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adCenter Learning
Center
Microsoft

[Microsoft Launches the adCenter Learning Center](#)

For search advertisers

The [adCenter Learning Center](#) is the latest evolution of the Microsoft Advertising website launched as a proof of concept by the Redmond company back in March 2008. Designed to permit advertisers to track down their ads among Live Search results, [advertising.microsoft.com](#) now features an area dedicated entirely to identifying the most common problems affecting Microsoft adCenter customers. In this context, the Microsoft adCenter Learning Center provides a variety of resources set up to assist advertisers when it comes down to their campaigns with Microsoft.

"The adCenter Learning Center is the next step that will help you to quickly and easily find information when you're looking to resolve the dilemma of finding a search ad, or maybe you're looking to learn about adCenter, or possibly you're ready to try tracking conversions. Similar to the POC content there are multiple formats available for you to review information -- articles, videos, and links into adCenter Community and adExcellence. This is just the beginning -- I'm working with folks across Microsoft Advertising to add more content, podcasts, videos, and interactive tools and training," explained [Kelley Myers](#), Lead Content Project Manager in Online Advertising at Microsoft.

adCenter Learning Center will first of all deliver general information related to Microsoft's service. In this regard, the company provides answers to queries as simple as what is adCenter, while also guiding users when it comes down to tracking conversions, filing ads, billing and content advertising. In addition, info is also available on the management of advertising campaigns, optimizing results and making search marketing work in the advantage of the advertiser.

"I want to make it easy for you to advertise with Microsoft. I'm ready for your feedback, comments, and suggestions. Maybe you're happy with the way stuff operates today, maybe you're not. Maybe you're a sophisticated user who isn't interested in the mechanics, but you'd like to learn more about the strategy of search. Maybe you're a small business owner who is doing it all on your own - site design, search advertising, lead generation, and marketing - and you'd like to see who else is successful and how they're doing it," Myers added, pointing adCenter customers to the Learning Center forum thread.