Disclosure Statement

The information in this disclosure statement applies to Microsoft Store digital storefronts in which Microsoft makes digital products available to consumers.

Microsoft Store Eligibility and Ranking Parameters

Our goal for the Microsoft Store is to have it be the trusted place for customers to find, discover, and acquire the experiences they love most on their device.

The Microsoft Store is designed to present customers with the most relevant digital products with a focus on compatibility, quality, and security. The Microsoft Store customer experience provides many options to engage with digital products including curated homepage and department page placements, algorithmic and curated lists, search, and product detail pages. We optimize the customer experience through testing and experimentation that includes but is not limited to organization of the store, creative design, and updating our parameters to ensure relevancy, compatibility, quality, and security. We consider multiple parameters that apply to curated placements, algorithmic lists, and search results page, and which are weighted relative to each other depending on the storefront, where the user is looking within the storefront, and the user's preferences. These parameters include:

- Compliance with the Microsoft Store Policies and Code of Conduct — The Microsoft Store strives to only show customers digital products that comply with our Microsoft Store Policies and Code of Conduct.
- Acquisitions — Downloads or revenue of digital products by descending order.
- Customer Engagement — Digital products by descending order of usage.
- Product release/update date — Digital products by release/update date from the most recent to oldest.
- Customer Ratings — Digital products in descending order of average rating.
- Audience relevance — Ensuring relevancy for all audiences or a particular audience (e.g., location, interests, device type, operating system, or other factors).
- Editorial value — Curating and experimenting with digital products that are new and exciting, offer unique value, and/or are on trend.
- App Quality — High-quality digital products that are easy to install, secure, responsive, quick, reliable, and aesthetically pleasing.
- Strategic alignment — Digital products that showcase Microsoft's unique platform features, advantages, and partnerships.
- Ads – In some storefronts, developers can pay to be displayed in clearly marked sections of the Microsoft digital storefronts through advertising. Ads are always clearly designated with a label, like 'sponsored' or 'ad'.
- Products made by Microsoft or its subsidiaries"– When the digital product is made by Microsoft.

Data Sharing

The data shared with Microsoft's developer community offers each developer an understanding of the placement of their app or game in the Microsoft Store, insight into consumer engagement, usage reports, advertising performance, and transactional and payout data. The Microsoft developer community also receives access to metrics regarding consumer ratings, reviews, and feedback reports to assist in analyzing their app or game performance. Data shared with developers is aggregated and anonymized, to protect the consumer and developer privacy. A list of the various reports available to Microsoft's developer community is located here. Developers may receive additional data depending on whether their product in the Microsoft Store is an App or a Game, including but not limited to the following:

App

- App Performance benchmarking within specific app genres
- Subscription performance metrics
- Demographic comparison
- Customer Acquisition Funnel Analysis

Game

- Benchmark comparisons of Unique Users
- Benchmark comparisons of Engagement Hours
- Benchmark comparisons of Revenue
- Benchmark comparison of Acquisition by channel

Microsoft Store Disclosure Statement Change History

June 16, 2022 – Version 1.3

- Updated curated placements, algorithmic lists, and search results page parameters
- Updated parameter priority order
- Updated to clarify applicability to Microsoft digital storefronts

October 4, 2021 – Version 1.21

- Updated Search Results Reordering

September 28, 2021 – Version 1.2

- Updated main Search ranking parameters
- Updated Search Results Reordering
- Updated Banners
- Updated Highlighted Product Cards
- Updated Merchandising and Promotions Ranking and Eligibility parameters
- Added Media Content Merchandising

August 30, 2021 – Version 1.1

- Added Highlighted Product Cards disclosures
- Updated Banners disclosures

April 13, 2021 – Version 1.01

- Added Data Sharing section

July 10, 2020 – Version 1.0

- Initial document creation and publication