Microsoft

Microsoft Advertising Insights:
Unexpected overlaps
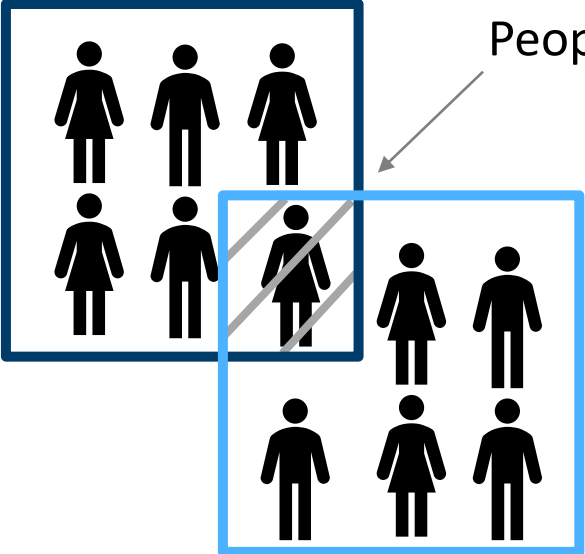# of In-market Audiences

Microsoft Advertising. Intelligent connections.

In-market Audiences
What other audiences have a high overlap with your categories' audience?

Your product category from an In-market perspective

People in "common"*

Other In-market Audiences overlapping with your In-market Audience

Microsoft

In-market Audiences -"Expected" audience overlaps

We may imagine the audience overlaps to be obvious

Game Console audience overlapping with
Toys & Games?

Apparel & Accessories audience
overlapping with
Sports & Fitness?

Microsoft

In-market Audiences-"Surprising" audience overlaps

39% of the Apparel & Accessories Audience overlap with **/Hobbies & Leisure/Toys & Games**

39% of the Game Consoles Audience overlap with **/Sports & Fitness**

27% of the Home & Garden Audience overlap with **/Travel**

Microsoft

In-market Audiences
Apparel & Accessories audience overlap with…

39% of the
Apparel & Accessories Audience overlap with
/Hobbies & Leisure/Toys & Games

28% of the
Apparel & Accessories Audience overlap with
/Home & Garden

Apparel & Accessories

28% of the
Apparel & Accessories Audience overlap with
/Home & Garden/Home Decor

24% of the
Apparel & Accessories Audience overlap with
/Autos & Vehicles/**Auto Parts & Accessories**
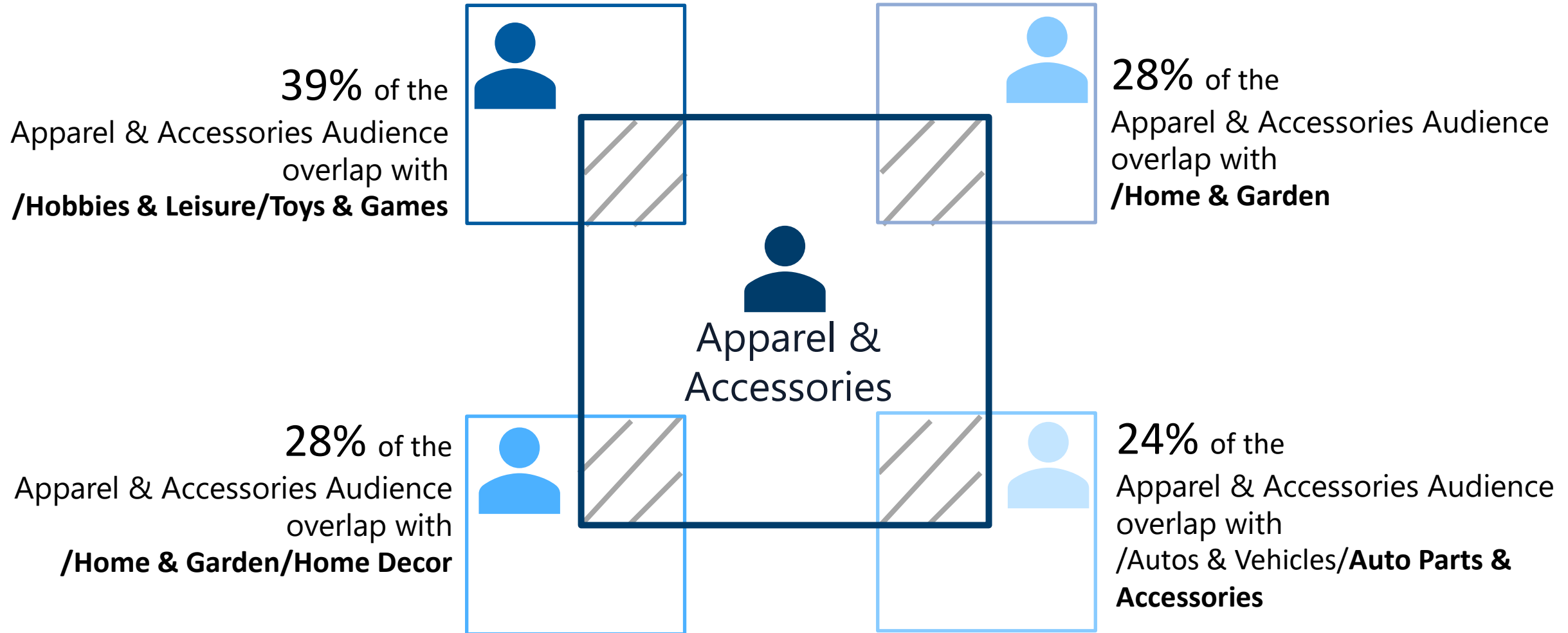
In-market Audiences
Home & Garden audiences overlap with...

36% of the
Home & Garden Audience
overlap with
/Apparel & Accessories/Clothing

29% of the
Home & Garden Audience
overlap with
/Arts & Entertainment/Movies & Films

Home & Garden

32% of the
Home & Garden Audience
overlap with
/Sports & Fitness

27% of the
Home & Garden Audience
overlap with
/Travel

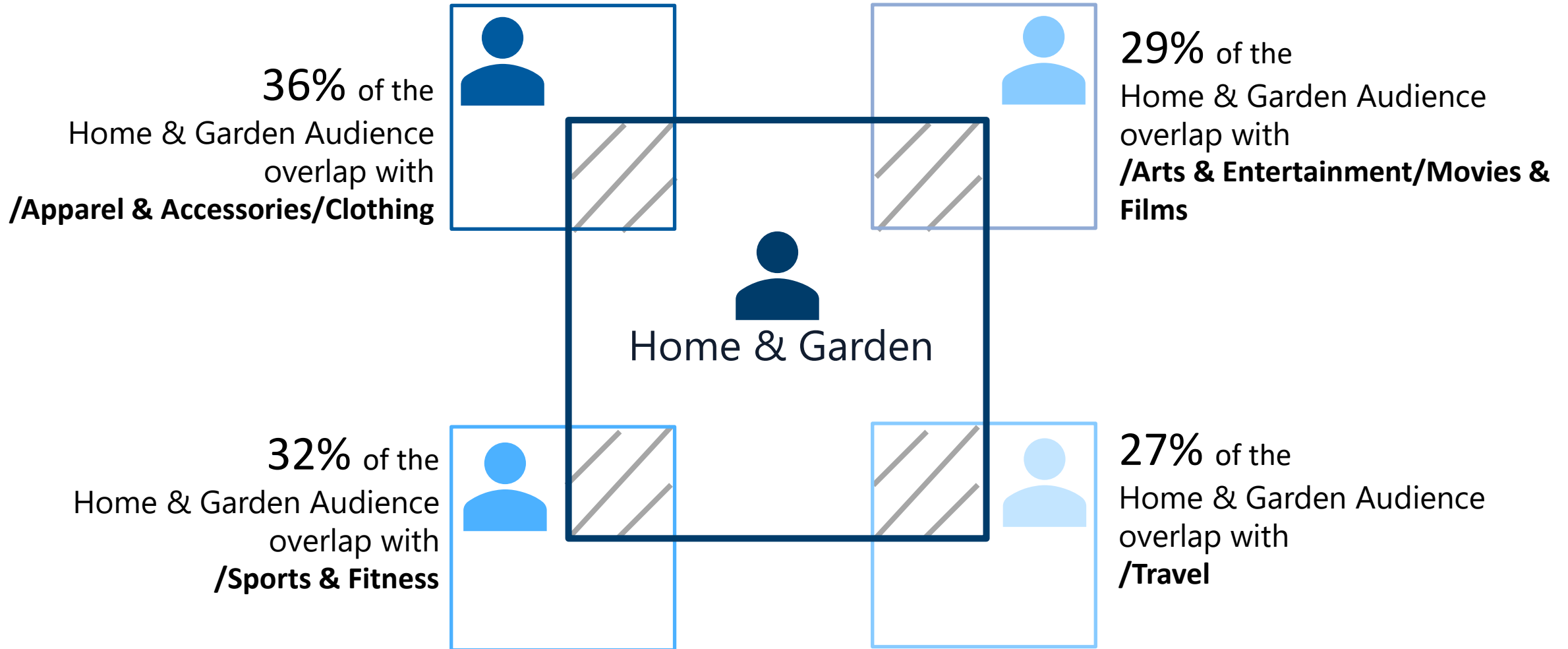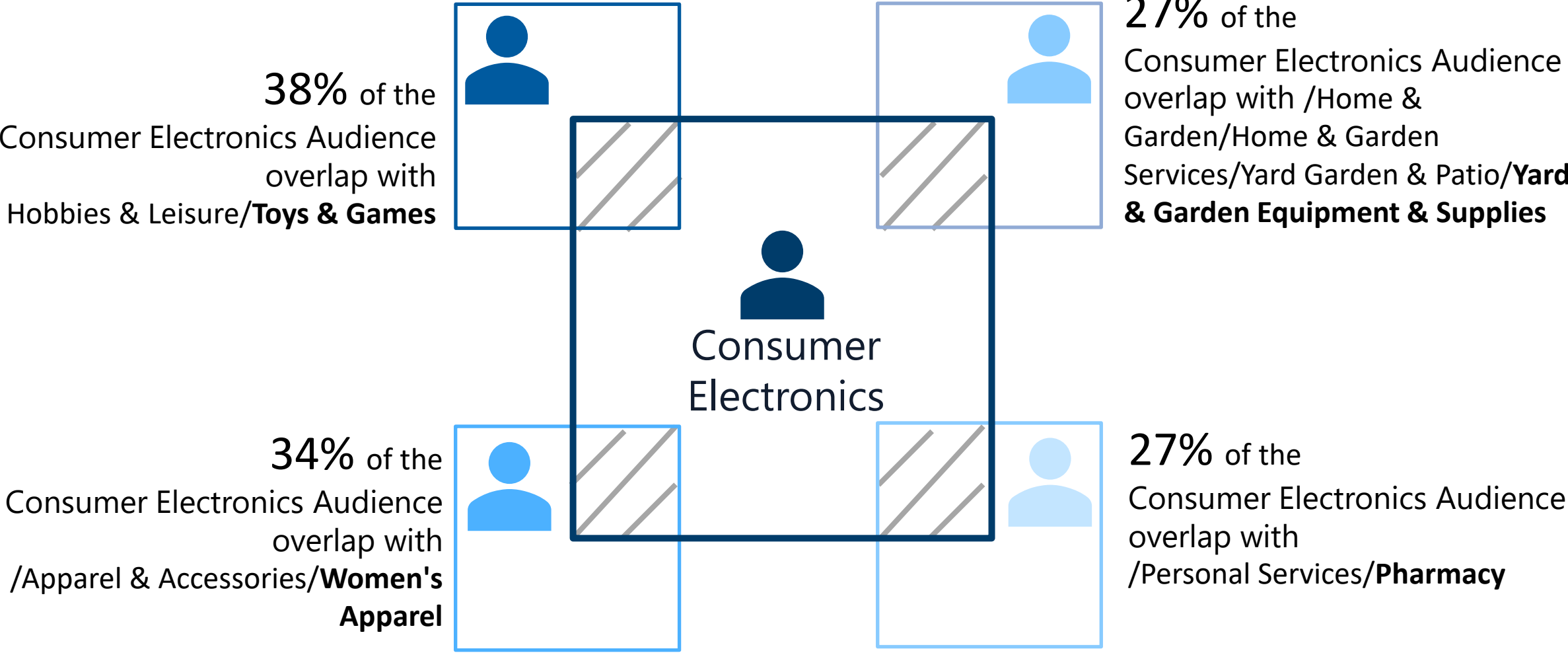# In-market Audiences
Consumer Electronics audience overlap with...

38% of the
Consumer Electronics Audience overlap with
Hobbies & Leisure/**Toys & Games**

27% of the
Consumer Electronics Audience overlap with /Home & Garden/Home & Garden Services/Yard Garden & Patio/**Yard & Garden Equipment & Supplies**

Consumer Electronics

34% of the
Consumer Electronics Audience overlap with
/Apparel & Accessories/**Women's Apparel**

27% of the
Consumer Electronics Audience overlap with
/Personal Services/**Pharmacy**

In-market Audiences
Food & Groceries audience overlap with...

44% of the Food & Groceries Audience overlap with /Apparel & Accessories/**Clothing**

32% of the Food & Groceries Audience overlap with /Home & Garden/Home & Garden Services/**Yard Garden & Patio**

Food & Groceries

36% of the Food & Groceries Audience overlap with /**Home & Garden**

28% of the Food & Groceries Audience overlap with /**Real Estate**

In-market Audiences
Beauty Products & Services audience overlap with...

30% of the Consumer Electronics Audience overlap with Hobbies & Leisure/**Toys & Games**

26% of the Consumer Electronics Audience overlap with /Apparel & Accessories/**Clothing**

Beauty Products & Services

28% of the Consumer Electronics Audience overlap with /Apparel & Accessories/**Women's Apparel**

25% of the Consumer Electronics Audience overlap with /**Home & Garden**

In-market Audiences
Game Consoles audience overlap with...
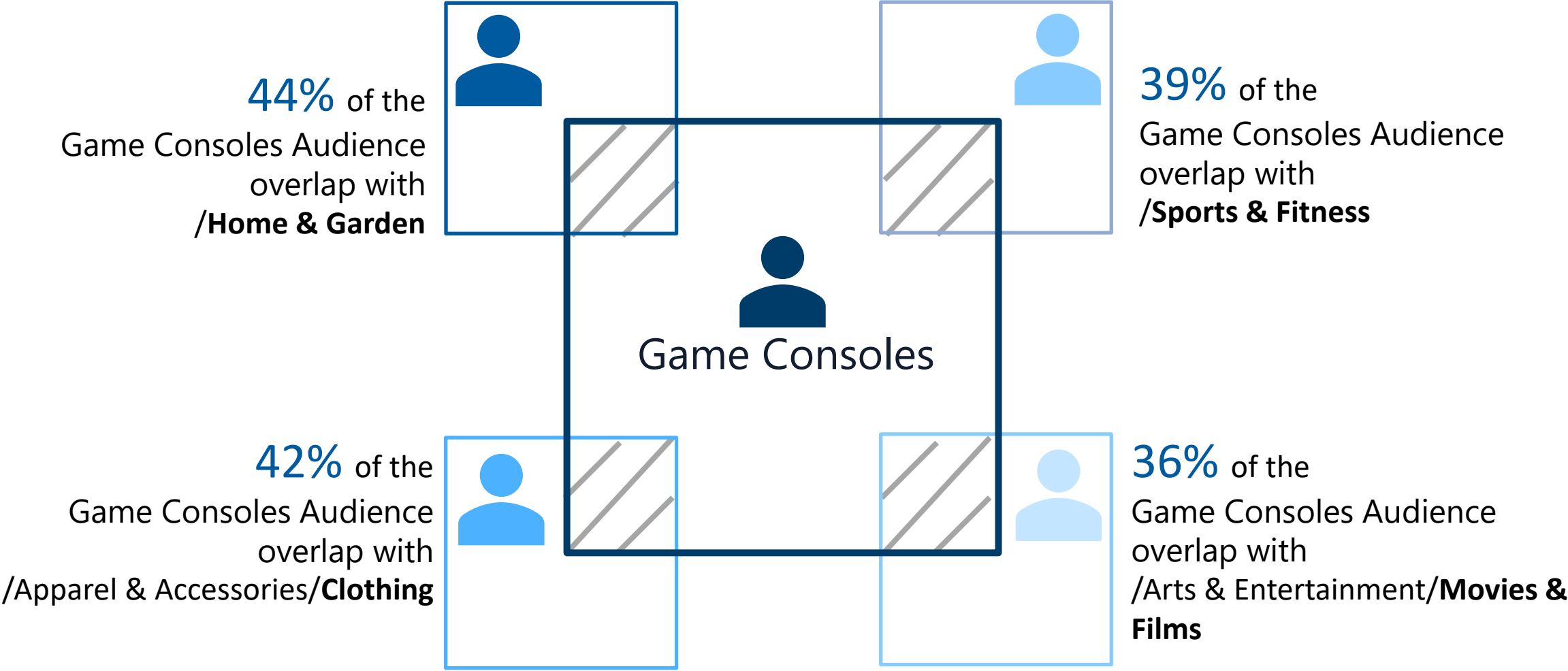
44% of the Game Consoles Audience overlap with **/Home & Garden**

39% of the Game Consoles Audience overlap with **/Sports & Fitness**

Game Consoles

42% of the Game Consoles Audience overlap with /Apparel & Accessories/**Clothing**

36% of the Game Consoles Audience overlap with /Arts & Entertainment/**Movies & Films**

In-market Audiences
Jewelry and Watches audience overlap with...
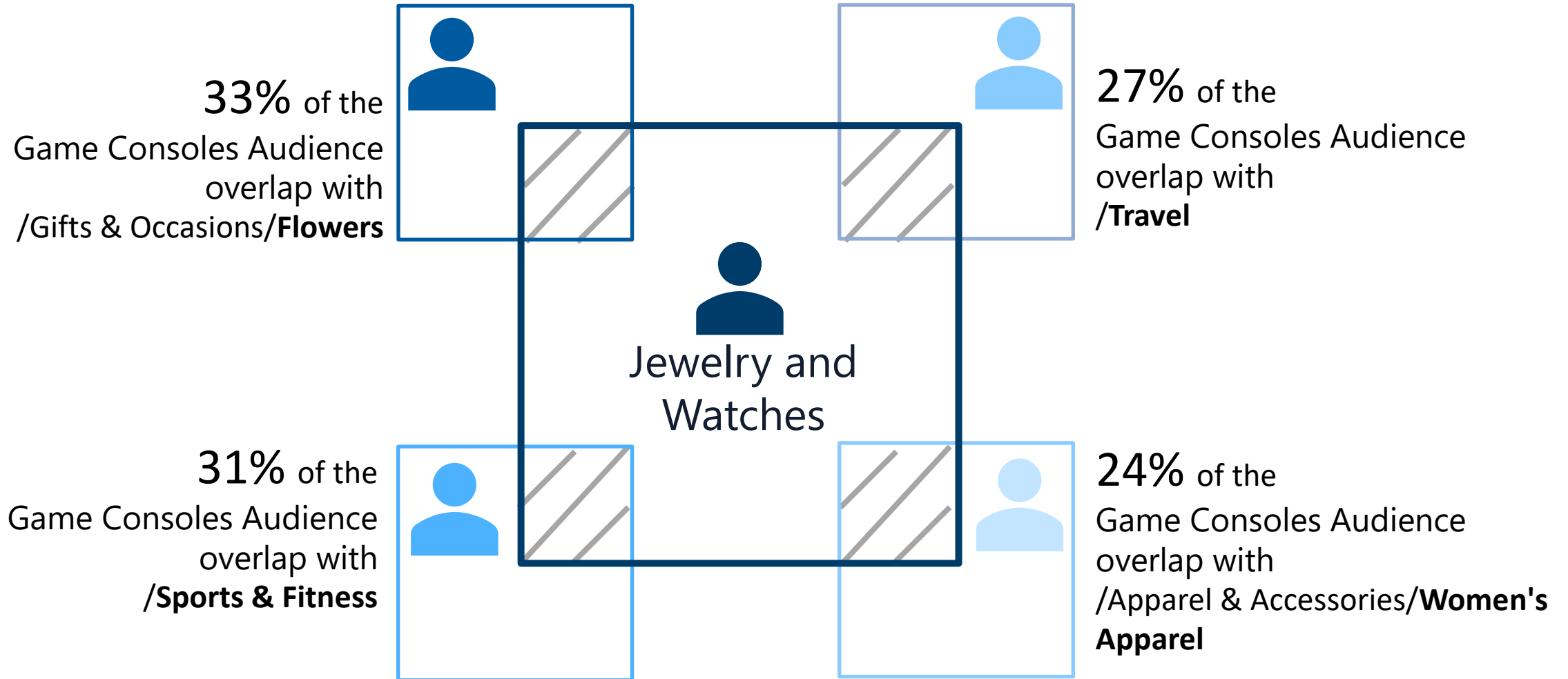
33% of the Game Consoles Audience overlap with /Gifts & Occasions/**Flowers**

27% of the Game Consoles Audience overlap with /**Travel**

Jewelry and Watches

31% of the Game Consoles Audience overlap with /**Sports & Fitness**

24% of the Game Consoles Audience overlap with /Apparel & Accessories/**Women's Apparel**

Key takeaways and suggestions

For **In-market Audiences**, don't only rely on obvious categories

Your category **overlaps** with other **unexpected** In-market Audiences.

To **expand your reach**, leverage an extended In-Market Audience list.

Leverage relevant category overlaps and **In-Market Audiences with bid adjustments.**

Reach the most potential customers by utilizing **all available In-market** Audiences.

Microsoft

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

Microsoft Advertising. Intelligent connections.