



Microsoft Advertising Insights

# The rise of healthy lifestyles in Australia

Microsoft Advertising. Intelligent connections.



# Agenda

1 Consumer health trends 2021

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2 Microsoft search trends 2021

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3 Consumer search journey

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4 Key takeaways

# Summary



**Strong demand for Health & Wellness** on Microsoft Advertising, with searches & clicks skyrocketing beyond pre-pandemic levels



Huge opportunities lie in **Fitness, Diet & Weight Loss, Vision Product** subcategories



Customer search journeys are **short** and **Generic searches** dominate throughout the search path

# Consumer health trends in 2021





*Fitness businesses quickly adapted to Covid-19 challenges and offered innovative digital services to consumers*

**39%** | *Australians turned to digital platforms during lockdown<sup>1</sup>*

*Being physically active remained important last year*

**76%** | *Australians worked out at least 3 times a week<sup>2</sup>*

Source:

1. Sweat Tech on Rise, Business Insider Australia, 15 Mar 2021, [Link](#)
2. The fitness industry and the new normal, MindBody, [Link](#)

# What are Australians' Health & Wellness goals for 2021?



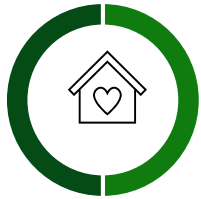
Australians spend **\$250 per month** on health & fitness<sup>1</sup>



Source:

- 1. Sweat Tech on Rise, Business Insider Australia, 15 Mar 2021, [Link](#)
- 2. Understanding the 2021 Consumer: Global Barometer, Toluna. [Link](#)

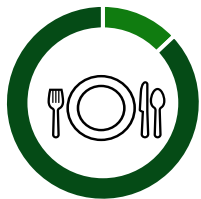
# Eating at home will continue to be “normal” this year



50% plan to continue cooking and eating *more at home* this year.<sup>1</sup>



36% subscribed to a *self-prepare meal kit service*.<sup>2</sup>



13% are still *worried* about eating out.<sup>1</sup>

Source:

1. 'Understanding the 2021 Consumer: Global Barometer', Toluna, [Link](#)

2. Food waste report, Rabobank, 2020, [Link](#)

*With the latest 2 sqm rule for fitness centers in Australia, fitness businesses will see a surge in offline revenues from people missing in-person experience.<sup>1</sup>*

*"1 in 4 Australians maintained their fitness regime after restrictions were eased"<sup>2</sup>*

Source:

1. [Fitness Australia welcomes NSW Government's lifting of gym class numbers to 50 people - Australasian Leisure Management \(ausleisure.com.au\)](#)
2. 'Understanding the 2021 Consumer: Global Barometer', Toluna, [Link](#)



# Microsoft search trends in 2021

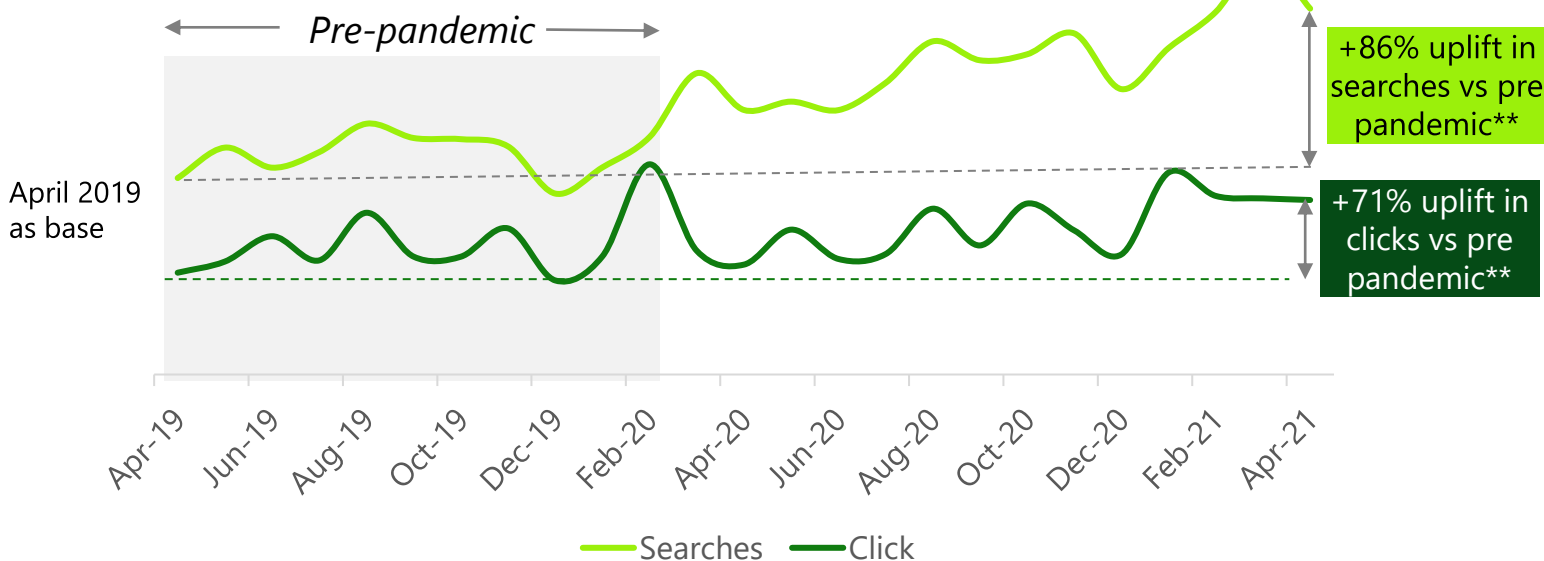


# Searches and clicks for Health and Wellness outnumbered pre-pandemic levels

In April 2021,  Searches **+38% YoY\***

 Clicks **+59% YoY\***

Health & Wellness searches and clicks (indexed)



The spike in Health & Wellness searches indicate heightened demand for this category. Ensure your ads are live on Microsoft Advertising, to capture people's attention searching for fitness centers, diet and nutrition.

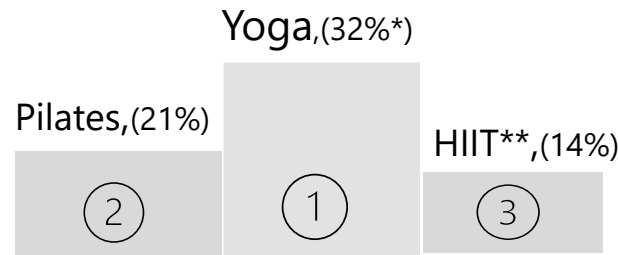
Source: Microsoft Internal Data, Health vertical, AU, Jan 2019- April 2021  
\* April 2020 vs. April 2021  
\*\*Pre-Pandemic refers to April 2019

# Searches mirror Australians' interest for Fitness, Yoga and Pilates

In April 2021, there were **new generic searches for fitness compared to same time pre-pandemic**

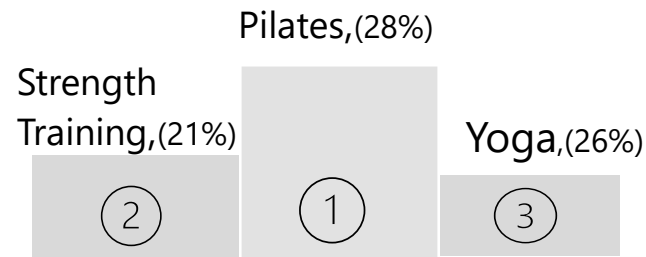


Top preferences for fitness - **virtual offerings**<sup>1</sup>

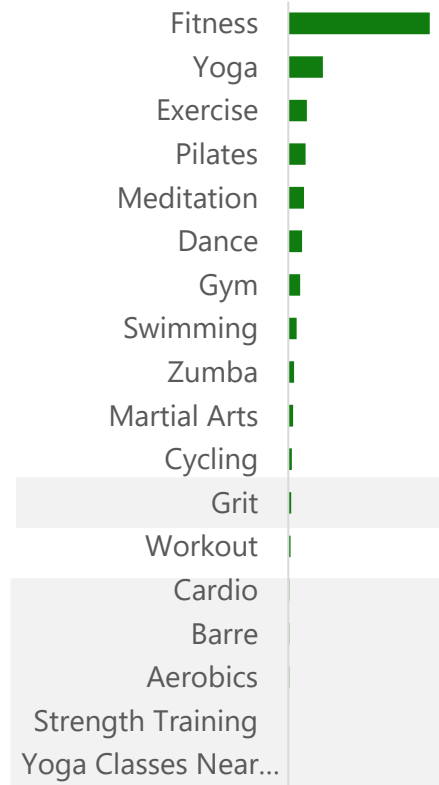


\*Percentage of respondents who prefer a specific fitness offering  
 \*\*High intensity interval training

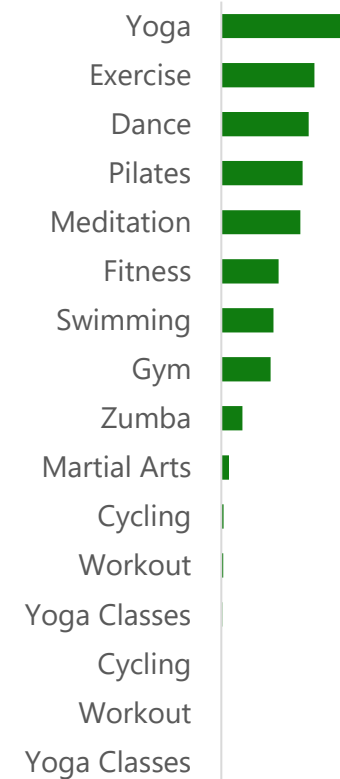
Top preferences for fitness - **in-person offerings**



Top searches on MSA- April 2021<sup>2</sup>



Top searches on MSA- April 2019<sup>2</sup>



**New generic search terms in 2021 vs. pre pandemic**

**1 in 2 people** anticipate to continue virtual workouts once a week.<sup>1</sup>

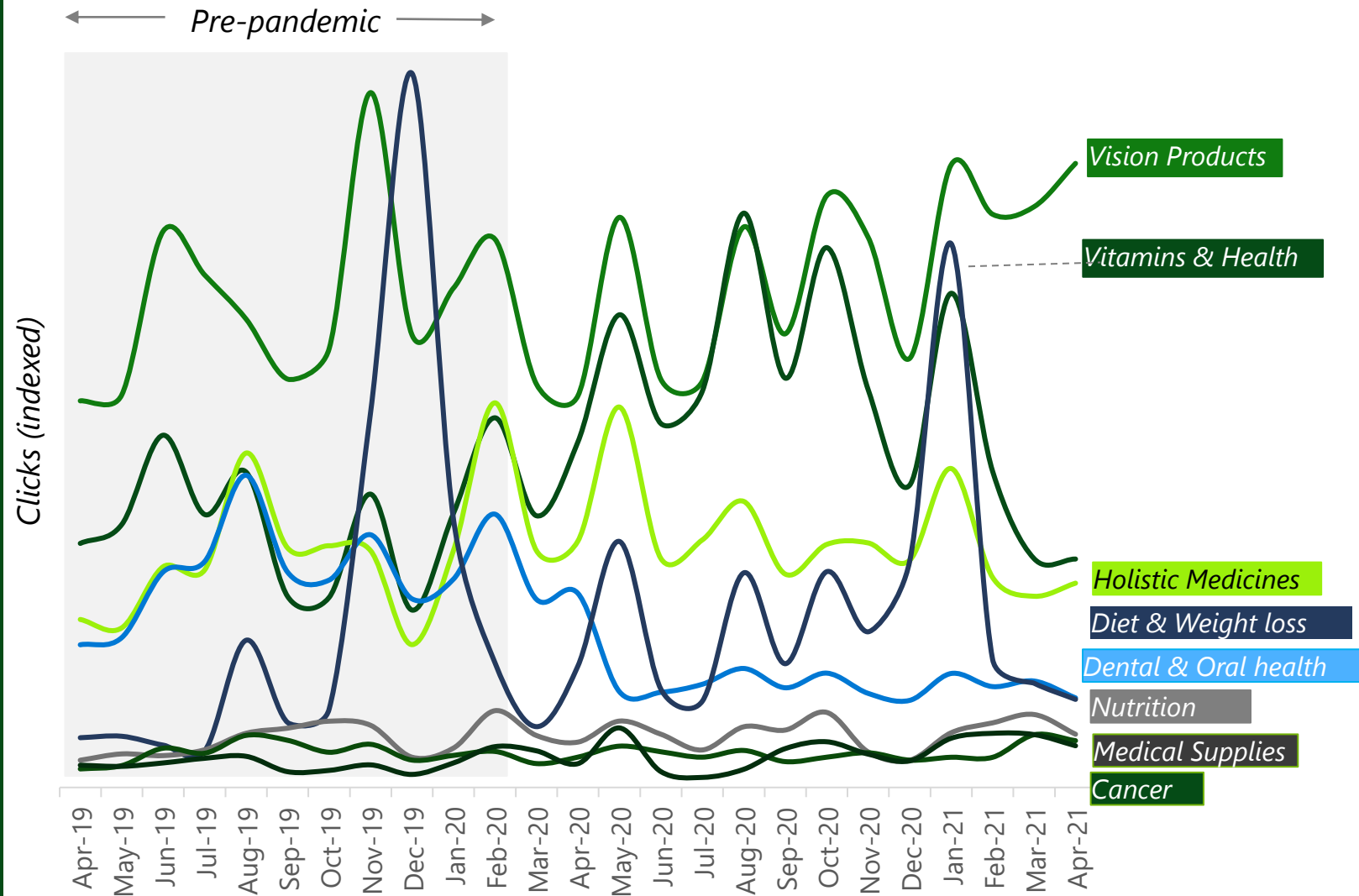
**Tip:** Use **Responsive search ads** to create the most efficient ads for your potential customers and increasing engagement metrics.

Source:  
 1. The fitness industry and the new normal, MindBody, [Link](#)  
 2. Microsoft Internal Data, Health vertical, AU, April 2021

Clicks for **Vision products** grew by **50% YoY\*** on Microsoft Advertising. Other subcategories that show increased consumer interest are:

- Nutrition +30% YoY**
- Diet & weight loss +6% YoY**
- Medical supplies +56% YoY**

## Top health subcategories by clicks

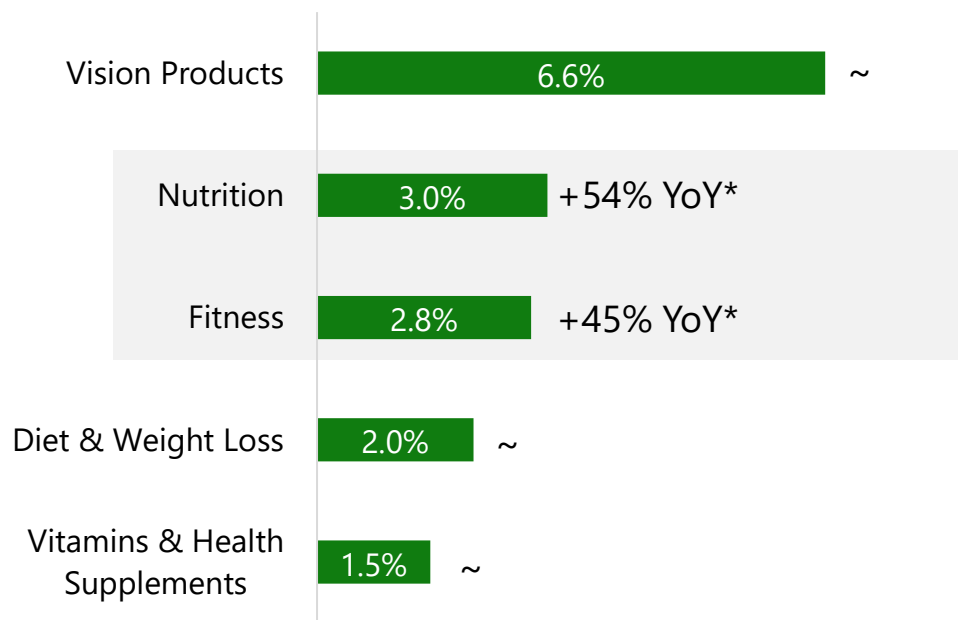


\* Comparison is for two-month average of March-April in 2021 and 2020.  
 Source: Microsoft Internal Data, Health vertical, AU, Jan -April 2020,2021

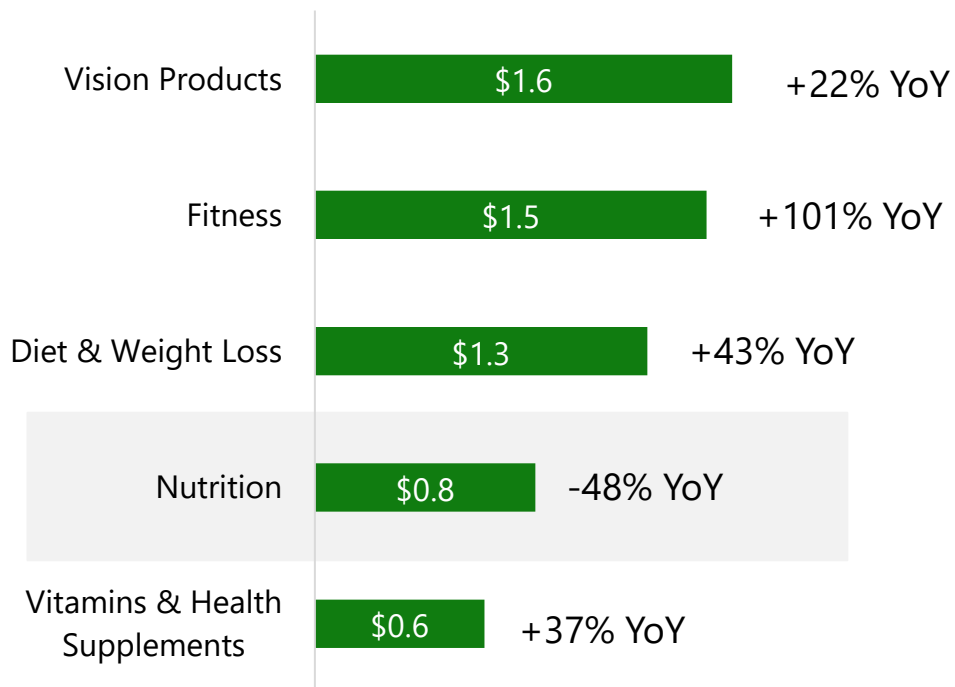
# Connect with engaged customers through competitive cost per clicks (CPCs)

In March-April 2021, health and wellness click-through-rates (CTRs) uplifted 60% YoY while CPCs declined by 2%. Nutrition & Fitness had the highest customer engagement growth on MSA compared to last year.

CTR by subcategories (March-April avg.)



CPCs by subcategories (March-April avg.)



\*CPCs are in AUD.

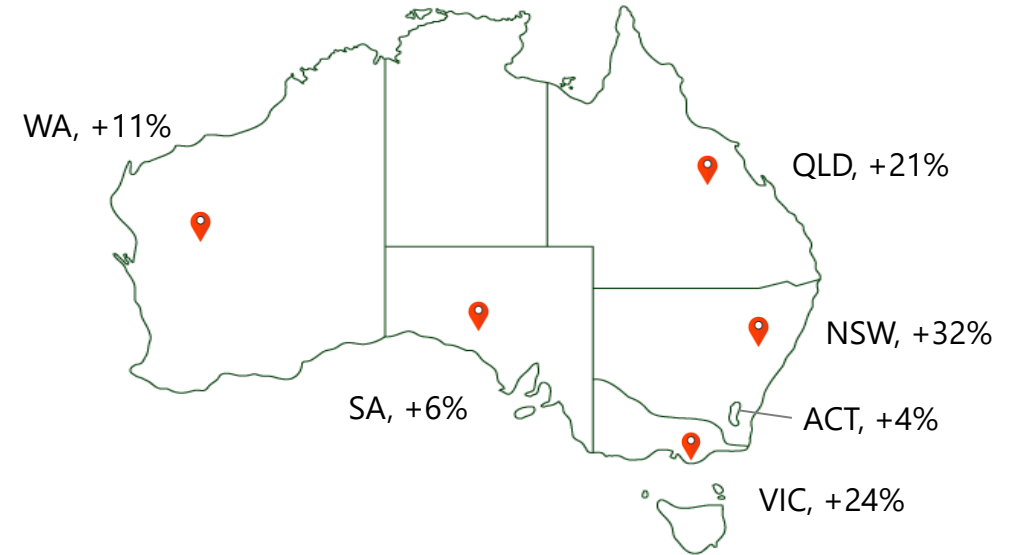
# Invest in generic keywords to expand ad coverage and capture upper funnel customers

Leverage the 'high value' generic keywords to attract customers.

Top Fitness query by clicks (indexed)



Fitness click share by state



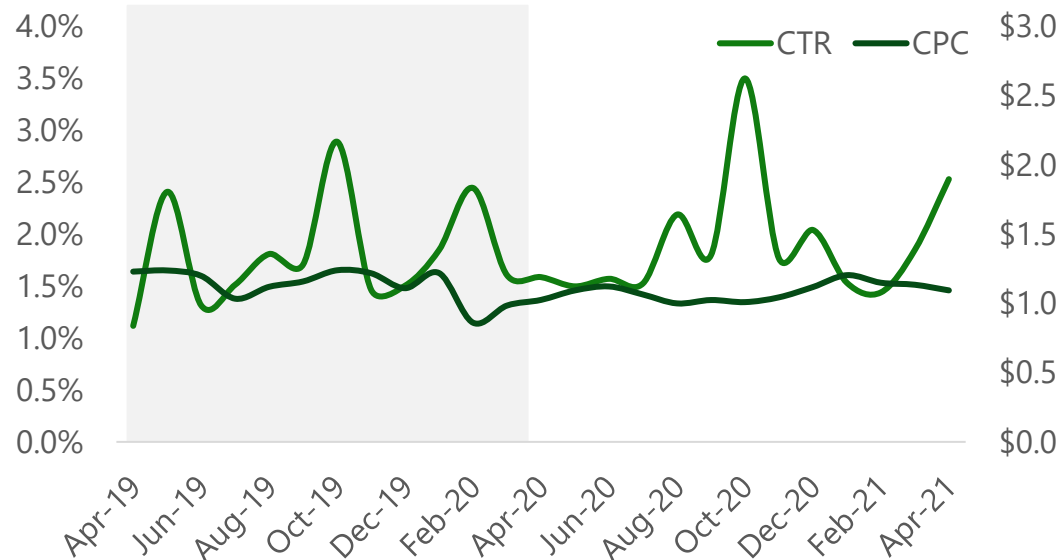
Source: Microsoft Internal Data, Health vertical, AU, May 2019- July 2020

# Take advantage of seasonal surges in customer engagement and use the Audience Network with search to gain incremental clicks

Customer engagement peaks during **August, October and December**. Bid competitively to capture peak seasonality.

Don't loose out on **MSAN's growing popularity**, ensure your ads are displayed on audience network to get incremental clicks.

Health & wellness CTR and CPC trends on MSA



Microsoft Audience Network has become more popular

As of April 2021

👉 MSAN clicks uplifted by 91% YoY

💰 MSAN CPC's declined by 50% YoY

# Consumer search journey



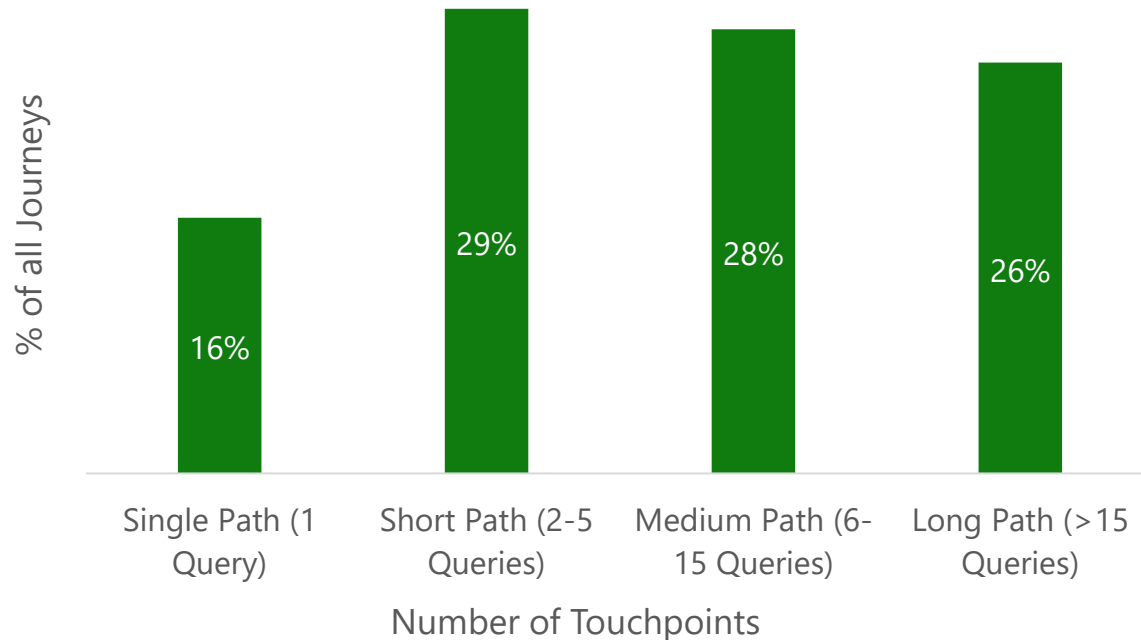


# 45% of users only search up to three times before converting

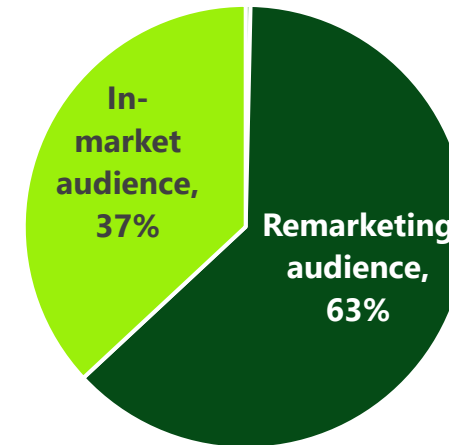
A short search window makes it critical for your brand to be discoverable early in the purchase funnel

Leverage [In-marketing audience](#) and [remarketing features](#) to stay top of mind for consumers

Length of journey by searches



Share of clicks by Audience Type



**3 in 5 clicks** on MSA are from remarketing audiences

Source : Microsoft Internal Data, Health vertical, AU, Nov 2020- Jan 2021, All Devices | Paid & Organic

# Generic queries are an integral part of consumer journeys

74% of the journeys contain at least one Generic query

**83%**

of all search journeys  
**begin** with a Generic query

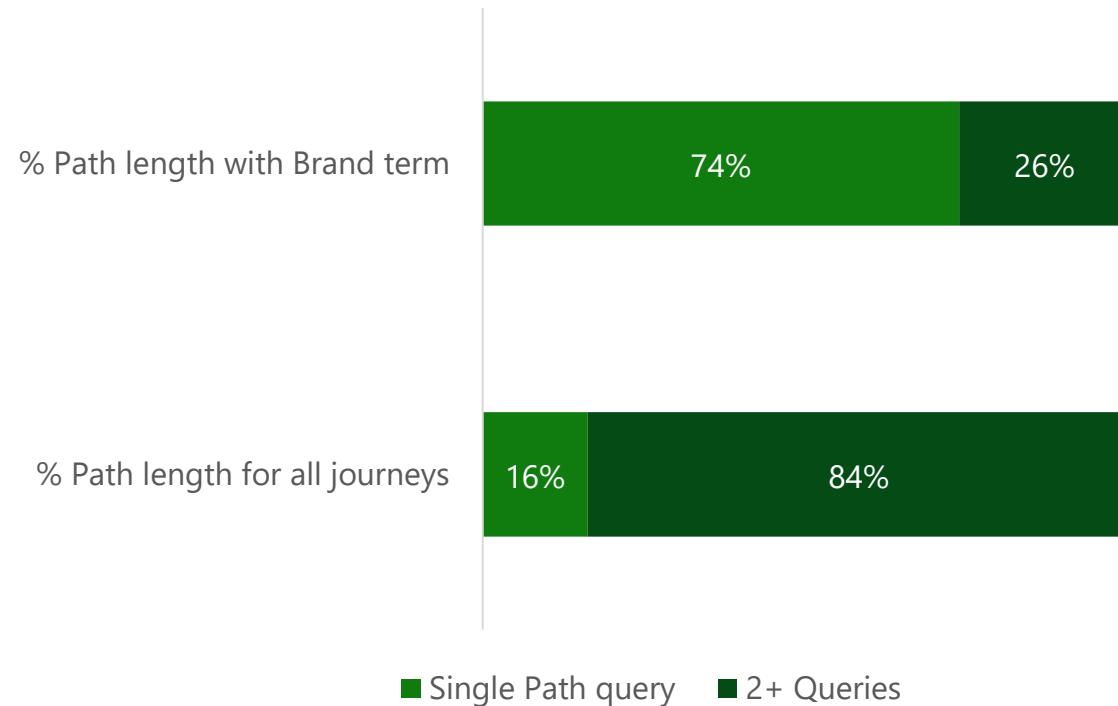
**78%**

of all search journeys  
**end** with a Generic query



# Customers who searched for specific brands have shorter conversion paths

Leverage [Dynamic Search Ads](#) feature to ensure incremental query coverage beyond your brand terms.



Average path length for users who use brand terms in their research is **2.4 days**, compared to **28 days** for users who never use brand terms in their search journey.

# Key takeaways and recommendations

1. Take advantage of the strong demand in Health & Wellness searches and clicks by ensuring your ads are discoverable on the Microsoft Advertising network.
2. Invest in subcategories like **Vision products, Nutrition, Diet & Weight loss** to monetize on consumers' interests and trends.
3. Australian's spend about \$250 a month on Health and Fitness products, and Fitness searches grew exponentially YoY.
4. Stay on top of customer's mind by using **Dynamic Search ads** and **Responsive Search ads** to expand your keyword and ad coverage and have maximum returns.
5. Customer engagement peaks during August, October and December. Use **Microsoft Audience Network** along with search to tap in incremental customer clicks.

To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)

