Microsoft Advertising Insights

Sweater Weather

Insights into clothing trends
Queries containing loungewear, hoodies and sweaters have increased YoY just in time for the holidays.

Mobile growth has increased 9% YoY and Shopping continues to climb 27% YoY.

Clothing related searches are up 17% year over year (YoY) as fall and winter month approaches consumers look to stay warm and cozy.
Marketplace trends
Growth across Clothing categories is in alignment with overall Retail search growth

- **+20%**  
  Search growth across Retail categories

- **+21%**  
  Click growth

- **-10%**  
  Cost-per click (CPC) decrease

- **+17%**  
  Search growth for top clothing categories

- **+10%**  
  Click growth

- **-11%**  
  CPC decrease

COVID-19 impacted Clothing searches & click lifts through the summer despite shelter-in-place.
Mobile and Shopping clicks continue to show growth YoY

<table>
<thead>
<tr>
<th></th>
<th>Mobile</th>
<th>Shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY</td>
<td>9%</td>
<td>27%</td>
</tr>
<tr>
<td>MoM (Aug vs. Sep)</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>CPCs (YoY)</td>
<td>-28%</td>
<td>-9%</td>
</tr>
</tbody>
</table>

Source: Microsoft internal data – Clothing Vertical Marketplace clicks YoY, MoM and Avg CPCs
Mobile search is showing strong growth across top clothing categories

<table>
<thead>
<tr>
<th>Category</th>
<th>PC</th>
<th>Mobile</th>
<th>Tablet</th>
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</thead>
<tbody>
<tr>
<td>Outerwear</td>
<td>55%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Sweatshirts &amp; Hoodies</td>
<td>51%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Sleepwear</td>
<td>65%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>Pants/Jeans</td>
<td>49%</td>
<td>36%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: Microsoft internal data – Clothing Vertical Marketplace 2020 YTD
Query trends
Queries containing ‘loungewear’, ‘hoodies’ and ‘sweaters’ are seeing the strongest lift

Queries containing ‘loungewear’ are up 54% YoY
Queries containing ‘hoodies’ are up 25% YoY
Queries containing ‘sweater’ are up 21% YoY
Client success story
Santa Barbara Chocolate and Sales & Orders: A sweet partnership for shopping campaign success

As master chocolatiers in California, Santa Barbara Chocolate’s gourmet chocolates and confections are prized by both leading local pastry chefs and national vendors of the most prestigious desserts. The wholesale chocolate supplier understands the need to advertise for continued success as a business, teaming up with marketing agency Sales & Orders to manage its online advertising campaigns.

A partnership that led to sweet results

Santa Barbara Chocolate wanted a fresh start for its digital marketing portfolio after finding mediocre results with previous agency collaborations. The chocolate supplier took a chance on Sales & Orders, employing the agency to improve the performance of its shopping campaigns.

Sales & Orders harnessed its own platform to set up and manage shopping campaigns for Santa Barbara Chocolate. The platform’s integration with Microsoft Ads API allowed Sales & Orders to optimize the chocolate supplier’s product titles by injecting actual search terms used by shoppers and applying hyper-focused location targeting. The agency then created product-level ad groups for both shopping and search campaigns using product ads on Microsoft Merchant Center.

With this approach, Santa Barbara Chocolate attained the sweet results it craved. The master chocolatier achieved a 476% increase in conversion rate1, raised its average revenue growth by 315% in less than a year 1, and experienced a 5X boost in ROAS1.

With the help of the Sales & Orders platform coupled with Microsoft Advertising, Santa Barbara Chocolate garnered advertising success. This sets the chocolate connoisseur up for future wins, ensuring the company continues to supply delectable, high-quality chocolates to chefs and bakers the world over.

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