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tl;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.

- 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)!

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Legal	Cesar Valdez
Leadership	Vivek Rao, Miladin Pavlicic, Alek Icev, Chris Hutton, Hakan Berk, Eduardo Indacochea, Bashar Kachachi, Amit Varia (emeritus), Seamas Leddy

apologies if I missed anyone!

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