3 things to know when preparing your Spring Carnival campaigns
There's more to Spring Carnival than Melbourne Cup day.
61% of horse racing related searches happened before Melbourne Cup day

“Horse racing” related search volume %

SOURCE:
Microsoft, Internal data analysis, Sept– Nov 2018, horse racing related searches, all devices.
Don’t miss out on the opportunities other key racing days offer

“Horse racing” related search terms volume index

SOURCE:
Microsoft, Internal data analysis, Sept–Nov 2018, horse racing related searches, all devices
Align your campaign strategy with audience search behaviour

“Horse racing” related search terms volume index

Horse racing enthusiasts search for **brands** on major Spring Carnival event days.

Occasional punters are likely to search for **generic** terms as Melbourne Cup anticipation kicks in.

SOURCE:
Microsoft, Internal data analysis, Sept–Nov 2018, horse racing related searches, all devices
Think you already have good keyword coverage?
Think again.
With over 20K unique terms appearing during Spring Carnival, it's challenging to keep a strong keyword coverage.

2K+ unique branded terms

17K+ unique generic terms

are used to search for Spring Carnival events.

SOURCE:
Microsoft, Internal data analysis, Sept–Nov 2018, horse racing related searches, all devices
Leverage Microsoft Advertising features to maximise your coverage when demand is highest

**Top categories you need to cover**

- Competitor terms
- Horse racing terms
- Melbourne Cup (tips, results, horses, fields, trivia/quizzes, etc.)
- Racing streaming terms
- Melbourne Cup fashion terms

**Campaign features to use**

- Broad match and broad match modified keywords capture variants of high-volume terms.
- Dynamic Search Ads campaigns should be used to target certain Melbourne Cup related pages starting mid-October.*

*Please make sure your landing page information follow the NSW gambling advertising restriction

**Pro tip**

Use broad match and Dynamic Search Ads to increase your search term coverage.

**SOURCE:**
Microsoft, Internal data analysis, Sept–Nov 2018, horse racing related searches, all devices
Are males more likely to bet on sports?
Yes, however, on Melbourne Cup day, 50% of searchers are female.
Females become more engaged as Melbourne Cup anticipation builds up

Daily searches by gender

SOURCE:
Microsoft, Internal data analysis, Sept–Nov 2018, horse racing related searches, all devices
Female punters are more likely to research using generic search terms

% who use generic search terms

70%  
53%

Females are:
95% more likely to search for fashion related terms.
70% more likely to have [year] in their terms.
61% more likely to use “when,” “how,” and “what”.

Source:
Microsoft, Internal data analysis, Sept–Nov 2018, horse racing related searches, all devices

Pro tip
Leverage age and gender targeting and adjust your ad copy to meet different expectations of Melbourne Cup day punters.
Three quick wins

Don’t forget the key racing events

Have sufficient budget throughout Sep.-Nov., and align it to all key events.

Shared Budget helps to redistribute unused budget to top campaigns.

Have a robust online presence

Build campaigns based on top search patterns and terms.

Broad match and Dynamic Search Ads can increase your search term coverage.

Make your campaigns inclusive

Adjust your keywords and ad copy to reflect your audience and the expectations of Melbourne Cup day punters.

Ad targeting allows you focus on potential customers who meet specific criteria.
Microsoft Advertising. Intelligent connections.