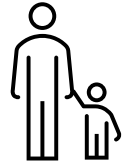**Microsoft**

Microsoft Advertising Insights

How celebrations impact audience behavior: grads and dads edition

Microsoft Advertising. Intelligent connections.
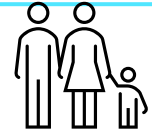
Agenda

1 Marketplace trends

2 Query trends
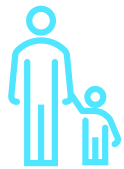
3 Consumer behavior

4 Audience trends

Microsoft

Consumer sentiment is high for grads and dads in terms of search volume

Indexed search volume
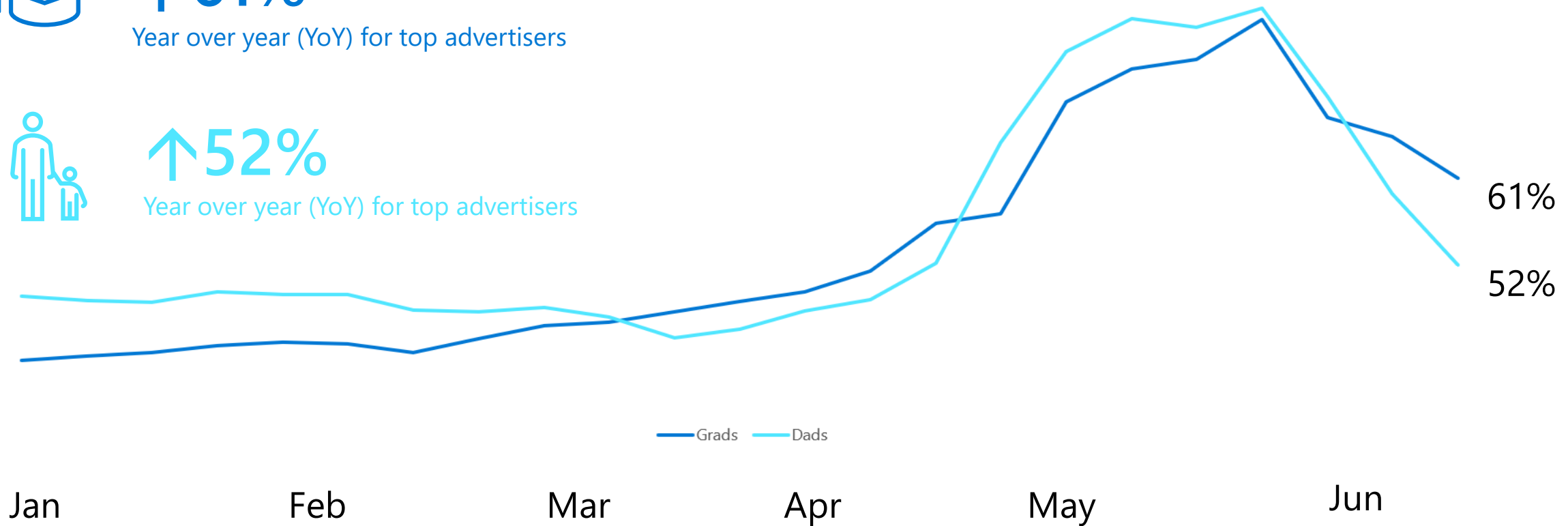
↑**61%**
Year over year (YoY) for top advertisers

↑**52%**
Year over year (YoY) for top advertisers

61%

52%

Grads   Dads

Jan   Feb   Mar   Apr   May   Jun

Source: Microsoft Advertising internal data 2019 vs. 2020

Microsoft

Consumers convert more on shorter queries

% Users searches in path

38% — Single Path (1 Query)

39% — Short Path (2-5 Queries)

15% — Medium Path (6-15 Queries)

5% — Long Path (15+ Queries)

Source: Microsoft Advertising internal data Jan 2021- Mar 2021
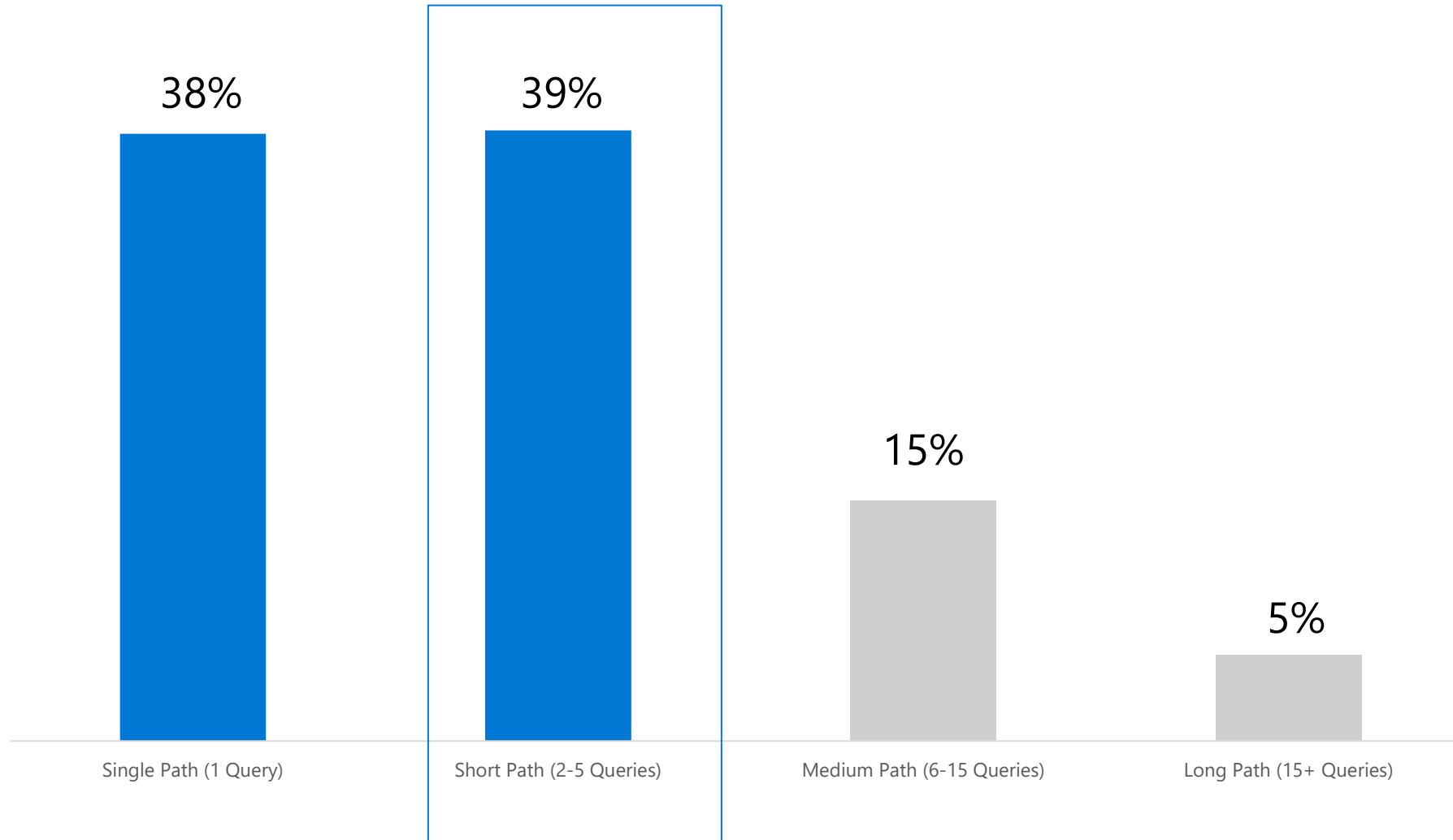
Microsoft

Grads and **dads** queries have a higher correlation with non-brand searches

% brand vs. non-brand

	34%
8%	45%
12%	
Brand	Non-Brand

■ Grads ■ Dads

Microsoft

# Non-brand gift queries make up the top searches for grads and dads

Top non-brand queries

graduation gift

graduation gift 2021
graduation gift idea
best graduation gift
gift for grads
college graduation gift
graduation gift for son
daughter graduation gift
high school graduation gift
top gifts for graduation
fathers day gift
fathers day gift 2021
custom fathers day gift
expensive graduation gift

Microsoft

The correlation between Jewelry and Consumer Electronics is high amongst Graduation and Father's Day queries

Clothing • Consumer Electronics • Jewelry • Computers • Cards and Greeting • Gifts
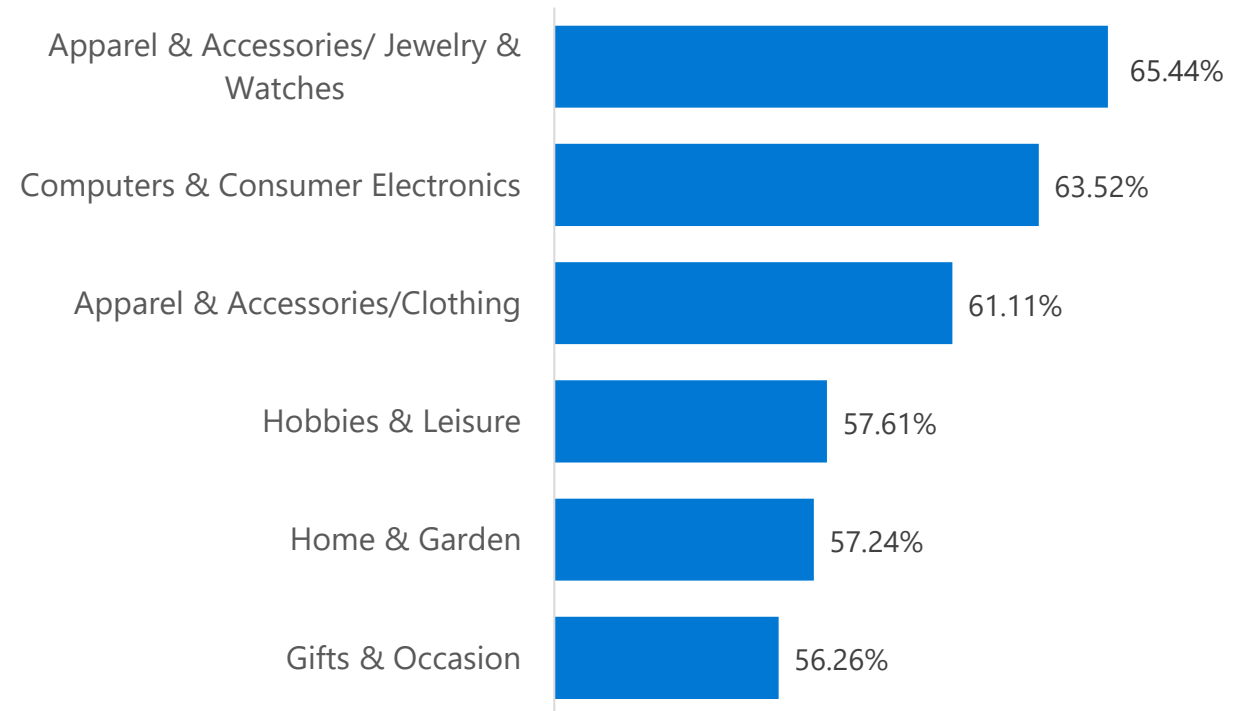
Avg # of searches

Microsoft
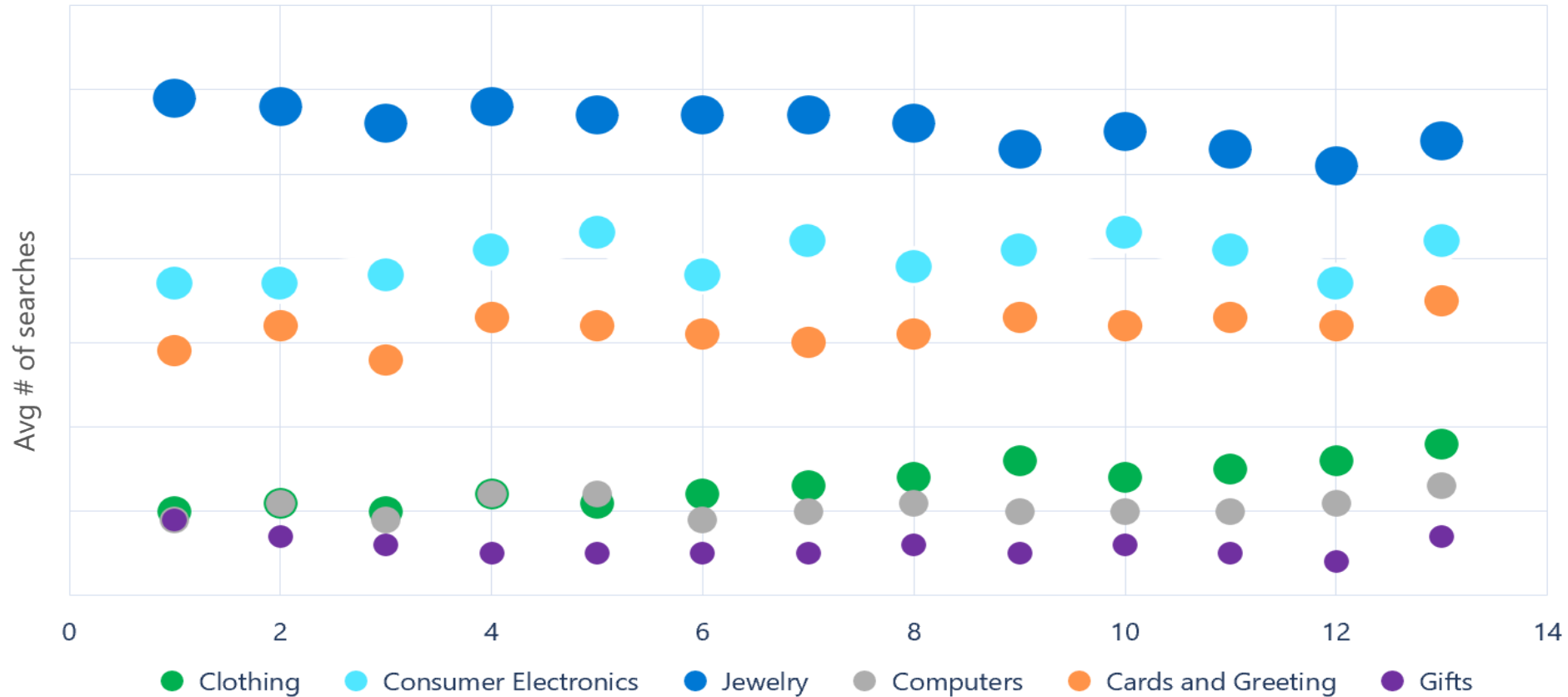
Target overlapping audiences for more grads and dads volume

% Audience

Consumers in-market for your product...

| ...are also in-market for

484K
Users in-market for
/Seasonal Shopping

Category	%
Apparel & Accessories/ Jewelry & Watches	65.44%
Computers & Consumer Electronics	63.52%
Apparel & Accessories/Clothing	61.11%
Hobbies & Leisure	57.61%
Home & Garden	57.24%
Gifts & Occasion	56.26%

Microsoft

Key takeaways

77% of consumers convert on shorter token queries, with **79%** converting on non-brand queries

Pro Tip: ensure query coverage across 1-5 non-brand token queries

Graduation and Father's Day queries have a higher correlation across key retail categories

Pro Tip: Increase coverage within top categories and queries containing Graduation and Father's Day terms

There are **484K** overlapping consumers in the Microsoft Audience Network who may be searching for your product

Pro Tip: Increase your audience network across top product categories to capture increased demand during seasonal occasions

Microsoft

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