

Microsoft Advertising Insights: Travel spend dynamic risk map

Purpose:

To help advertisers dynamically target areas of the United States where the likelihood of recreational activity is higher, using recent COVID-19 case data, state mandate data, and Microsoft Advertising search data

We are defining **risk** as a composite of the following statistics:

Searcher
interest by
destination
state,
**sourced
from
Microsoft**



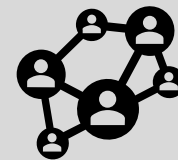
COVID-19
case count
reported in
the last 7
days by
state,
**sourced
from the
CDC**



COVID-19
case count,
indexed
against state
population,
**sourced
from the
CDC**



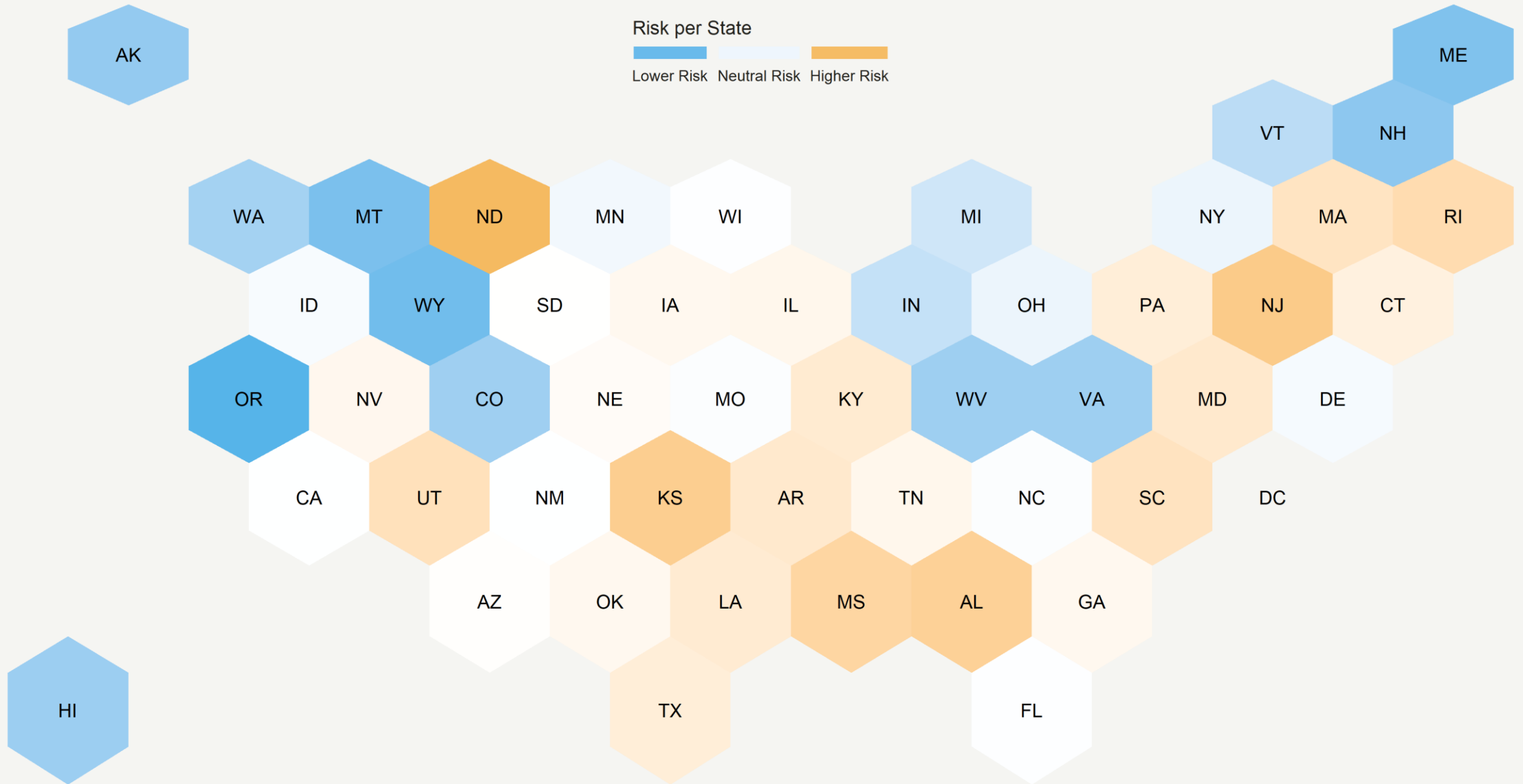
State
regulations/
guidance
around
social
activity,
**sourced
from Kayak**



Microsoft Advertising's Travel Spend Risk by State

as of Sep 28

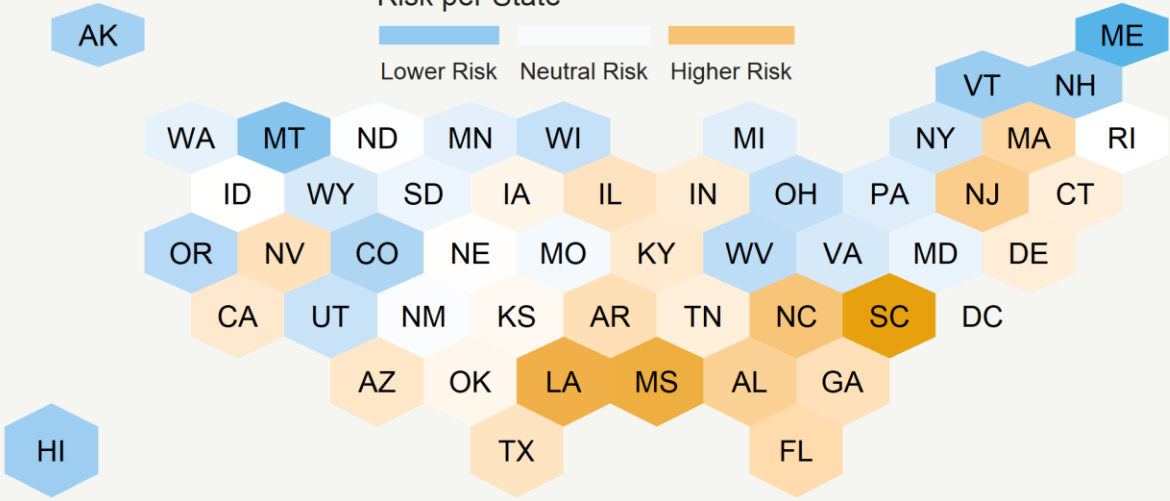
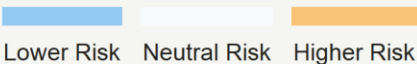
Risk per State
Lower Risk Neutral Risk Higher Risk



Side by side view of risk by state during the most recent week, versus risk by state during the week before that

Week of 8/31/2020

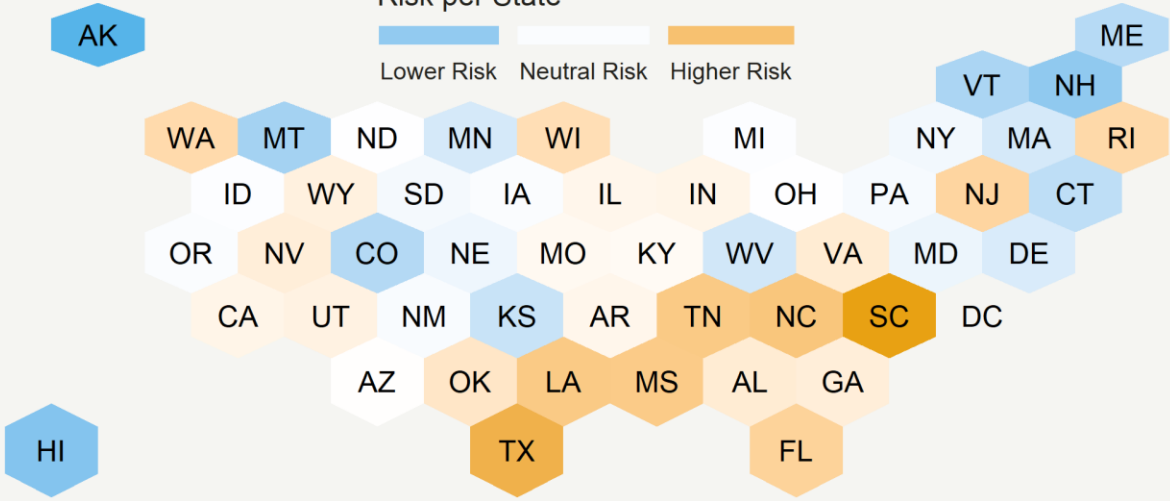
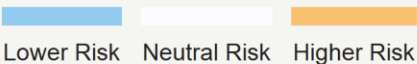
Risk per State



Data: Microsoft Internal, CDC.gov, Kayak.com

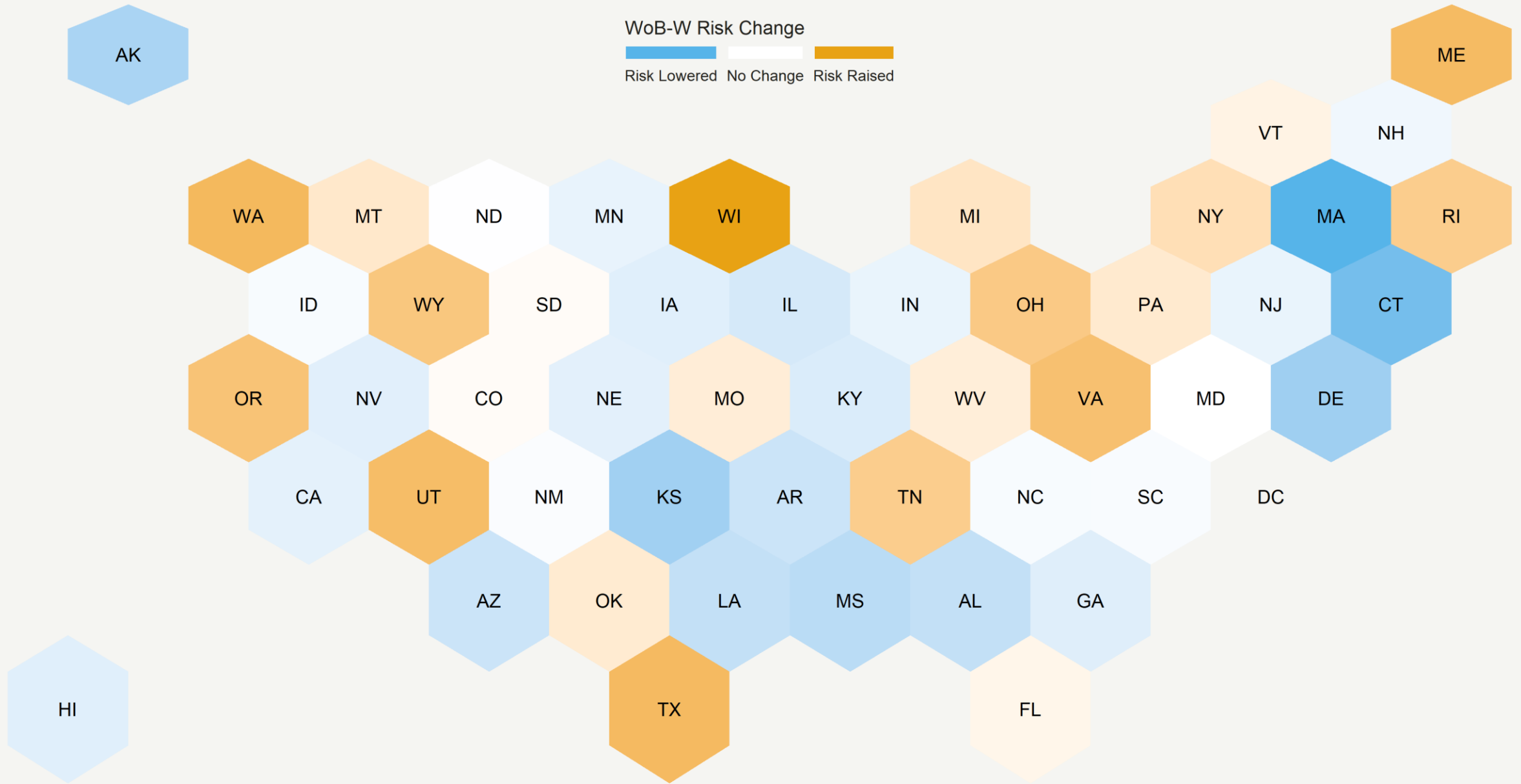
Week of 9/14/2020

Risk per State



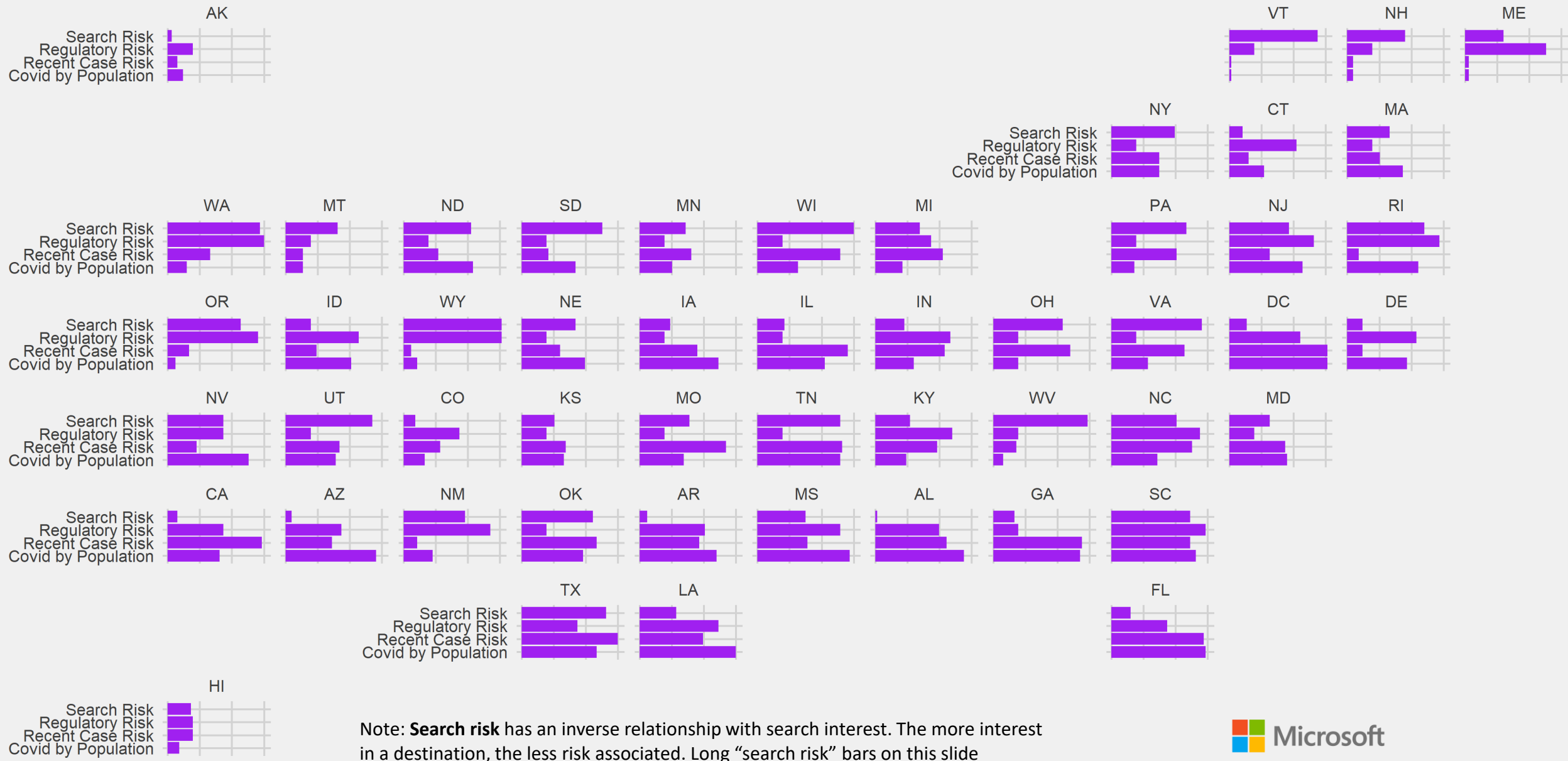
Data: Microsoft Internal, CDC.gov, Kayak.com

Week over Bi-Week Travel Spend Risk Change by State



Risk Factor Segmented By State

Most recent week only

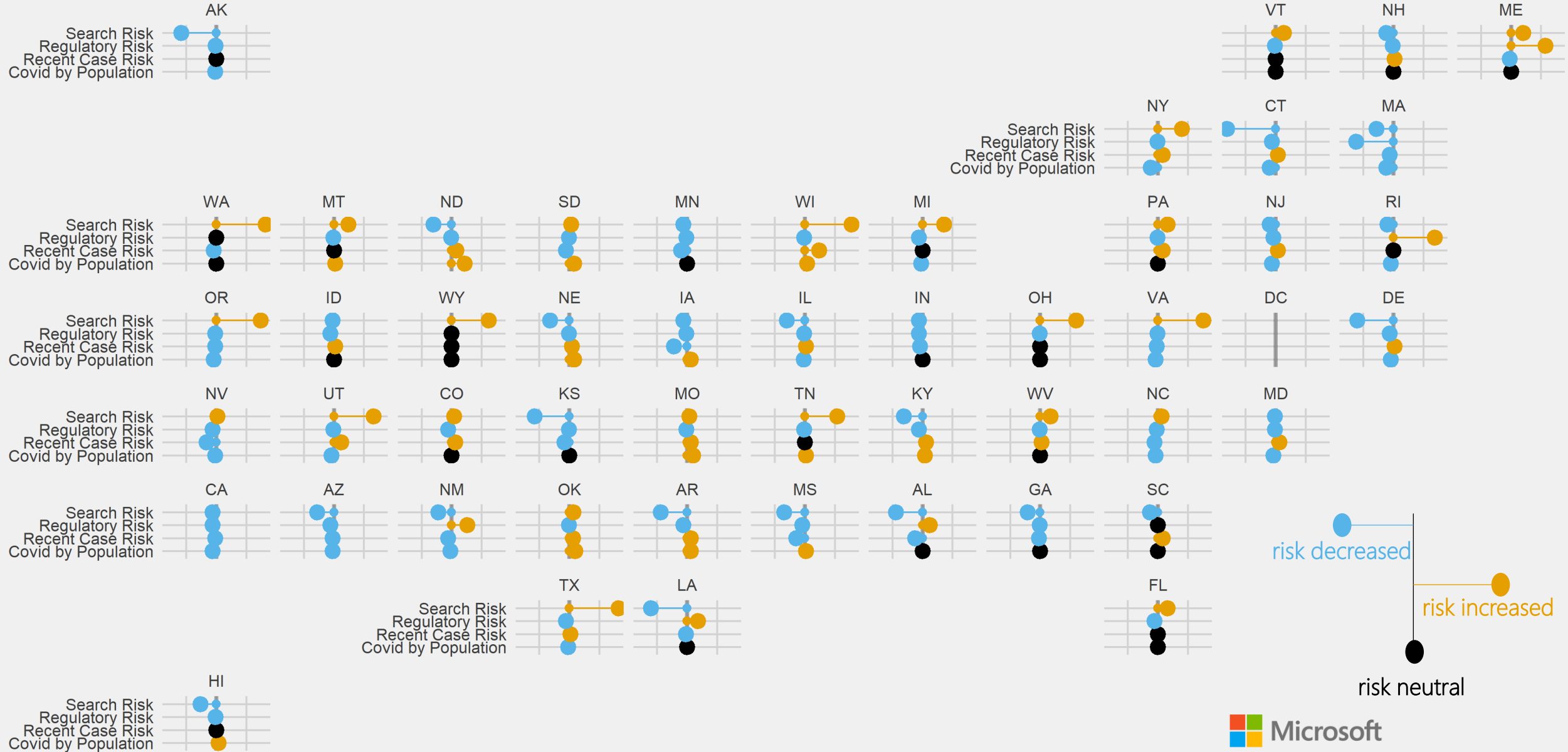


Note: **Search risk** has an inverse relationship with search interest. The more interest in a destination, the less risk associated. Long “search risk” bars on this slide represent low volume.



Risk Factor Segmented By State

Week over week change



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