

Message

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Subject: [Launched] Other engines feature set in Amalgam!

Internal only - do not forward externally

tt;dr

I'm excited to announce that we've launched a suite of 12 Microsoft and other engine features in Amalgam. The new Search Ads 360 experience now supports responsive search ads, more Microsoft audiences, Microsoft Audience Network in Search, dynamic search ads, and more!

This was a herculean effort across **over 15 teams** - please join me in congratulating everyone involved for meeting this milestone!

What's new in Amalgam?

- Customers can now create, manage, and report on responsive search ads, including Floodlight/GCLID attribution and bulk workflows.
- 5 additional Microsoft audience types are now supported for campaign/ad group association. In-market, similar, custom, customer match, and combined lists are now able to be synced in from Microsoft and associated to campaigns or ad groups in Amalgam. Floodlight/GCLID attribution is supported for all audiences except in-market.
- Customers can now opt their search campaigns into the Microsoft Audience Network (MSAN - similar to Google's Display Network) and optionally set a bid modifier.

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- Customers can now manage demographic (age/gender) bid adjustments for campaigns & ad groups, as well as report on engine stats segmented by age or gender.
- Customers can create, manage, and report on call extensions, including Floodlight/GCLID attribution and bulk workflows.
- Amalgam now supports full management of dynamic search ads (which continue to be read-only in the previous SA360) for both Microsoft and Yahoo! Japan. **REDACTED**
- **REDACTED**
- Customers can opt their Shopping campaigns into advertising on local inventory, as well as report on local vs. online engine and conversion metrics.
- Smart shopping campaigns can now be edited in Amalgam (continue to be read-only in the previous SA360).
- The campaign status column for Microsoft rows now includes serving status (ex. budget limited).
- Customers who have ad customizers created in Microsoft can now insert them into ad creation with no validation errors.
- Budget forecasting seasonality support - in Performance Center (the new Budget management feature) we have added support for forecasting based on seasonality for other engines (like Microsoft Ads).
- Began alpha testing for Microsoft Ads Auction Time Bidding (ATB). This is the initial effort to understand more deeply how we might integrate with Microsoft ATB.

Comms & articles

- [HC coming soon](#)
- [SA360 roadmap](#)
- [Recording of SA360 Product Session](#) for more details on these features

Meet the team

Thanks and gratitude go out to all the folks that made the launch possible (in no particular order)!

Eng	Yang Zhang (emeritus), Ming Yang, Zach Conrad, Conor Reisman, Hao Zhang, Thomas Biggs, Edmund Chou, Derek Coley, Zhi Xu, Zhuo Cheng, Vitalii Syrovatskyi, Zhendong Cao, Dennis Homann, Ashley Thomas (emeritus), Tiannan Zhou, Fan Xiao, Guiheng Zhou, Lanjun Cheng, Kai-han Tseng, Bowen Jin, Rāgavendar Rāmamūrthi, Lily Mihalkova, Dan Goldberg, Chen Gui, Yujie Zhou, Philipp Wetzler, Renyu Chen, Qin Cai, Mike Dunsmuir, Skyler Schneider, Khalil Bey, Vaishali Kochavara, Jake Ellis, Chris Kommareddy, Andrew Latham, He Yang, Aileme Omogbai, Matt Davidow, Fei Wu, Serena Xu, Grace Wu, Hugo Duenas, Nestor Maldonado, Ken Zhang, Nan Gu, Wei Shao, Yunbo Deng, Deanna Surma, Ananth Mohan, Jay Huang, Hao Zhang, Pingfan Tang, Yong Zhou, Pedram Azari, Ben-Yue Chang, Priya Kasirajan, Iman Goodarzi, Leesa Xu, Jon Mozeika, Andy Peterson, Matt Stults, Yingxin Guo, Hobart Sze, Yingying Wang, Suzanna Shwert, Lin Liu, Jonathan Cross, Rick Wu, Tse-Chi Wang, Weijian Wang, Sophia Tao
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apologies if I missed anyone!

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