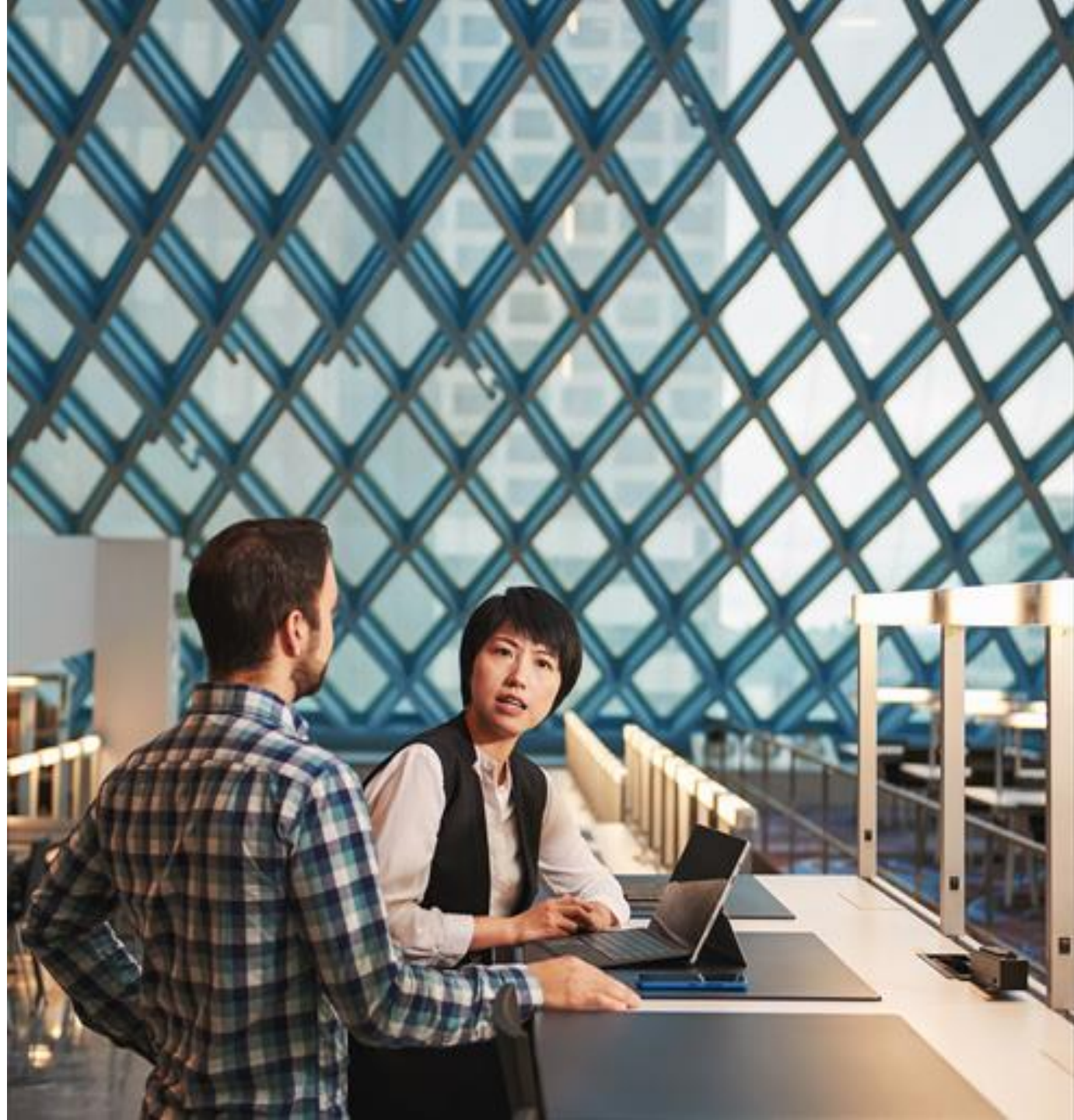




MICROSOFT ADVERTISING

# 3 things to know when preparing your Spring Carnival campaigns

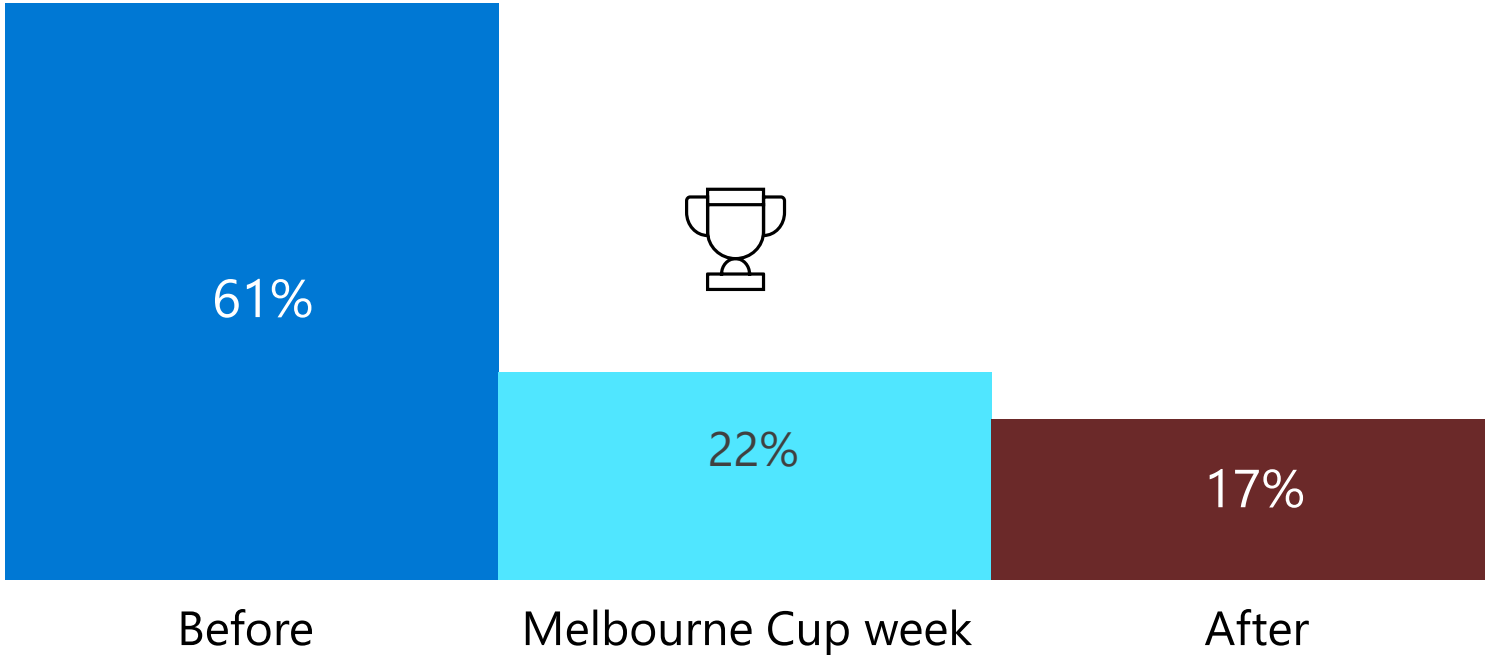
Microsoft Advertising. Intelligent connections.



There's more to Spring Carnival than  
Melbourne Cup day.

# 61% of horse racing related searches happened before Melbourne Cup day

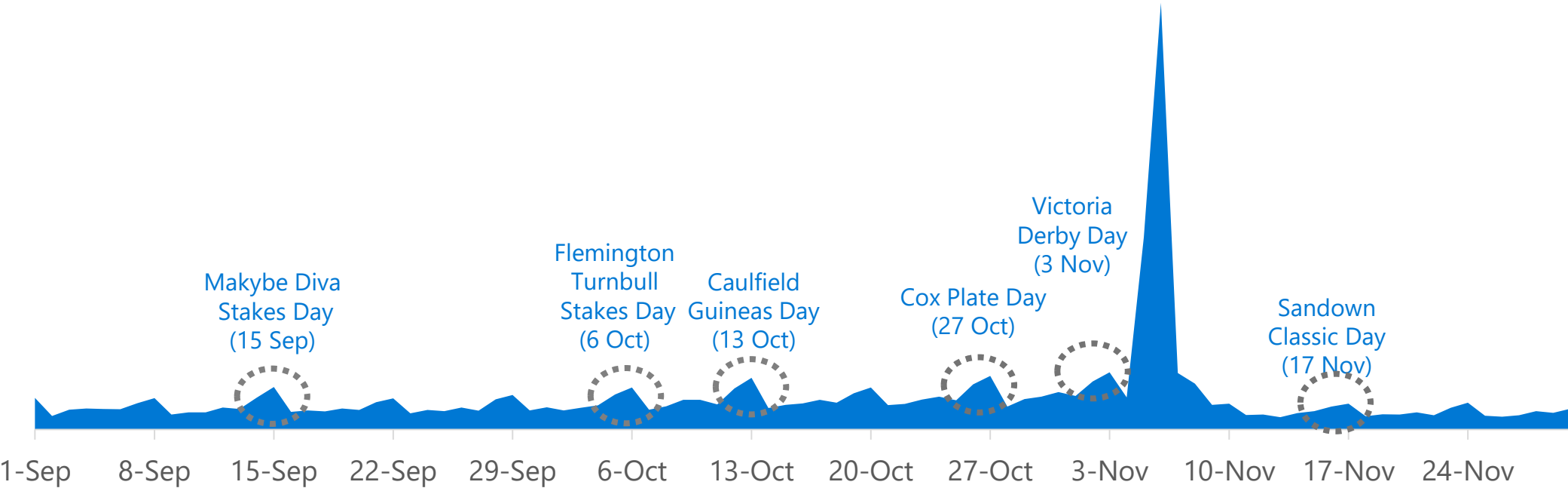
“Horse racing” related search volume %



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

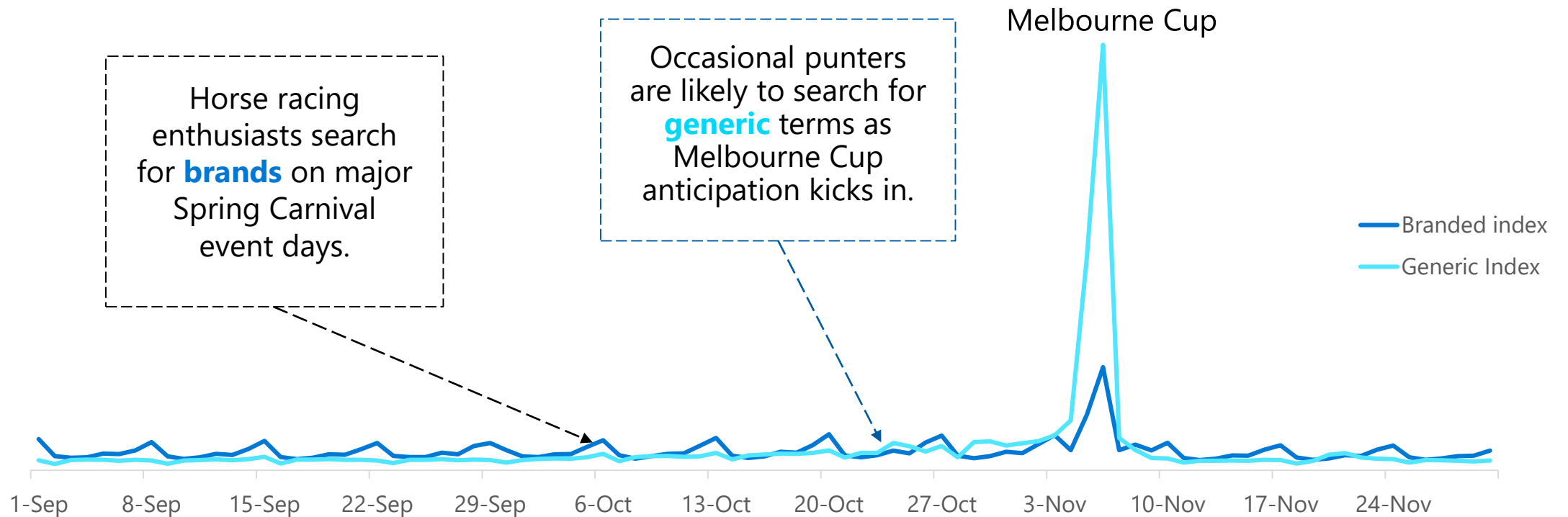


SOURCE: Microsoft, Internal data analysis, Sept– Nov 2018, horse racing related searches, all devices



# Align your campaign strategy with audience search behaviour

"Horse racing" related search terms volume index



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

Think you already have good keyword coverage?  
Think again.



# 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.

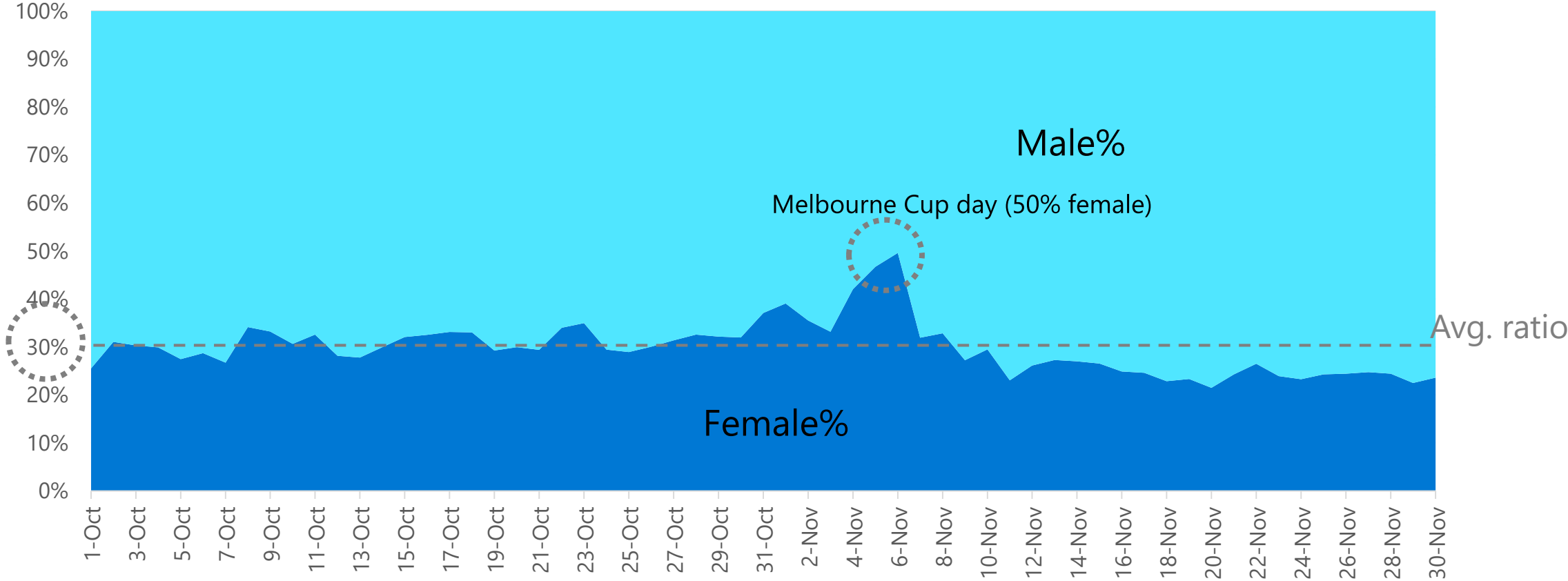


Are males more likely to bet on sports?

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

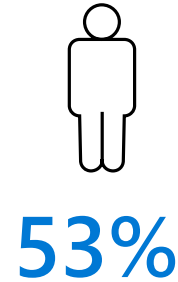
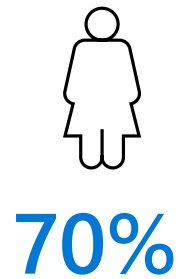


SOURCE: Microsoft, Internal data analysis, Sept– Nov 2018, horse racing related searches, all devices



# Female punters are more likely to research using generic search terms

% who use generic search terms



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**".

## 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.*



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