How are consumers and healthcare professionals searching for COVID-19 treatments?

Microsoft Advertising. Intelligent connections.
Healthcare practitioners (HCP) and the general populace search differently

**HCP**

**Search queries:**
- ‘hydroxychloroquine’
- ‘remdesivir’
- ‘doxycycline’
- ‘dexamethasone’

**Sites visited:**
- ‘NIH.gov & its subdomains’

**Search patterns:**
- 3x more likely to use direct entry/bookmarks
- Not responsive to news

**General searcher**

**Search queries:**
- ‘corona virus’
- ‘covid’
- ‘covid treatment’
- ‘coronavirus mask’

**Sites visited:**
- WashingtonPost.com
- CNN.com
- WebMD.com

**Search patterns:**
- Search 7x for information
- Responsive to news cycles

Source: Microsoft internal data, CDJ. May 2020 – October 2020
Women comprise the majority of searchers, but this declines with age

Source: Microsoft internal data, CDJ, May 2020 – October 2020
General COVID-19 terms outpace treatment terms

Source: Microsoft internal data, March 2020 – November 2020
COVID-19 TREATMENT ANALYSIS

States with vaccine trials, personal protective equipment (PPE) plants and lockdowns show the most search frequency

1. Texas
2. California
3. North Carolina
4. Michigan
5. Florida
6. Maryland
7. New York
8. Pennsylvania
9. Illinois
10. New Jersey

Source: Microsoft internal data, CDJ, May 2020 – October 2020, adjusted for population, grey color represents no data collected
News cycles drives search volume

Remdesivir vs. Hydroxychloroquine search interest

Source: Microsoft internal data, query analytics, March 17, 2020 – November 18, 2020
Monoclonal Antibody search interest spikes on results

Source: Microsoft internal data, Jan 2020 – November 2020
Marketplace performance
Owned and operated (O&O) properties, like Bing.com, drive the most click volume
For search terms, Exact and Broad Match drove the most volume
Broad Match was the most efficient match type and Exact Match was 2x more expensive.
Mainline ad positions drives ~98% of clicks for COVID-19 and coronavirus terms

Paid click traffic comes from positions 1-4 on the search results page
MARKETPLACE PERFORMANCE

Position 1 has double the click through rate (CTR) of Position 2, 8x better than the sidebar.

Microsoft internal data, Keyword Insights, August 2020 – October 2020
Recommendations

**News cycle**
- Be prepared for inbound traffic directly related to what’s covered by news outlets

**Remarketing**
- Consumers will search 7x, build lists to target them

**Chemical drug terms**
- HCPs and consumers searched for chemical names

**Conquest to gain traction**
- Big against ‘regeneron’, ‘hydroxychloroquine’ and ‘remdesivir’ to gain brand awareness
To get actionable data, insights and best practices to help make decisions and grow your business, visit aka.ms/MicrosoftAdvertisingInsights