



Partner Marketing

Campaign-in-a-Box & CloudAscent

Coming soon: The new era of partner marketing

One hub. Smarter tools. Stronger results. The new Partner Marketing Center is your AI-powered space for creating, customizing, and launching campaigns that get you to market faster.

What is changing?

Partner Marketing Center is being revamped with AI-powered capabilities. This next-generation experience serves as the centralized hub for campaign planning, publishing, and performance tracking.

The next generation of Marketing Center will replace legacy tools like Digital Marketing Content OnDemand (DMC), the Go-to-Market Toolbox, and Geo Expansion Readiness Assessments.

When will it launch?

The new and enhanced Partner Marketing Center platform launches in early 2026.

Downloadable campaign in a box content will be available on the current version of Partner Marketing Center during and after the launch of these new AI capabilities—but premium capabilities will be exclusive to the new experience.

What are the new AI capabilities?

- Conversational AI interface that you can use to develop or sharpen your marketing strategy.
- AI-powered search to help you surface campaigns using natural language.
- Automatic customization with content tailored instantly based on your partner profile.
- AI-guided editing to refine messaging based on audience, calls to action, and more.
- AI-powered copy revisions based on your input



Campaign-in-a-Box (CiaB)



Campaign in a Box (CiaB)

Ready to launch customizable campaigns

Approved Microsoft value propositions, messaging and branding

Aligned to Microsoft priority solution areas and industries

Available to all Microsoft AI Cloud Partners

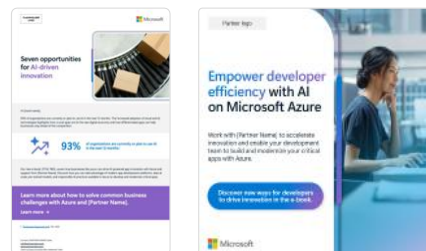
Microsoft invests so that partners can GTM quicker and faster

Drive top of the funnel leads through partner-led marketing

Example: Build and modernize AI apps

Build awareness

Demand gen email sequence, social assets/ads, Infographic, Thought Leadership



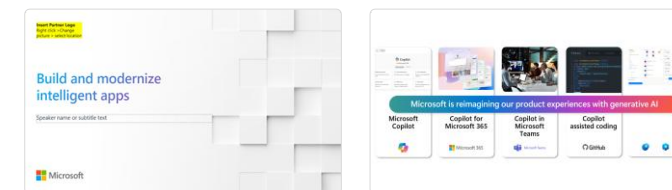
Acquire leads

E-book: App Innovation unleashed: seven opportunities to innovate with intelligent, AI-powered apps



Nurture opportunities

To-customer pitch decks



How to leverage CiaB



Partner Marketing Center (PMC)

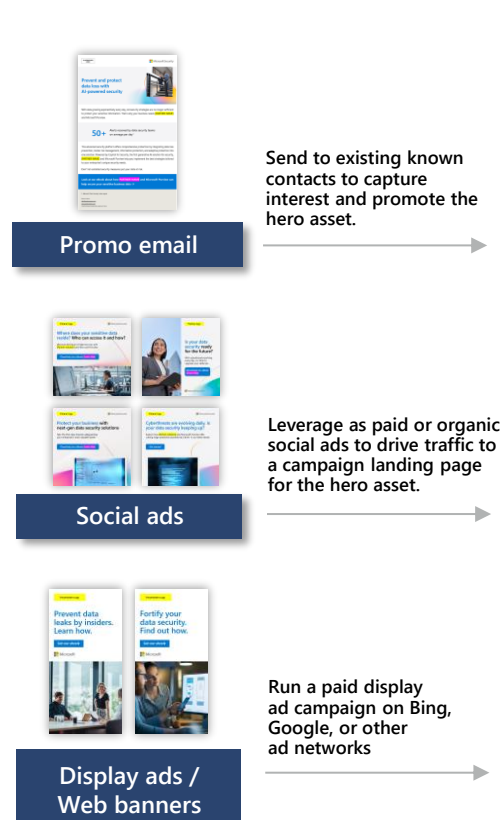
Downloadable customizable assets w/ execution guides

What is included in the CiaB?

Sequence your campaign with the following marketing touchpoints, using templates in the asset library.

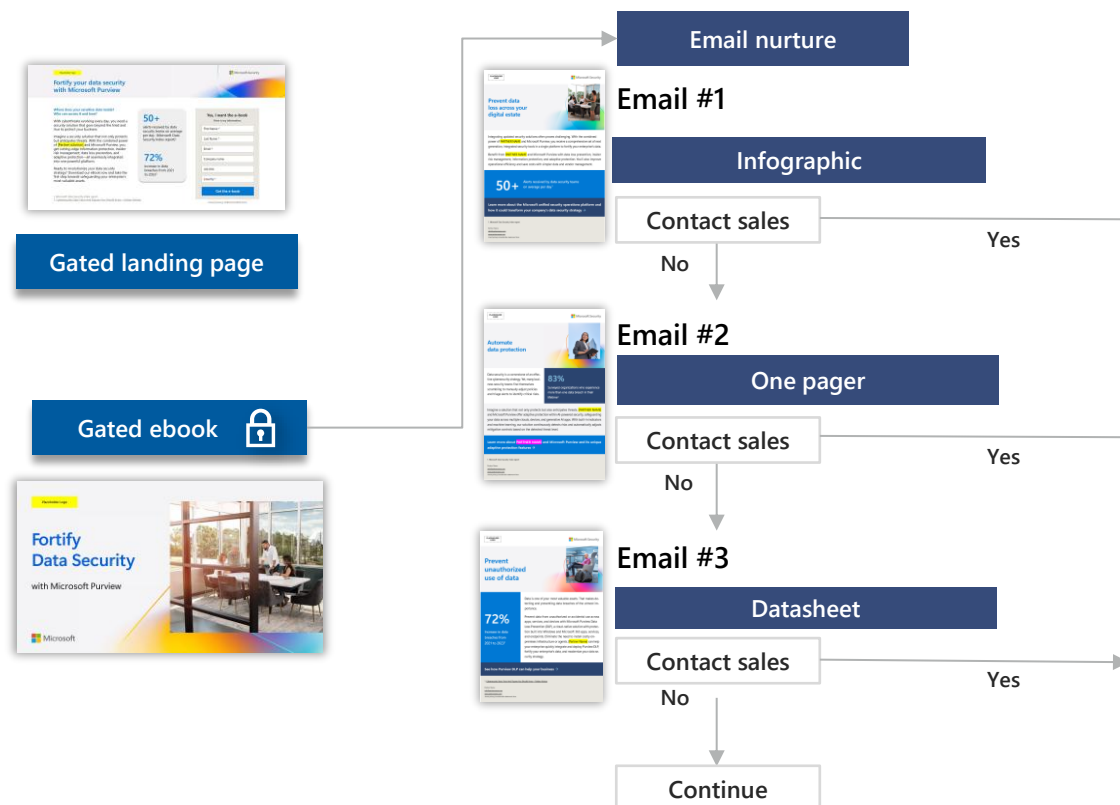
1. PROMOTION

The hero asset is promoted to target audiences via social and display ads. Promo emails are sent to existing known contacts.



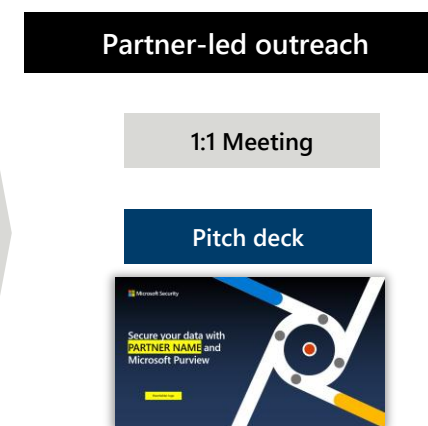
2. ACQUISITION

Visitors who engage with gated hero asset receive a multi-email nurture series, surfacing mid-funnel assets to enhance consideration. As they progress through nurture campaign and show behavioral indicators, they are qualified for hand-off to sales.



4. DECISION

Leads pass to sales following nurture and qualification for a 1:1 meeting. Pitch deck is used to enhance 1:1 customer meetings and encourage next steps.



Microsoft AI Cloud Partner Program resources

Get the latest updates, partner readiness materials, and marketing campaigns to help take your business to the next level.

[Partner Marketing Centre >](#)

Filter

[Clear all](#)

Solution Area

- ☐ AI Business Solutions
- ☐ Cloud and AI Platform
- ☐ Security

Search resources

Applied Filters

[Clear all](#)

Marketing Campaign [×](#)

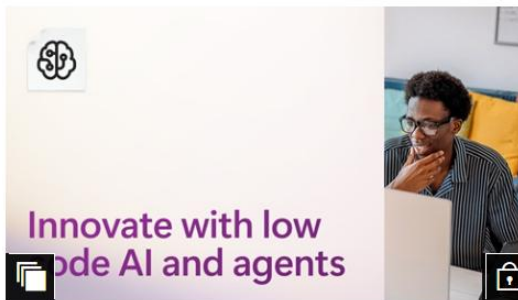
Showing **1-12** of **104** items

Sort by: [Latest](#) [v](#)



Asset Type (1)

- ☐ Analyst Content
- ☐ Article
- ☐ Assessment
- ☐ Becoming a Partner



Innovate with low code AI and agents



Security partner campaigns

Activate Security marketing campaigns.



Secure and govern Microsoft 365 Copilot

Select your
Solution
Area to
filter

Campaign-in-a-Box

Cloud & AI Platforms

- [AI Transformation](#)
- [Unify your intelligent data platform](#) - [ENT](#), [SMB](#)
- [Innovate with Azure AI apps and agents](#)
- [Migrate and modernize your estate](#) - [ENT](#), [SMB](#)

Security

- [Modern SecOps with Unified Platform](#) - [ENT](#), [SMB](#)
- [Secure and govern Microsoft 365 Copilot](#)
- [Protect Cloud, AI platform and apps](#)

AI Business Solutions

- [Agentic sales](#)
- [AI powered customer service](#)
- [Business Central for SMB](#)
- [ERP transformation with AI](#)
- [Innovate low code AI and agents](#)
- [Secure AI Productivity](#)
- [Cloud Endpoints](#)
- [Microsoft 365 Copilot](#) - [ENT](#), [SMB](#)
- [Smart Workplace with Teams](#)
- [Accelerate CSP renewals](#)

New: SMB Unify Your Data Platform CiaB

Campaign in-a-Box



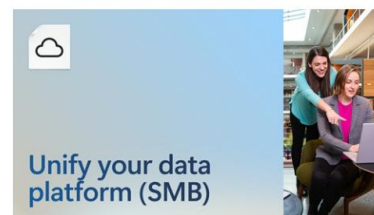
[Unify your data
platform \(SMB\)](#)

New 18 assets for SMB CaiB

Partner opportunity deck, pitch deck, promo email, E-book, infographic etc.

Unify your data platform (SMB) COLLECTION

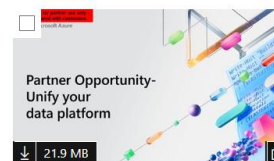
Last Modified 2025-10-15



Help small- and medium-sized business customers activate their entire data estate for AI innovation. Azure data services provide comprehensive, market-leading solutions that allow growing companies to establish a unified data estate that is secure by default, unlocking new AI application scenarios and business insights across their organization.

This campaign's content

Showing 1-12 of 18 assets



Partner Opportunity Deck - Unify your data platform

Partner Value Prop Deck - Business Central

2025-10-09



Execution Guide - Unify your data platform

Execution Guide - Business Central for SMB

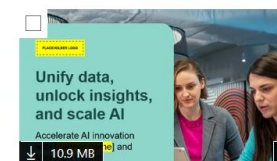
2025-10-08



Promo Email - Unify your data platform

Promo Email - Grow your business with Microsoft Dynamics 365

2025-10-09



Social Ads - Unify data, unlock insights, and Scale AI

Social Ad 1 - Connect your entire business with AI-powered workflows

2025-10-12

Unify your data platform (SMB) CiaB campaign journey

PROMOTION

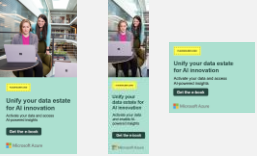
Showcase hero assets to target audiences.



Promo email



Social ad



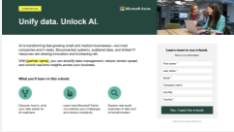
Display ads/ Web banners

ACQUISITION

Send email series to visitors who engage with gated hero asset, surfacing mid-funnel assets to enhance consideration.



E-book



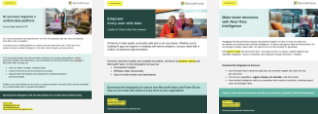
Gated landing page

CONSIDERATION

Qualify customers for handoff to sales.



Infographics (3)



Nurture emails (3)

DECISION

Meet with customers for a 1:1 meetings and encourage next steps.



Pitch deck

Customizing CiaB assets



The campaign assets in this collection are templates that require partner customization. Each asset will give specific instructions for you to make it your own, by modifying:

- Brand font, logo, and colors.
- Solution value proposition and details.
- Call to action (with link).
- Company contact information.
- Copyright information.
- Links to privacy policy and unsubscribe options.

FAQ	
What is a Campaign-in-a-Box?	Campaign-in-a-Box (CiaB) simplifies the process of going to customers with campaign materials by providing a ready-to-go campaign. This enables you to focus on building a pipeline of qualified prospects and driving customer engagements for your services and solutions.
Why should I use one?	A CiaB helps you build a pipeline of qualified prospects, drive customer engagement for your services and solutions, and funnel growth.
What comes with a Campaign-in-a-Box?	The actual deliverables vary for each campaign. They can include a hero asset, e-book, infographics, emails, social media ads, web banners, and enablement pieces.
How do I run a campaign?	Each campaign comes with its own set of deliverables, an execution guide, and a calendar to organize the sharing of campaign materials
Are there other campaigns available?	Yes, there are a series of campaigns aligned to Microsoft priority solution areas and industries to use with customers.
What is Unify your data platform (SMB)?	This campaign is intended to communicate the broad value of Microsoft Fabric as a platform for unifying data and laying the groundwork for AI and transformative data solutions.



CloudAscent & Cohorts

CloudAscent | What is CloudAscent?

CloudAscent (CLAS) is the engine powered by AI, Machine Learning, and customer intelligence that takes internal and external data to deliver high propensity SMB customer targets to partners for Cloud and AI Platforms, AI Business Productivity, and Security solutions

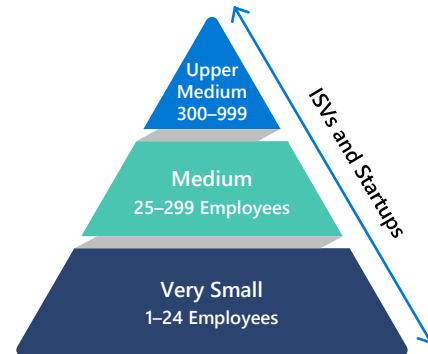
SMB Universe – 157M+ SMB Businesses (External Market View, sourced from IDC)

CloudAscent Data Enhancement – 25M+ SMB Businesses (Microsoft Customers & Prospects)

1 SMB Account Universe

- Existing Microsoft Customers
- Prospect Customers
- Duplicate Account Consolidation of Multiple Purchases from the Same Customer

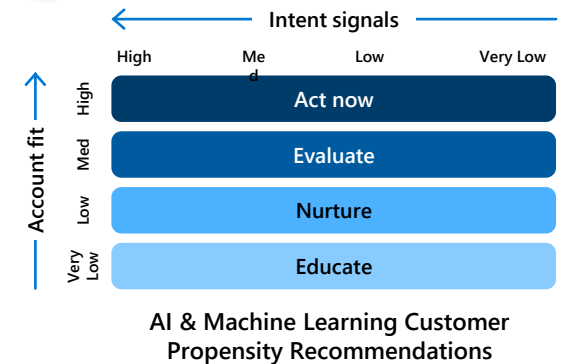
2 Segments & Solution Play & Cohorts Targeting



3 Customer Signal Collection

- Buying Signals, Internal and External Attributes: # of employees, Industry/Vertical, IT/Cloud Footprint, Product Ownership, Wins/ Losses Firmographic, Technographic & Complete information

4 Propensity Models Customer Targeting



5 Report Generation and Delivery to Partners

Direct Resellers
Reports in Partner Center (via self-serve log-in)

Indirect Partners
PowerBIs (available via Microsoft PDM)

[Learn more about CloudAscent/](#) [CloudAscent Partner Trainings](#)

FY26 CloudAscent SMB Propensity | Partner CTAs



Benefits for partners

- Increased sales & marketing efficiency with data driven insights to allow more precise customer targeting.
- Reduced cost of sales by reducing the sales cycle times.
- Improved customer retention by providing insights into customer needs and behaviors.
- Act Now propensity recommendations conversion rate is 3X other propensity levels for new customer acquisition.
- Act Now NLW* propensity recommendations for Cloud and AI accounts YoY growth rate is 5X other Azure propensity levels.



Getting started

Visit <https://aka.ms/CloudAscent> to gain familiarity with CloudAscent:

- How CloudAscent works
- How to access CloudAscent SMB propensity lists
- Reseller and Indirect Provider training for specific targeting scenarios



Partner Call to Action

- 01 Learn about CloudAscent by visiting <https://aka.ms/CloudAscent>
- 02 Download CloudAscent customer propensity lists from Partner Center: <http://aka.ms/CLASdefinitions>
- 03 Develop Campaign by familiarizing yourself with the cohorts and readiness material on <http://aka.ms/smbgtm>
- 04 Engage Sales & Marketing by sharing insights from CloudAscent to align their strategies and efforts
- 05 Execute and Monitor your marketing campaigns and sales strategies adjusting as needed based on results

Customer outreach

Cohort Lists identify high-propensity customers to target with a [marketing outreach plan](#) to build your pipeline. Microsoft offers [free, ready-to-use demand generation campaign materials](#), and a [marketing automation tool](#), for partners to build a pipeline of customers for this Solution Play.

1 Cohort Lists in CLAS (aka Customer Targeting Lists)



Microsoft provides access to Cohort Lists from CloudAscent—high propensity customer targeting lists—[based on transacting partner of record](#). Use these targets to drive your marketing outreach campaign. Use these scenarios to tailor your conversation and as an opening to a broader Solution Play discussion.



2 Marketing outreach campaign



Once you get your Cohort List, customize assets to jumpstart your high-propensity marketing efforts and use your Co-op funds to execute a multi-touch digital campaign.

FY26 SMB Cohorts | Migrate and Modernize Your Estate

Solution Play		Targeting Scenario	Customer Targeting Lists (aka Cohorts)	
Migrate and Modernize Your Estate	→	Acquire	• First Workload AVD-RDS	• First Workload Azure Backup and Site Recovery • Migrate on-prem Servers to Azure
	→	Migrate	• Migrate on-prem databases to Azure	• Arc-enabled Servers
	→	Grow	• NLW Databases to Azure • NLW Linux estate, Windows Server to Azure	• NLW Security, Defender for Cloud

FY26 SMB Cohort Strategy | Security

Security Solution Play		Targeting Scenario	Customer Targeting Lists (aka Cohorts)
Modern SecOps and Unified Platform	→	Upsell	Attach E5 Security to BP • Business Premium customers to upsell to E5 Security ME3 to ME5 • Top unmanaged ME3 customers with greater than or equal to 50 ME3 seats targeted for hero motion. OR • Customers with greater than or equal to 50 ME3 seats and E5 Compliance as dominant mini bundle license as fallback strategy to upsell E5 Security
		Expansion	Sentinel Whitespace • Customers with MDC > \$250, Net Sec > \$250 and Sentinel < \$1000 and ME5 > 50



CiaB & CloudAscent: Cloud & AI Platforms



Migrate and Modernize your Estate | Demand Generation



Gain insights into high propensity customers for priority customer scenarios

Drive top of funnel leads through ready to launch customizable campaigns

Customer Priorities	Identify high propensity customers		Generate leads	
	Sales Motion	Propensity Tool	Campaign-in-a-Box (CiaB)	Get Started
Drive Migration and Modernization of Windows Server, SQL Server, .NET, & Linux, PGSQL, Java	App Modernization	CloudAscent	Modernize Apps	Link (ENT) Link (SMB)
	Secure Migration and Modernization	CloudAscent	Migrate and Secure WS/SQL/Linux/PGSQL	
Capture VMWare opportunity with migration/modernization to AVS and Azure IaaS and PaaS	Migrate to AVS	CloudAscent	Migrate VMware Workloads to Azure	Link (AVS-specific CiaB)
Migrate & Modernize SAP on Azure	Migrate SAP on Azure	CloudAscent	Modernize SAP on the Microsoft Cloud	Link (SAP-specific CiaB)
Learn more about CloudAscent Propensity Tool			Learn more about Campaign-in-a-Box	



CiaB & CloudAscent: AI Business Solutions

Copilot+Agents | Demand Generation

Identify high propensity customers

Generate leads

Customer Scenario	Propensity Tool	Sales Motion	Campaign in a Box (CiaB)	Get Started
Acquire New Customers	CloudAscent	- Lead with Copilot for All - Win Copilot Chat across IW +FLW - Land Agentic value - Win Microsoft 365 Copilot	Microsoft 365 Copilot UPDATED	SMB: PMC
Monetize Unpaid Users	CloudAscent	- Drive Copilot Agentic value with high impact business scenarios - Upsell to Microsoft 365 Copilot		ENT: PMC
Grow Existing Customers	CloudAscent	- Drive Copilot Agentic value with high impact business scenarios - Expand Agentic scenarios to improve customer ROI - Expand M365 Copilot seats		

Examples of campaign assets:



46.4 MB

Copilot and Agents at Work
Partner Opportunity
October 2025

Partner Opportunity Deck - Copilot + agents at work

Learn more about the TAM of this solution play.

2025-10-29



4.6 MB

Microsoft 365 Copilot (SMB)
Partner opportunity guide
Campaign-in-a-Box execution guide
Partner opportunity guide to generate interest and qualify intent
October 2025

Execution Guide - Microsoft 365 Copilot SMB

Overview of the campaign and guidance to get started.

2025-10-07



455.0 KB

A guide to AI maturity with Microsoft 365 Copilot

Promo Email - Microsoft 365 Copilot

Customize this promo email with the engaging content.

2025-10-07

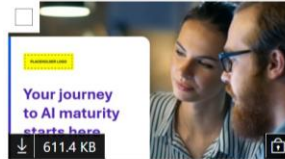


623.8 KB

Social Ad 1 - Evolve into a frontier firm

Use social ads to drive traffic to the landing page.

2025-10-07



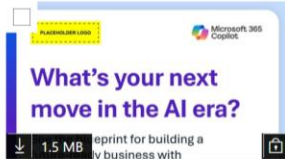
611.4 KB

Your journey to AI maturity starts here

Social Ad 2 - Your journey to AI maturity starts here

Use social ads to drive traffic to the landing page.

2025-10-07



1.5 MB

What's your next move in the AI era?

Web Banners - What's your next move in the AI era

Customize the web banner to drive landing page views.

2025-10-07



1.3 MB

Your guide to AI maturity with Microsoft 365 Copilot

Gated Landing Page - Your guide to AI maturity

Customize this gated landing page for the e-book.

2025-10-07



2.7 MB

A guide to AI maturity

E-book - A guide to AI maturity

Link your e-book on a landing page to generate leads.

2025-10-07

Secure AI Productivity | Demand Generation

Identify high propensity customers

Generate leads

Customer Scenario	Sales Motion	Propensity Tool	Campaign in a Box (CiaB)	Get Started
EOS Office 2016/2019	- Plan the move to Microsoft 365 - Leverage on demand Microsoft 365 E3 Demos - Engage with FastTrack ME3 Go Back Program for ME3	SPARK	Secure Productivity ENT- UPDATED	PMC Partner GTM Partner Practice Development
Secure AI-Powered Productivity	- Leverage the Secure AI Pitch Deck - Engage Secure Productivity Proof of Value engagements - Leverage Microsoft Purview for M365 E3	SPARK		
Shadow IT	- Explore BYOAI Shadow IT Discovery with M365 E3 - Position Simplifying Endpoint Management with Microsoft 365 - Land Elevating Security for Copilot with Microsoft 365	SPARK		

Examples of campaign assets:



Secure AI productivity (ENT)
Campaign in a Box
Execution guide

12.3 MB

Execution Guide - Secure AI Productivity

Overview of the campaign and guidance to get started.

2025-10-31



Partner Guidance:
Positioning Microsoft 365
& Office 365 Suites
without Teams

26.1 MB

Partner Guidance - Secure AI productivity

Guidance to understand Settlement-related updates.

2025-10-31



Harness Microsoft 365
to protect data and boost
performance

227.5 KB

Promo Email - Secure AI Productivity

Customize this promo email with the engaging content.

2025-11-09



Social Ad - Securely harness
productivity tools

377.9 KB

Social Ad - Securely harness productivity tools

Use social ads to drive traffic to the landing page.

2025-10-31



Secure AI-powered
productivity with
Microsoft 365

984.2 KB

Web Banners - Secure AI-Powered productivity

Customize the web banner to drive landing page views.

2025-11-09



Gated Landing Page - Secure AI
productivity

397.9 KB

Gated Landing Page - Secure AI productivity

Customize this gated landing page for the e-book.

2025-11-09



Secure AI
productivity with
Microsoft 365

219.8 MB

Video e-book - Secure AI Productivity

Link your video e-book on a landing page to generate leads.

2025-10-31



Secure AI-powered
productivity with
Microsoft 365

286.0 KB

Nurture Email 1 - Secure AI productivity

Customize this email to nurture leads.

2025-10-31

Scale Business Operations with AI | Demand Generation

Identify high propensity customers

Generate leads

Solution Play	Targeting Scenario	Customer Targeting Lists (aka Cohorts)	Campaign in a Box (CiaB)	Get Started
Scale Business Operations with AI	D365 Acquisition	Modernize Accounting/ERP Systems with D365 Business Central	Business Central for SMB	Partner Marketing Center(PMC)
	Migrate to Cloud	Migrate from Dynamics OnPrem to Business Central	Migrating your SMB customers from Microsoft Dynamics GP to Dynamics 365 Business Central	Partner Marketing Center (PMC)

Examples of BC campaign assets:



Unlock Partner Value with Business Central

Partner Value Proposition

Microsoft Dynamics 365 Business Central for SMB is a cloud-based accounting and ERP solution that helps small and medium-sized businesses manage their financials, sales, and customer relationships. It's designed to be easy to use and integrate with other Microsoft products, making it a great choice for businesses looking to streamline their operations and grow their success.

1.5 MB

Partner Value Prop Deck - Business Central

Learn more about the TAM of this solution play.

2025-09-11



Business Central for SMB

Campaign in a Box Execution Guide

Architect marketing resources in your organization and create a plan to execute the campaign. This guide provides a step-by-step process for setting up and running a successful campaign for Business Central for SMB.

27.6 MB

Execution Guide - Business Central for SMB

Overview of the campaign and guidance to get started.

2025-09-11



Adapt faster, work smarter, and perform better

Promo Email

Microsoft Dynamics 365 Business Central for SMB is a cloud-based accounting and ERP solution that helps small and medium-sized businesses manage their financials, sales, and customer relationships. It's designed to be easy to use and integrate with other Microsoft products, making it a great choice for businesses looking to streamline their operations and grow their success.

602.0 KB

Promo Email - Grow your business with Microsoft Dynamics 365

Customize this promo email with the engaging content.

2025-09-11



Connect your entire business with AI-powered workflows

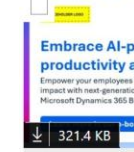
Social Ad 1

Use social ads to drive traffic to the landing page.

350.4 KB

Social Ad 1 - Connect your entire business with AI-powered workflows

2025-09-11



Embrace AI-powered productivity and collaboration

Social Ad 2

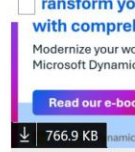
Empower your employees to work smarter and drive more impact with next-generation AI capabilities available in Microsoft Dynamics 365 Business Central.

321.4 KB

Social Ad 2 - Embrace AI-powered productivity and collaboration

Use social ads to drive traffic to the landing page.

2025-09-11



Transform your business with comprehensive AI

Web Banners

Modernize your workflows with us and Microsoft Dynamics 365 Business Central.

Read our e-book

766.9 KB

Web Banners - Transform your business with comprehensive AI

Customize the web banner to drive landing page views.

2025-09-11



Seamless cloud migration in the AI era

Gated Landing Page

Customize this gated landing page for the e-book.

646.2 KB

Gated Landing Page - Seamless cloud migration

2025-09-11



Adopting AI-powered cloud technology

E-book

Link your e-book on a landing page to generate leads.

88.8 MB

E-book - Adopting AI-powered cloud technology

2025-09-11

Thank you