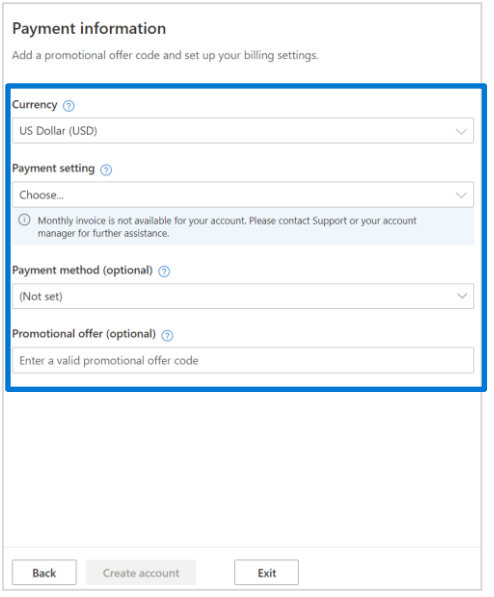
Follow below steps to create a new account, you can use the existing customer shell which is used for paid advertising

- 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.





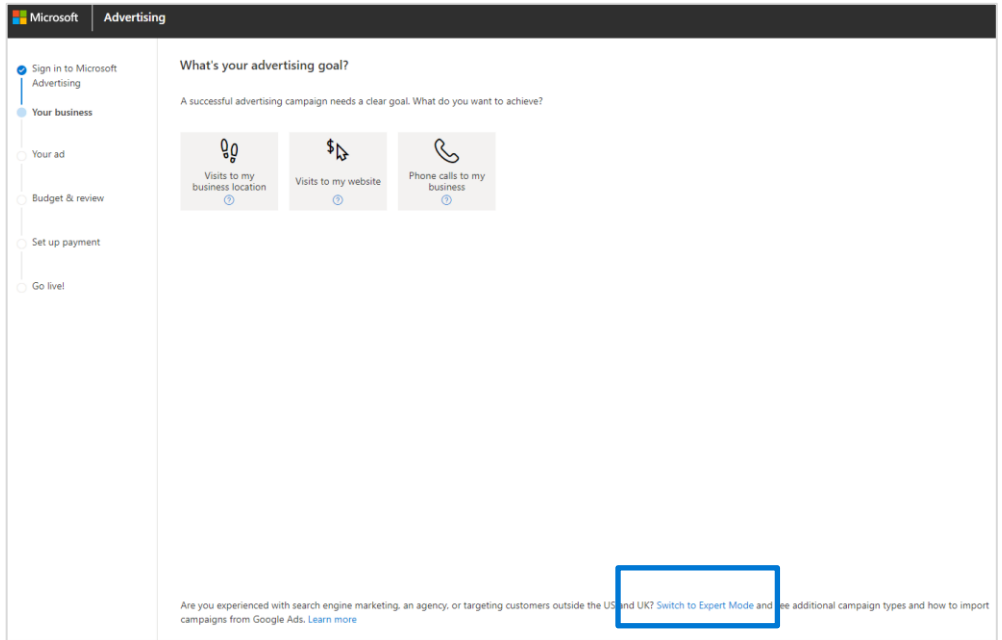


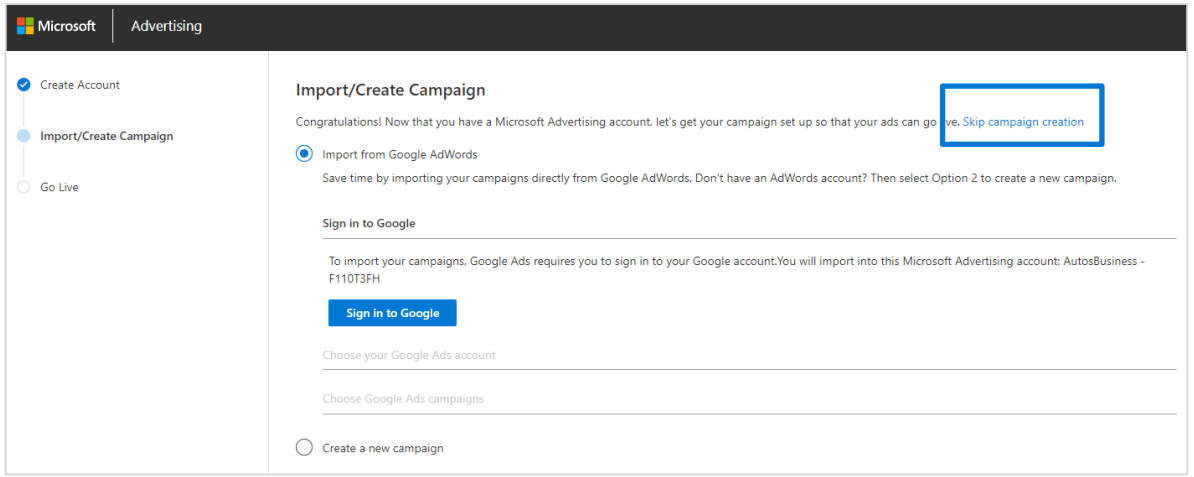


Free listings setup: New Account creation steps, if you are new to Microsoft Advertising Account

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**.





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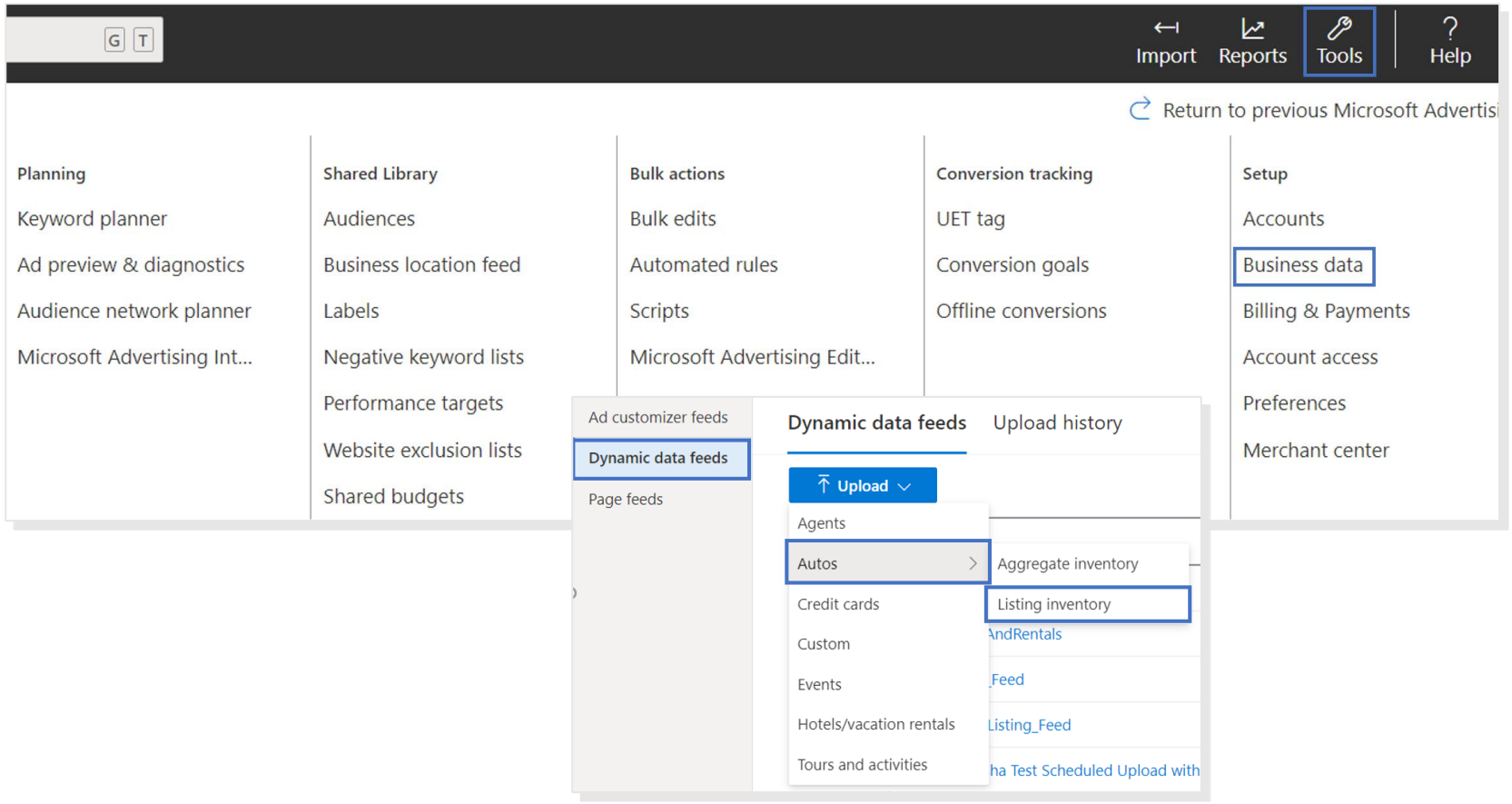
Step 2: Feed upload overview

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.



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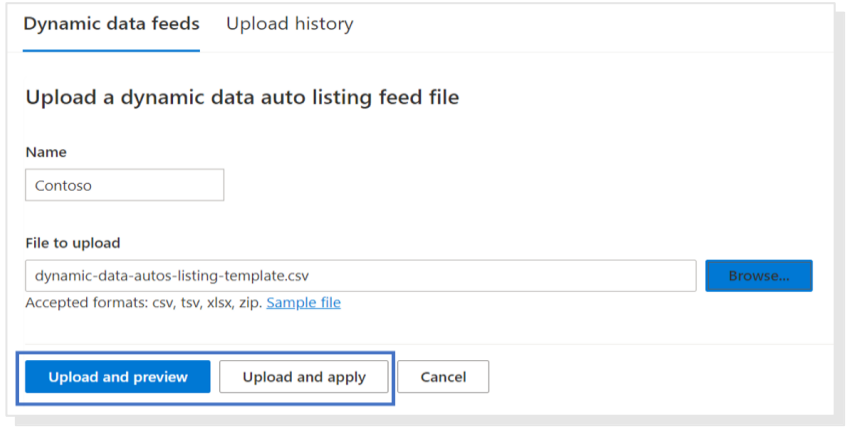
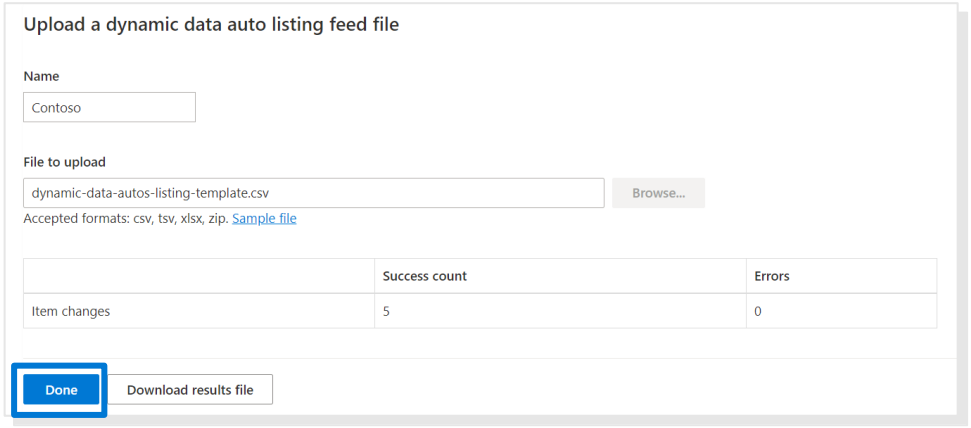
Feed upload* (2 of 2)

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.cor	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 Editior	https://www.contoso.cc	https://contoso.pictures.cor	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.cor	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.cor	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.cor	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.





*Serving SLA is 72 hours after creation.

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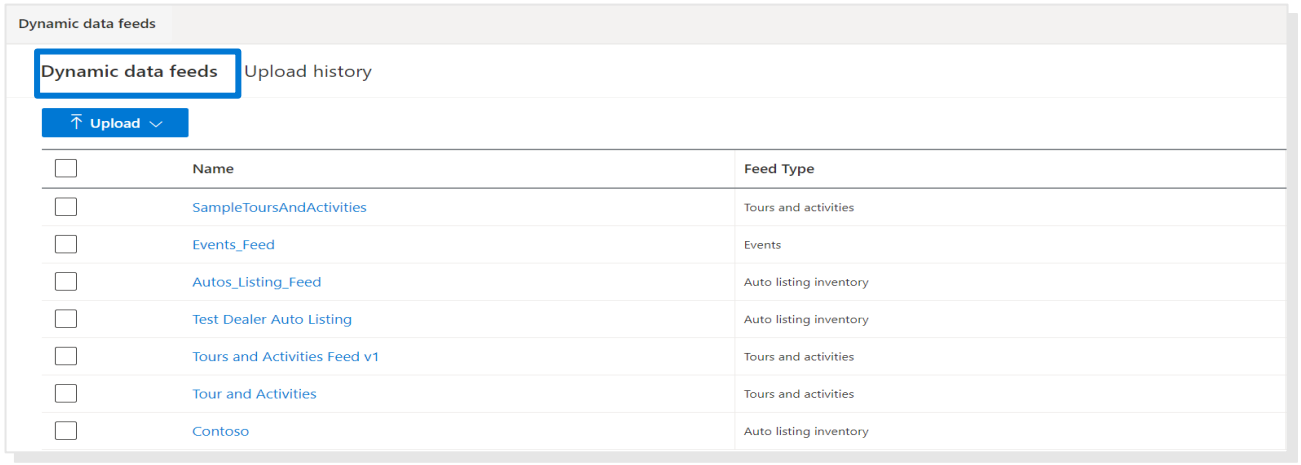
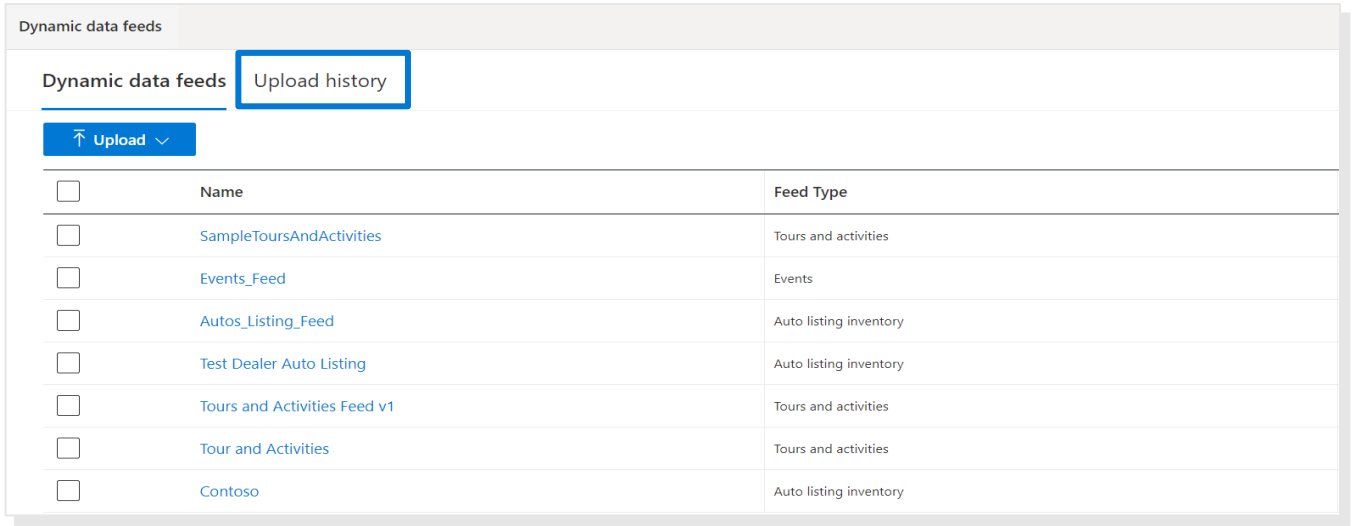
View and manage feeds (1 of 2)

- 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.





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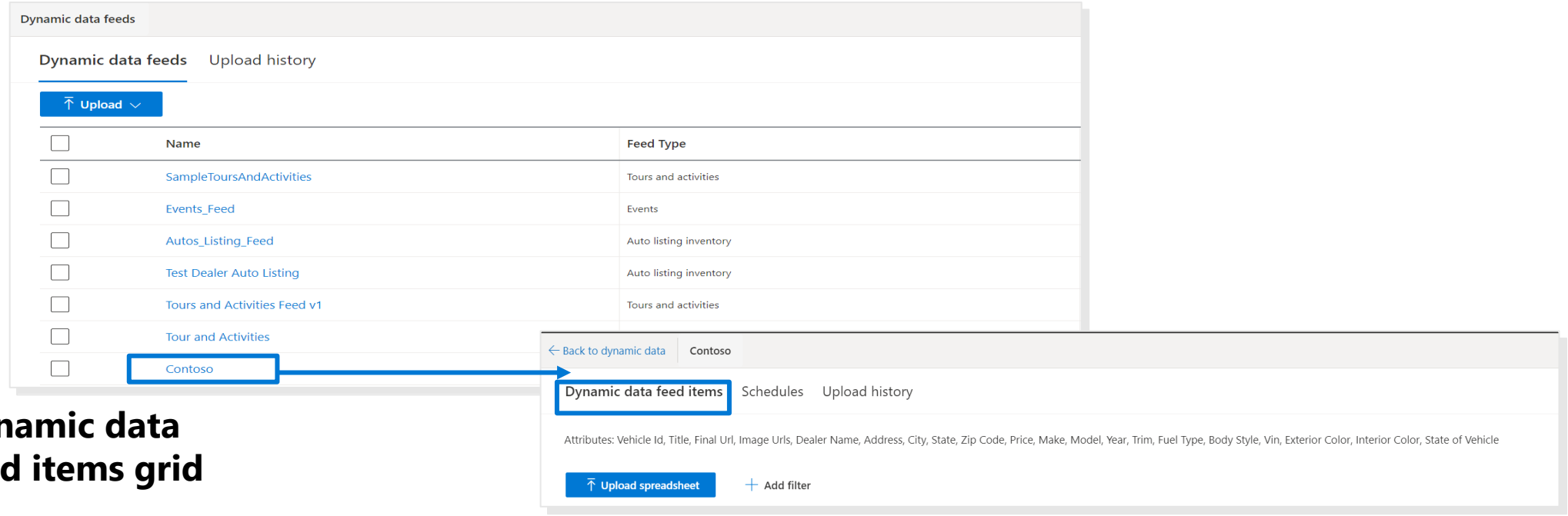
View and manage feeds (2 of 2)

- 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.



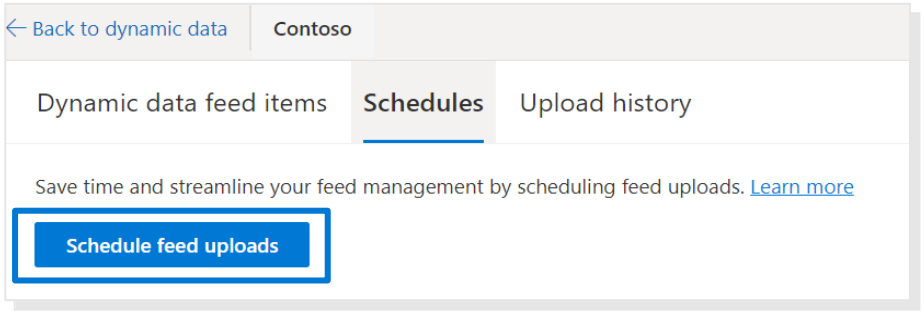
Dynamic data feed items grid

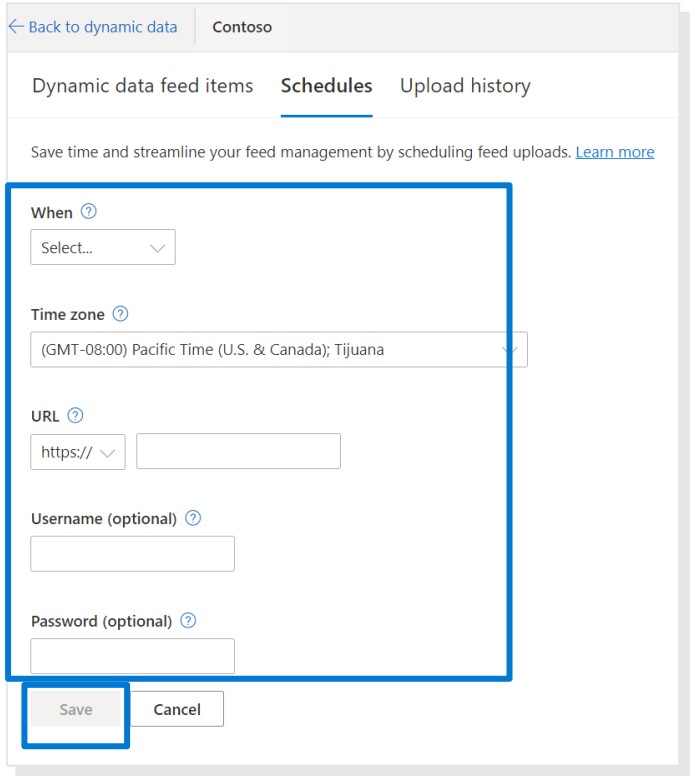
Microsoft

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**.

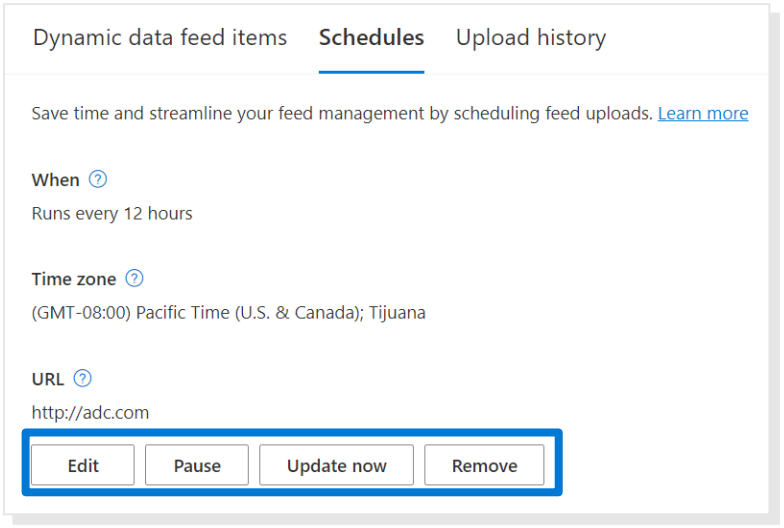




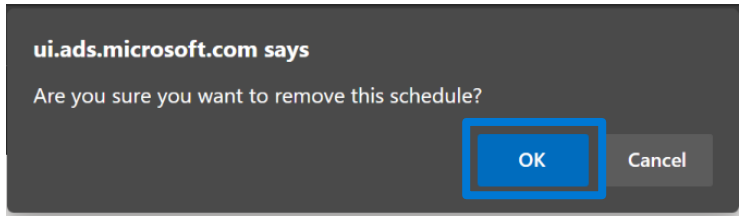
Microsoft

Feed scheduling: Edit

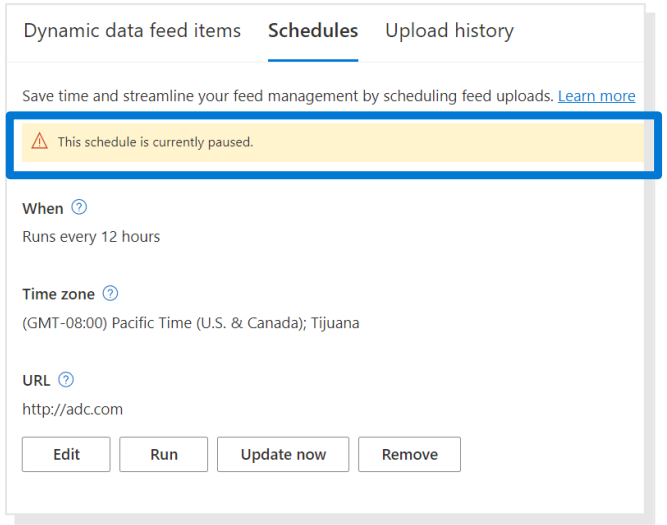
- Click into a feed and navigate to the **Schedules** tab to see your current schedule. Choose from one of the four choices:
  - **Edit:** All fields are editable for a change to the schedule.
  - **Pause:** Pause your current schedule.
  - **Remove:** Delete your schedule.
  - **Update now:** Manually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



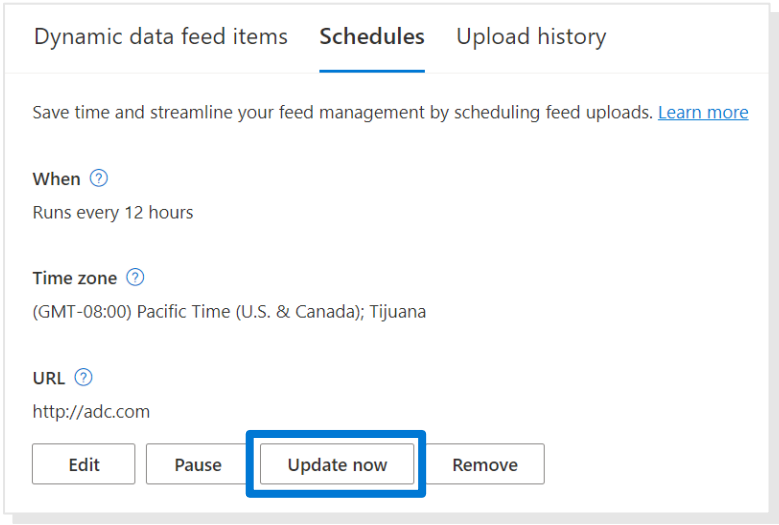
Remove



Pause

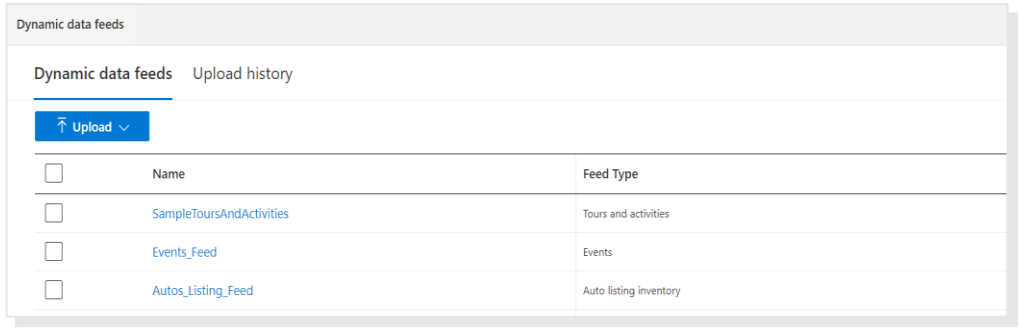


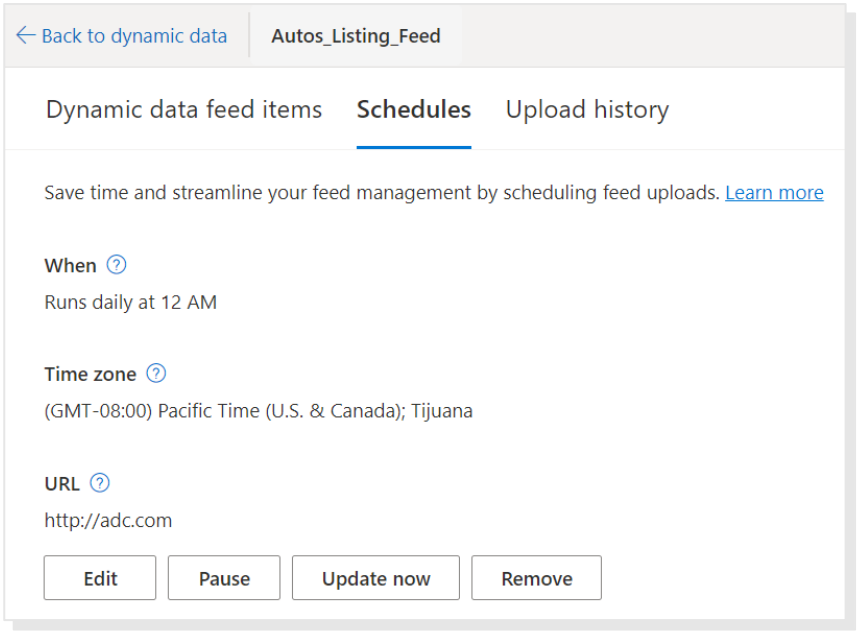
Update now



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**).

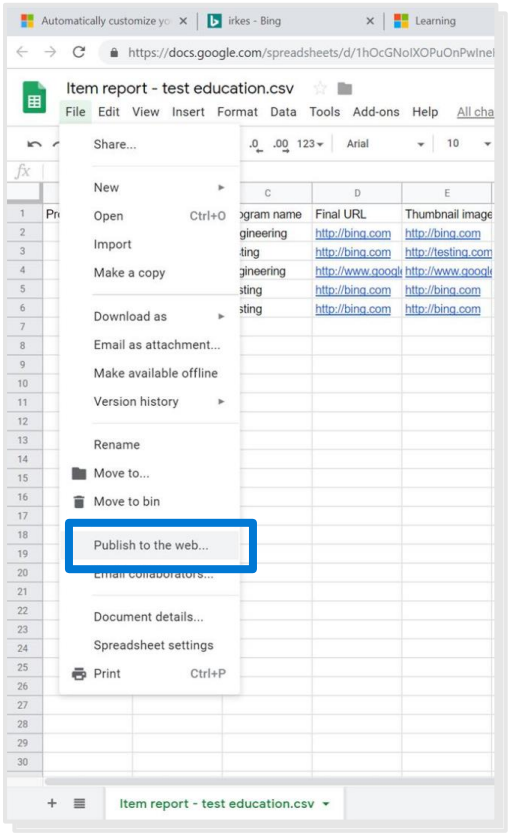




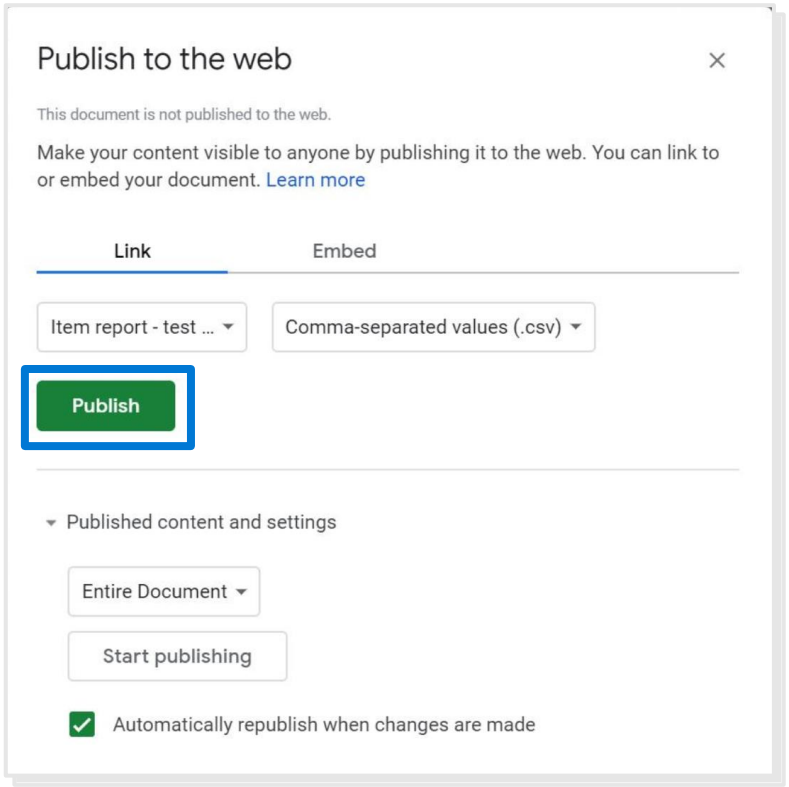
Microsoft

Feed schedule: Using Google Sheets feed – workaround

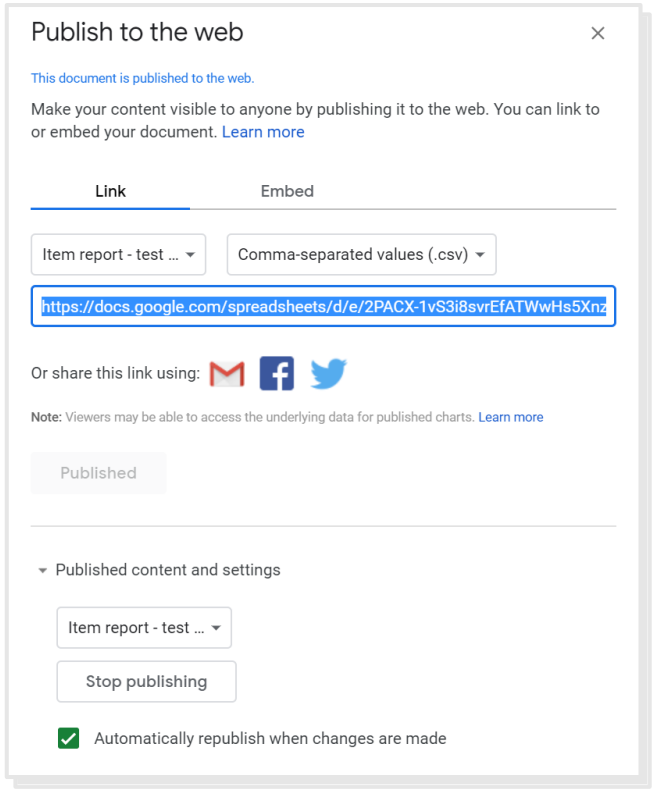
1. Bring up publishing view by **File** > **Publish to the web**…



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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