

YAHOO AND MICROSOFT DSP DEALS

Yahoo's partnership with Microsoft gives marketers unrivalled access to premium, brand safe inventory with high viewability. Together Yahoo and Microsoft reach 45M Monthly Unique Visitors.



Maximise scale for your campaign with inventory across Yahoo O&O and Microsoft properties. Maximise contextual relevance in premium editorial environments.

Scale deals

Achieve broad reach across Yahoo O&O and Microsoft inventory. Select run of network, specific format or viewability options. Choose from always on and on demand deals activated for you by Yahoo.

Example UK deals

- Yahoo O&O + Microsoft Display - UK
- Yahoo O&O + Microsoft Run of Network Video - UK
- Yahoo O&O + Microsoft 300x600 Display - UK
- Yahoo O&O + Microsoft 970x250 Display - UK

Unique engaged audiences

29M

Yahoo News and MSN News combined monthly users

Unique: 15M do not visit The Guardian (52%)

22M

Yahoo Mail, Aol Mail and Outlook combined monthly users

Engaged: 203 monthly minutes per visitor

15M

Yahoo Finance and MSN Money combined monthly users

Scale: ranked #1 finance and business news destination

Contextual deals

Target Yahoo O&O and Microsoft relevant contextual environments for your needs. Choose from always on and on demand deals activated for you by Yahoo.

Example UK deals

- Yahoo O&O + Microsoft Entertainment Display - UK
- Yahoo O&O + Microsoft Finance Display - UK
- Yahoo O&O + Microsoft Lifestyle Display - UK
- Yahoo O&O + Microsoft Mail Display - UK

Spending power at scale

Affluence

Yahoo users are 28% and MSN users 60% more likely to consider themselves affluent.

Finance

Yahoo users are 38% more likely to have investments. MSN users are 64% more likely to own real estate.

Lifestyle

Yahoo and Microsoft reach 79% of people buying personal grooming products online.

Retail

Yahoo and Microsoft reach 74% of people buying gifts online.

Tech

Yahoo users are 41% and MSN users 88% more likely to buy new tech products as soon as they become available.

Auto

Yahoo and Microsoft reach 74% of people planning car purchase.





Q1 22 Yahoo & Microsoft example deals: further info

All example deals shown are Pricing Model: Floor Price unless otherwise stated.

Yahoo O&O

Display - UK	\$1.80
300x600 Display - UK	\$2.50
970x250 Display - UK	\$5.50
Priority Access Display - UK	\$3.60
300x600 Priority Access Display - UK	\$5.00
970x250 Priority Access Display - UK	\$11.00

Yahoo O&O & Microsoft

Yahoo O&O & Microsoft:

Display - UK	\$2.00
300x600 Display - UK	\$3.50
970x250 Display - UK	\$5.50
300x600 Priority Access Display - UK	\$7.00
970x250 Priority Access Display - UK	\$11.00
Entertainment Display - UK	\$2.00
Finance Display - UK	\$2.00
Lifestyle Display - UK	\$2.00
Mail Display - UK	\$2.75
Sports Display - UK	\$2.00
Technology Display - UK	\$2.00
Run of Network Video - UK	\$14.00
Run of Network Priority Access Video - UK	\$21.00

Yahoo Exchange Run of Network:

Video - UK	\$14.00
Video - 70%+ Viewability - UK	\$14.00
Video - 70%+ Completion Rate - UK	\$14.00

Microsoft

Microsoft Run of Network:

Display - UK	\$2.30
300x600 Display - UK	\$3.50
970x250 Display - UK	\$5.50
Priority Access Display - UK	\$4.60
300x600 Priority Access Display - UK	\$7.00
970x250 Priority Access Display - UK	\$11.00

Microsoft Run of Outlook:

Display - UK	\$2.75
300x600 Display - UK	\$3.30
Priority Access Display - UK	\$5.50
300x600 Priority Access Display - UK	\$6.60

Yahoo O&O & Microsoft & Third-party Publishers

Yahoo Exchange:

Arts & Entertainment Display - UK	\$2.00
Automotive Display - UK	\$2.00
Business & Finance Display - UK	\$2.00
Family & Parenting Display - UK	\$2.00
Food & Drink Display - UK	\$3.00
Gambling Display - UK	\$5.00
Gaming Display - UK	\$2.00
Health & Fitness Display - UK	\$2.00
Home Improvement & DIY Display - UK	\$4.00
News Display - UK	\$2.00
Shopping Display - UK	\$3.00
Sports Display - UK	\$2.00
Technology Display - UK	\$3.00

How to access Yahoo & Microsoft deals

Public deals:

- Always on options listed within the Public Deals tab in the DSP's Inventory section.
- Add directly to your Yahoo campaign within your line targeting settings
- Browse further premium opportunities and info in the DSP's Inventory Storefront

Pricing and deals are subject to change. Please check the DSP Public Deals tab in the DSP's Inventory section for all live public deals, forecasts and pricing.

Get in touch

Contact your Yahoo representative to find out more or to create custom deals based on your requirements and target within your specific DSP seat.

