

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.

Tandem Beam - Server-Side Conversion Tracking

Generated: January 20, 2026 | For support, contact your Tandem Beam account representative