Microsoft Advertising Insights

What happens immediately after the pandemic is behind us?
“Can’t live with ‘em, can’t live without ‘em.” Expect a busy wedding season in 2021, but unfortunately, also a wave of divorces.

Outdoor in-person events of all kinds are going to surge, as people look to get out of their houses and begin socializing again.

Employees will return to workplaces, either old or new, while brick-and-mortar businesses prepare for customers.

Key takeaways
1) Taking the state with the fewest remaining pandemic restrictions (Iowa), we looked for categories with accelerating search volume over the past 8 weeks.

2) As a check, we compared the acceleration trends in Iowa to trends in the current most restrictive state, Virginia, and looked for divergences to ensure the behavior in Iowa was idiosyncratic and not part of a larger national development.

Source: States with the fewest Coronavirus restrictions, WalletHub study, Mar. 2, 2021
Wedding and divorce trends post pandemic
All wedding related categories are showing spikes in Iowa.
The **Wedding Guestbooks** sub-category exemplifies the state-level behavioral differences in Iowa vs. Virginia.

Search volume change by state for “Wedding Guestbooks”

Source: Microsoft Internal Data, 2021 to date
While with wedding searches are increasing, searches for **Divorce Law** have also seen growth in 2021.

Source: Microsoft Internal Data, 2021 to date
Outdoor opportunities on the rise as warmer weather approaches
SOCIALIZING OUTDOORS

Portable Stereos & Boomboxes searches have heavily increased in Iowa, despite having colder temperatures than Virginia

Search volume change by state for “Portable Stereos & Boomboxes”

Source: Microsoft Internal Data, 2021 to date
Due to the search increases in both outdoor decorations and outdoor activities, we can infer that Iowans are planning for a livelier spring than Virginians.
SOCIALIZING OUTDOORS

Golf is also predicted to be a popular spring activity according to online search behavior

Search volume change by state for golf-related queries

**Golf Balls**

- **Iowa**: 70%
- **Virginia**: 12%

**Golf Clubs**

- **Iowa**: 55%
- **Virginia**: 11%

Source: Microsoft Internal Data, 2021 to date
The rapid return of the workplace and brick-and-mortar businesses
People in Iowa are searching for “work clothes” again with the intention of in-person work returning soon

Search volume change by state for business clothing queries

Source: Microsoft Internal Data, 2021 to date
Businesses appear to be ramping up hiring again, as interest for Employment Offer Letters accelerates

Search volume change by state for “Employment Offer Letters”

Source: Microsoft Internal Data, 2021 to date
As job-hunting queries are increasing in Iowa, Virginia queries have either remained flat or slightly decreased.

Source: Microsoft Internal Data, 2021 to date
An increase in search volume for **Refrigerants** suggests Iowa brick-and-mortar restaurants may be preparing for re-opening

Search volume change compared to week 1 of 2021 by state

Source: Microsoft Internal Data, 2021 to date
As businesses prep for re-opening with customers again, they are searching for some of the logistical items they need to succeed.

Source: Microsoft Internal Data, 2021 to date
Many workers will return to in-person work alongside new colleagues as businesses ramp up hiring. We will also see an influx of demand for business to business (B2B) product and service providers as restaurants, venues and stores that have been restricted look to increase their capacity.

People who have been stuck largely indoors and away from friends and family will look for ways to be outdoors around people. Products and activities that enable outdoor recreation should experience a big Spring and Summer uptick.

We will start to see a large rise in the number of weddings, as a lot of wedding celebrations postponed from last year will be rescheduled this summer. On the opposite side of the spectrum, divorces will also temporarily rise after the pandemic is over.

Recap: what will happen immediately as the pandemic is behind us?
To capture the pent-up demand alongside venues re-opening in 2021, leverage **Dynamic Search Ads** to help you identify new search behaviors and keywords whole also increasing click volume.

B2B advertisers can take advantage of restaurants looking to expand their capacity through **Microsoft’s In-market Audience** solutions in order help identify those who are ready to buy near you.

Use **Remarketing** for a second chance with a previous visitor who either visited your website or abandoned their shopping cart. It works as a subtle way to reconnect, enticing people to return and complete a conversion.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights
Microsoft Advertising. Intelligent connections.

© Copyright Microsoft Corporation. All rights reserved.