

Dear Bing cashback merchant,

Thank you for participating in this month's Bing cashback back-to-school event, where Microsoft funded an increase in cashback rewards for a limited time starting August 10. After an incredible response from our advertisers and Bing cashback consumers, we are concluding this promotion Thursday, August 27.



To ensure a positive shopping experience, due to the current publish timeframe of up to 48 hours, we recommend that you do not change commission levels until August 28.

Here are a couple of highlights about this event so far:

- We saw an increase in Bing cashback traffic, click-through rates, and consumer engagement.
- Media and community responses were positive, from the buzz around our Twitter sweepstakes to the broadcast and online media hits.

[Visit us on Facebook](#) to see more details about the response.

We hope that you've seen similar success in conversion rates and transaction volume on your sites. Once the back-to-school event ends, we recommend that you review your campaign performance over the last few weeks and take note of what worked well for you to help plan your holiday season optimization. Here are some helpful tips for holiday campaign planning:

- Experiment with increasing commission levels to determine optimal ROI.
- Ensure that your data feeds are accurate and up-to-date.
- Visit your [Merchant Account Center](#) to monitor your account activity.

If you have further questions about this promotion or would like to share feedback or success stories with us, send an e-mail message to cb-bts@microsoft.com.

Thank you again for your support of Bing cashback.

Sincerely,

[Bing Shopping Team, Microsoft](#)