Microsoft Advertising Insights: Computer & Consumer Electronics shopping trends in 2020
Focus categories

Computers
- Computers
- Computer Accessories
- Computer Hardware
- Software
- General

Consumer Electronics
- Car Audio & Video
- Consumer Electronic Accessories
- GPS & Navigation
- Home Audio & Video
- Portable Media Devices
- Radar Detectors
- General

Hobbies & Leisure
- Games
Data:

- October 3rd – November 13th
- All Shopping data is from the US

The data is based on performing products, which are products that have at least 1 impression.

Categories are based on query searched:
- Ex. “television” = Home Audio & Video
High-level performance
Computers, Consumer Electronics and Games searches are trending up

2019 v. 2020 Searches

Amazon Prime Day
2020 Election
XBOX & PlayStation Launch

Searches were up 24% in 2020

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Shopping clicks were up 77% during the beginning of the 2020 holiday season

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Other Shopping key performance indicators (KPIs) are moving in the right direction for advertisers

- Shopping cost per clicks (CPCs) and click through rates (CTRs)

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
The top 10 customers make up a large portion of the shopping clicks.

Top 10 customers make up 61.8% of clicks.

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Category performance
For most categories, the distribution is similar across metrics

- Shopping clicks, spend and performing products

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Computer Accessories

· Shopping clicks, Spend and performing products

Distribution by Price Buckets

- 85% of products under $200
- 88% of clicks under $200
- 85% of spend under $200

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Computer Hardware

- Shopping Clicks, Spend and performing products

Distribution by Price Buckets

81% of products under $400

70% of clicks under $400

59% of spend under $400

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Software

- Shopping Clicks, Spend and performing products

Distribution by Price Buckets

- 83% of products under $150
- 78% of clicks under $150
- 73% of spend under $150

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Computers - General

• Shopping Clicks, Spend and performing products

Distribution by Price Buckets

90% of products under $1,000
84% of clicks under $1,000
71% of spend under $1,000

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Car Audio & Video
- Shopping Clicks, Spend and performing products

82% of products under $300
72% of clicks under $300
77% of spend under $300

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
### Consumer Electronics Accessories

- Shopping Clicks, Spend and performing products

**Distribution by Price Buckets**

- **82%** of Products under $150
- **80%** of Clicks under $150
- **78%** of Spend under $150

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
GPS & Navigation

• Shopping Clicks, Spend and performing products

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020

81% of products under $300
75% of clicks under $300
74% of spend under $300
Home Audio & Video

- Shopping Clicks, Spend and performing products

Distribution by Price Buckets

82% of products under $300
72% of clicks under $300
64% of spend under $300

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Portable Media Devices
- Shopping Clicks, Spend and performing products

Distribution by Price Buckets

- 80% of products under $200
- 76% of clicks under $200
- 67% of spend under $200

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Radar Detectors
• Shopping Clicks, Spend and performing products

Distribution by Price Buckets

80% of products under $300
76% of clicks under $300
69% of spend under $300

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Consumer Electronics - General

- Shopping Clicks, Spend and performing products

Distribution by Price Buckets

79% of products under $300
74% of clicks under $300
80% of spend under $300

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Wireless Devices

- Shopping Clicks, Spend and performing products

Distribution by Price Buckets

82% of products under $200
84% of clicks under $200
79% of spend under $200

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Games

- Shopping Clicks, Spend and performing products

![Graph showing distribution by price buckets with key points:]

- 91% of products under $200
- 66% of clicks under $200
- 72% of spend under $200

Source: Microsoft Advertising; Bing Internal Data of Oct - Nov 2020
Key takeaways

- Computers, Consumer Electronics and Games searches are trending up
  - Use **Remarketing** to stay top of mind for searchers
- Shopping clicks were up 77% during the beginning of the 2020 holiday season
  - Set up **shopping campaigns** to ensure you’re capturing the most clicks possible
- The majority of clicks were against the lower-priced products in each category
  - Leverage **Dynamic Search Ads** to broaden your search term coverage
Simply Speakers grows impressive ecommerce audio business

Since 1992, Simply Speakers has been providing its customers with reliable, high quality service for their loudspeaker parts and service-related needs. What began as a small shop in St. Petersburg, Florida has grown into one of the largest factory authorized speaker parts and service centers in the United States. With a growing online business, Simply Speakers turned to a digital marketing strategy to help them reach and engage a broader audience of audio enthusiasts and audio and video professionals.

Seeks sound advice to drive growth

With an ecommerce redesign on the horizon, Simply Speakers General Manager, Sean Ryan sought the help of Microsoft Advertising Partner Sales & Orders to expand the reach of their products, drive more traffic to their online store, and increase revenue. Sales & Orders is recognized as a leading solution provider with expertise in managing and optimizing ecommerce Shopping campaigns.

Trusting Sales & Orders to design and execute a high impact digital strategy, their account manager invested in Shopping campaigns to reach and engage shoppers on the Microsoft Advertising platform. Since this was a previously untapped market for them, Simply Speakers felt confident that they could reach new shoppers while also building an entirely separate audience for remarketing as well.

Seeks sound advice to drive growth

By combining the flexibility of the Sales & Orders platform with its native integration to Microsoft Merchant Center, the Simply Speakers product feed was quickly relaunched and drove impressive results, including YoY revenue increase of 70%, conversion rates up 10%, and a ROAS of 8X.

"Our partnership with Microsoft Advertising has allowed us to better serve the thousands of ecommerce businesses owners who trust us to spearhead their efforts to reach more shoppers and increase sales online.”

- Anthony Capetola, CMO, Sales & Orders

Simply Speakers and Sales & Orders Internal Data, 2020.
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