Windows 11 launch impact
Key takeaways and recommendations

Windows 11 will provide marketers with more opportunities for volume.

Get started on the Microsoft Audience Network to access more ways to reach your key audience.

October 2021 was the largest month for Windows software combined searches and clicks since 2019.

Utilize Broad match to keep up with the latest Windows search trends, while staying on top of the latest queries.

Search and click volume for software is rising and the trend is expected to continue through 2022.

Stay on top of software searches by using the Google import tool where you can make your search and audience campaigns available to Microsoft Search Network.

More than 90% of Windows Search and Click volume are done on PC.

Device targeting lets you determine when, where, and which device your ads appear on. By adjusting bids based on device type (PC, Tablet, Mobile), you can better control the performance of your campaign.
In October 2021, the combined volume of Windows software searches and clicks reached its highest level since 2019.

Source: Microsoft Internal Data; Jan 2019 – Oct 2021
As the launch date approached, search and click volume increased.
Search and click volume for software also shows a similar trend

**Recommendation:** if you are launching a new software, use the Google import tool so you can make your search and audience campaigns available to Microsoft Search Network.

Source: Microsoft Internal Data; Jan – Oct 2021
Searchers are more likely to be men aged 35-49, and are most likely on a PC.

% of search volume by age group:
- 18-24: 12%
- 25-34: 22%
- 35-49: 31%
- 50-64: 19%
- 65+: 16%

% of search volume by gender:
- Male: 77%
- Female: 23%

% of search and click volume by device:
- Tablet: 0% 1%
- PC: 97% 94%
- Mobile: 2% 5%

Source: Microsoft Internal Data; Jan – Oct 2021
Top trending Windows 11 queries by searches and clicks

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Source: Microsoft Internal Data; Sep – Oct 2021
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