

YAHOO AND MICROSOFT DSP DEALS

Yahoo's partnership with Microsoft gives marketers unrivaled access to premium, brand safe inventory with high viewability. Together Yahoo and Microsoft reach 254M Monthly Unique Visitors.



Maximize scale for your campaign with inventory across Yahoo O&O and Microsoft properties. Maximize 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 deals

Yahoo O&O + Microsoft Display
Yahoo O&O + Microsoft Video
Yahoo O&O + Microsoft Front Pages Display

Unique engaged audiences

115M

Yahoo Finance and MSN Money combined monthly users

Ranked #1 finance destination

110M

Yahoo Mail, AOL Mail and Outlook combined monthly users

Engaged: 299 average monthly minutes per user

100M

Yahoo and MSN Lifestyle combined monthly users

Ranked #5 lifestyle 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 deals

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

Spending power at scale

Affluence

118M Yahoo and Microsoft users earning \$100K+ household income.

Finance

52M Yahoo and Microsoft users are checking stock quotes online.

Lifestyle

37M Yahoo and Microsoft users are first to try the latest beauty / cosmetics products.

Retail

82M Yahoo and Microsoft users buying women's clothing / shoes online.

Tech

35M Yahoo and Microsoft users planning PC purchase.

Auto

33M Yahoo and Microsoft users are planning auto purchase.



Sources: Comscore Multi-platform Key Measures, Audience Duplication, Demographic Profile & Plan Metrix Audience Profile August 2021. Finance: check stock quotes online, last 30 days Lifestyle: Beauty/Cosmetics, first among friends to own/buy/use the latest on. Retail: Women's clothing/shoes bought online, last 6 months. Tech: Likelihood to purchase a PC next 12 months, very likely. Auto: very likely to buy auto, next 6 months.

Q1 22 Yahoo and Microsoft example deals: further info

Yahoo O&O

Display - VIP
Yahoo Entertainment Display
Yahoo Finance Display
Yahoo News Display
Yahoo News Display - Priority
Front Page Display
Front Page Display - Priority
Front Page Billboard - Priority
High Viewability Display - VIP
Highly Viewable Display - Priority
In App Video
Lifestyle Health & Wellness Display
Lifestyle Health & Wellness Display - Priority
Login 1440x1024 Display
Login 1440x1024 Display - Priority
Mail Display - VIP
Mobile Display
Mobile Display - Priority
Property Front Pages Display
Property Front Pages Display - Priority
Property Front Pages Display - VIP
Yahoo Sports Display
Sports Display - VIP
Sports Fantasy Football Display - Priority
Tech Display

Microsoft

Microsoft Outlook Mail Display
Microsoft Run of MSN and Outlook:
Display
Display - Priority

Yahoo O&O & Microsoft

Display
Entertainment Display
Entertainment Display - Priority
Entertainment Video
Entertainment Video - Priority
Entertainment Video - VIP
Finance Display
Finance Display - Priority
Finance Video
Finance Video - Priority
Finance Video - VIP
Front Pages Display
Homepage Video
Homepage Video - Priority
Homepage Video - VIP
Lifestyle Display
Lifestyle Display - Priority
Lifestyle Video
Lifestyle Video - Priority
Lifestyle Video - VIP
Mail Display
Mail Video
Mail Video - Priority
Mobile Video
Mobile Video - Priority
Mobile Video - VIP
News Display
News Video
News Video - Priority
News Video - VIP
Non-News Video
Non-News Video - Priority
Non-News Video - VIP
Sports Display
Sports Display - Priority
Sports Video
Sports Video - Priority
Sports Video - VIP
Video
Video - Priority
Video - VIP



yahoo!

Get in touch

Contact your Yahoo representative to find out more or to create custom deals based on your requirements.