

Microsoft Ads

To link your Bing advertising account with Shoplytics, please log in to [Shoplytics](#) and to [Microsoft Ads](#).

Step 1: Enter Tracking ID in Shoplytics

In the navigation, click on "Conversions" --> "UET Tag" and copy the displayed Tag ID. You may need to first create a new UET tag on this screen in order to receive an ID.

You can then enter the UET Tag ID in Shoplytics under "Other Pixels" --> "Microsoft UET Tag ID".

In addition, also enter your "Microsoft Ads Advertising Account ID" in Shoplytics, which you can find at the top left in Microsoft Ads.

Step 2: Create a Conversion Goal for Purchases

1. In the Microsoft Ads navigation, click on "Conversions" --> "Conversion goals"
2. Create a new goal and select "Business Website", then "Manual Setup".
3. As the category, select "purchase" and click on "Event" below.
4. Now you can give the goal a name, e.g. "Sale Shoplytics", and select the correct currency.
5. You can activate Enhanced Conversions and click next.
6. When asked about the UET tag, select "Yes the UET-tag was already installed on all website pages..."
7. In the next step, click on "manual installation" and select at the bottom "Track event on inline action".
8. DONE

Step 3: Connect Conversions API for server-side tracking (required for Shopify, **optional for all other systems**)

In the Microsoft Ads navigation, click on "Conversions" and search for "Conversions API". If you cannot find it, contact Microsoft Ads support using the following template:

```
Hello Microsoft Advertising Team,  
We are actively using Microsoft Ads and would like to participate in the pilot phase of the Con  
Please let us know briefly once the button to generate access tokens has been enabled for us.
```

Currently we can only generate developer tokens in the UI, which unfortunately do not work with
Thank you and best regards

As soon as your Microsoft Ads interface shows the button to generate the token for the Conversions API, click it and enter the token at app.shoplytics.de under "Other Pixels".

In the field above, also enter the advertising account ID. (ATTENTION: This is not the ID you see at the top left in Microsoft, but rather you will find the parameter "cid=" in the address bar of your browser, followed by the numeric advertising account ID. This is what must be entered in Shoplytics.)

From now on, no Microsoft Ads pixel will be executed by Shoplytics in the browser; instead, the Shoplytics tracking server communicates directly with the Microsoft server when new events are tracked.

Step 4 (optional): Create Retargeting Audiences

Shoplytics already sends all the necessary data. Now you need to make sure in Bing Ads that the transmitted data can also be used for retargeting.

To do this, create "Audience" lists in Bing Ads.

In the following, I'll show you the setup using the example of "view_item" (product page view).

You then repeat the exact same procedure for all relevant Ecom events:

- view_item (Product page view)
- add_to_cart (Added to cart)
- begin_checkout (Start checkout process/Go to checkout)
- purchase (Purchase)

Instructions

1. Click on "Tools" and then on "Audiences"
2. Enter the name: e.g. "Shoplytics view_item (Product page viewed)" Select "Remarketing List" as the option:
3. Select the "UET" tag from the dropdown menu (If you have several, it must be the one connected to Shoplytics.)
4. And for "who do you want to add to the list", select "Custom Events"
5. In the input form, apply these settings:

Whom to add to your audience ?

Custom events

Category	equals	Ecom-Funnel
Action	equals	view_item_retarget
Label	equals	shoplytics
Value	equal to	

6. (You will adjust the "Action" for each individual event - according to the event you are currently setting up). "Category" and "Label" remain exactly the same.
7. **You can ignore the code shown below** (you don't need to copy or email it -> Shoplytics has already taken care of everything for you).
8. You can still change the "Duration", i.e. how long individual visitors remain in the list (after their action in the shop). With this you determine: a) how long you can contact visitors (after their action in the shop) via your retargeting campaigns. b) how "current" the action is for the visitor - and how relevant your ads will be to the visitor accordingly. Here you need to find a happy medium between: a) "I want to stay in contact with the visitor for as long as possible in the future" and b) "a visitor who saw a product 6 months ago surely has less interest in your ads than one who last saw a product in your shop 3 days ago"

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