

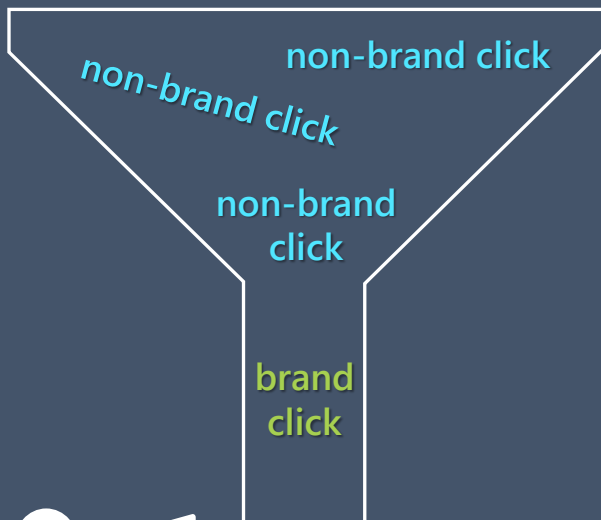


# UNDERSTANDING THE VALUE OF NON-BRAND KEYWORDS IN PAID SEARCH

There is a 98% statistically significant positive linear relationship between non-brand paid clicks and brand paid clicks for OEMs.

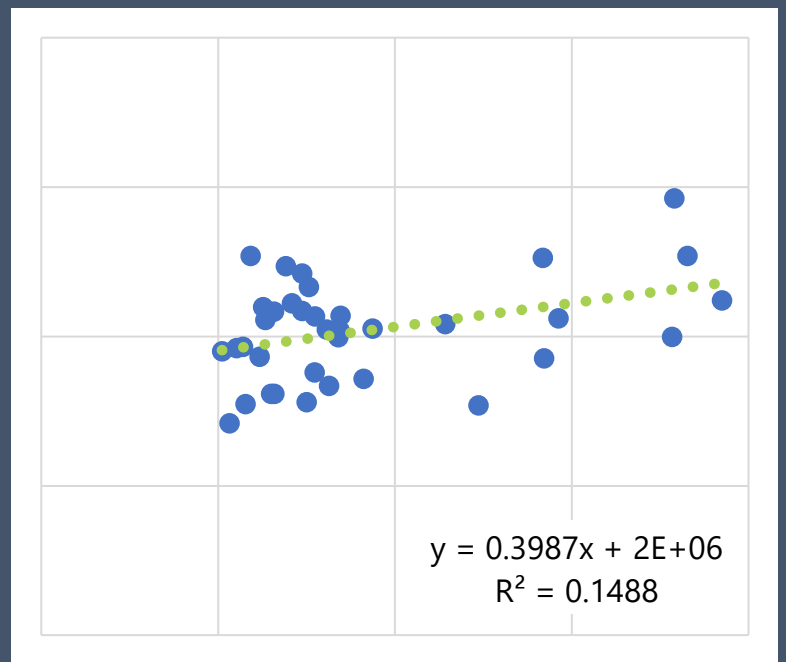


The paid search journey sees users move from non-brand research to brand selection.



Every **3** non-brand clicks an OEM captures on the Microsoft Network leads to a corresponding increase of **1** more brand click.\*\*

OEM Non-Brand Clicks & Brand Clicks Regression



P-value = 0.02015

96% statistically significant relationship between non-brand impressions & brand clicks.

# 53%

More likely to capture a brand paid click from a user after an OEM serves an ad on a non-brand search.

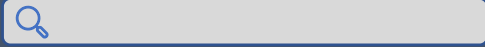
\*\*Not a guarantee of clicks. An observation of a positive linear relationship.

Source: Microsoft Internal Data Jan 2018 - Dec 2020. Based off aggregated performance of 7 OEM advertisers, cross-tiers.



# UNDERSTANDING THE VALUE OF BRANDED KEYWORDS IN PAID SEARCH

Brands earn 2.1x more clicks with paid, versus relying on organic alone.



When a shopper searches for your brand and your ad is not present on the SERP,

# 59%

of clicks are **not** picked up by your organic pages.

## When not in the auction for your brand...

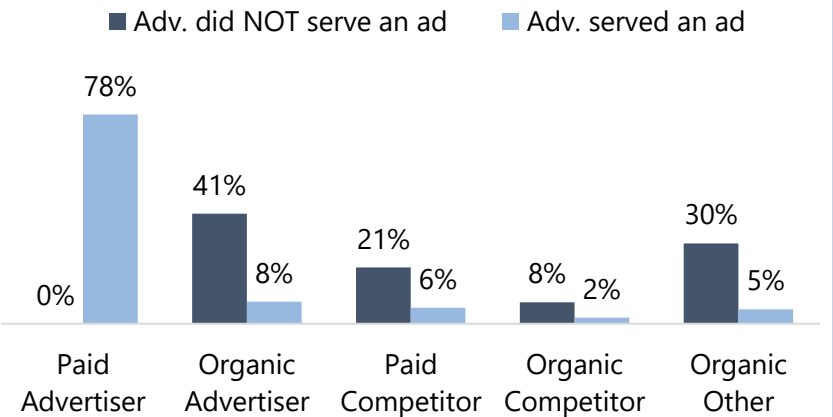


**15%** of users search for an OEM competitor in their next query.



**20%** of users click on a competitor in their next action.

## Click Share in Advertiser's Brand Auctions



When you rely on organic alone:

- 1 Paid competitors win 21% of your clicks.
- 2 You only win 41% of branded clicks.

With paid ads, you win **86%** of total clicks, **2.1x** more than when depending only on organic SERP listings.

An always-on retention strategy for your brand effects:

**87%** total Bing click share.

**45%** lift in clicks in the *next* auction.

**10%** lift in overall clicks to your sites.

**-33%** drop in clicks to competitors.





# UNDERSTANDING THE RELATIONSHIP BETWEEN PAID SEARCH & SALES

There is a 99% statistically significant positive linear relationship between branded paid search clicks and vehicle sales.

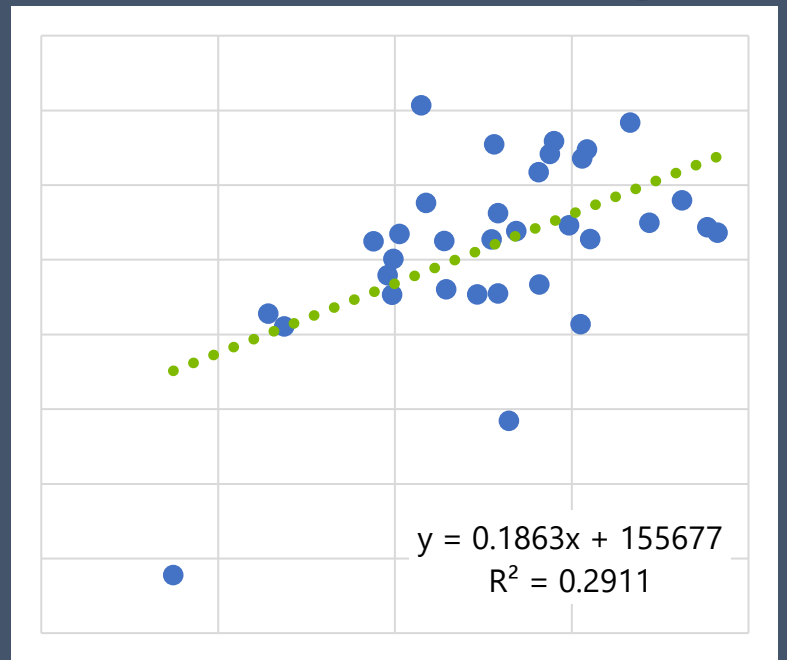


The consumer journey is multifaceted and paid search clicks are an integral factor.

# 29%

of the increase in vehicles sold can be explained by the increase in branded paid search clicks.

### OEM Brand Clicks & Vehicle Sales Regression

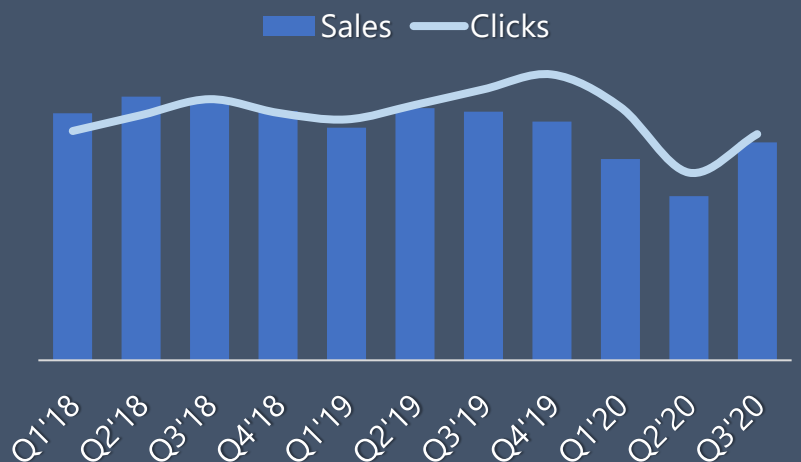


P-value = 0.00119



Every **6** paid brand clicks an OEM captures on the Microsoft Network leads to a corresponding increase of **1** more vehicle sold.\*\*

### OEM Brand Clicks & Vehicle Sales



\*\*Not a guarantee of sales. An observation of a positive linear relationship.

Source: Microsoft Internal Data Jan 2018 - Sep 2020. Based off aggregated performance of 5 OEM advertisers, cross-tiers.