Bing Ads (Microsoft Advertising)

Setup Guide

Easy 20 minutes

Tandem Beam

Quick Facts

Click ID:	msclkid (Microsoft Click ID)
Authentication:	OAuth 2.0 + Account IDs
Test Mode:	Test mode available
Events Supported:	purchase, lead, sign_up, add_to_cart, begin_checkout, page_view

Prerequisites

- Microsoft Advertising account
- UET Tag created
- Admin access to Microsoft Advertising

Setup Steps

1. **Access Microsoft Advertising**

   Log in to Microsoft Advertising (ads.microsoft.com) > Navigate to Conversion tracking

2. **Find Your Account IDs**

   Find your Customer ID and Account ID in Settings > Account settings. Both are numeric values.

3. **Create Conversion Goal**

   Go to Conversion tracking > Conversion goals > Create conversion goal > Select API as the tag type > Note the Goal ID

4. **Generate API Credentials**

   Register an app in Azure AD with Microsoft Advertising API access > Generate OAuth 2.0 credentials (Client ID, Client Secret, Refresh Token)

5 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Bing Ads
4. Enter Customer ID and Account ID
5. Enter Client ID and Client Secret
6. Paste Refresh Token
7. Enter Goal ID for conversions
8. Click Save Configuration

Configuration Fields Reference

Field Name	Format	Required
Customer ID	Numeric	**Required**
Account ID	Numeric	**Required**
Client ID	Alphanumeric (Azure AD app ID)	**Required**
Client Secret	Alphanumeric	**Required**
Refresh Token	OAuth 2.0 refresh token	**Required**
Goal ID	Numeric	**Required**

> **Security Note:** Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.