Microsoft Advertising Insights: Unexpected overlaps of In-market Audiences
In-market Audiences
What other audiences have a high overlap with your categories’ audience?

*In order for a user to be considered "overlapping" across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.

Source: Microsoft Internal Data; April 2020; Countries: Global
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?

Source: Microsoft Internal Data; April 2020; Countries: Global

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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

Source: Microsoft Internal Data; April 2020; Countries: Global
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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/ Home Decor

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

24% of the Apparel & Accessories Audience overlap with /Autos & Vehicles/Auto Parts & Accessories

Source: Microsoft Internal Data; April 2020; Countries: Global - *In order for a user to be considered “overlapping” across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.
In-market Audiences
Home & Garden audiences overlap with...

- **36%** of the Home & Garden Audience overlap with /Apparel & Accessories/Clothing
- **32%** of the Home & Garden Audience overlap with /Sports & Fitness
- **29%** of the Home & Garden Audience overlap with /Arts & Entertainment/Movies & Films
- **27%** of the Home & Garden Audience overlap with /Travel

Source: Microsoft Internal Data; April 2020; Countries: Global. *In order for a user to be considered "overlapping" across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.*
In-market Audiences
Consumer Electronics audience overlap with...

- 38% of the Consumer Electronics Audience overlap with Hobbies & Leisure/Toys & Games
- 34% of the Consumer Electronics Audience overlap with Apparel & Accessories/Women's Apparel
- 27% of the Consumer Electronics Audience overlap with Home & Garden/Personal Services/Pharmacy
- 27% of the Consumer Electronics Audience overlap with Home & Garden Services/Yard Garden & Patio/Yard & Garden Equipment & Supplies

Source: Microsoft Internal Data; April 2020; Countries: Global - *In order for a user to be considered "overlapping" across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.
In-market Audiences

Food & Groceries audience overlap with...

- **44%** of the Food & Groceries Audience overlap with /Apparel & Accessories/Clothing
- **36%** of the Food & Groceries Audience overlap with /Home & Garden
- **32%** of the Food & Groceries Audience overlap with /Home & Garden/Home & Garden Services/Yard Garden & Patio
- **28%** of the Food & Groceries Audience overlap with /Real Estate

Source: Microsoft Internal Data; April 2020; Countries: Global - *In order for a user to be considered "overlapping" across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.*
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
- 28% of the Consumer Electronics Audience overlap with/Apparel & Accessories/Women's Apparel
- 25% of the Consumer Electronics Audience overlap with/Home & Garden

Source: Microsoft Internal Data; April 2020; Countries: Global - *In order for a user to be considered "overlapping" across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.
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
- **42%** of the Game Consoles Audience overlap with /Apparel & Accessories/Clothing
- **36%** of the Game Consoles Audience overlap with /Arts & Entertainment/Movies & Films

Source: Microsoft Internal Data; April 2020; Countries: Global. *In order for a user to be considered "overlapping" across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.*
In-market Audiences

Jewelry and Watches audience overlap with...

- 33% of the Game Consoles Audience overlap with /Gifts & Occasions/Flowers
- 31% of the Game Consoles Audience overlap with /Sports & Fitness
- 27% of the Game Consoles Audience overlap with /Travel
- 24% of the Game Consoles Audience overlap with /Apparel & Accessories/Women’s Apparel

Source: Microsoft Internal Data; April 2020; Countries: Global - *In order for a user to be considered "overlapping" across two In-Market segments, they must have been exposed to an ad by an advertiser targeting that audience in the associated time frame, currently monthly.
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**.
To get actionable data, insights and best practices to help make decisions and grow your business, visit aka.ms/MicrosoftAdvertisingInsights