



Microsoft Advertising Insights

2020 Black Friday and Cyber Monday recap

Microsoft Advertising. Intelligent connections.

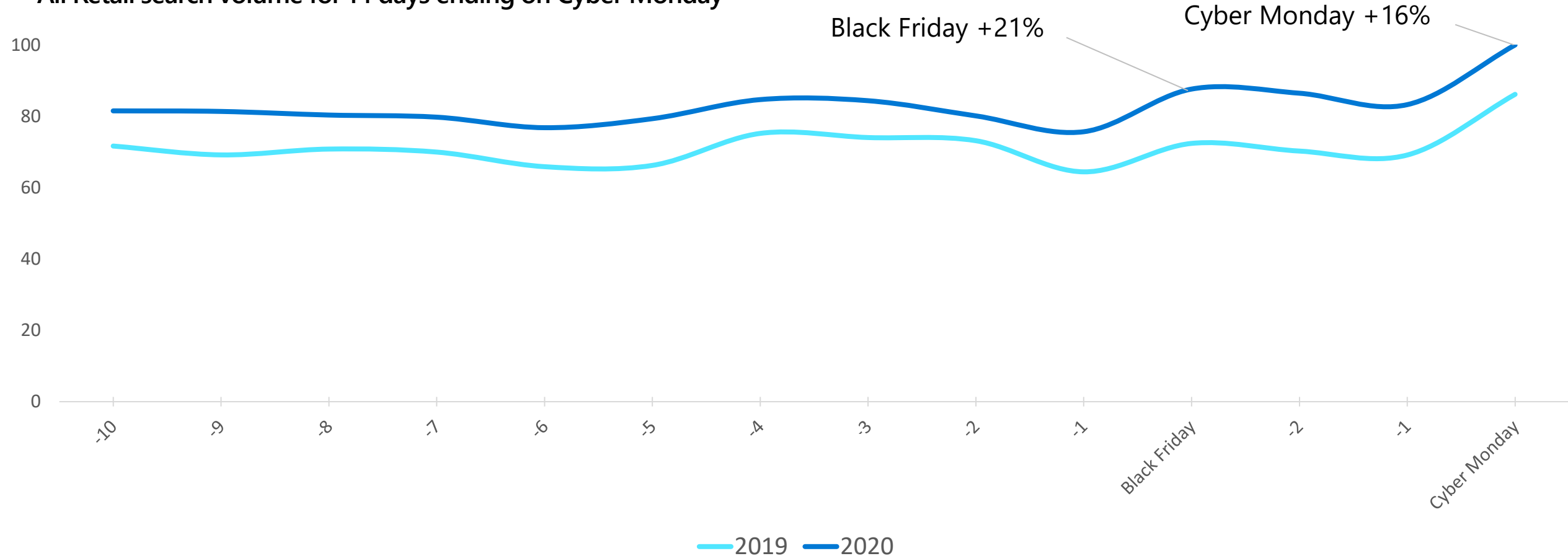


Key takeaways

- Overall search growth for the days leading up to and including Cyber Monday increased by 16% year over year (YoY) in 2020
- Black Friday related searches decreased YoY, but Cyber Monday related searches increased
- Categories related to new COVID-19 hobbies and outdoor activities increased click volume
- Clicks decreased for categories related to socializing and going out

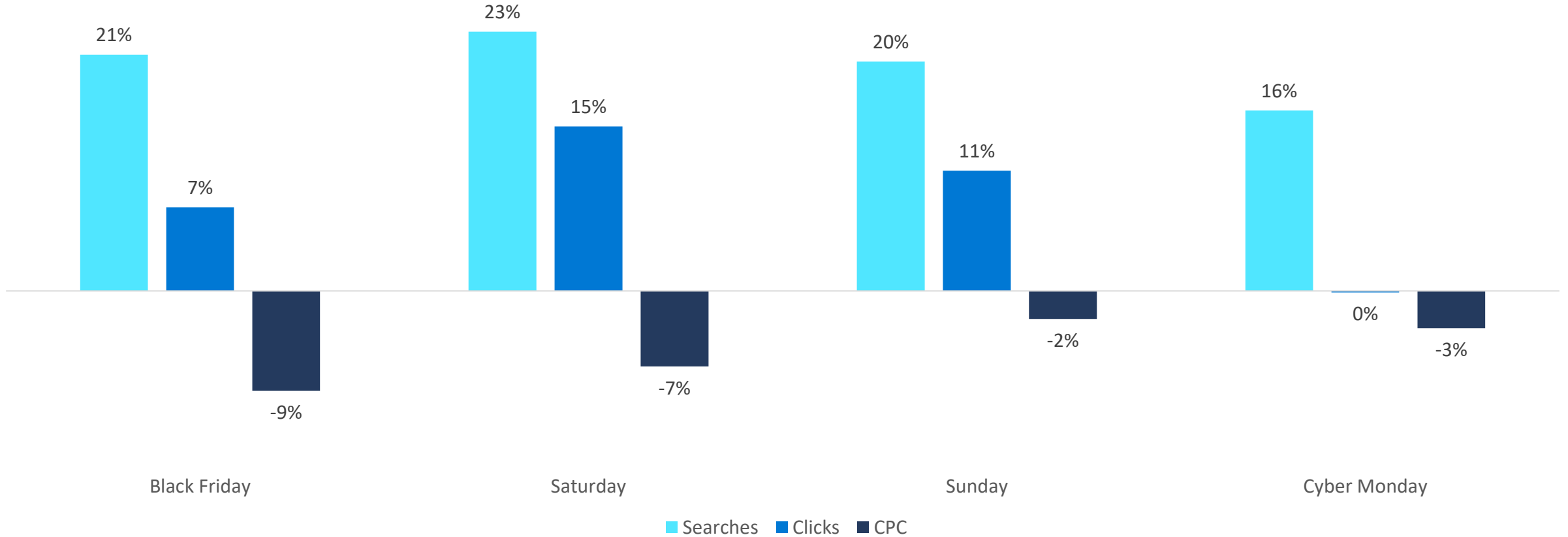
The state of Retail remains strong with +16% year over year (YoY) search growth in the 14 days leading up to Cyber Monday

All Retail search volume for 14 days ending on Cyber Monday



During key shopping days, searches and clicks saw an increase, and cost-per clicks (CPCs) decreased

YoY change in Retail marketplace metrics



However, Black Friday may not have generated the lift some retailers were expecting

Black Friday Was a Bust for Many Stores, Better for Online

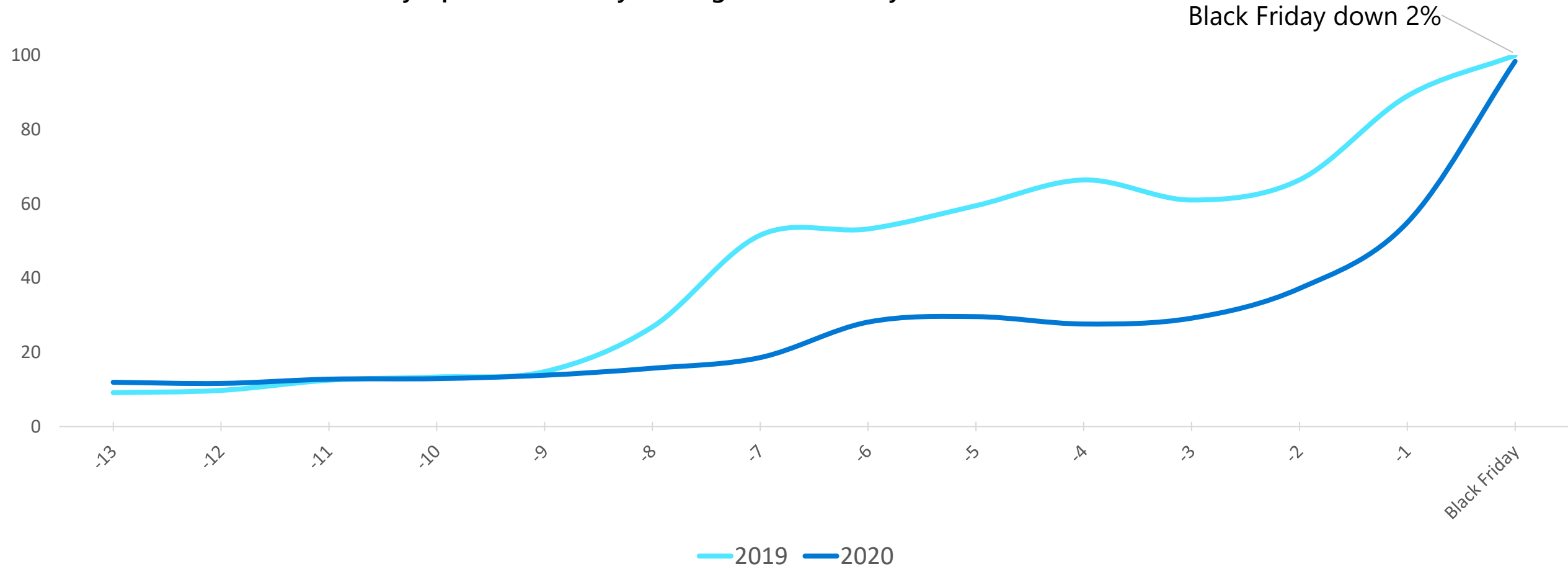
Foot traffic plunges by half amid coronavirus pandemic while online sales jump; consumers turn to Amazon and big-box chains that offer one-stop shopping



“On Black Friday online sales hit \$9 billion, up 22% from last year, according to Adobe Analytics...The gain was near the low end of Adobe’s forecast, which had projected growth of between 20% and 42% from last year”

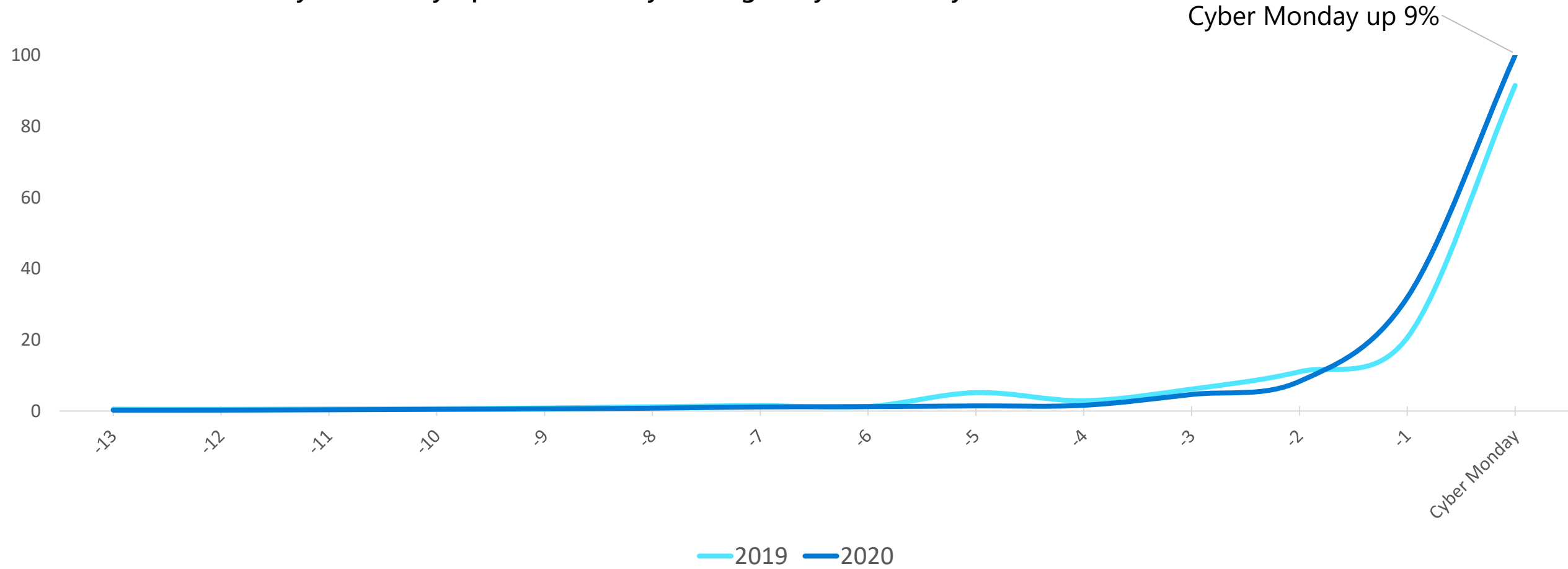
Black Friday search traffic was down 36% YoY

Search volume on all "black friday" queries for 14 days ending on Black Friday



Cyber Monday traffic was up 6% YoY

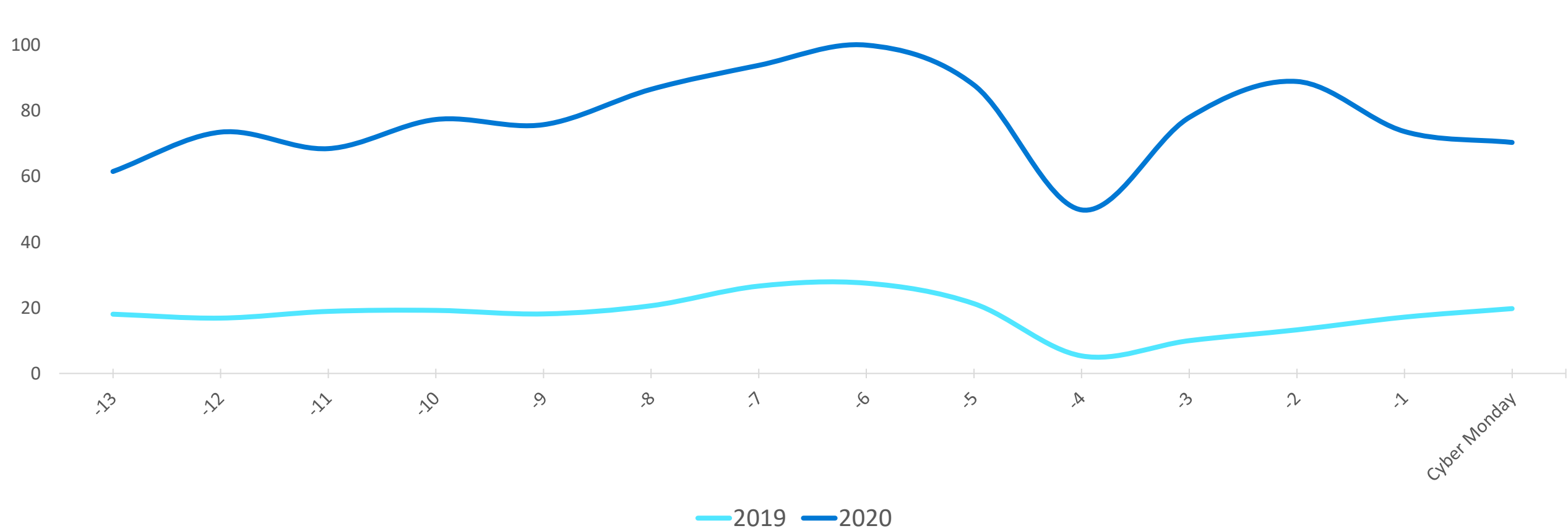
Search volume on all "cyber monday" queries for 14 days ending on Cyber Monday



Source: Microsoft internal data. US Only. 11/17/2020 – 11/30/2020 & 11/19/2019 – 12/2/19

Buy Online Pickup In-Store (BOPIS) demand skyrocketed by 330%

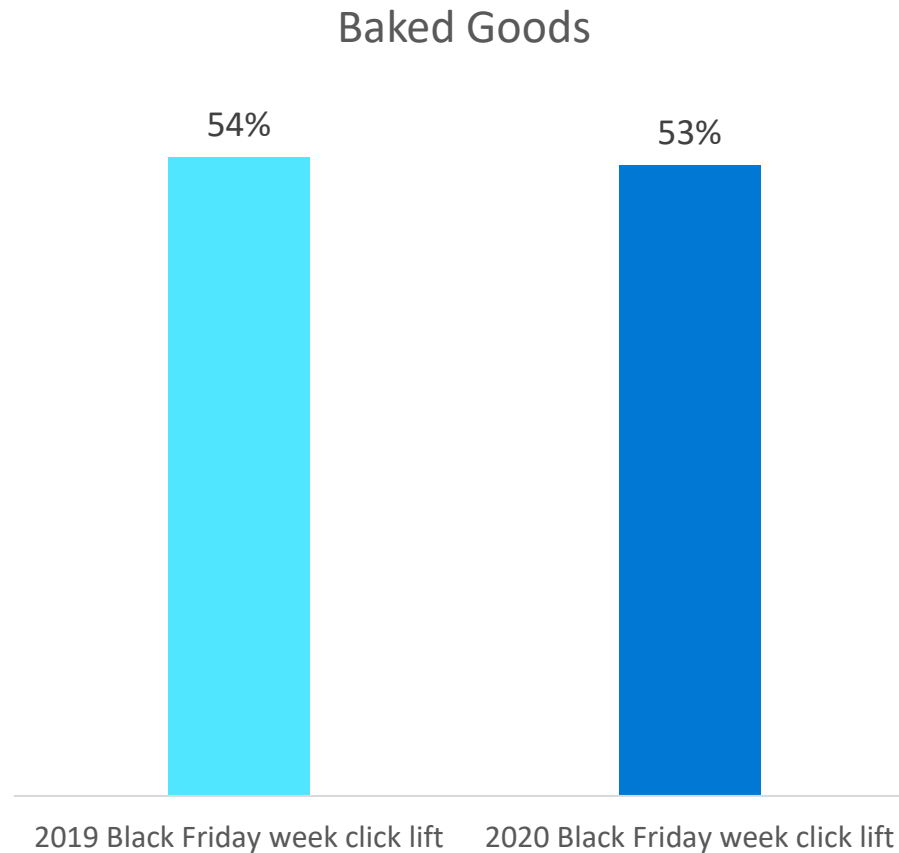
Search volume on BOPIS queries for 14 days ending on Cyber Monday



Source: Microsoft internal data. US Only. 11/17/2020 – 11/30/2020 & 11/19/2019 – 12/2/19

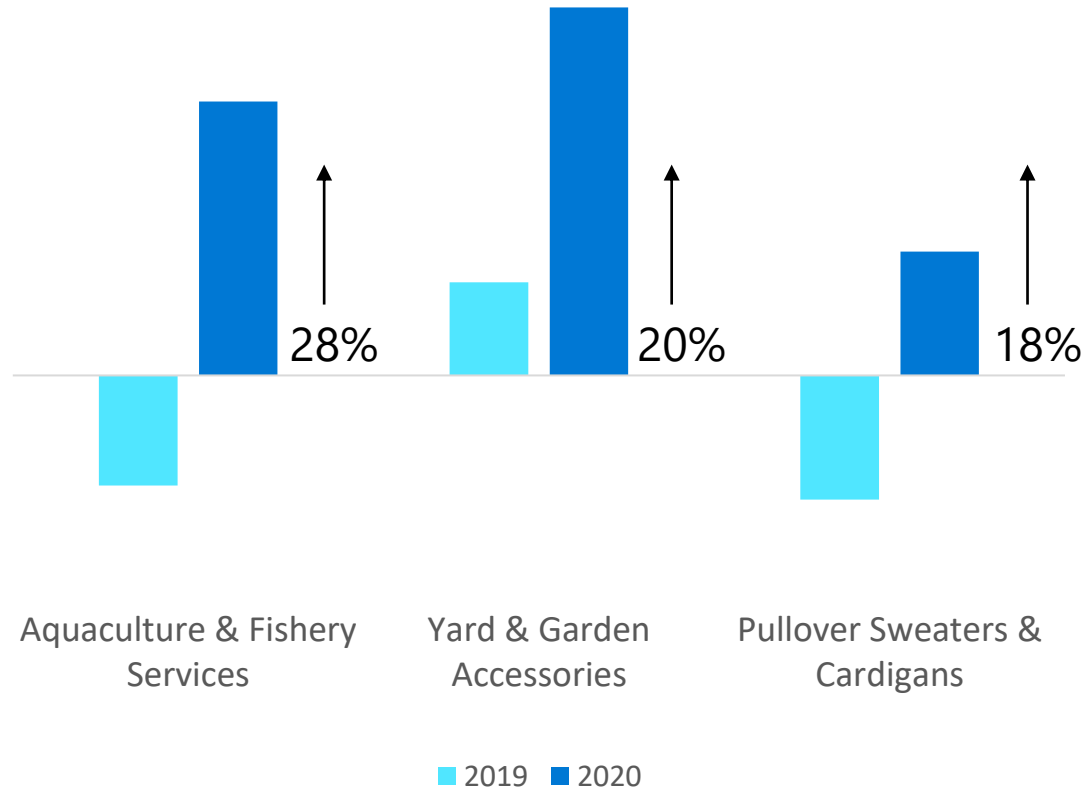
Baked Goods are an example of a category that was not impacted by COVID-19

Week over week (WoW) click lift, Black Friday week vs. the week prior, in 2019 & 2020



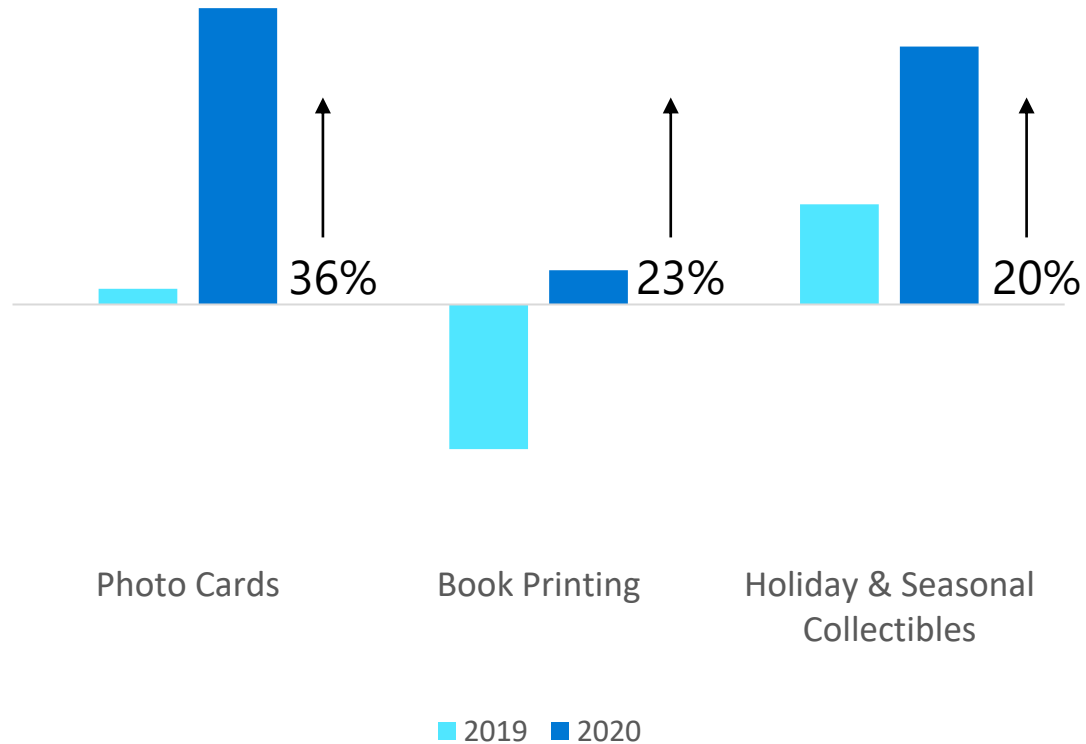
People looked for more reasons to stay outside

WoW click lift, Black Friday week vs. the week prior, in 2019 & 2020



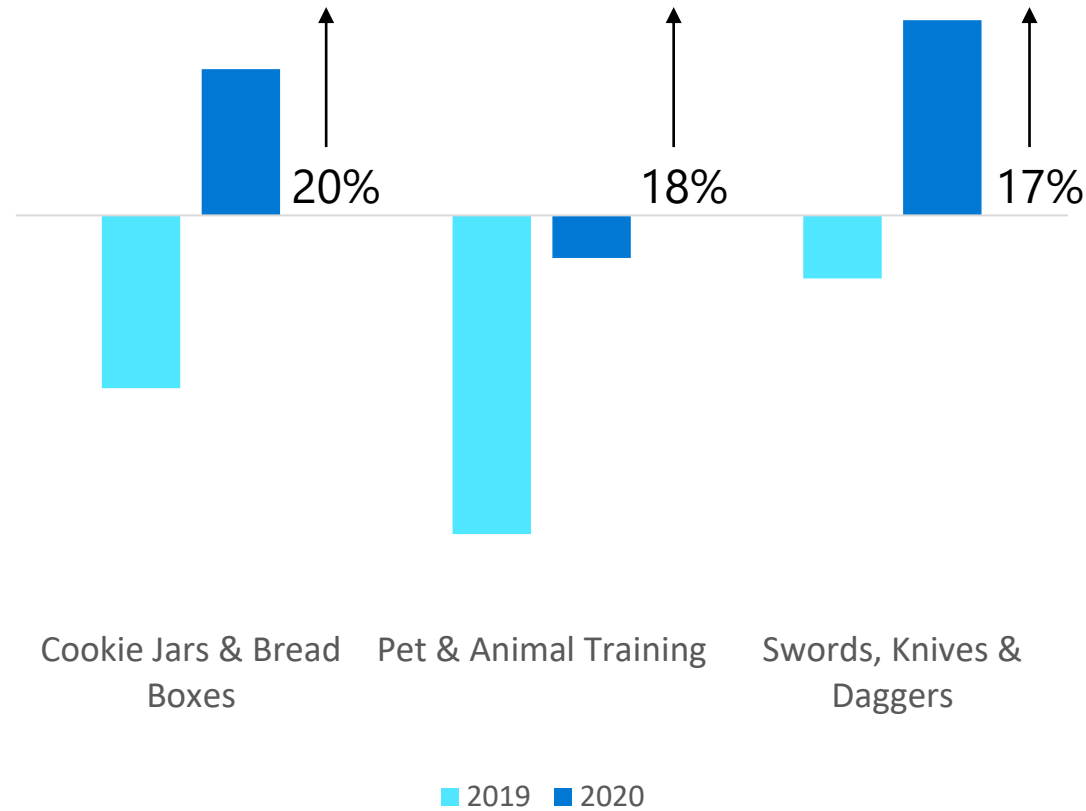
We saw a continued effort to commemorate the holidays outside of gifts

WoW click lift, Black Friday week vs. the week prior, in 2019 & 2020



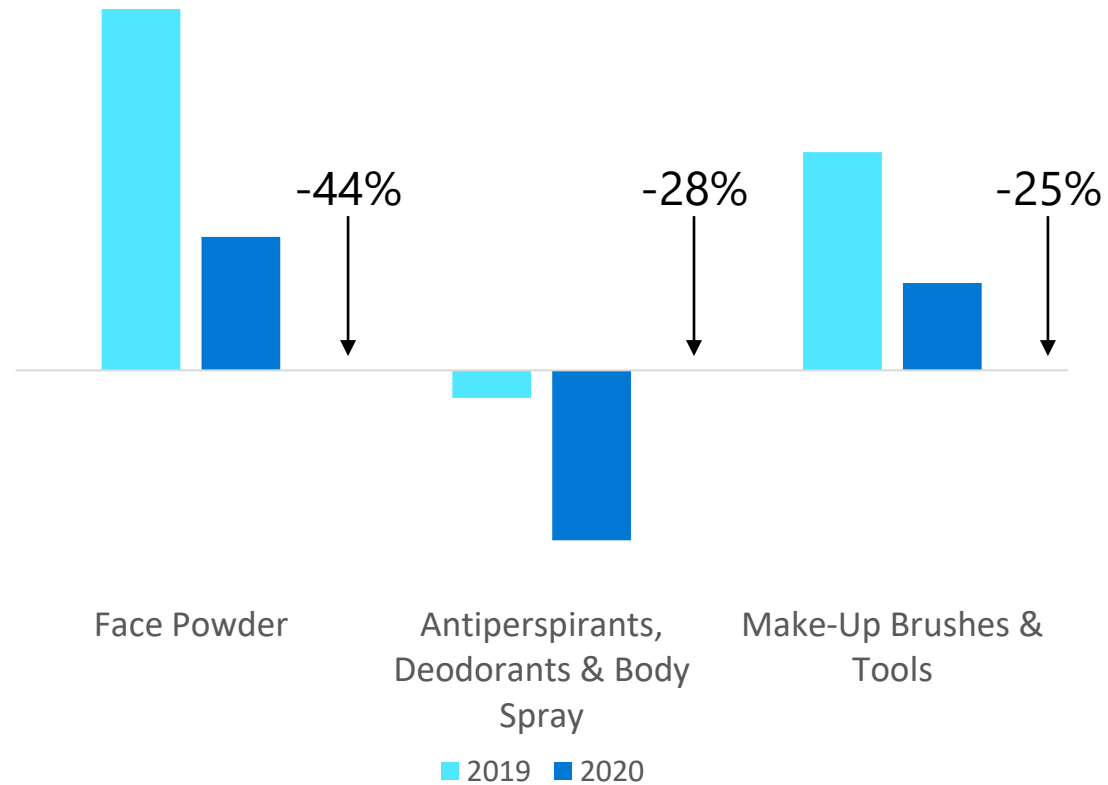
Consumers kept up with COVID-19 acquired hobbies and pets

WoW click lift, Black Friday week vs. the week prior, in 2019 & 2020



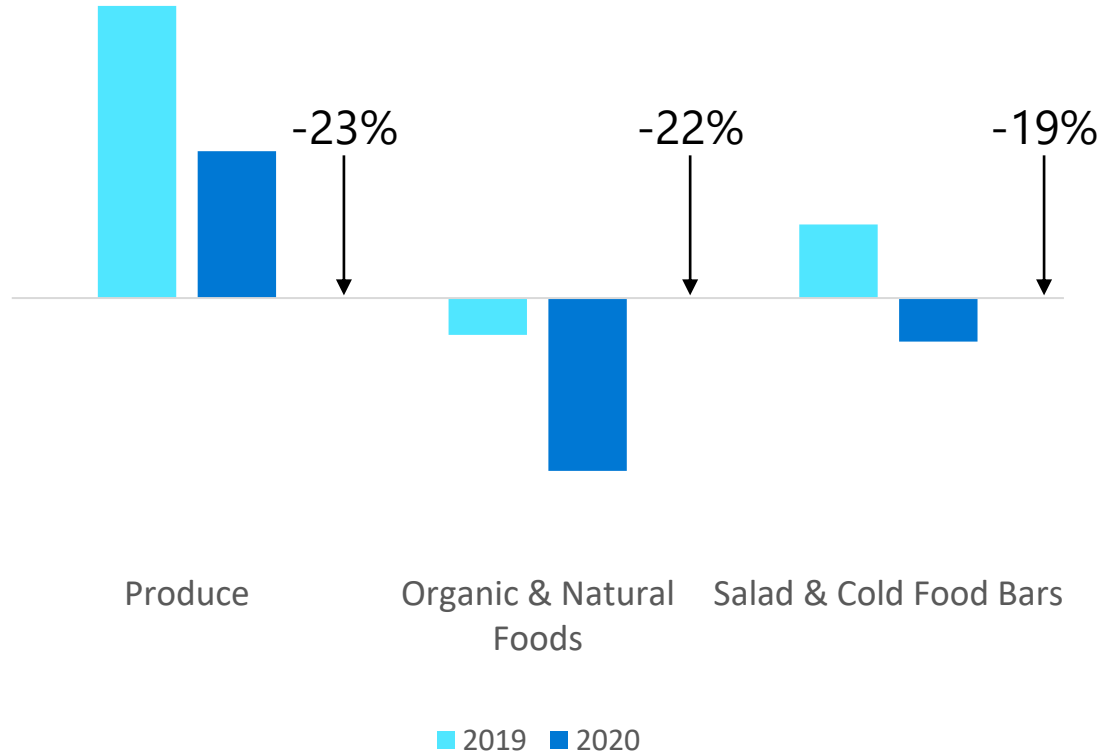
Beauty & Personal Care items were less top-of-mind as people remain indoors

WoW click lift, Black Friday week vs. the week prior, in 2019 & 2020



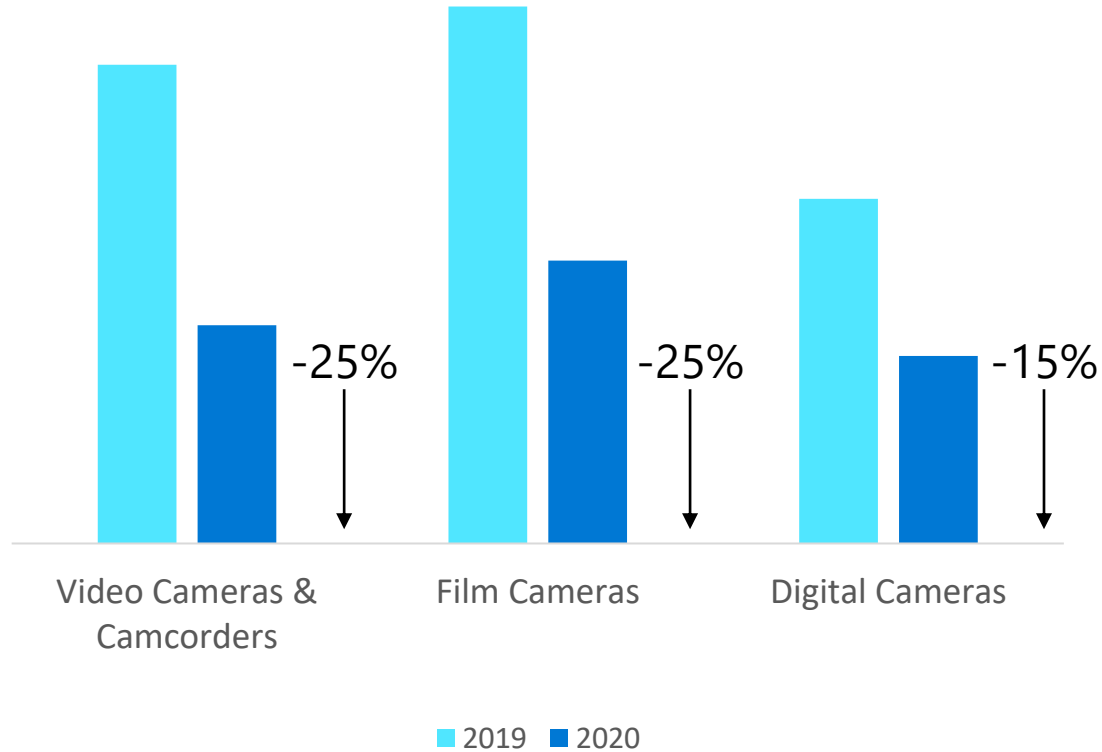
Fresh food and produce saw less interest

WoW click lift, Black Friday week vs. the week prior, in 2019 & 2020



Less social occasions potentially led to less interest in cameras

WoW click lift, Black Friday week vs. the week prior, in 2019 & 2020





Microsoft Advertising Post-Cyber Week checklist

Dec 1–Jan 3

32% of shoppers plan to begin shopping in December.¹

55% increase in BOPIS revenue over season average the 7 days before Christmas.²

74M retail PC searchers on the Microsoft Search Network.³

Convert last-minute shoppers by making in-store and digital shopping complementary

- ✓ Reach those who prefer to buy online and pick up in-store (BOPIS) by promoting products available in nearby stores with [Local Inventory Ads](#). Provide the exact store location with [Location Extensions](#). Share in-store pickup availability with the Curbside Pickup Badge displayed with Local Inventory Ads.

Be direct

- ✓ Give customers clear calls to action with [Action Extensions](#). Encourage engagement through direct messages, such as “Download” or “Reserve.”
- ✓ Use [countdown customizers](#) to ensure your customers know when shipping promotions end.
- ✓ Highlight top features of your business, like free shipping dates, with [Callout Extensions](#) and Promotion Extensions.

Optimize based on learnings gleaned from (pre-)Cyber Week performance

- ✓ Reduce setup time and improve ad quality with [ad customizers](#). Let Microsoft Advertising do the heavy lifting – Provide one ad copy, and hundreds of customized ad variations will be created to test across audiences.
- ✓ Redistribute unused budget to top campaigns, increase your chances of getting more clicks, and ensure high-performing campaigns don’t pause with [Shared Budgets](#).
- ✓ Boost clicks and conversions outside search with [Microsoft Audience Ads](#), and use [Dynamic Remarketing](#) to remarket to those who viewed or added specific products to their carts.
- ✓ Target your best customers on any device with [device targeting](#), and advertise where your best customers are with [location targeting](#).

To get actionable data, insights and best practices to help make decisions and grow your business, visit aka.ms/MicrosoftAdvertisingInsights



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Microsoft.com/advertising