



Microsoft Advertising Insights
**Getting into the
holiday spirit**

Holiday search trends
seen during October 2020

Microsoft Advertising. Intelligent connections.





The holiday spirit is alive and well this year as Occasions & Gifts categories saw an uptick in volume this October



Despite 2020, holiday related searches have risen for Halloween, Thanksgiving, and Christmas



Gift related queries are trending 10% higher year over year (YoY) with increased demand seen Monday through Thursday

October performance was strong for **overall Retail** and **Occasions & Gifts** categories despite 2020 events

YoY % change metrics (October 2019 vs. October 2020)



+22%

Search growth across Retail categories



+14%

Search growth for Occasions & Gifts categories



+23%

Click growth



+8%

Click growth



-11%

Cost per click (CPC) decrease



0%

CPC change

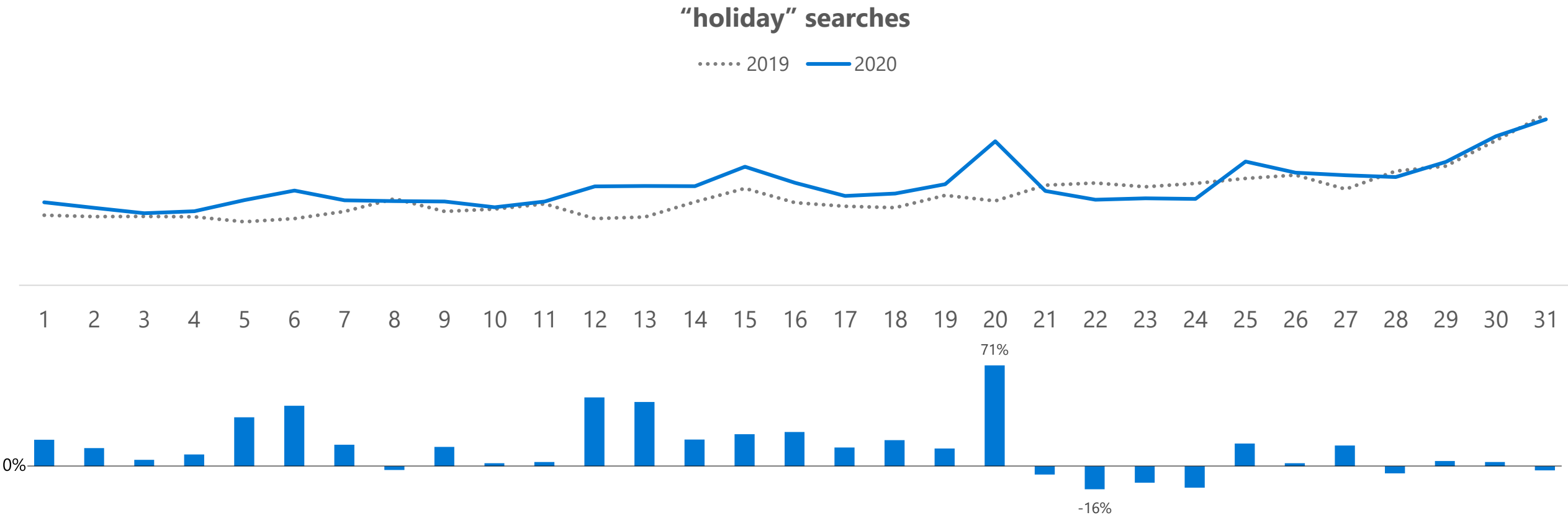


Source: Microsoft internal data – YoY Search, Click,, CPC % volume changes seen for 10.3-10.30 dates between 2019 and 2020 for overall Retail & CPG vertical vs. Occasions & Gifts subvertical

Holiday trends

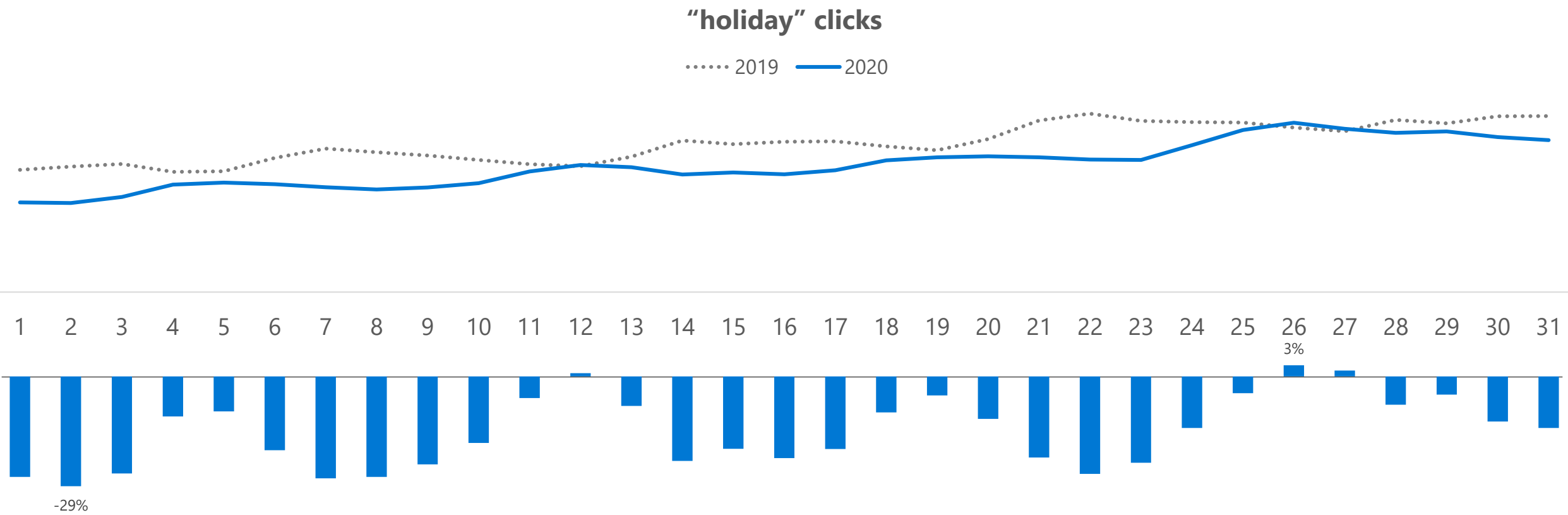
"Holiday" related searches were up 11% YoY for October, indicating a lift in holiday spirit

"Holiday" search volume and % YoY change by day (October 2019 vs. 2020)



However, clicks from "holiday" related searches were down 10% YoY

"Holiday" click volume and % YoY change by day (October 2019 vs. 2020)



Source: Microsoft Advertising Internal Data: Holiday sub-category click performance October 2019 vs. 2020



Halloween, Thanksgiving, Christmas, and décor related searches saw substantial gains

Top 15 "holiday" queries for October 2019 vs. 2020 (in order of most searches)

2019

1. halloween recipes
2. halloween
3. halloween costumes
4. halloween costume
5. thanksgiving 2019
6. spirit halloween
7. halloween decorations
8. halloween party ideas (-69%)
9. christmas tree
10. top halloween costumes 2019
11. jack o' lantern
12. halloween dessert recipes
13. pumpkin carving ideas (+2%)
14. halloween masks
15. halloween parade (-60%)

2020

1. Halloween (+2%)
2. halloween costume (+3%)
3. halloween costumes
4. halloween decorations (+52%)
5. jack o' lantern (+1,178%)
6. halloween recipes (-73%)
7. spirit Halloween (-32%)
8. christmas tree (+47%)
9. halloween crafts
10. thanksgiving 2020
11. halloween décor (+122%)
12. turkey
13. diy halloween decorations
14. halloween masks
15. christmas decorations (+25%)

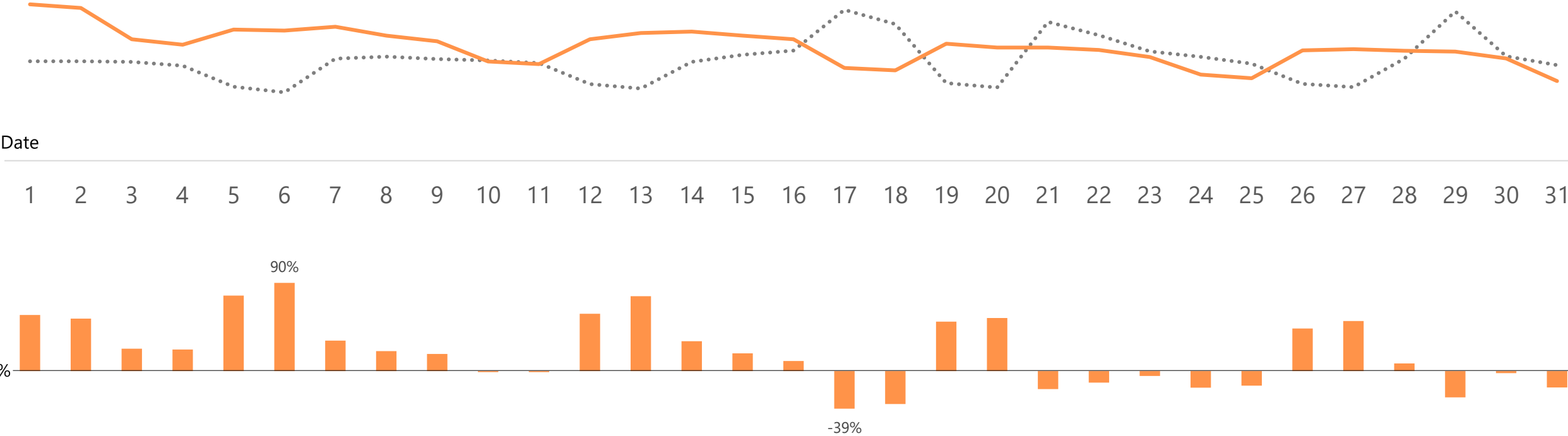
Gifting trends

Search demand for "gifts" increased 13% this October compared to last October

"Gifts" search volume and % YoY change by day (October 2019 vs. 2020)

"gifts" searches

..... 2019 — 2020

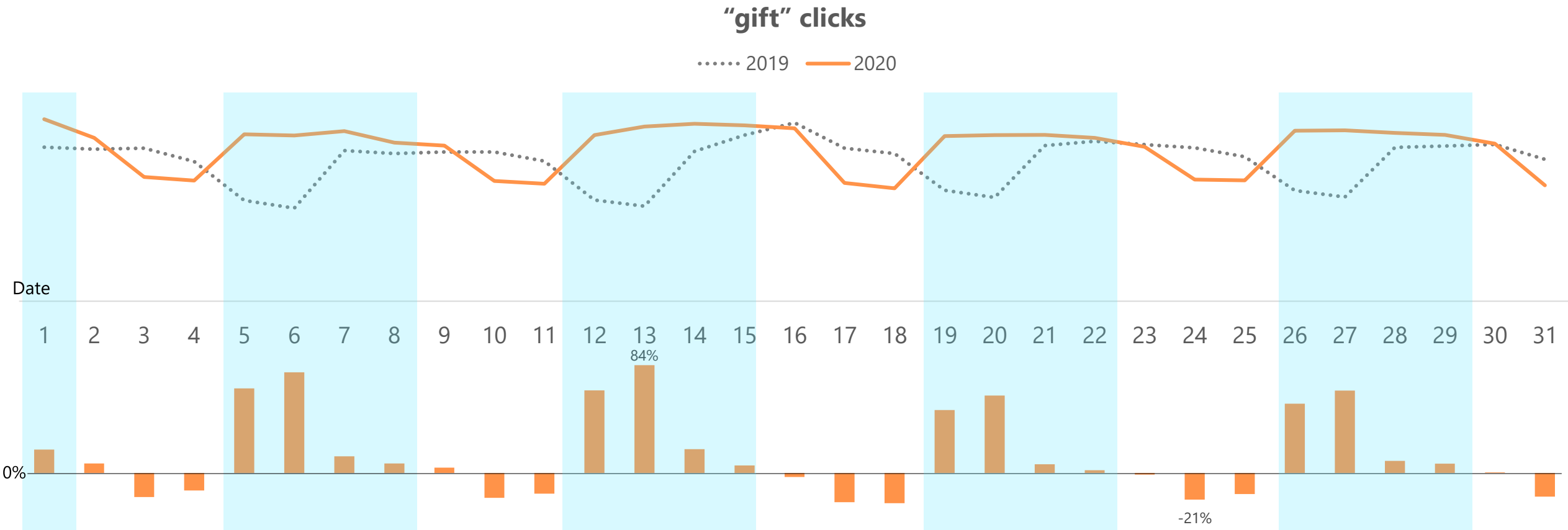


Source: Microsoft Advertising Internal Data: Gifts sub-category search performance October 2019 vs. 2020



Clicks for "gifts" were up 10% YoY with large gains seen Mondays-Thursdays

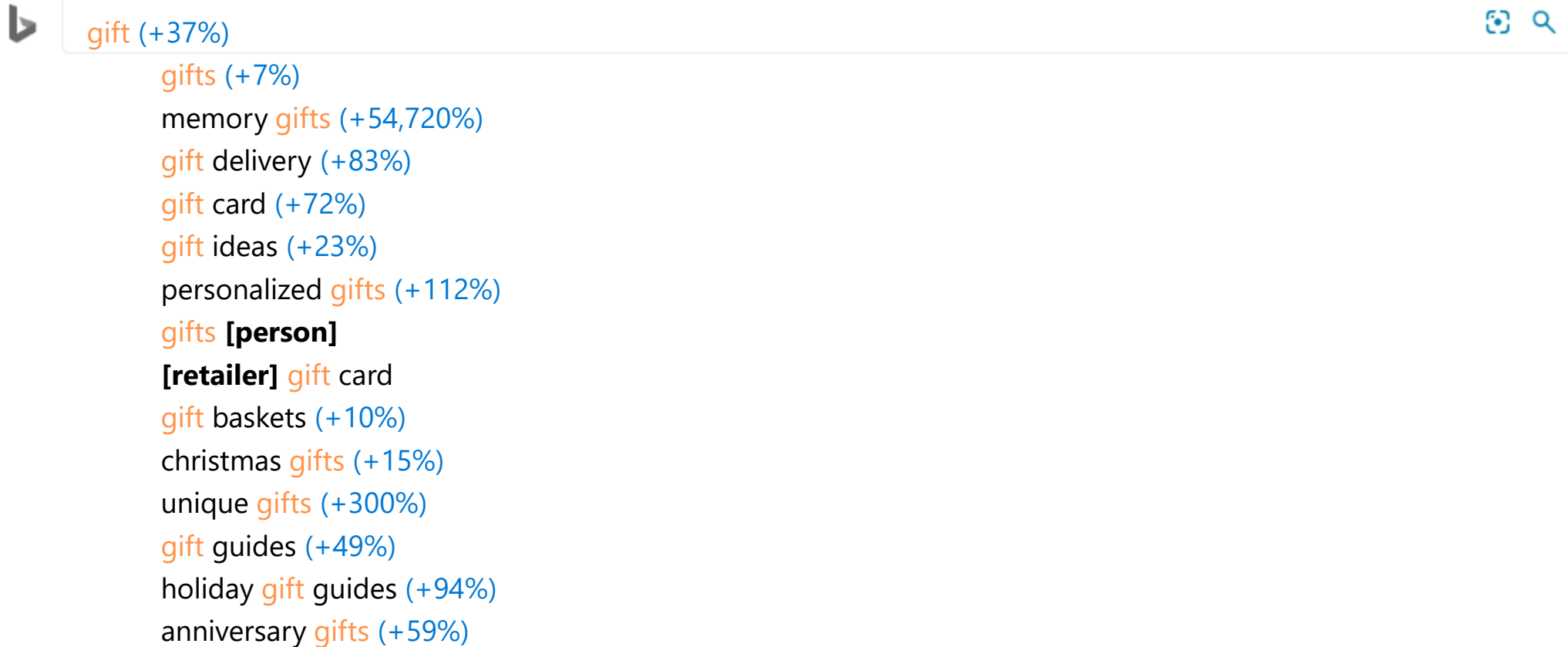
"Gifts" click volume and % YoY change by day (October 2019 vs. 2020)



Source: Microsoft Advertising Internal Data: Gifts sub-category click performance October 2019 vs. 2020

Queries containing “gift” climbed 72% from last October to this October

Top “gifts” queries for October 2020 (% change YoY)





The holiday spirit is alive and well this year as Occasions & Gifts categories saw an uptick in volume this October

Both reported significant YoY search growth – creating strong holiday momentum this season



Despite 2020, holiday related searches have risen for Halloween, Thanksgiving, and Christmas

Add terms like “decor” or “crafts” when marketing holiday planning, holiday activities, or party supplies



Gift related queries are trending 10% higher YoY with increased demand seen Monday through Thursday

Ensure gift promotions, offers, recipient guides, and occasion campaigns are enabled as demand has increased

Holiday: Retail best practices



Be there ahead of time.

- ✓ Review last season's campaigns for successes and lessons learned.
- ✓ Set budgets to accommodate increases in traffic.
- ✓ Upload campaigns early.
- ✓ Double-check to make sure all relevant accounts and campaigns are active.
- ✓ Follow up on any rejected ads.
- ✓ Add new, relevant and emerging keywords.
- ✓ Test new features and pilots to optimize before traffic volumes increase with peak season.

Find approaches for a better ROI.

- ✓ Test In-market Audiences that are directly and indirectly related to your industry.
- ✓ Budget for PC/tablet and mobile traffic.
- ✓ Plan your budgets for periods of high CPC.
- ✓ Opt in to search partner sites to expand your mobile reach.
- ✓ Use long-tail brand terms.

Optimize keywords, ads and bids.

- ✓ Set up the relevant ad extensions to drive more traffic.
- ✓ Test new ad copy variations.
- ✓ Set bids in anticipation of increased competition during the seasonal peaks.
- ✓ Apply auto-bidding strategies to take advantage of key audiences.
- ✓ Set up automated rules to schedule and automate your top campaign management tasks on a weekly, or even daily, basis for invaluable time savings and efficiency gains.
- ✓ Optimize your keywords and ads by testing Dynamic Search Ads and Responsive Search Ads.

Optimize Shopping Campaigns.

- ✓ Schedule Merchant Promotions and Flyer Extensions to display relevant sitewide or category-specific offers and top products.
- ✓ Refresh your product feed daily.
- ✓ Send your full product feed with all product offers. Search query trends can change quickly, so ensure your products are eligible to serve as traffic fluctuates.
- ✓ Go beyond the required attributes and populate your feed with as many recommended attributes as possible, including GTIN, MPN, brand, size, color, shipping cost and multiple images (up to 10 additional).
- ✓ Use Local Inventory Ads to promote in-store products, and include the Curbside Pickup Badge, if applicable.

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



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