Moving season preparation for Cable and Internet Service Providers
We are striving to provide industry insights to advertisers ahead of moving season for effective planning and budgeting preparation.

This analysis is primarily geared towards Cable and Internet Service Providers (ISPs).

**Our Definition of Moving Season:**

_in our analysis, we define moving season as June and July, but most charts can be viewed across several months._
Cable and ISP forecasts and query trends
Non-brand searches typically see more volume during moving season.

Pre-COVID monthly search volume trends: Cable & ISP queries

Non-brand:

Brand:

Non-brand queries see a bigger lift during moving season periods (particularly summer), indicating a need to invest in non-brand to ensure full coverage for moving season.

Brand queries tend to be higher than non-brand during non-moving season months, highlighting the importance of brand term investment year-round.
Non-brand search volume was decreasing year over year (YoY) pre-COVID

Before COVID, non-brand searches for cable and internet service providers were decreasing YoY.

Brand searches were projected to grow steadily YoY before COVID.
Non-brand Cable and Internet searches beat the original 2020 forecast by 43%

Cable & ISP search volume vs. pre-COVID forecast

Non-brand

Proprietary Microsoft Advertising Source Data: 2018 - 2021
Brand searches are projected to stay flat for the next 100 days, but will most likely trend upward in July for moving season.

Forecasted search volume over time: Cable & ISP brand queries

** Two black/gray/blue lines are present due to fluctuations in weekday vs. weekend volume (lower set of lines is weekend)

- **Black** shows actual searches, **grey** is the expected searches without the effect of COVID, **pink**, **blue** and **green** are three unique methods of forecasting searches based on the effect of COVID.
- **Green** – COVID heavy-weighted forecast
- **Pink** – Uses COVID data but puts less weight on it compared to the green model
- **Blue** – COVID aware but puts less weight compared to the green model and will have more sensitivity to variance on shorter time frames than the pink model.
Searches grew YoY during moving season, especially with bundle packages

Top queries by post-COVID % growth

- **cable internet package**: 3275%
- **cable internet packages cheap**: 2364%
- **internet cable package**: 1266%
- **internet cable bundle**: 1028%
- **internet cable tv provider**: 669%
- **cable internet bundles**: 595%
- **cable internet bundle**: 407%
- **internet cable bundles**: 374%
- **cable providers my area**: 283%
- **internet plans**: 220%
- **cable internet packages**: 212%

**Pro tip:** Ensure coverage of newly popularized keywords to maximize ad visibility.

Proprietary Microsoft Advertising Source Data 2019 Jun-July and 2020 Jun-July moving season start
Users first began increasing searches for bundles and deals in 2019’s moving season.

### Top 25 nonbrand Cable & ISP queries during moving season

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet providers</td>
</tr>
<tr>
<td>internet</td>
<td>cable internet</td>
<td>cable internet package</td>
</tr>
<tr>
<td>cable internet</td>
<td>internet</td>
<td>internet business providers</td>
</tr>
<tr>
<td>internet</td>
<td>marketing</td>
<td>internet business phones</td>
</tr>
<tr>
<td>internet</td>
<td>lead management</td>
<td>internet options</td>
</tr>
<tr>
<td>software</td>
<td>internet</td>
<td>cable internet providers near me</td>
</tr>
<tr>
<td>internet speed</td>
<td>movie</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>internet movie database</td>
<td>internet providers</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet download manager</td>
<td>cable</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>cable providers my area</td>
<td>internet service providers</td>
<td>cable internet bundle</td>
</tr>
<tr>
<td>internet satellite tv</td>
<td>cable</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet service</td>
<td>internet service providers</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet archive</td>
<td>internet</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>internet speed</td>
<td>internet</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet cable bundles</td>
<td>internet movie database</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet cable bundles</td>
</tr>
<tr>
<td>internet</td>
<td>internet business providers</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet</td>
<td>business phones</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet plans</td>
</tr>
<tr>
<td>business phones</td>
<td>internet</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet</td>
<td>options</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>internet</td>
<td>cable internet providers near me</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet</td>
<td>cable internet</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet cable bundles</td>
</tr>
<tr>
<td>internet</td>
<td>business phones</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet</td>
<td>options</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>internet</td>
<td>cable internet</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet</td>
<td>business phones</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet</td>
<td>options</td>
<td>internet deals</td>
</tr>
<tr>
<td>internet</td>
<td>cable internet</td>
<td>cable internet bundles</td>
</tr>
<tr>
<td>internet</td>
<td>internet</td>
<td>internet plans</td>
</tr>
<tr>
<td>internet</td>
<td>business phones</td>
<td>internet deals</td>
</tr>
</tbody>
</table>

**Pro tip:** Bid on package, bundle, and deal related terms to capture the growing interest in this area. 

Proprietary Microsoft Advertising Source Data
Comparing moving searches to Cable and Internet seasonal trends
Cable & ISP searches often align with moving searches after 5-9 weeks

Correlation between Cable & ISP and moving searches

- Slight Positive Correlation
- Weak to No Correlation
- Slight Negative Correlation

Correlation Coefficient vs. Weeks Delayed
Cable & ISP searches peak alongside moving searches in the summer

Pre-COVID search volume trends (monthly)

Cable & ISP:

Moving:

Cable and ISP queries are heightened from early summer to fall, aligning with moving search peaks.

Pro tip: Target moving audiences for a mid to lower funnel capture.
Moving searches in 2020 were 19% higher than originally forecasted

The increase in moving searches so far in 2021 is likely due to a **lengthening of typical moving season timing** as a result of COVID.

The 19% uptick in searches for 2020 was possibly due to evolving housing needs of remote work.
Moving searches are projected to remain elevated in the next 100 days

**Forecasted search volume over time: moving queries**

- **Black** shows actual searches, **grey** is the expected searches without the effect of COVID, **pink**, **blue** and **green** are three unique methods of forecasting searches based on the effect of COVID.

**Green** – COVID heavy-weighted forecast
**Pink** – Uses COVID data but puts less weight on it compared to the green model
**Blue** – COVID aware but puts less weight compared to the green model and will have more sensitivity to variance on shorter time frames than the pink model.
One brand has the highest click share in most cities; NYC is most diverse

Percentage share of clicks by location and brand (top locations by click volume)

- Seattle-Tacoma, WA
- Raleigh-Cary, NC
- Chicago, IL
- Miami-Ft. Lauderdale, FL
- San Francisco-Oakland-San Jose, CA
- Sacramento-Stockton-Modesto, CA
- Denver, CO
- Indianapolis, IN
- Pittsburgh, PA
- Houston, TX
- Providence, RI-New Bedford, MA
- Orlando-Daytona Beach, FL
- Tampa-St Petersburg (Sarasota), FL
- Hartford & New Haven, CT
- Portland-Metro Area, OR
- Nashville-Davidson, TN
- Tucson, AZ
- Milwaukee-Waukesha-West Allis, WI
- Columbus, OH
- Atlanta, GA
- Washington, DC (Hagerstown, MD)
- Charlotte, NC
- Rochester, MN
- San Antonio, TX
- Phoenix-Mesa, AZ
- Memphis, TN
- Portland, ME
- Salt Lake City, UT
- Austin, TX
- Cincinnati, OH
- Colorado Springs, CO
- Albany-Saratoga, NY
- Minneapolis-St. Paul, MN
- Jacksonville, FL
- Bridgeport-St. Norwalk, CT
- Oklahoma City, OK
- Fresno, CA
- Buffalo-Niagara Falls, NY
- Virginia Beach-Norfolk-Newport News, VA
- San Diego-Carlsbad, CA
- Baton Rouge, LA
- Des Moines, IA
- Louisville, KY
- Madison, WI
- Grand Rapids-Kent, MI
- Anchorage, AK
- Long Beach, CA
- Macon, GA
- Toledo, OH
- Providencia, RI-New Bedford, MA
- New York, NY
- Dallas-Ft. Worth, TX
- Los Angeles, CA

Brand 1: Blue
Brand 2: Light Blue
Brand 3: Yellow
Brand 4: Green
Brand 5: Red
Brand 6: Black

Proprietary Microsoft Advertising Source Data: Query Paths from January - March 2021
Search and native combined opportunities
Activate moving season insights on the Microsoft Audience Network

Premium native placements
Strict publisher standards and AI-powered curation

Brand-safe experiences
Transparency and controls for advertisers

Highly contextual ad placements
Based on Microsoft first-party data

Strong industry ad performance
Driven by leading-edge AI technology

Microsoft Edge
Outlook.com
MSN
Select publisher partners
Users exposed to both search and native ads searched more non-brand queries

Impressions by query category

Pro tip: Target In-Market Audiences on the Microsoft Audience Network to drive brand awareness & convert users from a non-brand search to a branded search.

Users whose Cable & ISP research journeys contained both search and native ads had a higher ratio of searching for non-brand queries, indicating these consumers are doing extensive Cable & ISP research.
Maximize performance by combining strategies
Technology & Telecommunications Ad Effectiveness Study

Users exposed to both Microsoft Search ads & Microsoft Audience ads are more likely to visit and convert on a Technology & Telecommunications advertiser’s website compared to those who are exposed to only one type of ad.

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 844K
Users exposed to Microsoft Audience ads engage with your brands at a higher rate

Technology & Telecommunications Ad Effectiveness Study

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 844K

AWARENESS

2.3x

Lift in brand awareness per user, measured by post-exposure brand search rate

CONSIDERATION

5.0x

Lift in brand consideration per user, measured by post-exposure domain visit rate

CONVERSION

4.3x

Lift in brand purchase per user, measured by post-exposure conversion page visit rate
Key takeaways and recommendations

- Trends point to a lengthened moving season, with potentially heightened interest from March through fall. Advertisers should **start preparing for moving season sooner** and **expect to meet increasing search demand** for moving with a possible lift for Cable & ISP as a result.

- Consumers are likely to search for Cable & ISPs 5-9 weeks after they search for moving terms; bid on **moving-specific keywords to capture users** who might need Cable or Internet services soon.

- Non-brand Cable & ISP searches tend to get more traction than brand during moving season, but brand is more stable throughout the year. **Prioritize coverage of non-brand** during moving season.

- Ensure coverage of emerging keywords to maximize ad visibility, such as those around **packages, bundles, and deals**.

- Use the **Microsoft Audience Network** to reach more users and augment search ad performance.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights