Microsoft

Microsoft Advertising Insights

Microsoft Audience Network trends across holiday categories

Retail | CPG | Tech & Telco

Microsoft Advertising. Intelligent connections.

Performance snapshot

Global Microsoft Audience Network performance

- All-up Microsoft Audience Network **key performance indicators (KPIs) remain up year over year (YoY)** as the Marketplace has grown across all three holiday verticals
  - Clicks **up >252%** YoY
  - Spend **up >100%** YoY
  - Click-through-rate (CTR) **up 30%** YoY
  - Cost-per-click (CPC) **down 43%** YoY

- Microsoft Audience Network traffic for **Retail, CPG and Tech & Telco** has increased **25% week over week (WoW)**, as momentum has started to pick up heading into the peak holiday period

- Feed-based Microsoft Audience Network campaigns drove the largest **increase in impressions YoY** (3,186%), while clicks grew 5% WoW
  - Top movers WoW:
    - Beauty & Personal Care **clicks up 52%**
    - Jewelry & Watches **clicks up 29%**
    - Apparel & Accessories **clicks up 27%**

Microsoft

All-up Microsoft Audience Network trends

Microsoft

Retail, Tech Telco, & CPG all saw WoW growth & YoY gains

All-up trends – Retail | CPG | Tech & Telco

+169.38%
Impressions YoY

+252.04%
Clicks YoY

+100.07%
Spend YoY

+28.17%
Impressions WoW

+25.69%
Clicks WoW

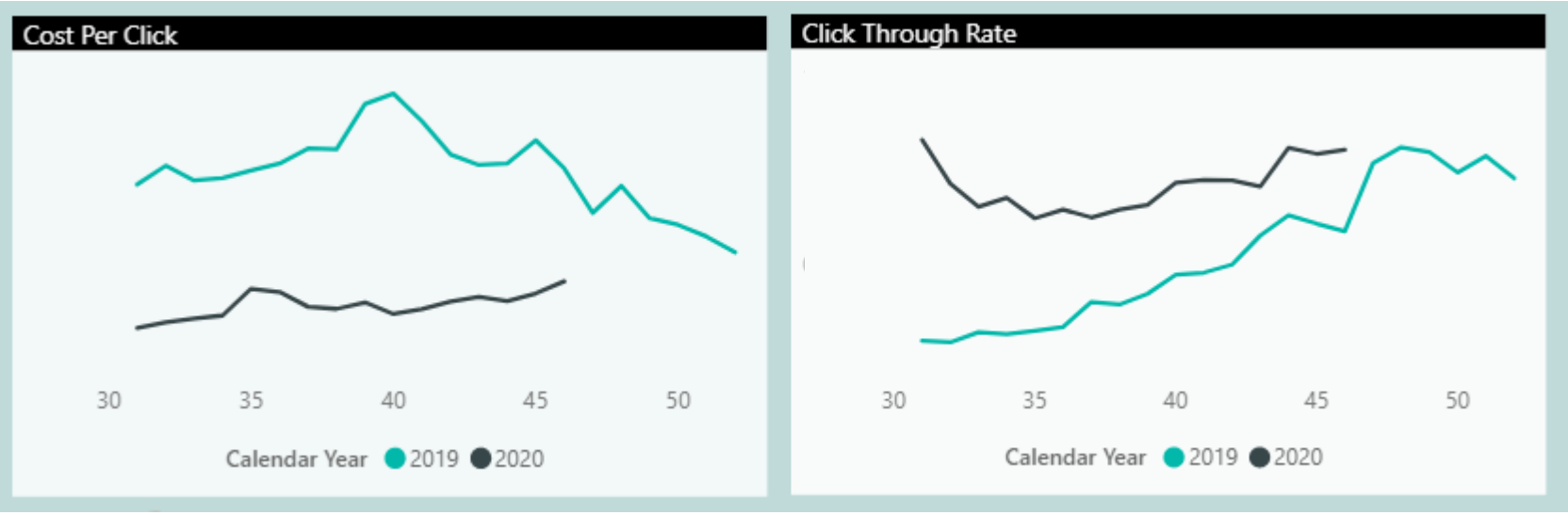
+30.55%
Spend WoW

Microsoft Advertising; 2020, Data through 11/20

Microsoft

While KPIs continued to improve

All-up KPI trends – Retail | CPG | Tech & Telco



-43.17%
CPC YoY

+30.68%
CTR YoY

+3.87%
CPC WoW

-1.94%
CTR WoW

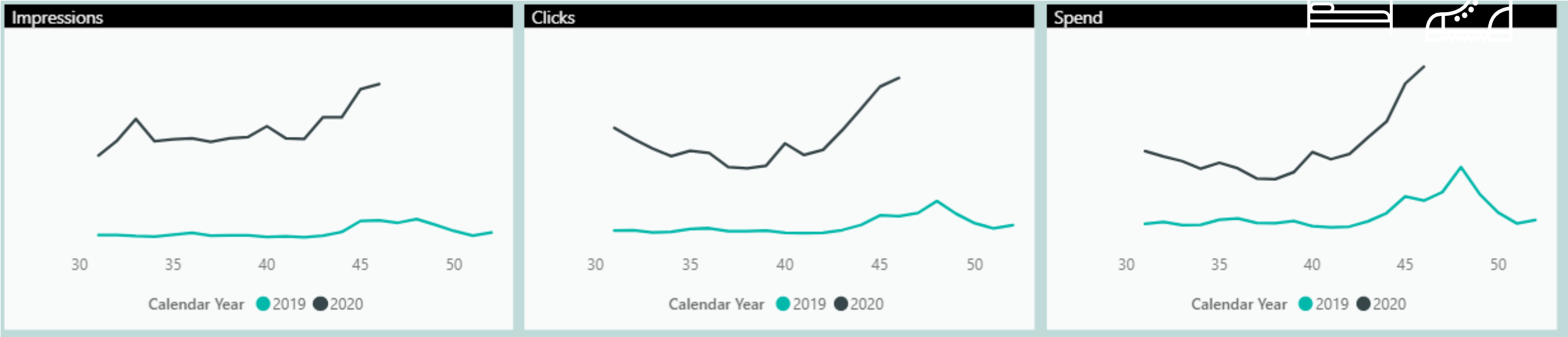
Microsoft Advertising; 2020, Data through 11/20

Feed-Based Microsoft Audience Network trends

Microsoft

Retail, Tech Telco, & CPG all saw WoW growth & YoY gains

All-up feed-based trends – Retail | CPG | Tech & Telco



+3,186%
Impressions YoY

+2,656%
Clicks YoY

+1,708%
Spend YoY

+3.25%
Impressions WoW

+5.36%
Clicks WoW

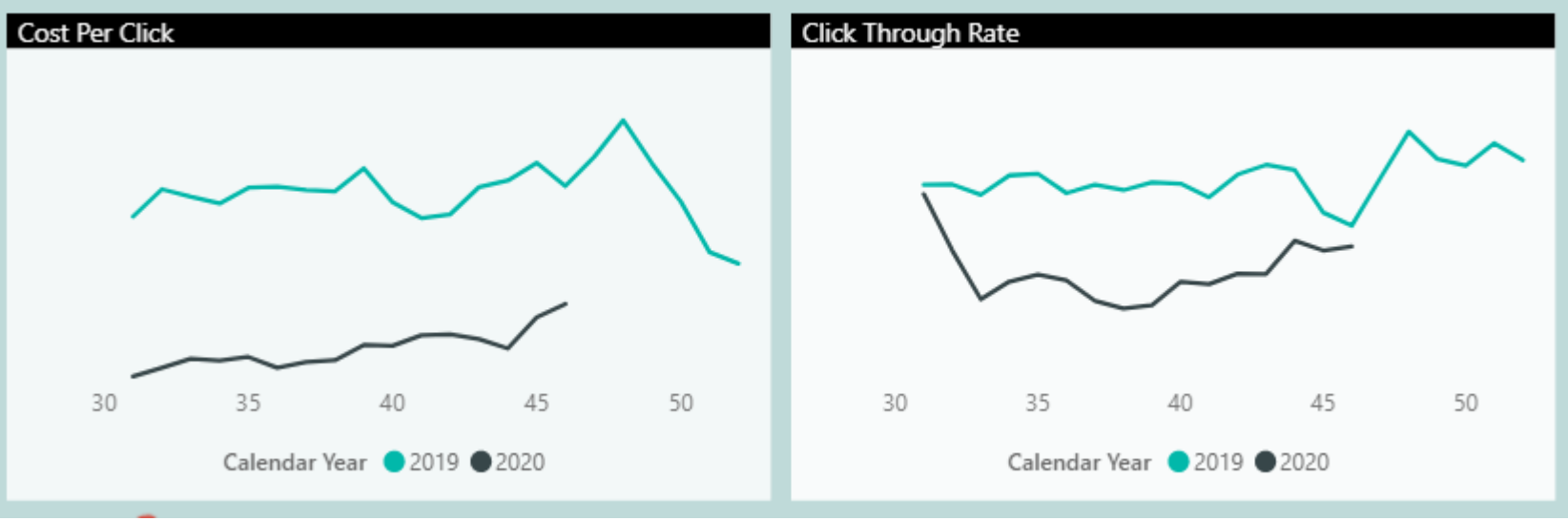
+10.23%
Spend WoW

Microsoft Advertising; 2020, Data through 11/20

Microsoft

While CTR continued to improve WoW

All-up feed-based KPI trends – Retail | CPG | Tech & Telco

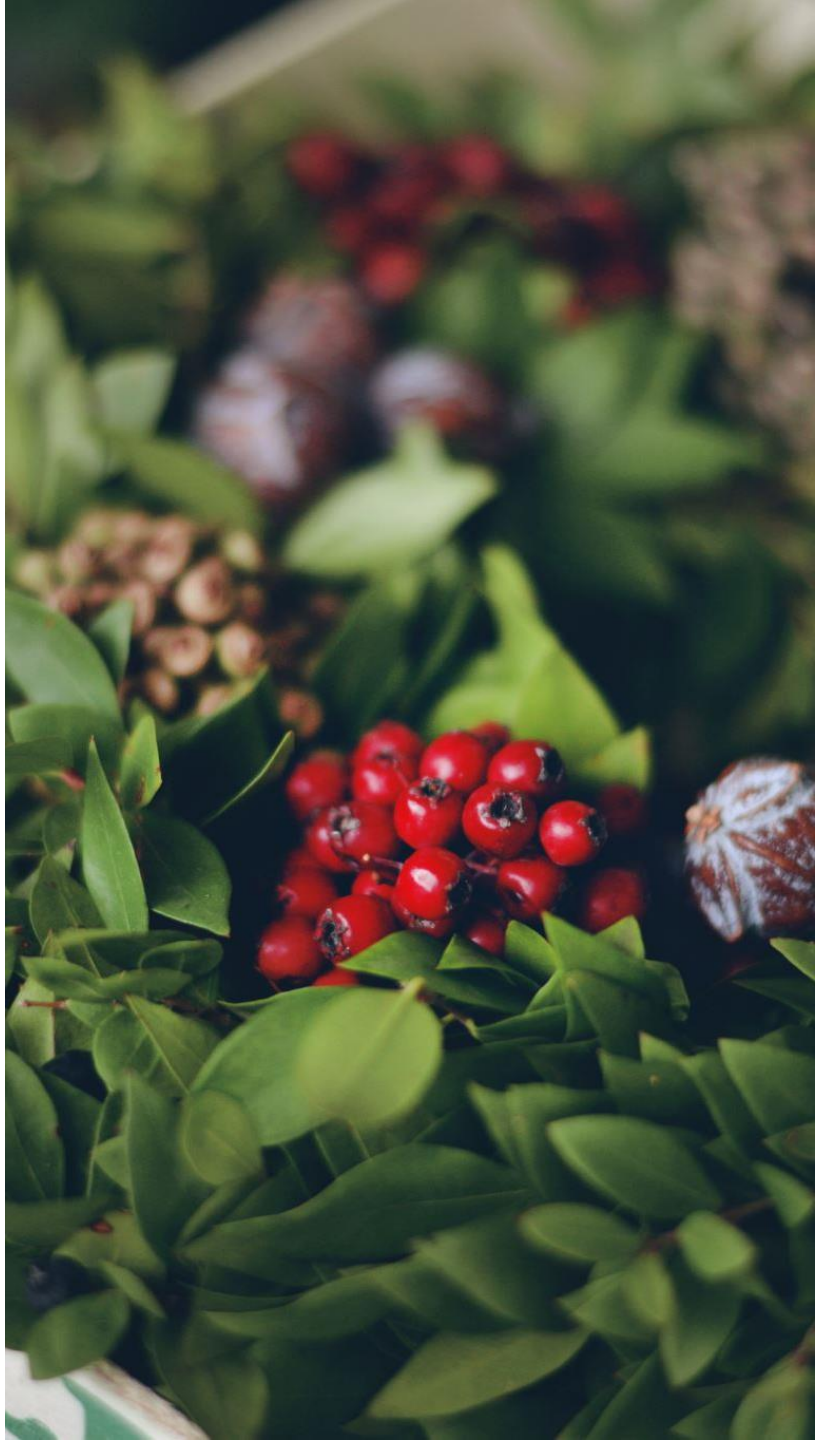


-34.37%
CPC YoY

-16.12%
CTR YoY

+4.62%
CPC WoW

+2.04%
CTR WoW



Microsoft Advertising; 2020, Data through 11/20

Microsoft Audience Network ad effectiveness

Microsoft

Microsoft Audience Ads exposure improves downstream brand awareness, consideration and purchase

AWARENESS

+141%

Lift in brand awareness per user, measured by post-exposure brand search rate

Brand

CONSIDERATION

+399%

Lift in brand consideration per user, measured by post-exposure domain visit rate

PURCHASE

+318%

Lift in brand purchase per user, measured by post-exposure conversion page visit rate

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of advertisers with completed lift studies to date (Sept. 2020). These advertisers are a non-representative sample of all advertisers in the marketplace. Verticals represented include Retail, Technology & Telecommunications, B2C Services, and Food & Grocery. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.98M, data collected May-Sept. 2020.

Microsoft

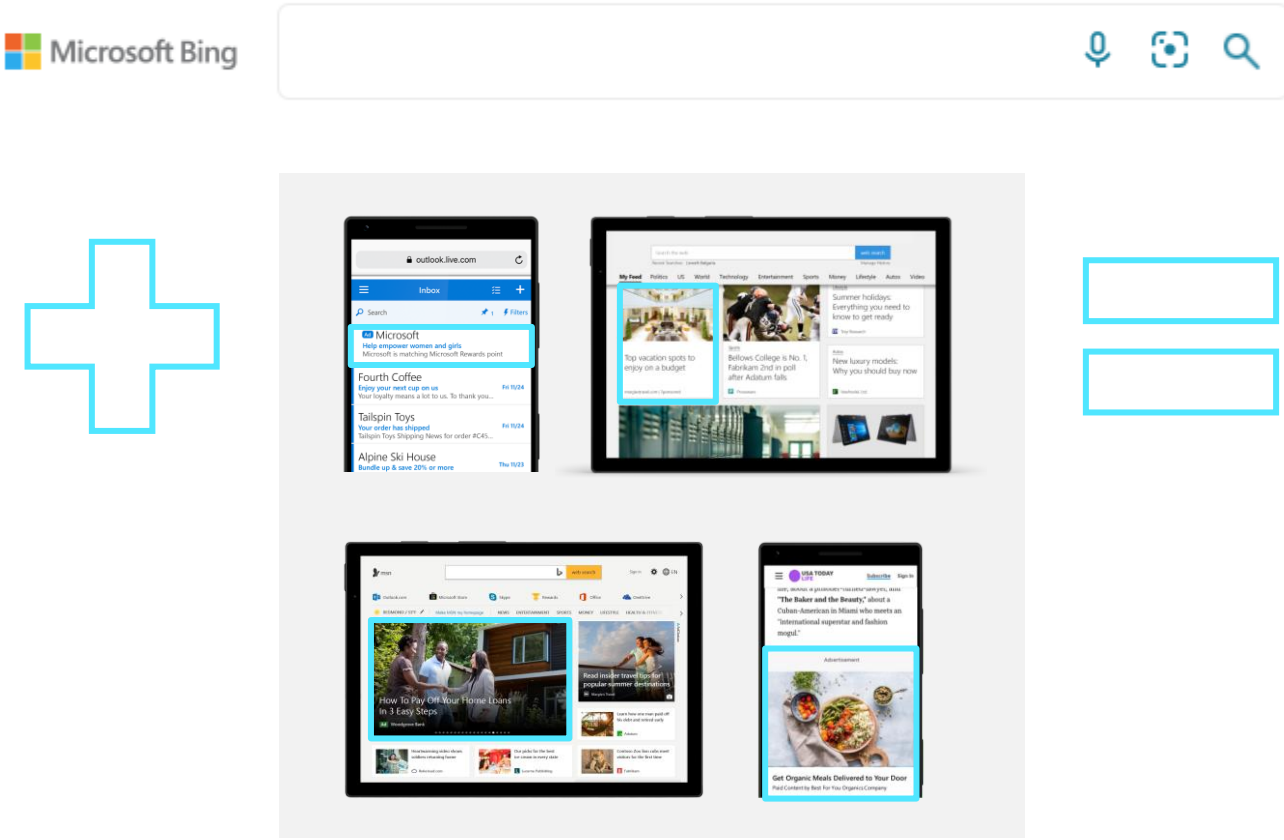
In-market Audiences drive the highest post-exposure impact to user journey stages

	Remarketing audiences	In-market Audiences
AWARENESS	+112%	+239%
CONSIDERATION	+335%	+664%
PURCHASE	+479%	+1,318%

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of advertisers with completed lift studies to date (Sept. 2020). These advertisers are a non-representative sample of all advertisers in the marketplace. Verticals represented include Retail, Technology & Telecommunications, B2C Services, and Food & Grocery. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.98M, data collected May-Sept. 2020.

Microsoft

Activate across both the search and audience networks to maximize performance



+200%
Domain visitation
vs. only search ad exposure

+264%
Domain conversion
vs. only search ad exposure

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of advertisers with completed lift studies to date (Sept. 2020).
These advertisers are a non-representative sample of all advertisers in the marketplace. Verticals represented include Retail, Technology & Telecommunications, B2C Services, and Food & Grocery.
Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.98M, data collected May-Sept. 2020.

Microsoft

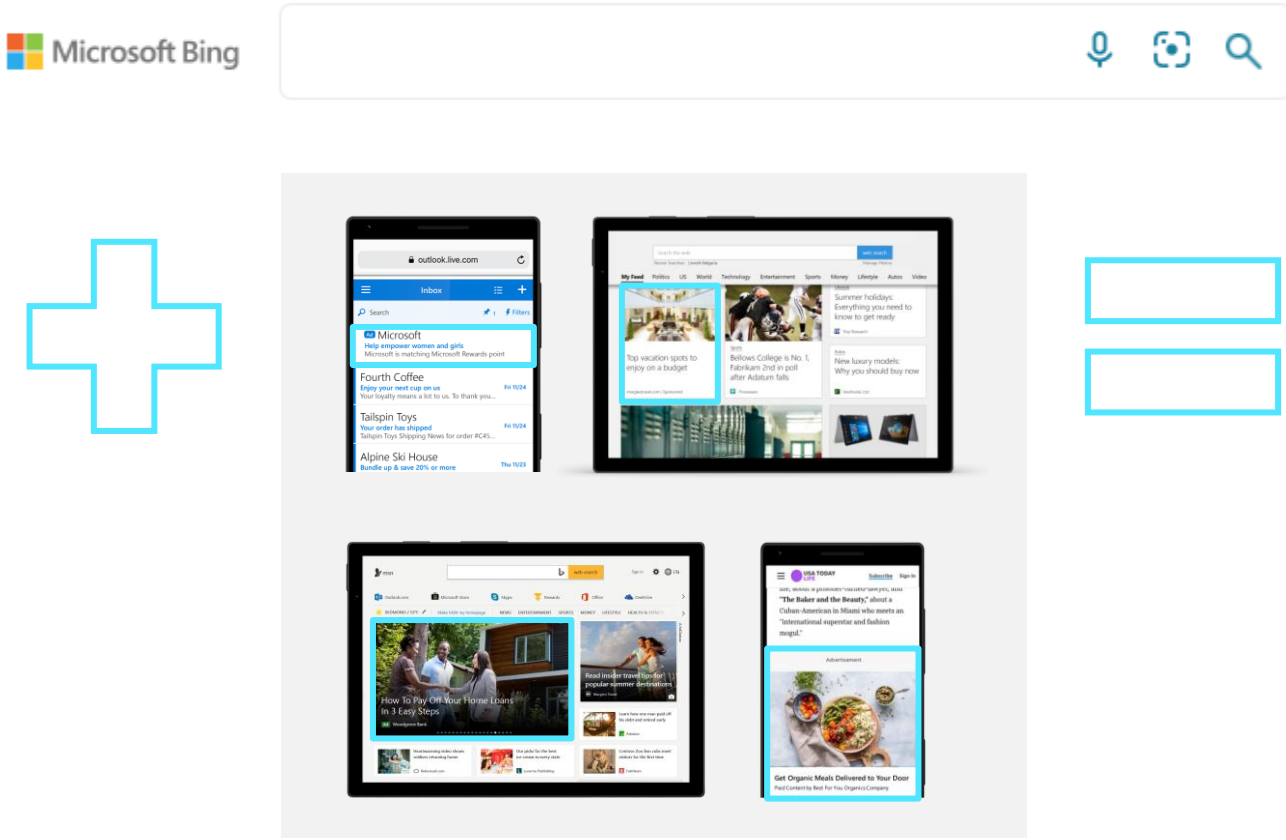
Microsoft Audience Ads exposure improves brand awareness, consideration and purchase for Retail

AWARENESS	+139% Lift in brand awareness per user, measured by post-exposure brand search rate		Brand
CONSIDERATION	+427% Lift in brand consideration per user, measured by post-exposure domain visit rate		
PURCHASE	+323% Lift in brand purchase per user, measured by post-exposure conversion page visit rate		

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Retail advertisers with completed lift studies to date (Sept. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 3.3M, data collected May-Sept. 2020.

Microsoft

Activate across both the search and audience networks to maximize performance for Retail



+340%
Domain visitation
vs. only search ad exposure

+392%
Domain conversion
vs. only search ad exposure

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Retail advertisers with completed lift studies to date (Sept. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 3.3M, data collected May-Sept. 2020.

Microsoft

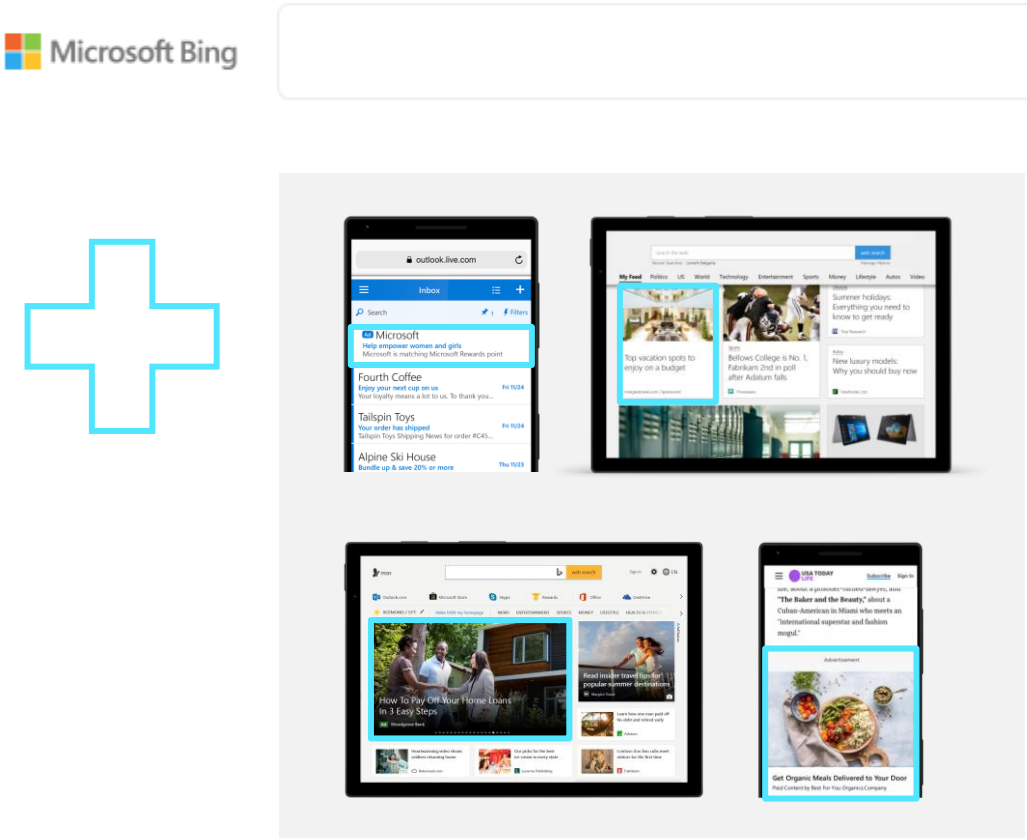
Microsoft Audience Ads exposure improves brand awareness, consideration and purchase for Tech&Telco

AWARENESS	+210% Lift in brand awareness per user, measured by post-exposure brand search rate		Brand
CONSIDERATION	+248% Lift in brand consideration per user, measured by post-exposure domain visit rate		
PURCHASE	+131% Lift in brand purchase per user, measured by post-exposure conversion page visit rate		

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Technology & Telecommunications advertisers with completed lift studies to date (Oct. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 818K, data collected May-Oct. 2020.

Microsoft

Activate across both the search and audience networks to maximize performance for Tech&Telco



+214%
Domain visitation
vs. only search ad exposure

+296%
Domain conversion
vs. only search ad exposure

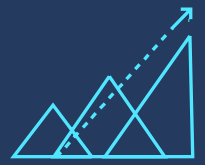
Notes: Results may vary for each advertiser based on campaign settings, targeted audiences and other factors. Lift metrics represent an average of Technology & Telecommunications advertisers with completed lift studies to date (Oct. 2020). These advertisers are a non-representative sample of retail advertisers in the marketplace. Lift measured between exposed users and a control group of eligible unexposed users. Data points represent lift on a per-user basis. Average user count per advertiser study = 818K, data collected May-Oct. 2020.

Microsoft

Next steps

Microsoft

Seven steps for success

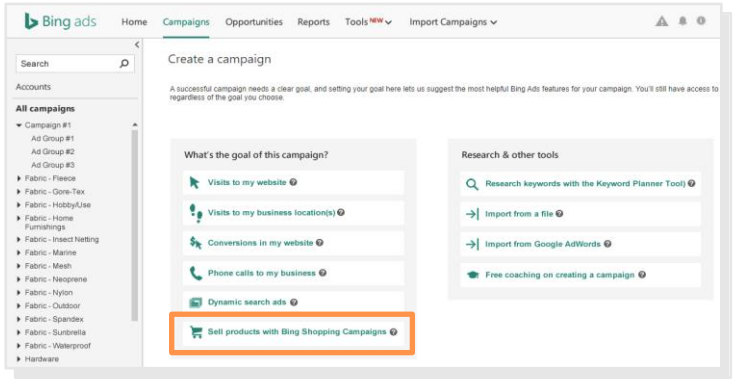


1. **Launch evergreen campaigns** 1-2 weeks ahead of high impact dates. Build history and remarketing pools to maximize volume and amplify during high impact timeframes.
2. **Launch standard Shopping campaigns right away since you don't need UET++.** Expand volume for product ads while you work to update the tag to take advantage of Product Audiences.
3. Stay top of mind by **setting up targeted image-based campaigns in addition to Shopping.** Run Remarketing and Product Audiences to remind consumers of products, promotions and offers.
4. **Limited time promotions work** but be sensitive to current events. **Refresh and test creative more frequently to avoid fatigue.**
5. **Use Shared Budgets and set up Automated Rules** to maximize volume on top priority strategies during your promotional period.
6. Don't be afraid to **bid aggressively in the beginning** to allow our system to learn your campaign, **optimize after the first 10 days, then 1x per week.** We're here to help!
7. Drive increased performance by **implementing enhanced UET** to Dynamically retarget product ads using the specific product that the user engaged with.

Shopping Campaigns on Microsoft Audience Network: five steps to set up

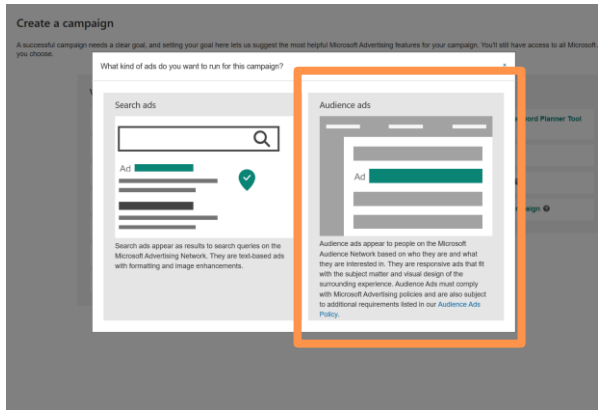
Enhanced UET not required, campaign creation in two minutes or less!

1.



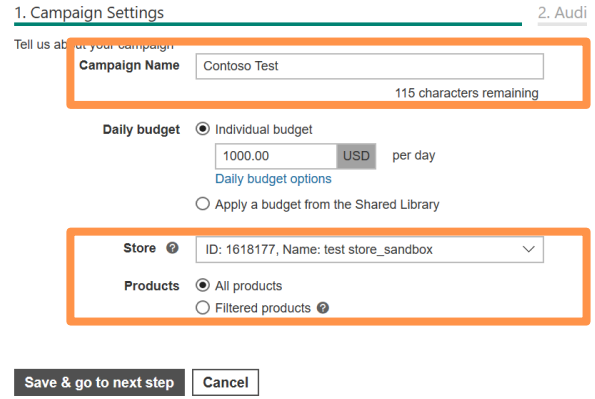
Select **Create New Campaign** and select **Sell Products From Catalog**

2.



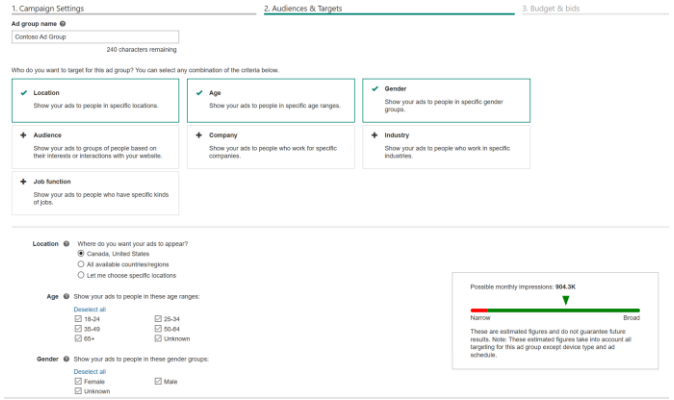
Select **Audience Ads** option

3.



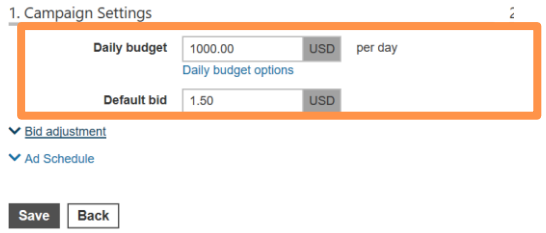
Set **Campaign Name**, choose **MSC store** and select **All Products** filter. We recommend no product filters to maximize volume.

4.



Set **Audience Targets**. Any audiences should be layered on as "bid only" to maximize volume.

5.



Set **Daily Budget** and **Default Bid**. We recommend ~10% of search shopping spend as a starting point and a minimum of $1.50 bid to start,. Click **Save** and LAUNCH.

Important tips to remember

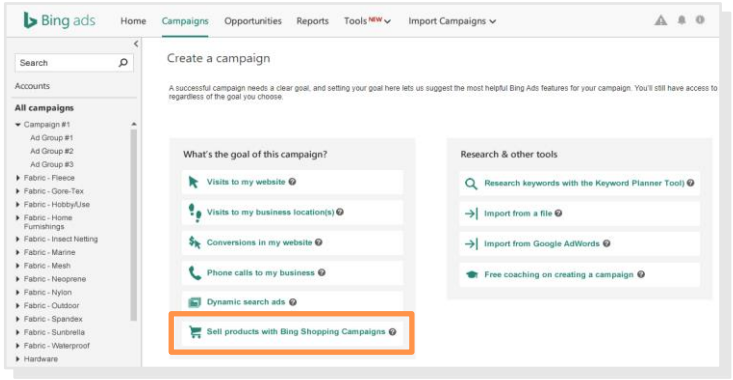
- Customer must have an active shopping feed and be enabled in Microsoft Audience Network to launch
- Even though Enhanced UET is not needed, customer must have a UET tag in place to launch
- Allow 24-48 hours for delivery to begin ramping

Microsoft

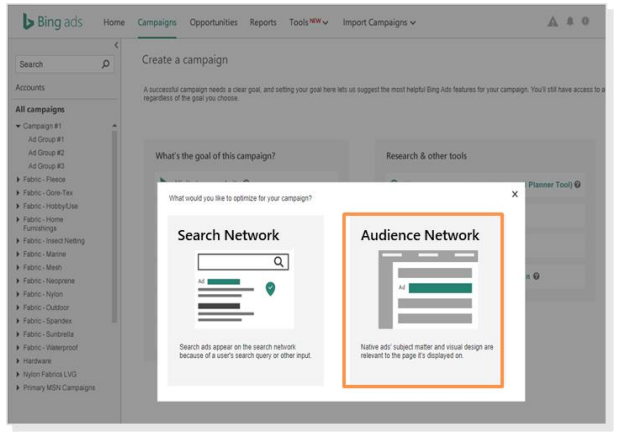
Shopping and Product Audiences – setup steps

Enhanced UET implementation required

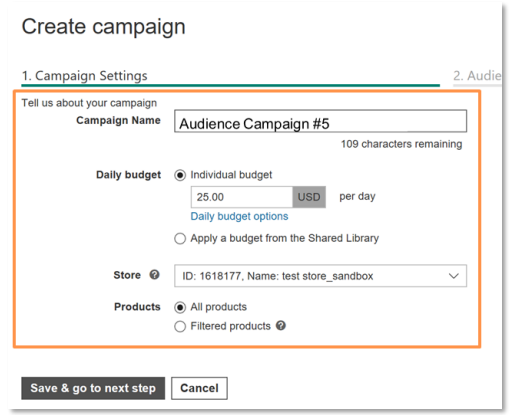
1.



2.

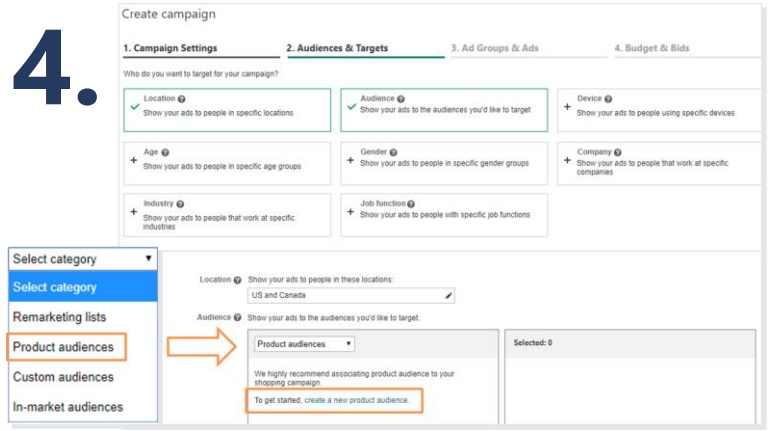


3.

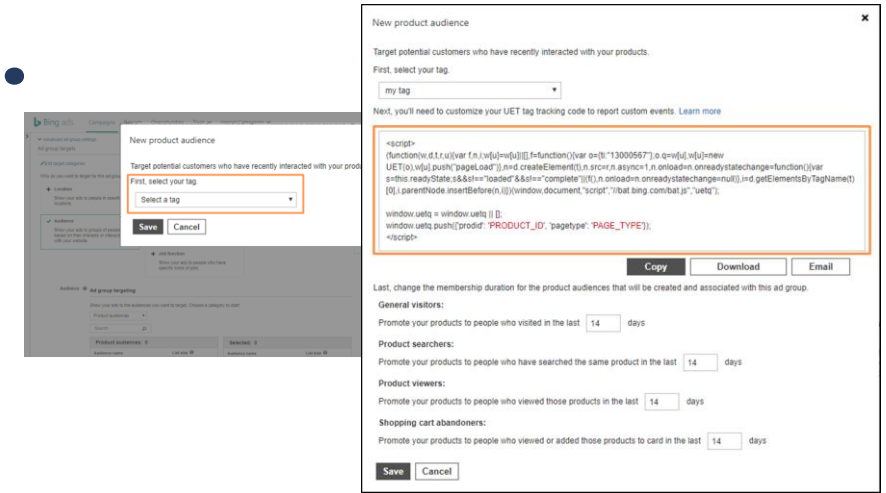


Same initial setup steps as Shopping Campaigns on Microsoft Audience Network…

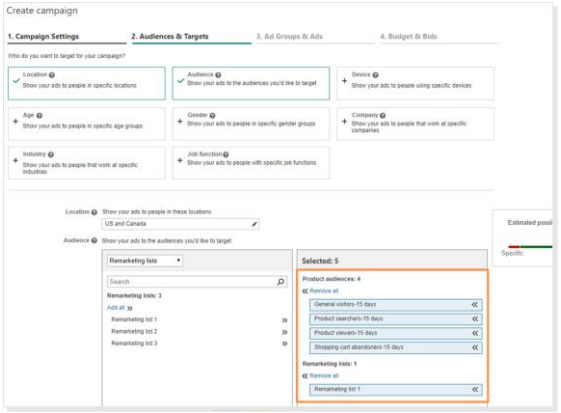
4.



5.



6.



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

Microsoft Advertising. Intelligent connections.

advertising.microsoft.com

© Copyright Microsoft Corporation. All rights reserved.