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MICROSOFT ADVERTISING INSIGHTS

Cybersecurity & antivirus insights

Microsoft Advertising. Great relationships start here.

Key takeaways

Search and click volumes for security queries are elevated over 2019 estimates and have seen **positive momentum that is expected to continue** through the end of year (EOY).

Consumers are searching for security and antivirus terms in three distinct ways, which often overlap: **proactively, reactively**, and for **specific software** and tools.

When shopping for software, users search with action-driven terms like "protect" and "secure". **Cover keywords using this terminology** to ensure you are reaching users who are ready to engage with security software and tools.

More than a **fifth of consumers** are explicitly searching for **free** security software.

Users are frequently searching for more than one cybersecurity brand at a time. Consider **conquesting** to expand your reach and **remain top of mind to consumers**.

Most non-brand searches are proactive in nature, meaning users are **ready to take steps towards engaging** with security providers.

Reactive queries are more likely to happen in a single search, while **proactive consumers do more research** – which means there are **more opportunities to reach them**.

Work-from-home (WFH) climate: Search traffic for virtual private network (VPN) terms saw positive momentum since the WFH climate began in 2020 but may have begun to normalize.

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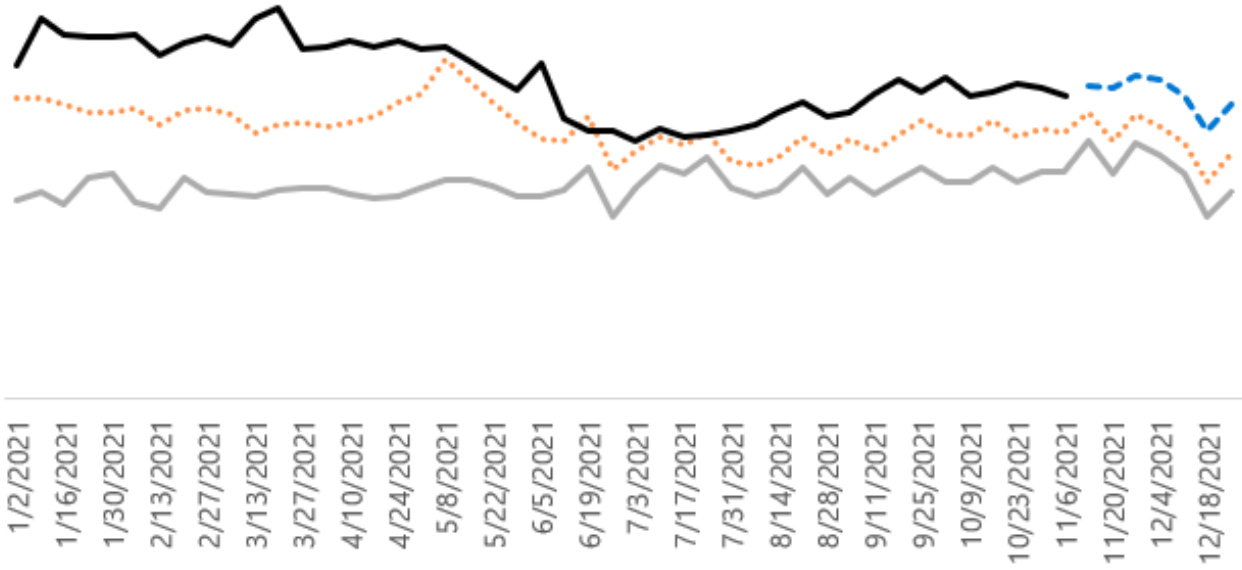# Forecasts

What do we expect search and click volume to look like in the coming weeks?

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Search volume for cybersecurity is elevated over pre-COVID 2020 estimates

Network security: search volume forecast

North America

Searches (2021 & 2019) vs. Forecast vs. No-COVID Forecast

1/2/2021 1/16/2021 1/30/2021 2/13/2021 2/27/2021 3/13/2021 3/27/2021 4/10/2021 4/24/2021 5/8/2021 5/22/2021 6/5/2021 6/19/2021 7/3/2021 7/17/2021 7/31/2021 8/14/2021 8/28/2021 9/11/2021 9/25/2021 10/9/2021 10/23/2021 11/6/2021 11/20/2021 12/4/2021 12/18/2021
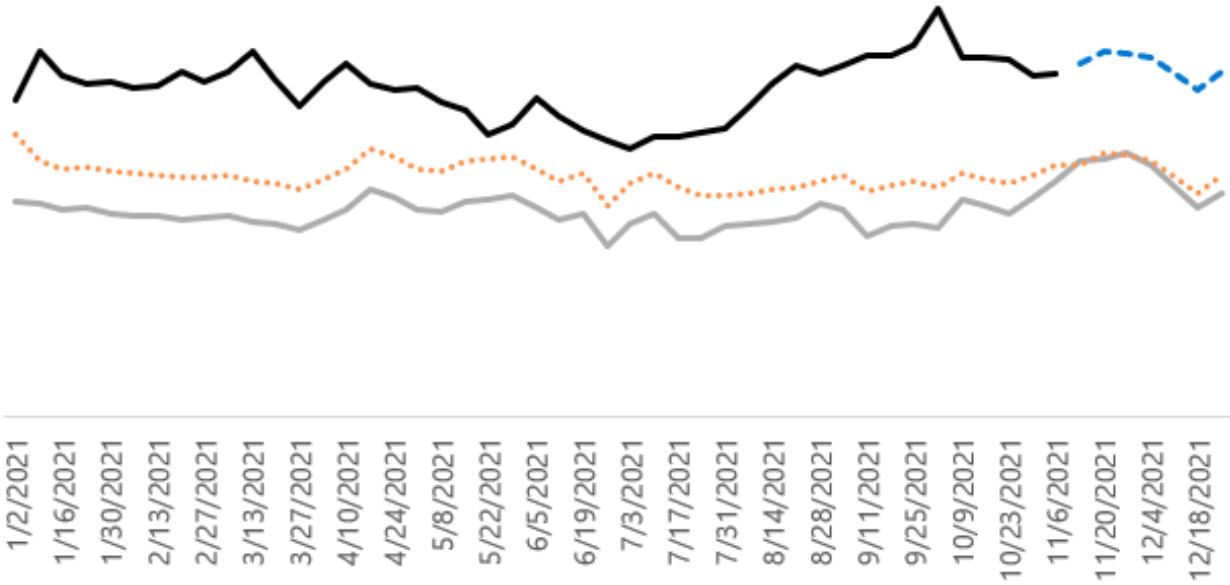
% Difference: 2021 (Actuals/Forecast) vs. 2019

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Clicks for cybersecurity have seen positive momentum

Network security: click volume forecast

Clicks (2021 & 2019) vs. Forecast vs. No-COVID Forecast

1/2/2021, 1/16/2021, 1/30/2021, 2/13/2021, 2/27/2021, 3/13/2021, 3/27/2021, 4/10/2021, 4/24/2021, 5/8/2021, 5/22/2021, 6/5/2021, 6/19/2021, 7/3/2021, 7/17/2021, 7/31/2021, 8/14/2021, 8/28/2021, 9/11/2021, 9/25/2021, 10/9/2021, 10/23/2021, 11/6/2021, 11/20/2021, 12/4/2021, 12/18/2021

% Difference: 2021 (Actuals/Forecast) vs. 2019

150%
100%
50%
0%

Microsoft Internal Data 1/20/2018 – 11/12/2021 | Forecast starts 11/13/2021
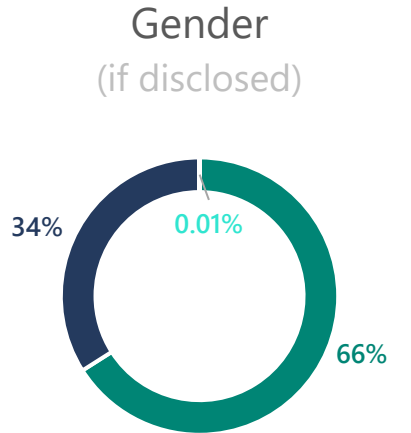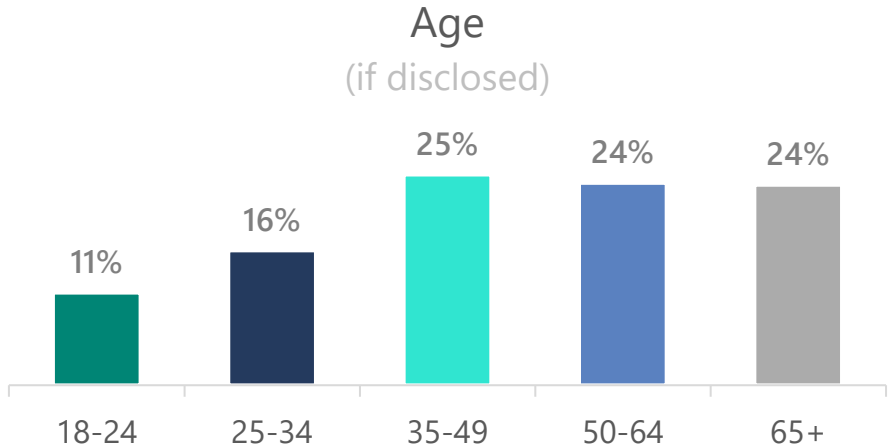
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Consumer search behavior

Who are our consumers, and how are they searching for cybersecurity and antivirus topics and brands?

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Searchers tend to be older than 35, skew male, and live in large cities

Security and antivirus searchers user demographics

Age
(if disclosed)

11% — 18-24
16% — 25-34
25% — 35-49
24% — 50-64
24% — 65+

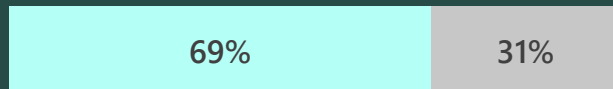## Gender
(if disclosed)

34% Female
0.01% Other
66% Male

- Male
- Female
- Other

Most U.S. consumers clicking on cybersecurity or antivirus ads come from larger cities and technology hubs, like New York, San Francisco, Chicago, Austin, Dallas, and Atlanta.
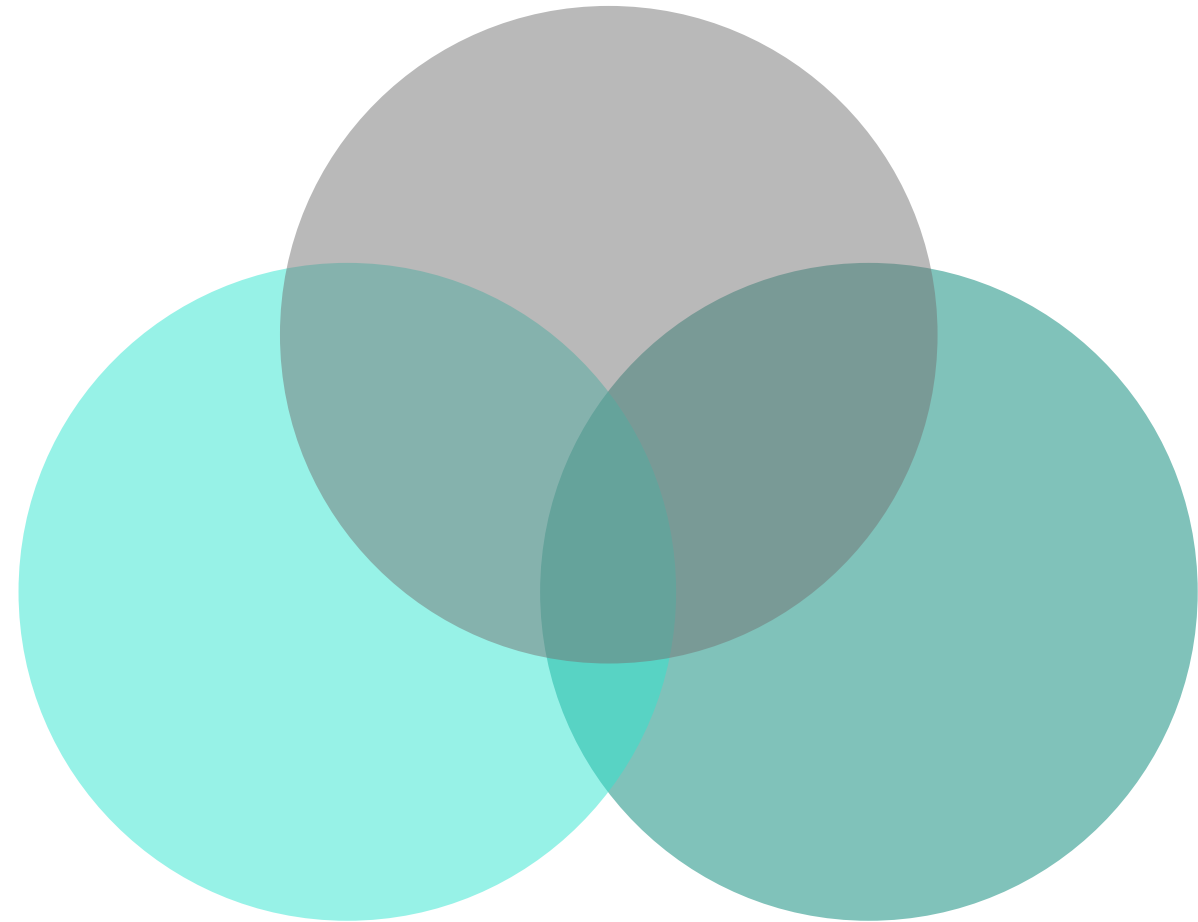
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Consumers are searching in three distinct ways, which often overlap

Additionally, most searches are branded:

69%	31%

■ Brand   ■ Non-Brand

Software & tools (free or paid)

Proactive: security measures

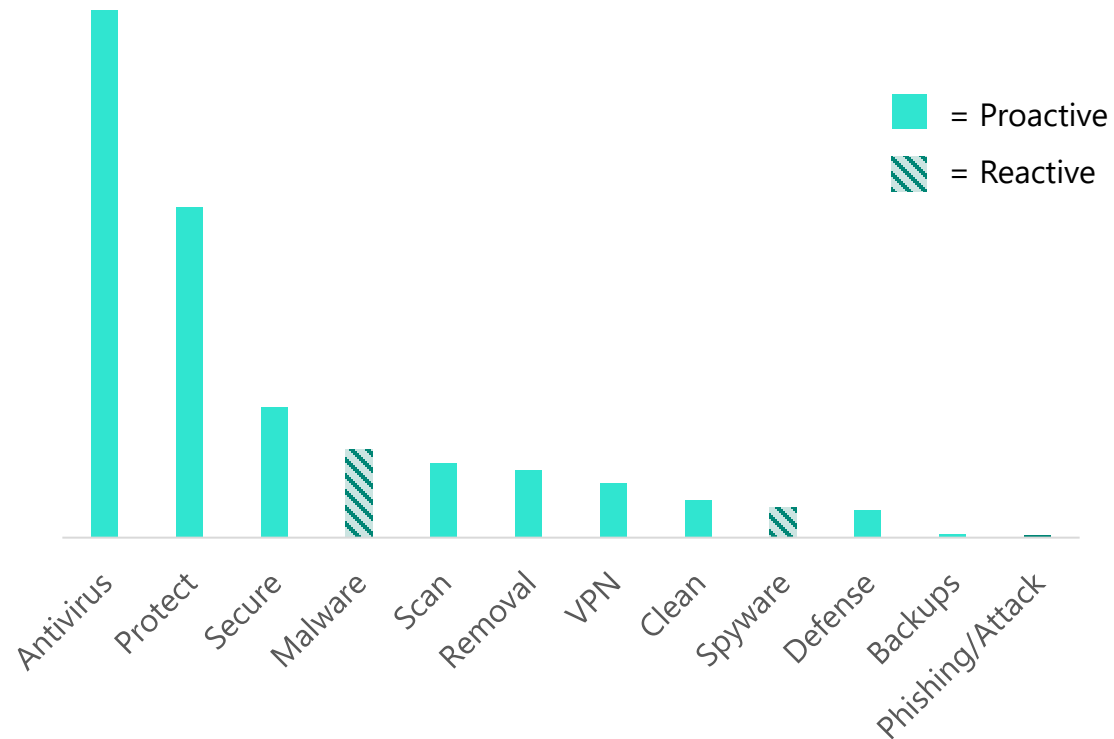Reactive: security threats

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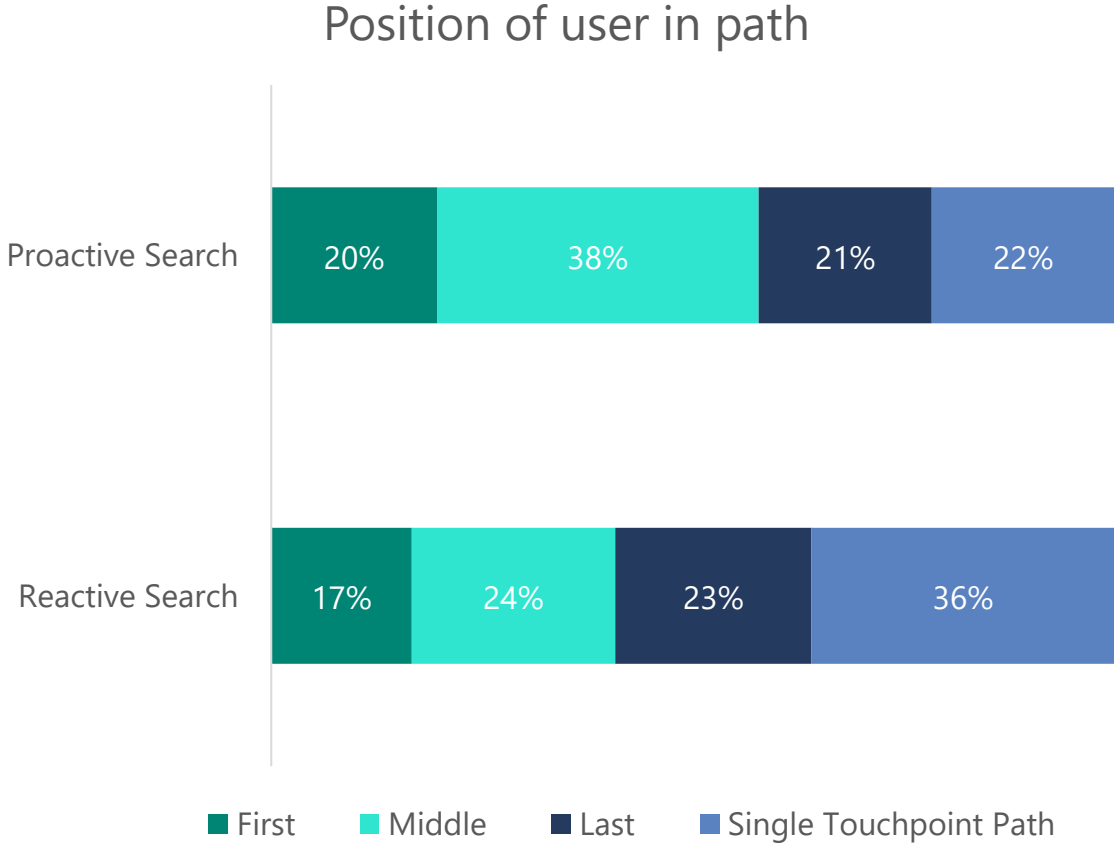
Most non-brand searches are proactive in nature
Non-brand searchers are ready to take steps towards engaging with security providers

Top non-brand themes
(Non-Software Focused)

■ = Proactive

▨ = Reactive

Antivirus
Protect
Secure
Malware
Scan
Removal
VPN
Clean
Spyware
Defense
Backups
Phishing/Attack

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Reactive queries are more likely to happen in a single search
Proactive consumers do more research

Position of user in path

	First	Middle	Last	Single Touchpoint Path
Proactive Search	20%	38%	21%	22%
Reactive Search	17%	24%	23%	36%

Legend: ■ First ■ Middle ■ Last ■ Single Touchpoint Path
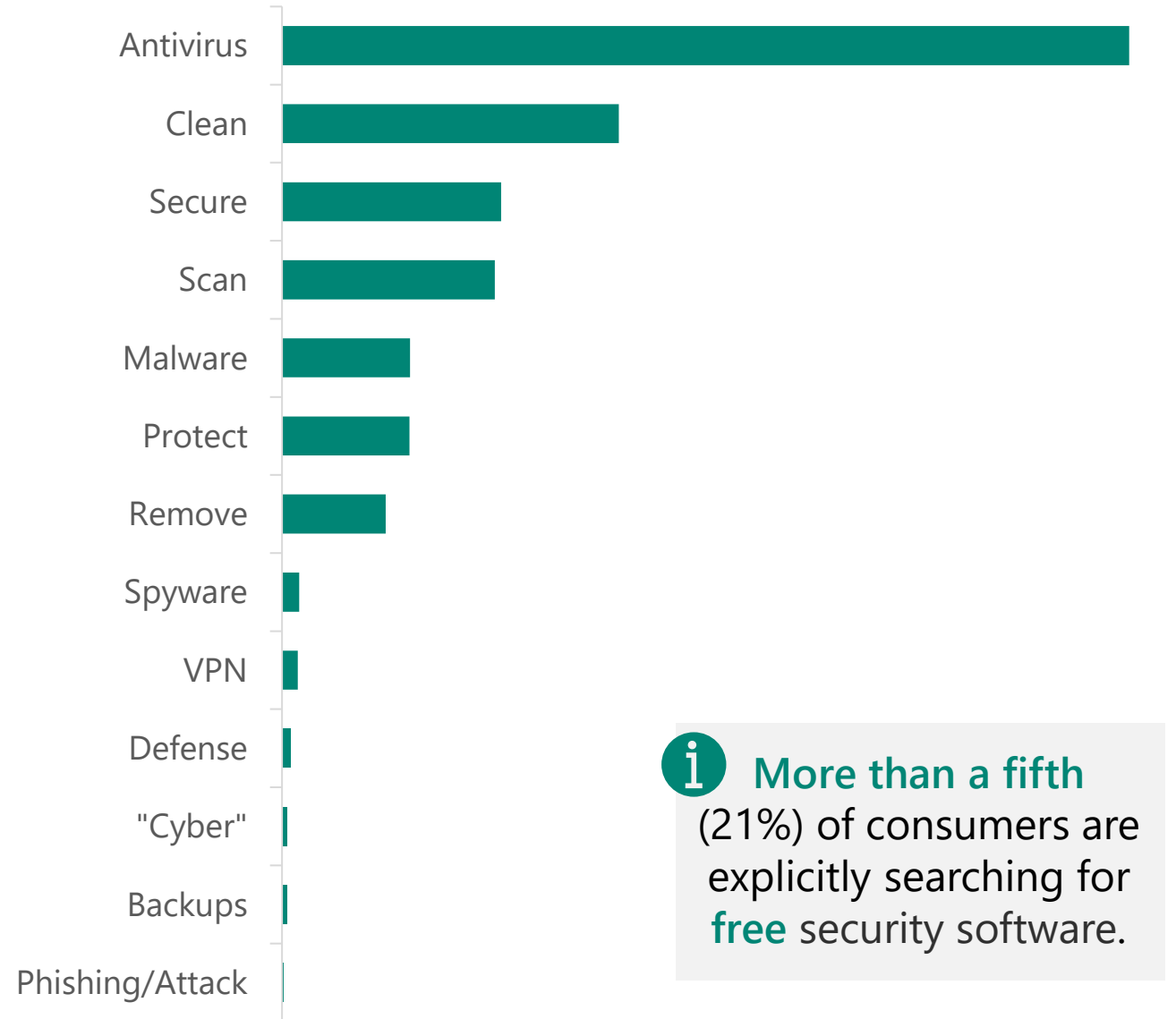
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Top keyword themes when searching for software

When searching for security software and tools, consumers use proactive themes like "antivirus" terms frequently.

They also search with action-driven terms like "clean", "secure", "scan", "protect", and "remove". Cover keywords using this terminology to **ensure you are reaching users who are ready to engage** with security software and tools.

Antivirus
Clean
Secure
Scan
Malware
Protect
Remove
Spyware
VPN
Defense
"Cyber"
Backups
Phishing/Attack

ℹ **More than a fifth** (21%) of consumers are explicitly searching for **free** security software.

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To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights

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