MICROSOFT ADVERTISING INSIGHTS

Boxing Day:
in-store buying & apparel trends

Microsoft Advertising. Great relationships start here.

Summary of findings

In-store shopping is coming back

Bid on new keywords or expand your match types to cover in-store shopping queries

Boxing Day queries peak in December

Ensure your campaigns are not limited by budget so you are able to capture peak seasonal spending
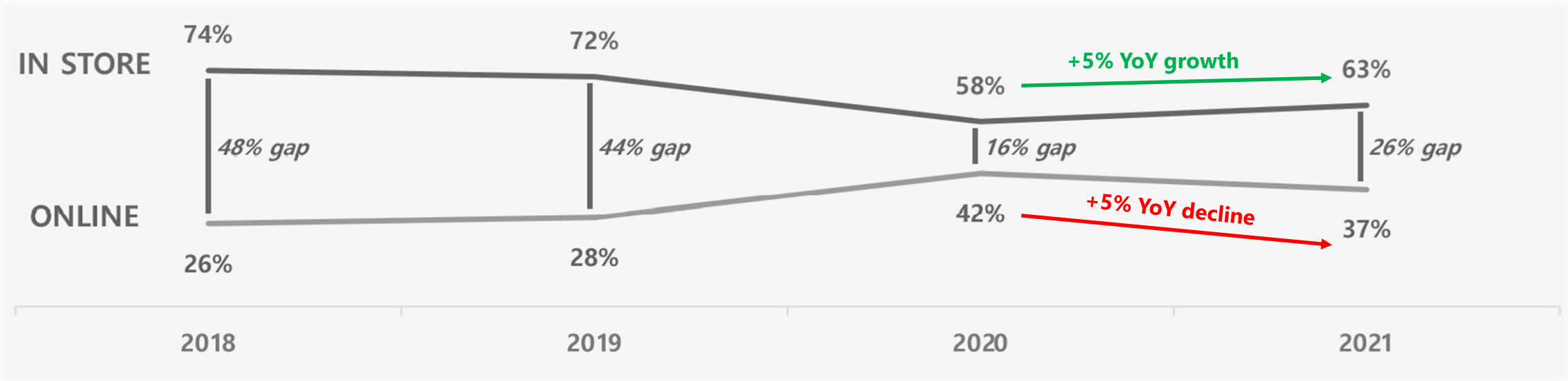
Apparel trends are growing

Set up and take advantage of Merchant Promotions to make the most of your seasonal deals

Optimizations will be key this holiday

Check out the Microsoft Advertising Holiday checklist for tips on best maximizing your budget

Microsoft

Consumers are more comfortable with the idea of shopping in-store

Q: Thinking of your total 2021 planned holiday spend, what proportion of the spend do you plan on doing in the following ways?
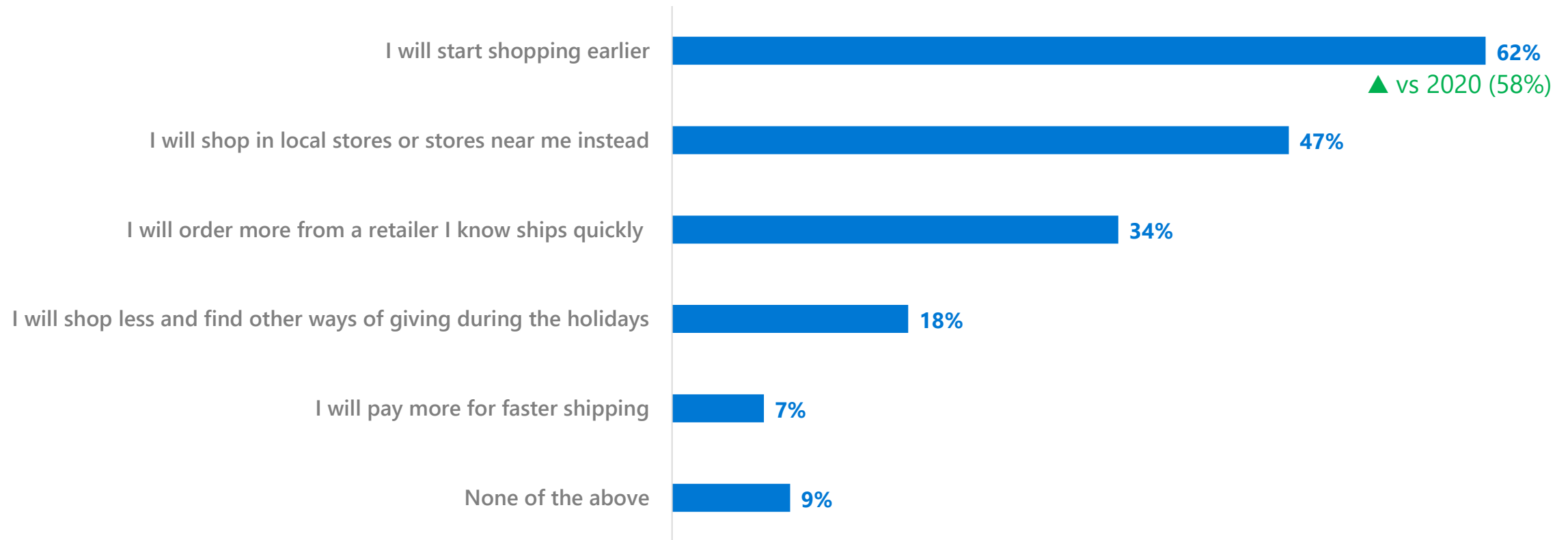

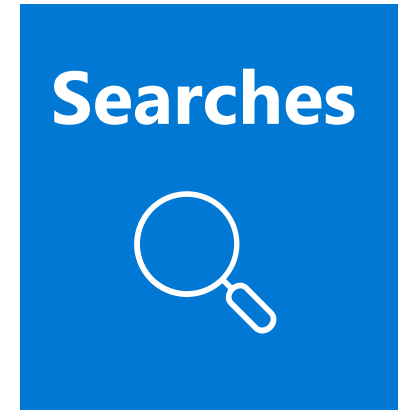|	2018	2019	2020	2021
IN STORE	74%	72%	58%	63%
gap	48% gap	44% gap	16% gap	26% gap
ONLINE	26%	28%	42%	37%

+5% YoY growth

+5% YoY decline

Microsoft

47% of users will shop local due to concerns on shipping delays

Q: Given that you are concerned about shipping delays which of the following actions are you likely to take when planning your shopping for the holidays this year?

Action	Percentage
I will start shopping earlier	62%
I will shop in local stores or stores near me instead	47%
I will order more from a retailer I know ships quickly	34%
I will shop less and find other ways of giving during the holidays	18%
I will pay more for faster shipping	7%
None of the above	9%

▲ vs 2020 (58%)

Microsoft

After a decline in 2020, in-store related searches and clicks are on the rise

Search and click volume for in-store related shopping queries

2019   2020   2021

■ Searches   ■ Clicks
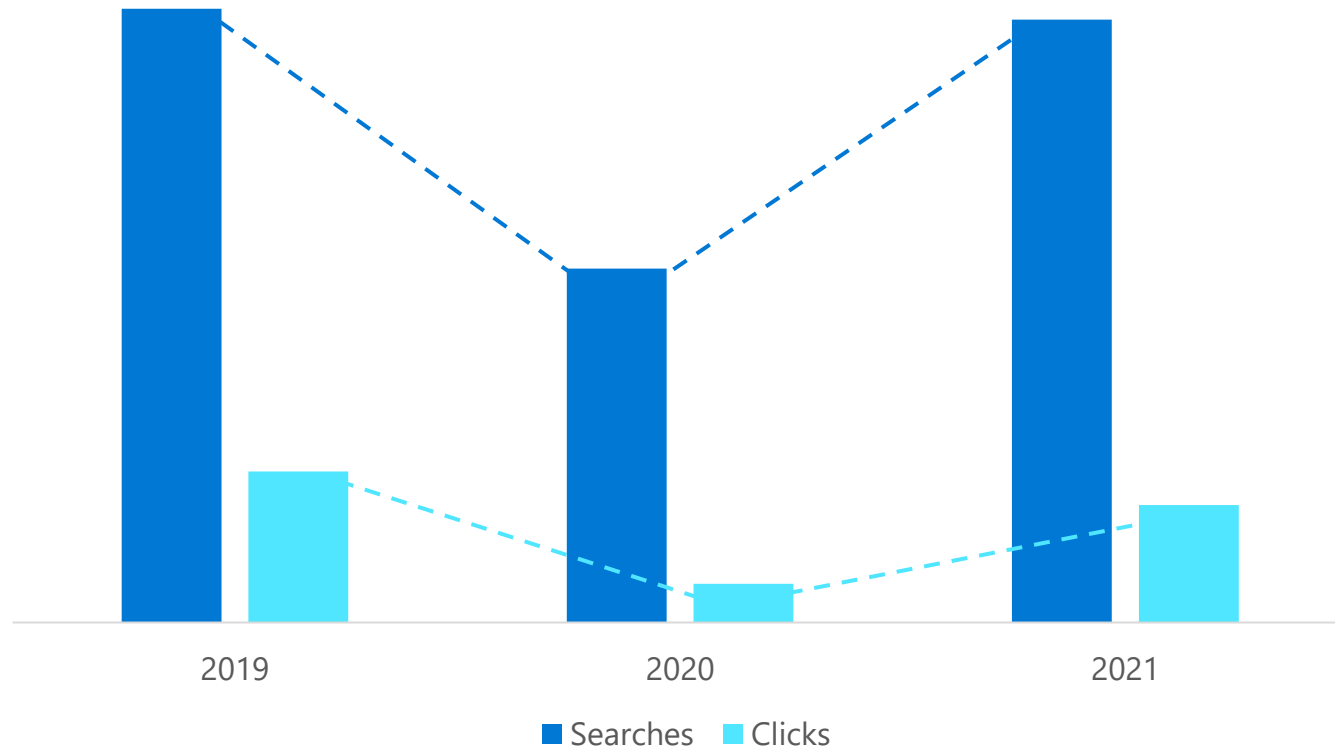
Searches
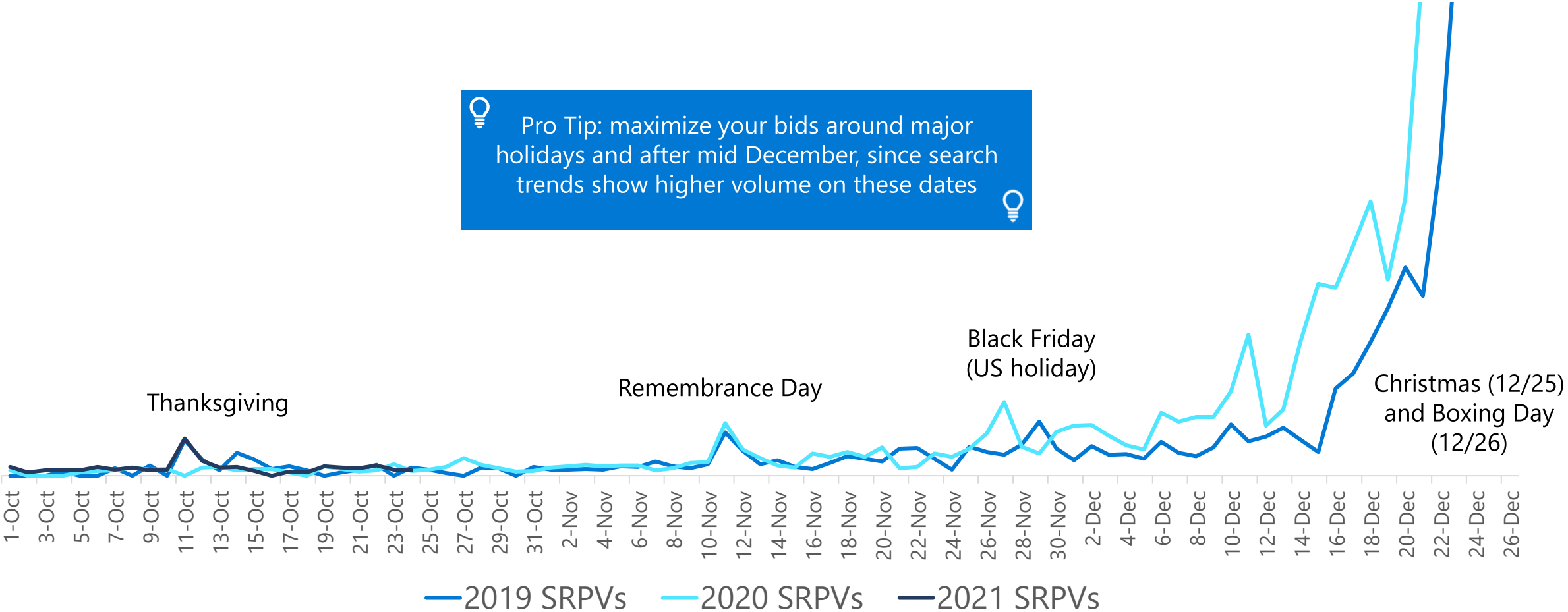
+70% year-over-year (YoY)
(2020 – 2021)

Clicks
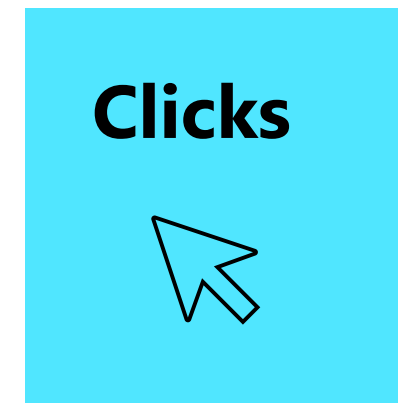
+202% year-over-year (YoY)
(2020 – 2021)

Microsoft

Boxing Day search trends remain consistent YoY

Queries containing "boxing day" over time: 2019, 2020 and 2021

Pro Tip: maximize your bids around major holidays and after mid December, since search trends show higher volume on these dates

Thanksgiving

Remembrance Day

Black Friday (US holiday)

Christmas (12/25) and Boxing Day (12/26)

1-Oct 3-Oct 5-Oct 7-Oct 9-Oct 11-Oct 13-Oct 15-Oct 17-Oct 19-Oct 21-Oct 23-Oct 25-Oct 27-Oct 29-Oct 31-Oct 2-Nov 4-Nov 6-Nov 8-Nov 10-Nov 12-Nov 14-Nov 16-Nov 18-Nov 20-Nov 22-Nov 24-Nov 26-Nov 28-Nov 30-Nov 2-Dec 4-Dec 6-Dec 8-Dec 10-Dec 12-Dec 14-Dec 16-Dec 18-Dec 20-Dec 22-Dec 24-Dec 26-Dec

—2019 SRPVs   —2020 SRPVs   —2021 SRPVs

Microsoft

Apparel Accessory sub-categories are on an upward trend this season

Searches by subvertical: 2019, 2020 and 2021

Bags and packs

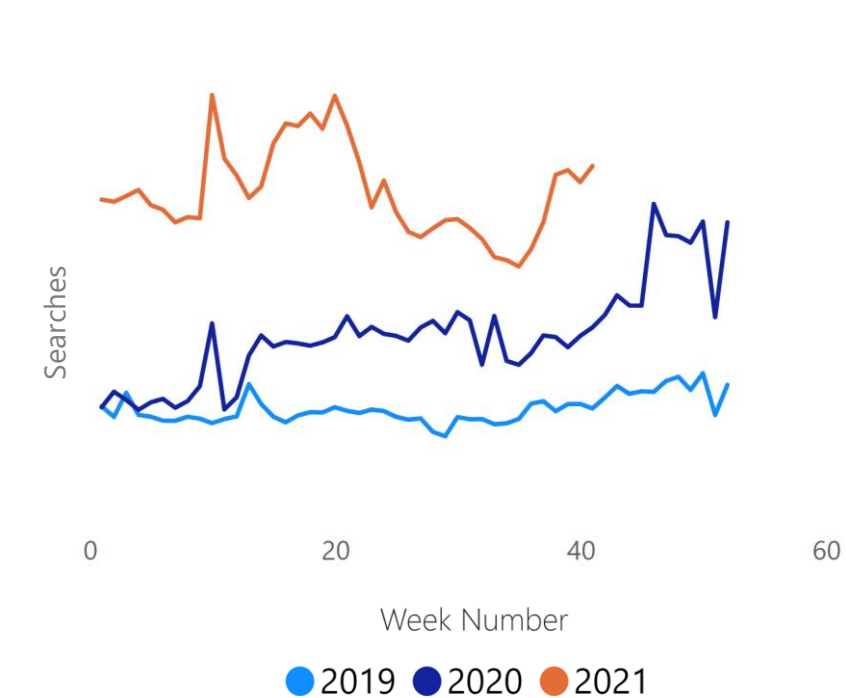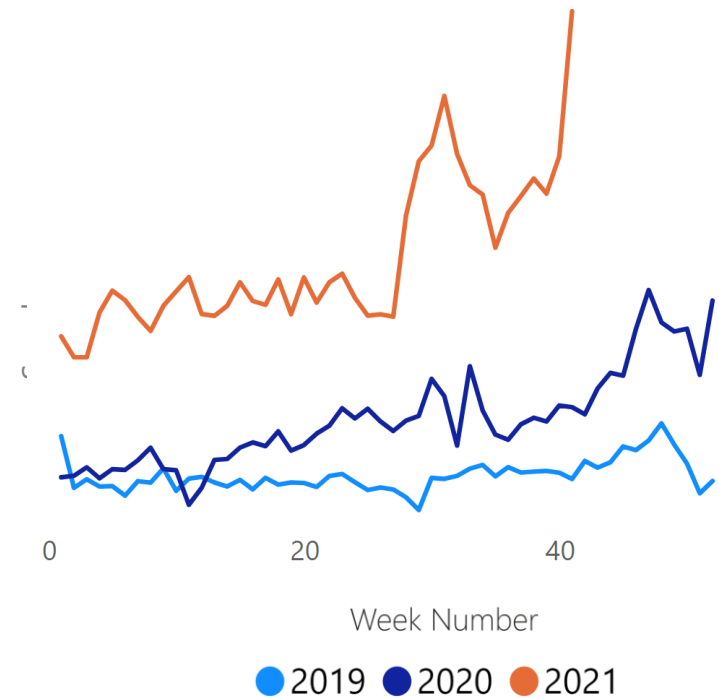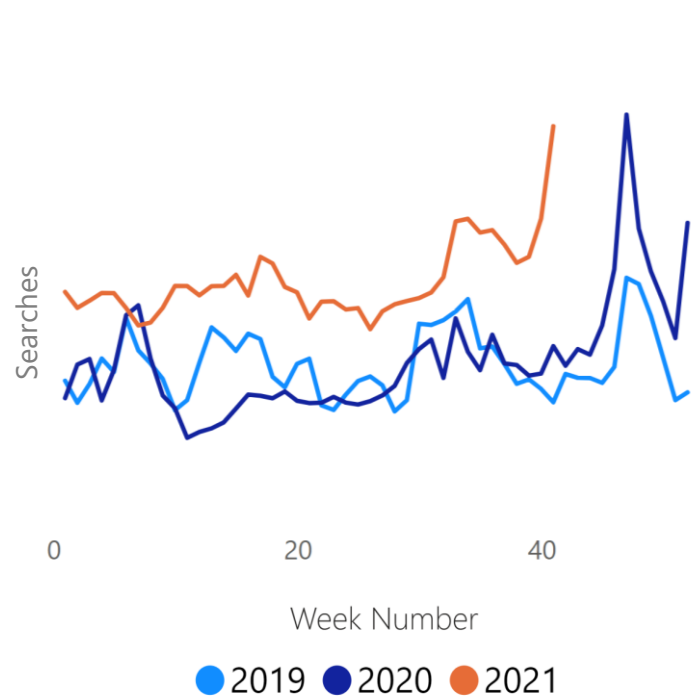Searches / Week Number

2019 • 2020 • 2021

Belts and suspenders

Searches / Week Number

2019 • 2020 • 2021

Headwear
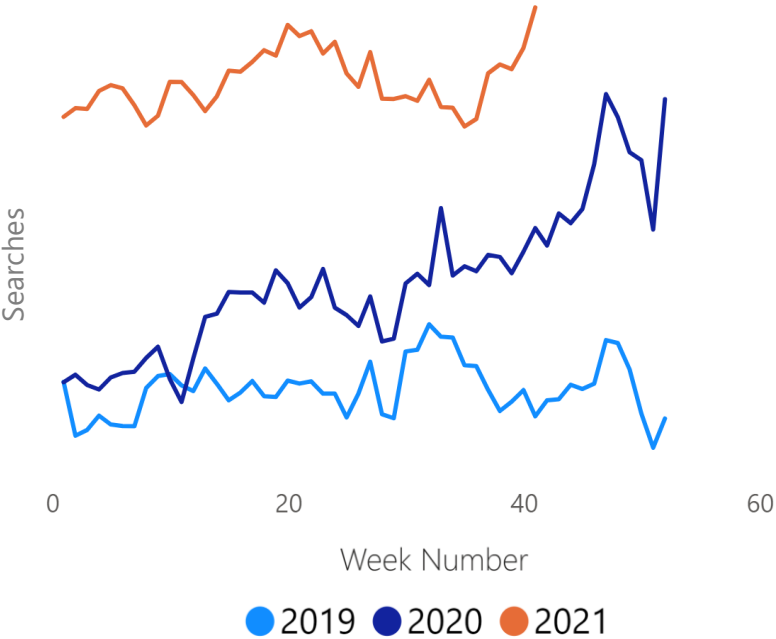
Searches / Week Number

2019 • 2020 • 2021

Microsoft

Clothing searches are also trending upward
Searches by subvertical: 2019, 2020 and 2021

Women's clothing

Men's clothing
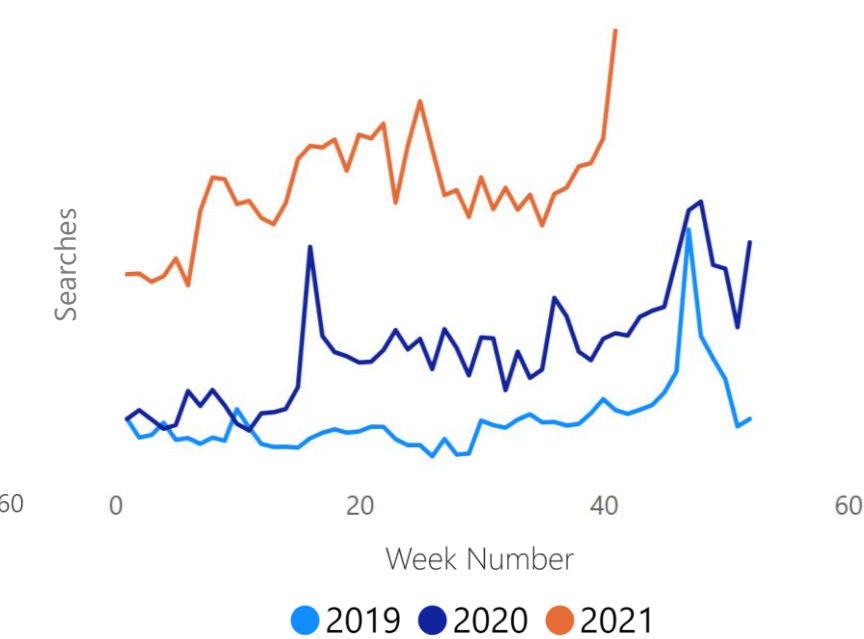
Custom clothing/costumes

Searches

Week Number

● 2019 ● 2020 ● 2021

Searches

Week Number

● 2019 ● 2020 ● 2021
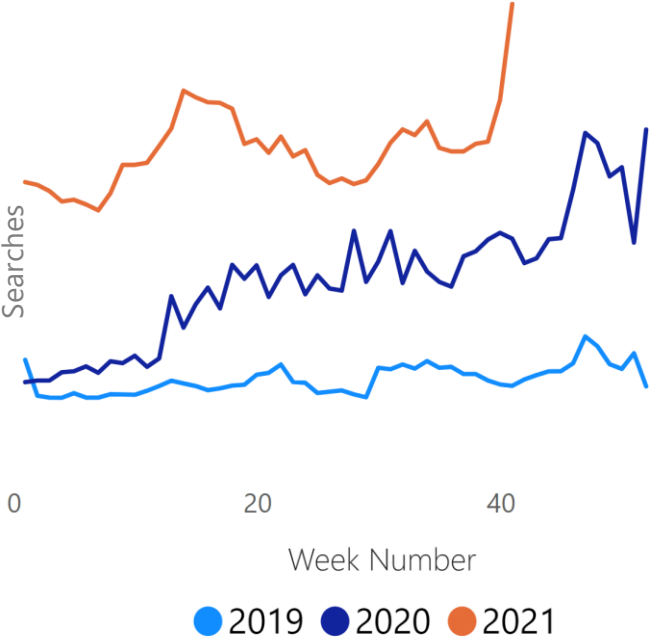
Searches

Week Number

● 2019 ● 2020 ● 2021

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Athletic shoes searches are consistently higher this year than last
Searches by subvertical: 2019, 2020 and 2021

Athletic shoes

Searches — Week Number

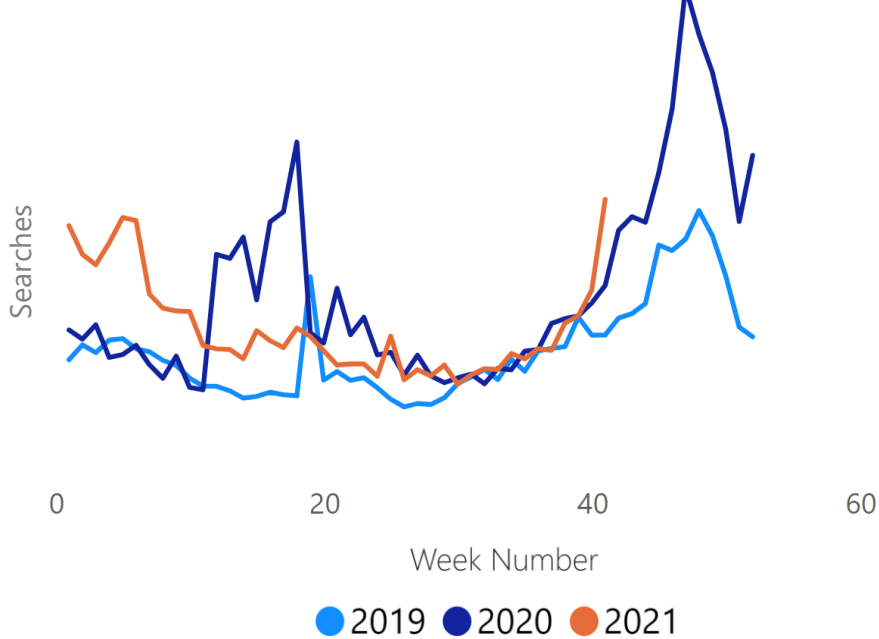● 2019 ● 2020 ● 2021

Boots

Searches — Week Number

● 2019 ● 2020 ● 2021

Slippers

Searches — Week Number

● 2019 ● 2020 ● 2021
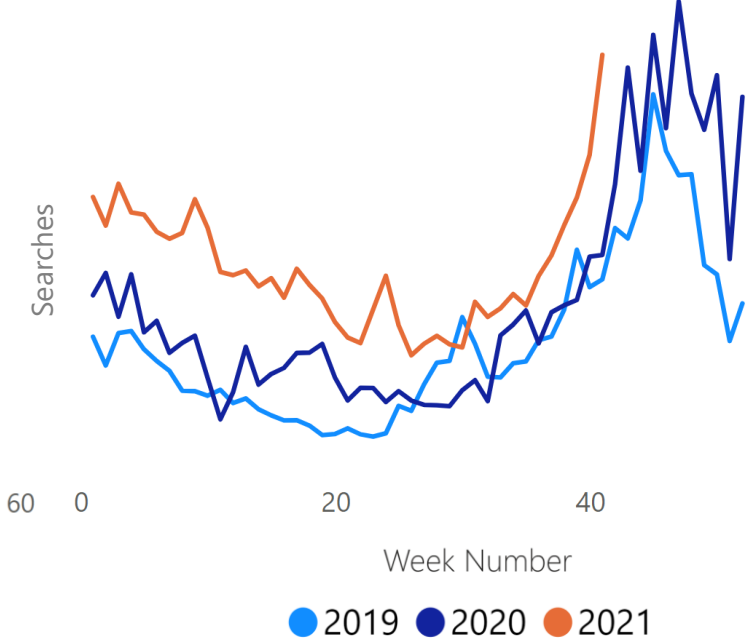
Source: Microsoft Internal Data, Canada 2019-2021

Microsoft

Top optimizations to maximize your spend this holiday season

✔ Ensure your campaigns are NOT limited by budget and plan for periods of high CPCs around peak times

✔ Boost clicks and conversions outside search and launch feed-based audiences for your Microsoft Audience Network Campaigns

✔ Upload campaigns early and add Merchant Promotions to make the most of your seasonal deals

✔ Test ad copy variations or use Responsive Search Ads to test up to 40,000 different ad permutations for you

✔ Add rich visual elements to your ads to help them stand out, increase performance and give shoppers a better idea of your offerings with Multimedia Ads and Multi-Image Extensions

✔ Increase profitability and save time by removing the need to create targets for individual URLs using Page Feed Dynamic Search Ads

Microsoft

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

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advertising.microsoft.com