



# Microsoft Advertising Insights: The consumer journey for Apparel across paid digital channels

France

Microsoft Advertising. Intelligent connections.



# Reaching your audience and knowing the contribution of paid channels in the apparel consumer journey is crucial to your business



## 1. Consumer journey

We will explore what the Consumer Journey for apparel looks like



## 2. Contribution per paid channels

Our attribution analysis will highlight the role of paid media channels



## 3. Reach

Microsoft Advertising Network's reach is significant



## 4. Audience quality

Our audience shops apparel products more than the average consumer

# Consumer Decision Journey

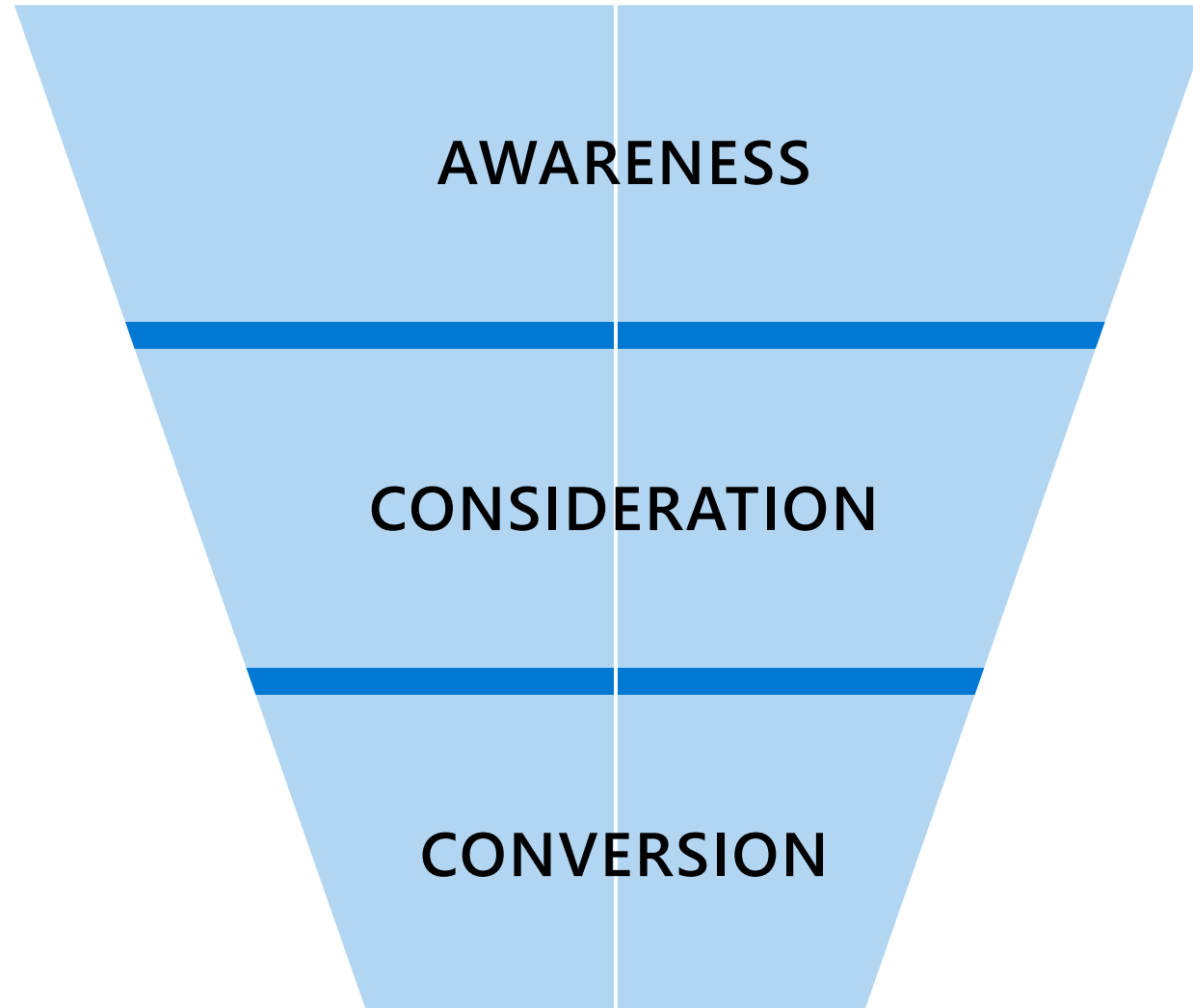


# Apparel browsing and searches

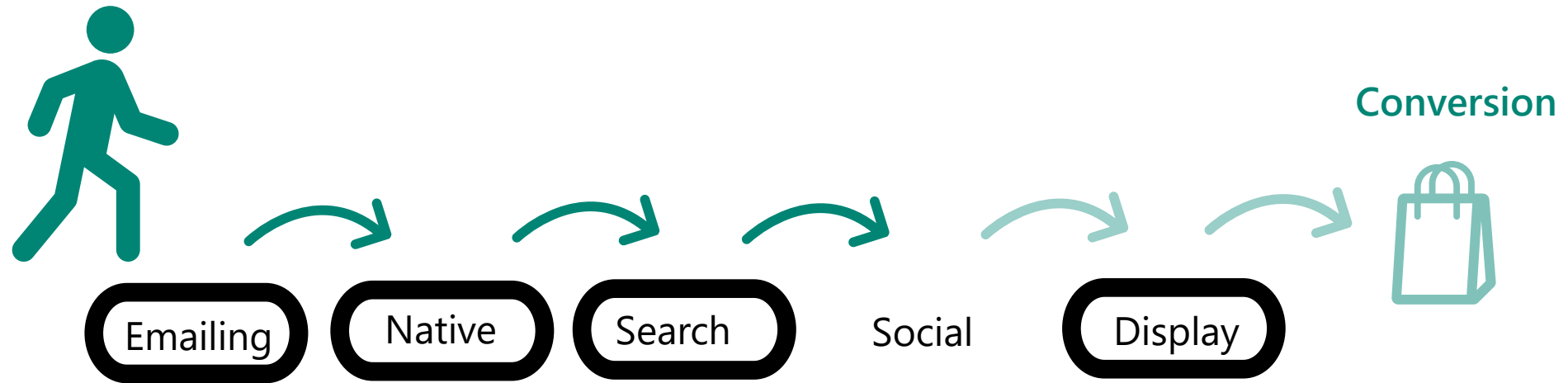
We used data from users who demonstrated intense and consistent searches and web browsing in Apparel categories to identify the consumer decision journey



# The consumer decision journey seems simple...

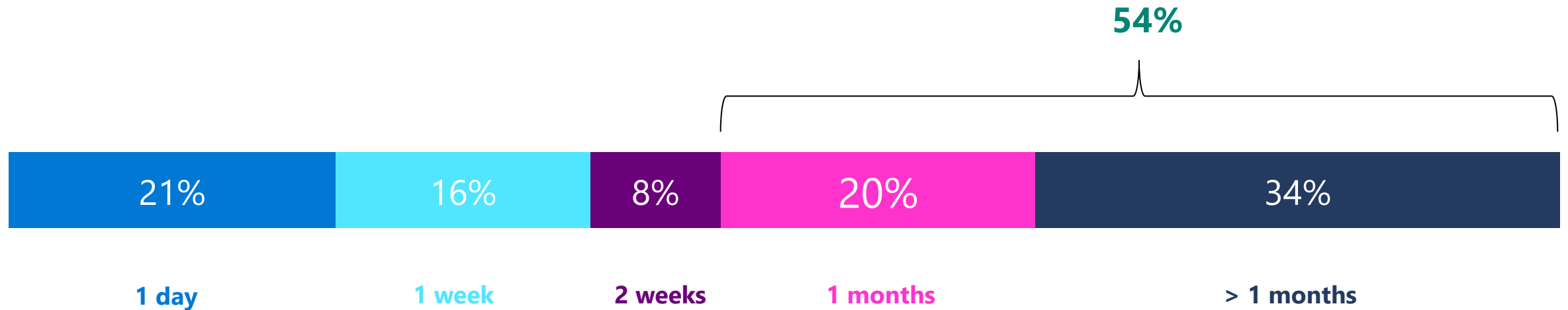


...but how important is **each** paid digital channel in the journey ?



# A consumer journey takes time

For **more than half** of the shoppers we studied, the journey's length is **more than 30 days**



Microsoft Internal Data - Consumer Decision Journey (CDJ) methodology and scope = Market : France; Period : Sept-Nov 2020; Devices : Desktop & laptop; Publisher agnostic : Any domain visited on Edge & Internet Explorer; CDJ using a sample of 1.000 users; Digital media engagement identified through clicks trackers available in URL (UTM); Not included : impression-level data, unpaid touchpoints (SEO) and single touchpoint "journeys"; Conversions : "inferred" conversions, based on at least two weeks without relevant browsing/search activity, after a period of intense engagement of the user.

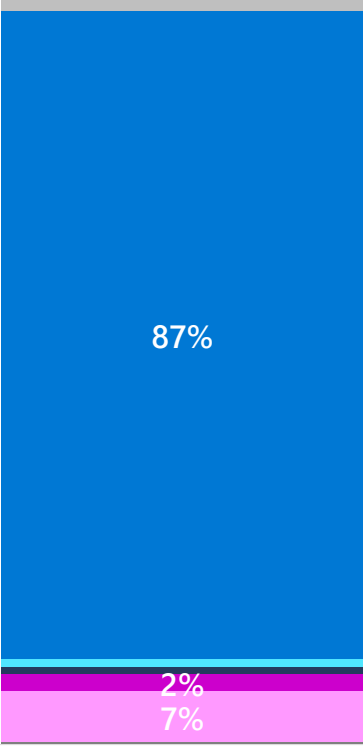
From last touch  
to multi-touch attribution  
Paid channel contributions





# Last touchpoint: most of the conversions credit goes to search

■ Display ■ Emailing ■ Native ■ Partner ■ Referral ■ Search ■ Social



Last Touchpoints

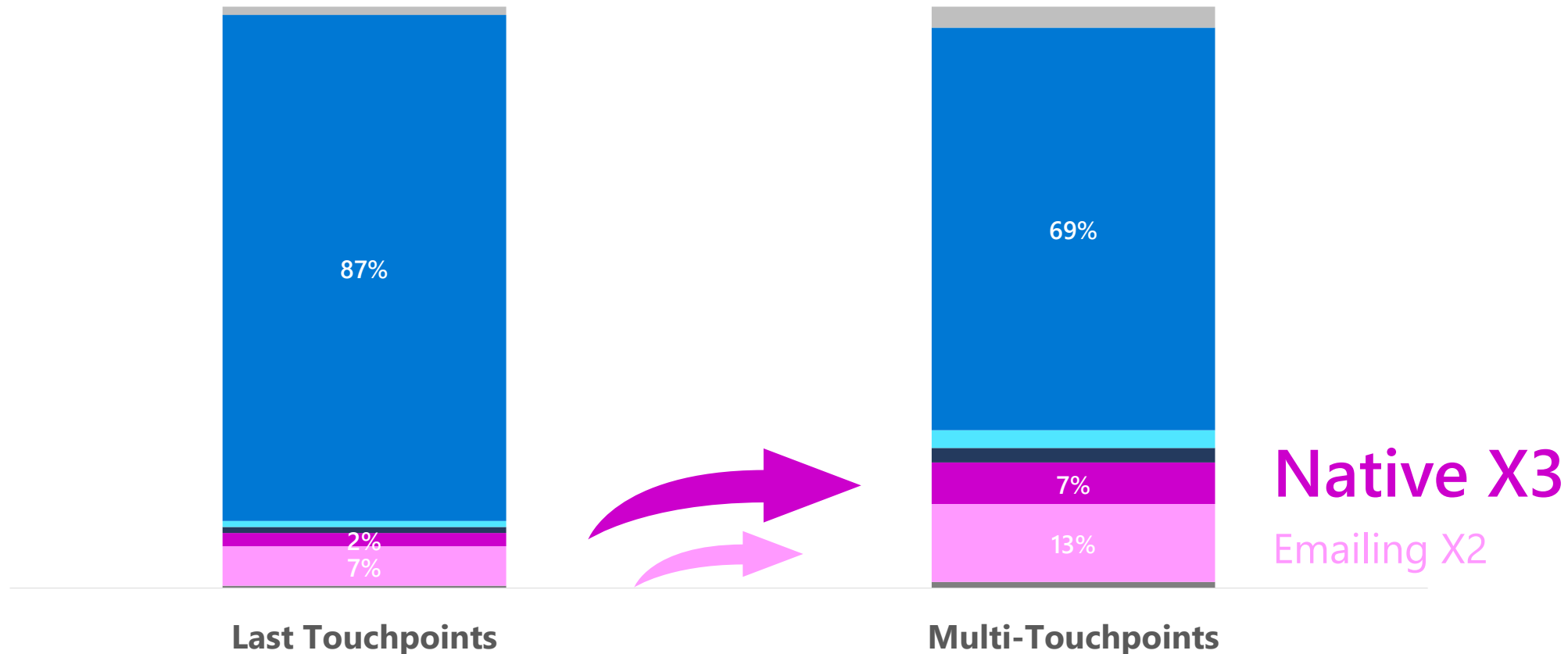
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# Multi touchpoint attribution: other channel contributions are higher with this attribution model

Email and Native contributions to conversions “grow”

■ Display ■ Emailing ■ Native ■ Partner ■ Referral ■ Search ■ Social

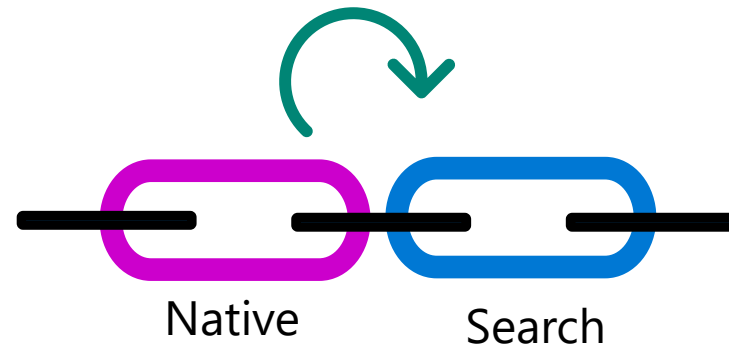


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# To what extent **Native** is followed by search?

For **7 out of 10** users, the next touchpoint after Native is search<sup>(1)</sup>.



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(1) 72.5%

Microsoft Audience Network reach  
How many people visit our sites and see  
Native advertising?



# 26M

unique visitors per month in France  
on MSN and Outlook.com

Source: ComScore, Multi-Platform, May 2020.



## Key takeaways and suggestions



# Key takeaways



With a multi-touch attribution lens, **native** ads plays a more **important role** (from 2% to 7%, compared to last click).

Search remains the top paid channel.



MSN and Outlook.com have **26 M unique visitors per month** in France according to comScore, and this is a great opportunity to influence users in their journey



According to a Global Web Index (GWI) survey, Microsoft properties have a higher percentage of **last 3 months shoppers**, compared to average internet users, for top apparel retailers.

# Suggestions



Leverage **Microsoft Audience Network**, our **Native** solution on top of search ads to embrace the consumer journey complexity and seize the opportunities



As the user **journey is long** and complex, **Remarketing** is a must.

With email being such an important channel, consider create a **Remarketing list** made of people who land on your website coming **from an email**.



Microsoft Advertising captures **signals of purchase intent**. You should consider audiences use, especially **in-market audiences**.



To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)



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