Microsoft

MICROSOFT ADVERTISING INSIGHTS

Auto demographic insights by purchase intent

Microsoft Advertising. Intelligent connections.

Microsoft search demographic insights
In-market Automotive shoppers

Microsoft

In-market shoppers searching makes and models on Microsoft sample statistics

265,535

Users who searched vehicle brands included in the sample. 31% qualified[1] for inclusion in the age breakouts, 83% for location, and 40% for gender.

2,408,535

Auctions included in the sample. 22% qualified[1] for inclusion in the age breakouts, 72% for location, and 29% for gender.

43%

Of autos shoppers search brands 5+ times during their journeys; 57% cross-shop.

Source: Microsoft Internal Data Oct. - Dec. 2020.
[1]After removal of any model data with insufficient volume and users not reporting (ie not logged in on Microsoft).

Microsoft

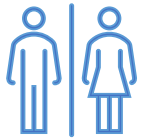
Demographic highlights by in-market shoppers searching vehicle brands

40%

Of in-market shoppers searching vehicle brands are between the ages of 25-49.

6%

Of users searching in-market makes and models are in New York (19% of the top 10).



66%

Of in-market autos brand searchers are male.

Source: Microsoft Internal Data Oct. - Dec. 2020.

Microsoft

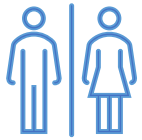
Demographic highlights by in-market brand queries

39%

Of vehicle brand searches are queried by shoppers between the ages of 25-49.

22

Of the 258 DMAs contribute to over half of branded query volume.



70%

Of autos brand queries are searched by men.

Source: Microsoft Internal Data Oct. - Dec. 2020.

Microsoft

Automotive CPCs across the top brand, non-brand, and 3rd party brand keywords are 81% lower on Microsoft than on Google.

Source: Microsoft Internal Data Bing + Yahoo! + Partner Network April 2021, Google AdWords Keyword Planner (Avg of High Low) Google + Partners April 2021. Top KWs weighted by search volume.

Microsoft

GWI[1] demographic insights: In-market[2] Automotive shoppers

[1]GlobalWebIndex (https://www.globalwebindex.com/data) Q4 2020, survey data.
[2]Autos (Planning) - Survey respondents who have stated that they or their household are planning to purchase a car/automobile within the next three to six months.

Microsoft

Survey respondents who are planning to purchase a vehicle

1,902

Responses from shoppers searching across the Microsoft Advertising Network[1].

2,479

Responses from prospective shoppers searching Google.

Source: GWI In-Market Shoppers Oct. - Dec. 2020.
[1]Includes Bing, Yahoo!, AOL, MSN, Outlook.

Microsoft

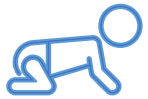
In-market demographic highlights

80%

Compared to Google, Microsoft over-indexes in four of the five age groups, only falling behind Google among 16-24 year-olds.

33%

Affluent autos shoppers over-index by 33% on Microsoft over the general population. And Microsoft over-indexes in full-time employees by 13% over Google.



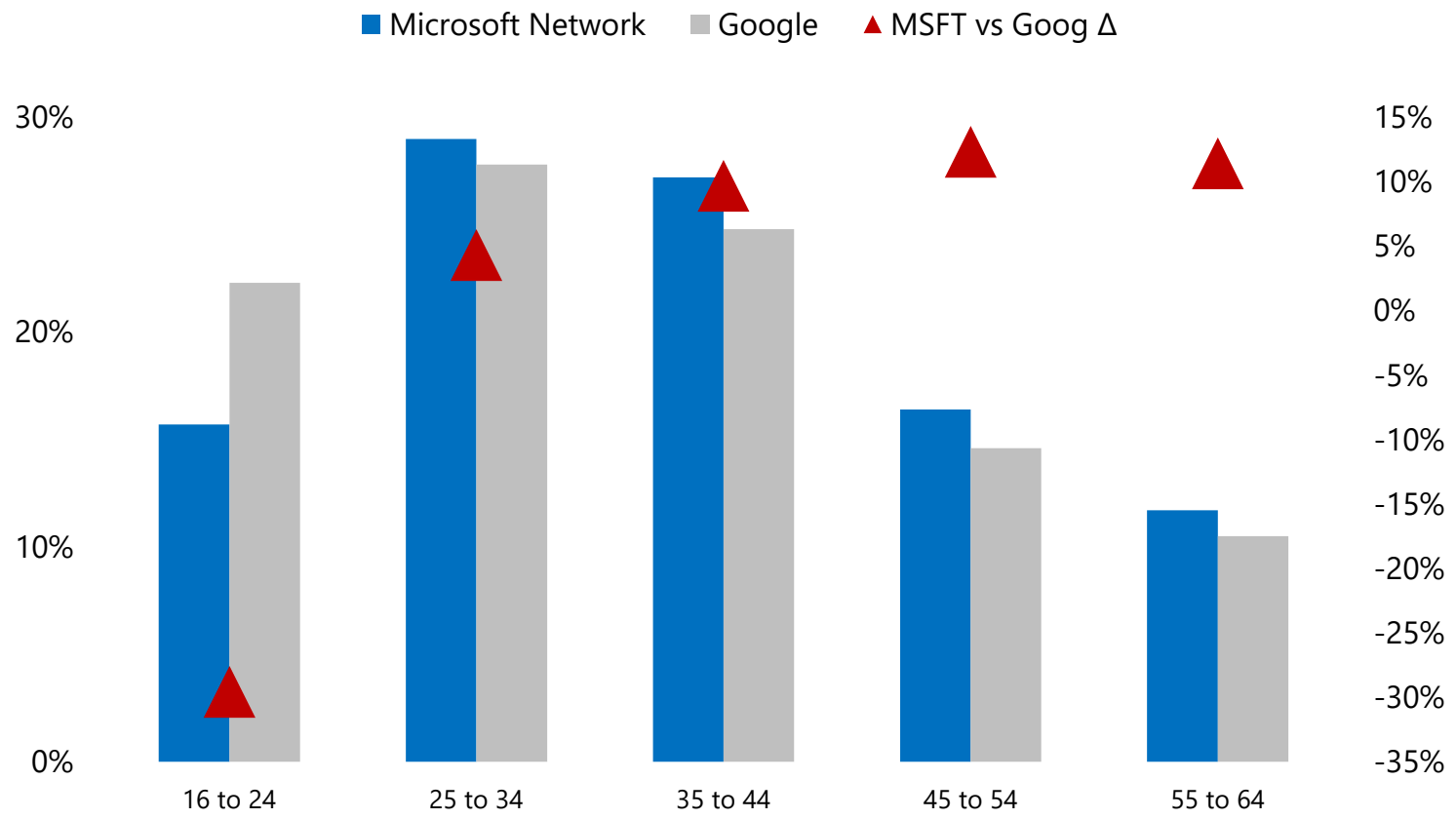
7%

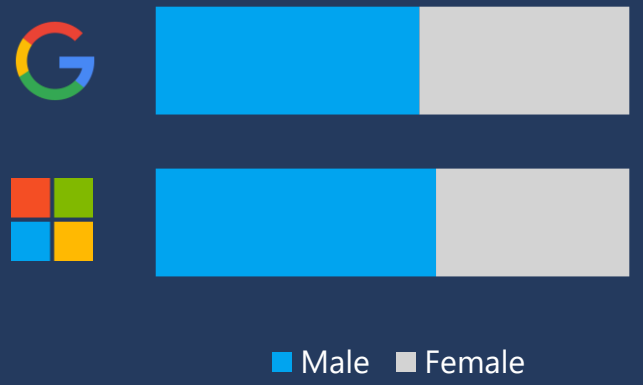
Compared to Google, Microsoft over-indexes in shoppers with children by 7%, but under-indexes by 11% in autos shoppers without kids.

Source: GWI In-Market Shoppers Oct. - Dec. 2020

Microsoft

Compared to Google, Microsoft over-indexes in share of shoppers aged 25+



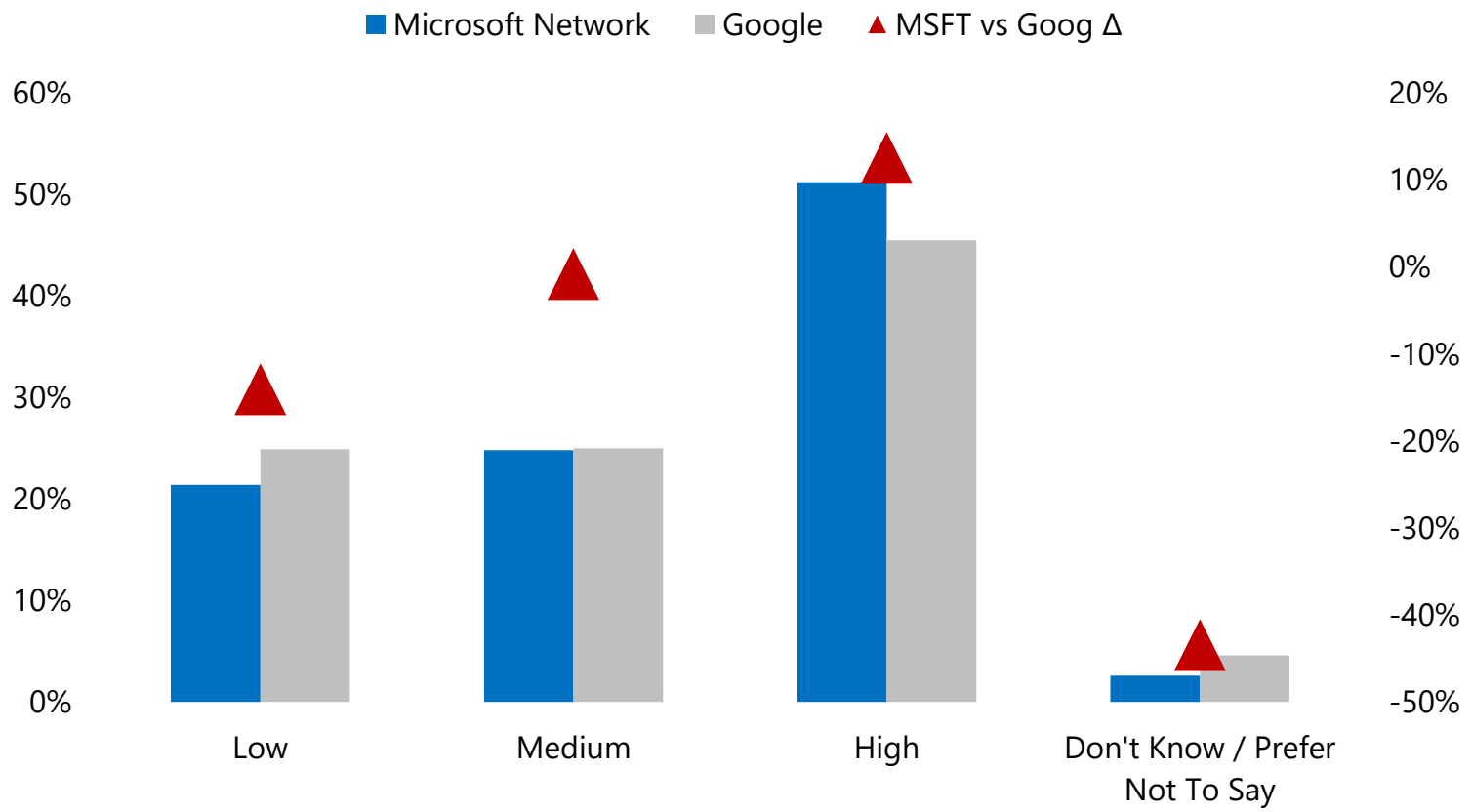


Males who are in-market for vehicles over-index on Microsoft by 6% compared to Google.

Source: GWI In-Market Shoppers Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.

Microsoft

Compared to Google, Microsoft over-indexes with higher-income shoppers



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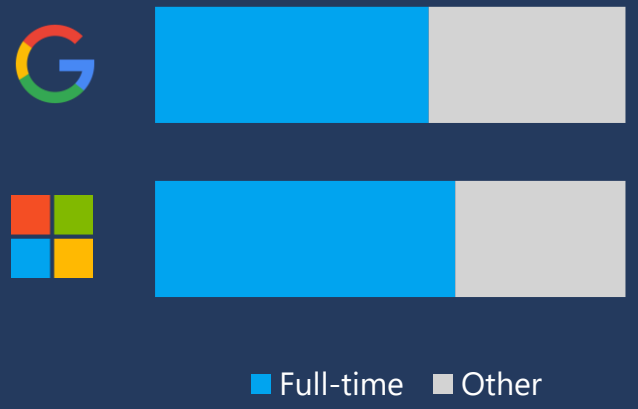
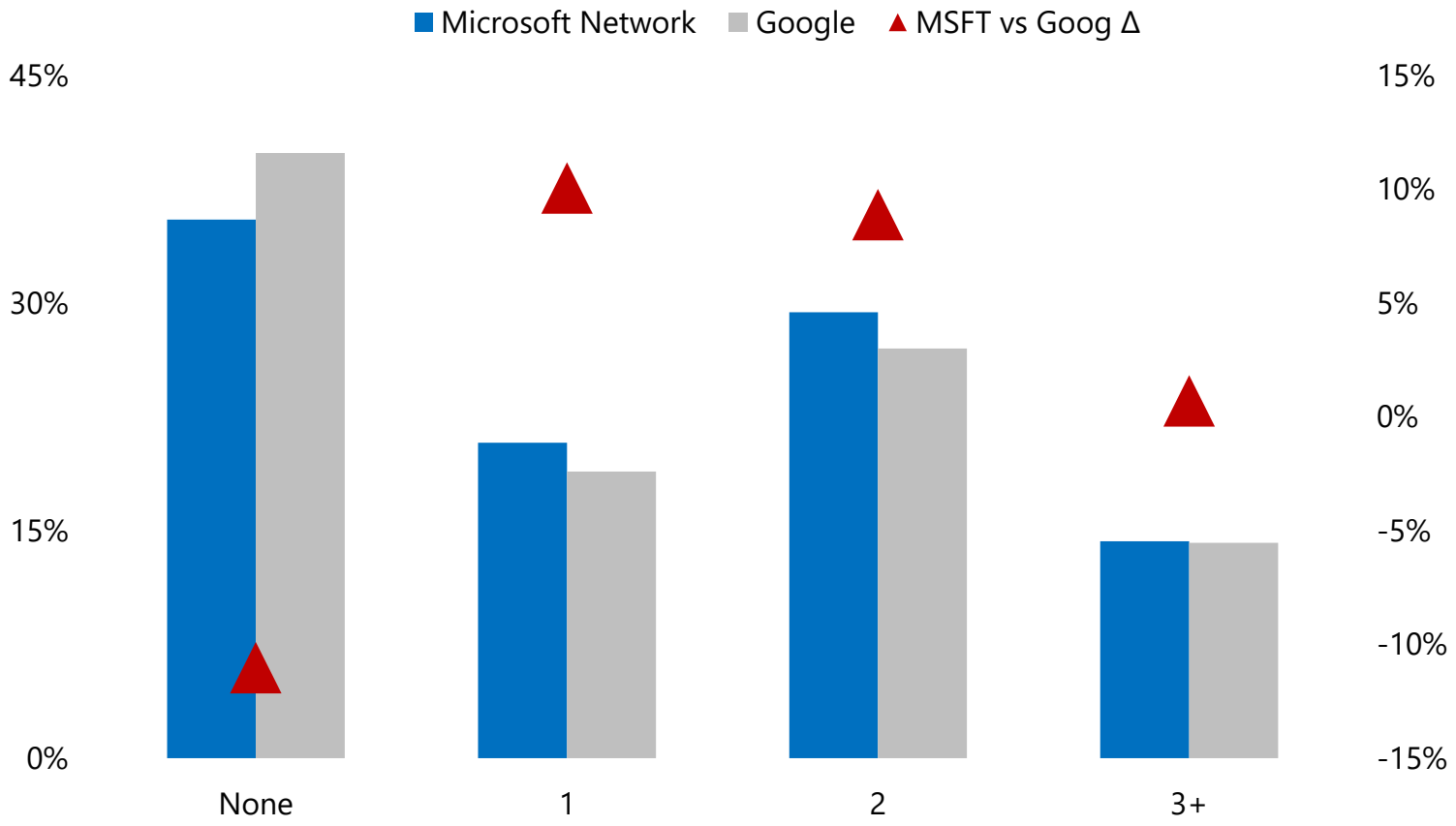


Microsoft over-indexes by 10% in full-time employees while Google over-indexes among students, part-time workers, stay-at-home parents, freelancers, and the unemployed.

Microsoft

Microsoft over-indexes in shoppers with children, which skews toward more vehicles



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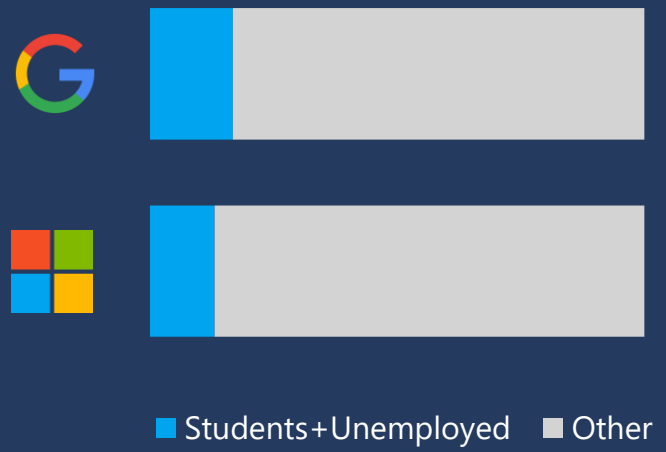
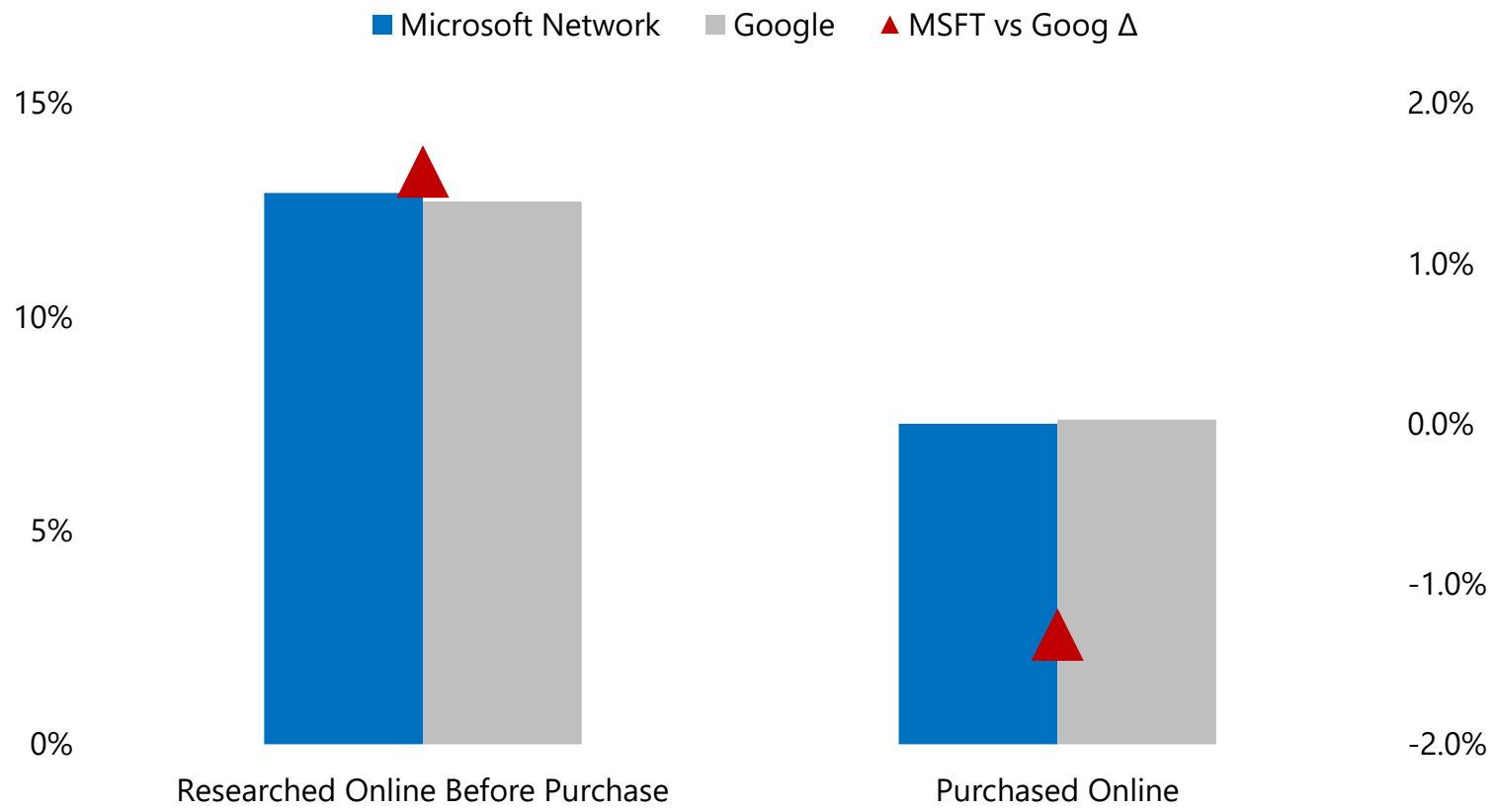


Google over-indexes in employment groups with historically fewer children.

Microsoft

Compared to Google, Microsoft over-indexes in shoppers researching online

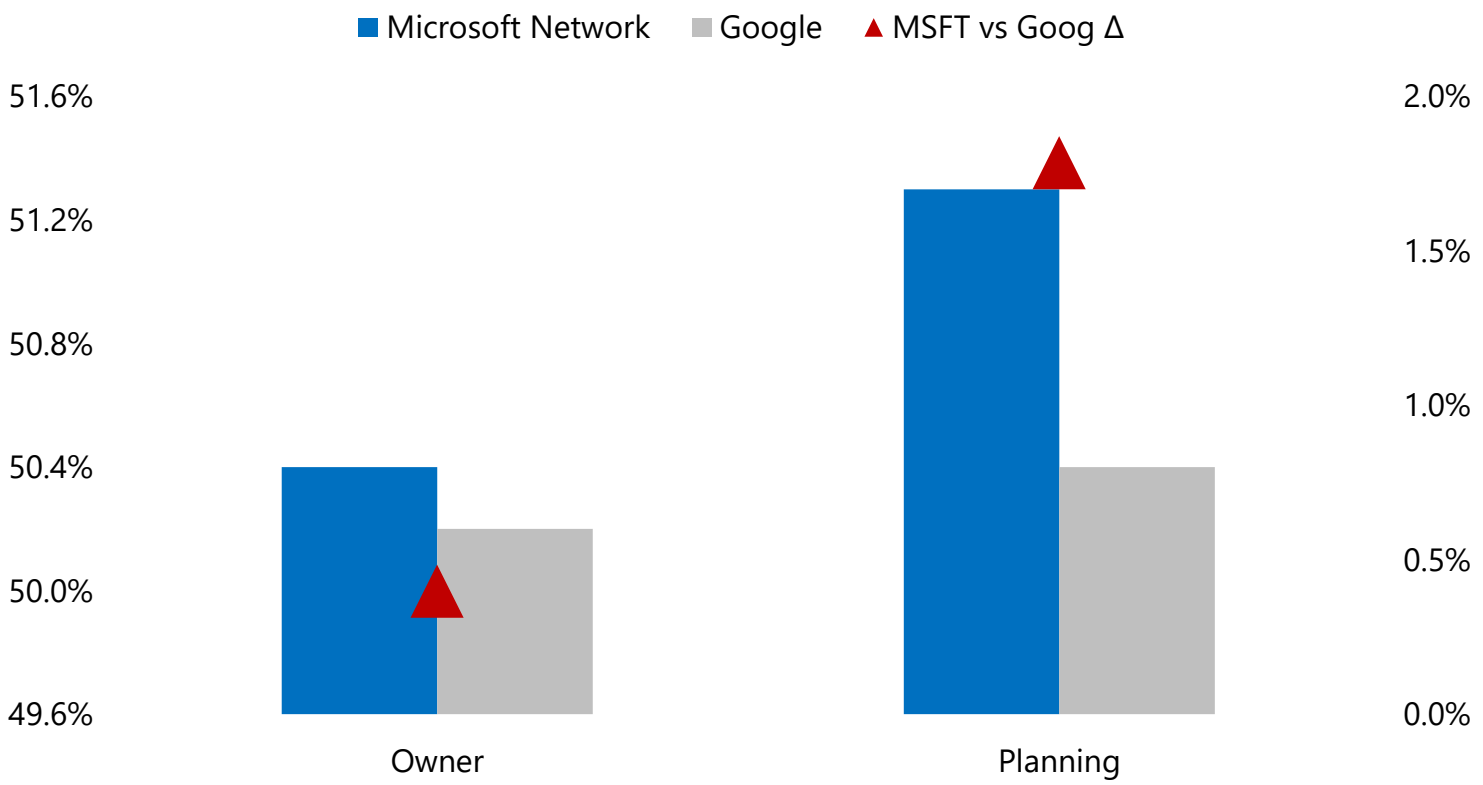


Source: GWI In-Market Shoppers Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.

Auto shoppers index slightly higher on Microsoft than Google when seeking to "find information".

Microsoft

Microsoft over-indexes in users[2] utilizing search to research prior to purchase[3]



While multi-tasking[1], Microsoft respondents are more likely to search to shop[3] than Google respondents.

Source: GWI In-Market Shoppers and Vehicle Purchasers Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Watching TV.
[2]Purchased within the past 3-6- months.
[3]Survey questioned all shopping, not vehicles only.

Microsoft

GWI[1] demographic insights: Recent Automotive buyers[2]

[1]GlobalWebIndex (https://www.globalwebindex.com/data) Q4 2020, survey data.
[2]Autos (Purchased) - Survey respondents who have stated that they or their household have purchased a car/automobile within the last three to six months.

Microsoft

Survey respondents who have recently[1] purchased a vehicle

2,379

Responses from vehicle owners[1] searching across the Microsoft Advertising Network.

3,099

Responses from vehicle owners[1] who search on Google.

Source: GWI I Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Purchased within the past 3-6- months.

Microsoft

Recent autos purchaser[1] demographic highlights

80%

Compared to Google, Microsoft over-indexes in four of the five age groups, only falling behind Google among 16-24 year-olds.

28%

Affluent autos shoppers over-index by 28% on Microsoft over the general population. And Microsoft over-indexes in full-time employees by 9% over Google.

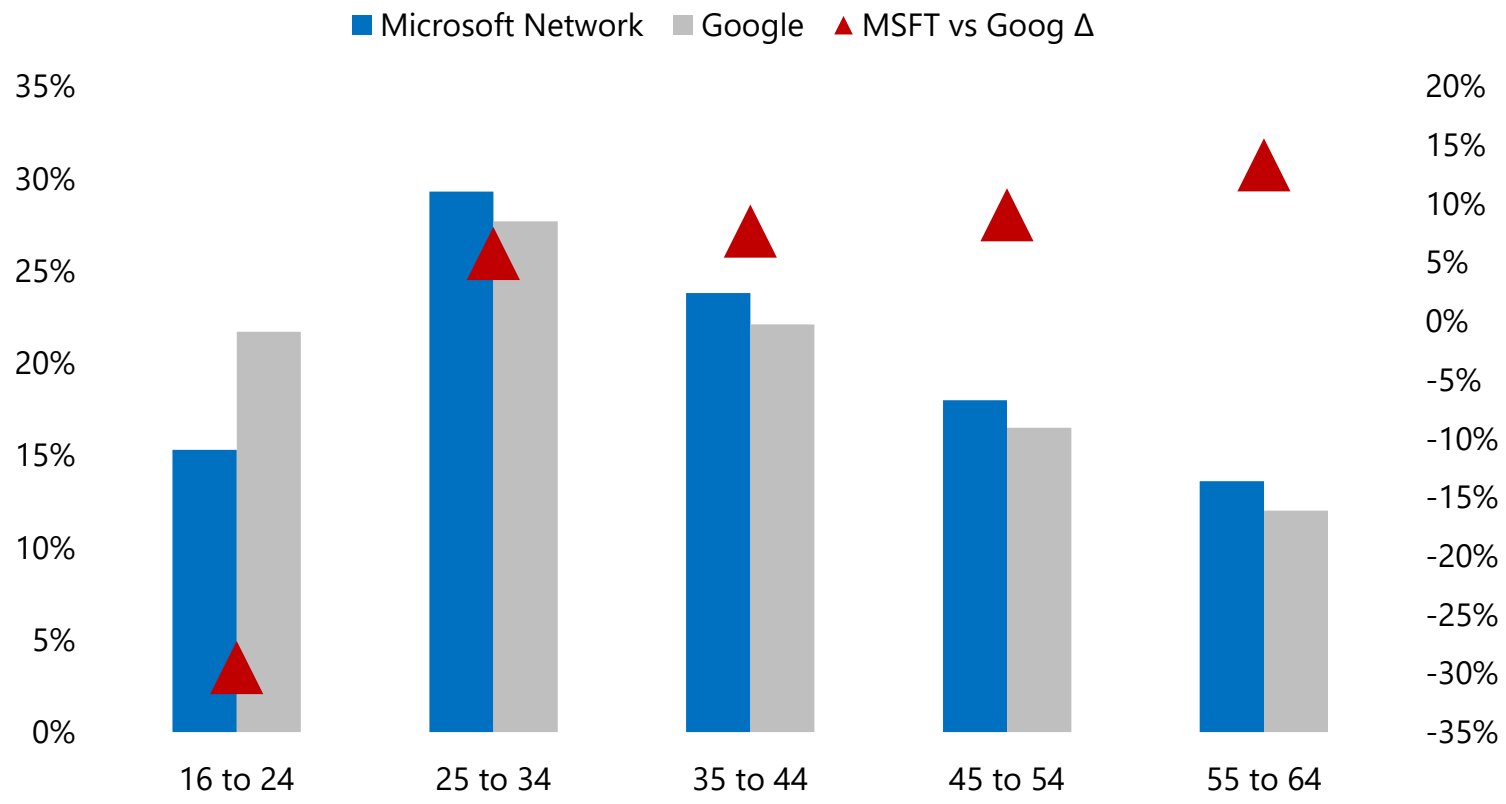
9%

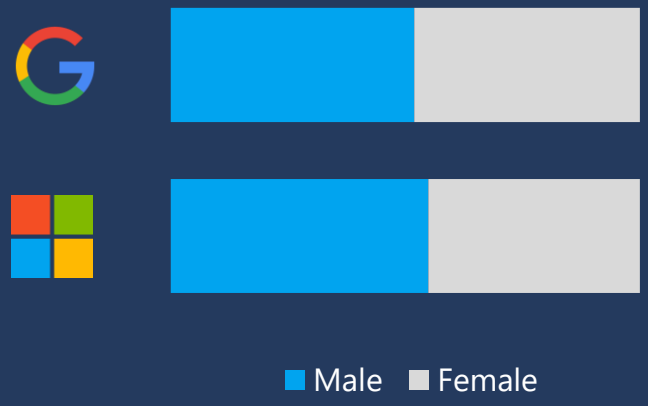
Compared to Google, Microsoft over-indexes by 9% in shoppers with children and under-indexes by 13% in autos shoppers without kids.

Source: GWI I Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Purchased within the past 3-6- months.

Microsoft

Microsoft over-indexes by 8% in recent[1] vehicle purchasers aged 25+



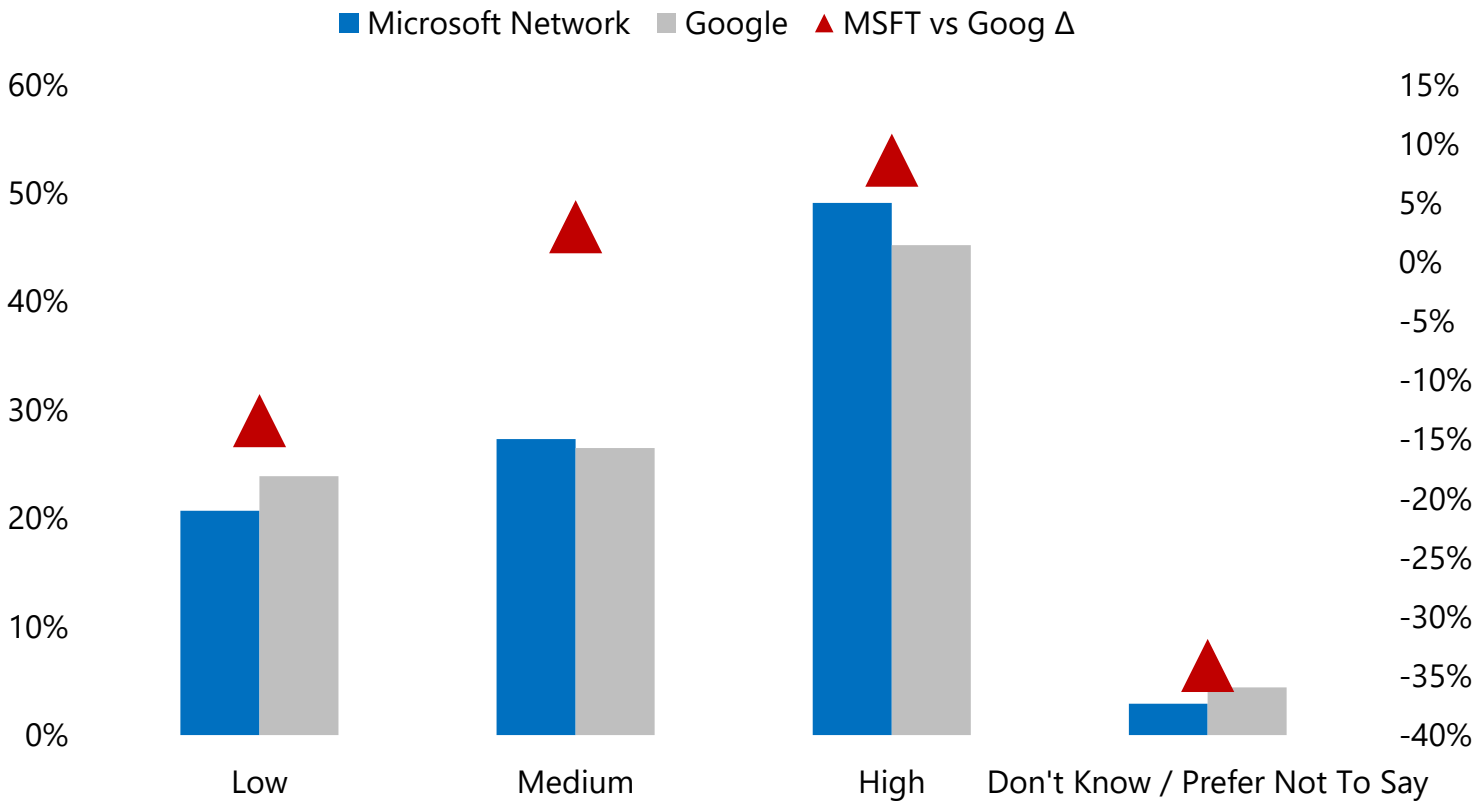


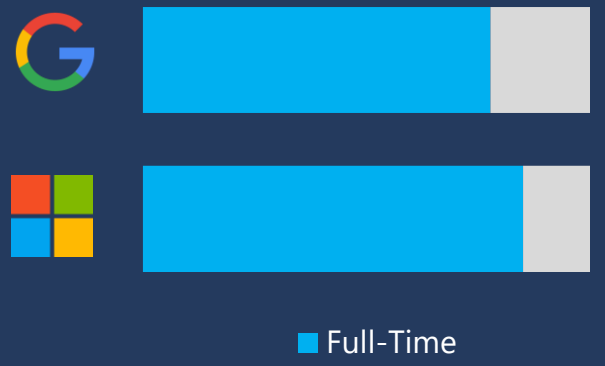
Male owners[1] over-index on Microsoft by 6% compared to Google.

Source: GWI I Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Purchased within the past 3-6- months.

Microsoft

Compared to Google, Microsoft over-indexes in higher-income vehicle owners[1]



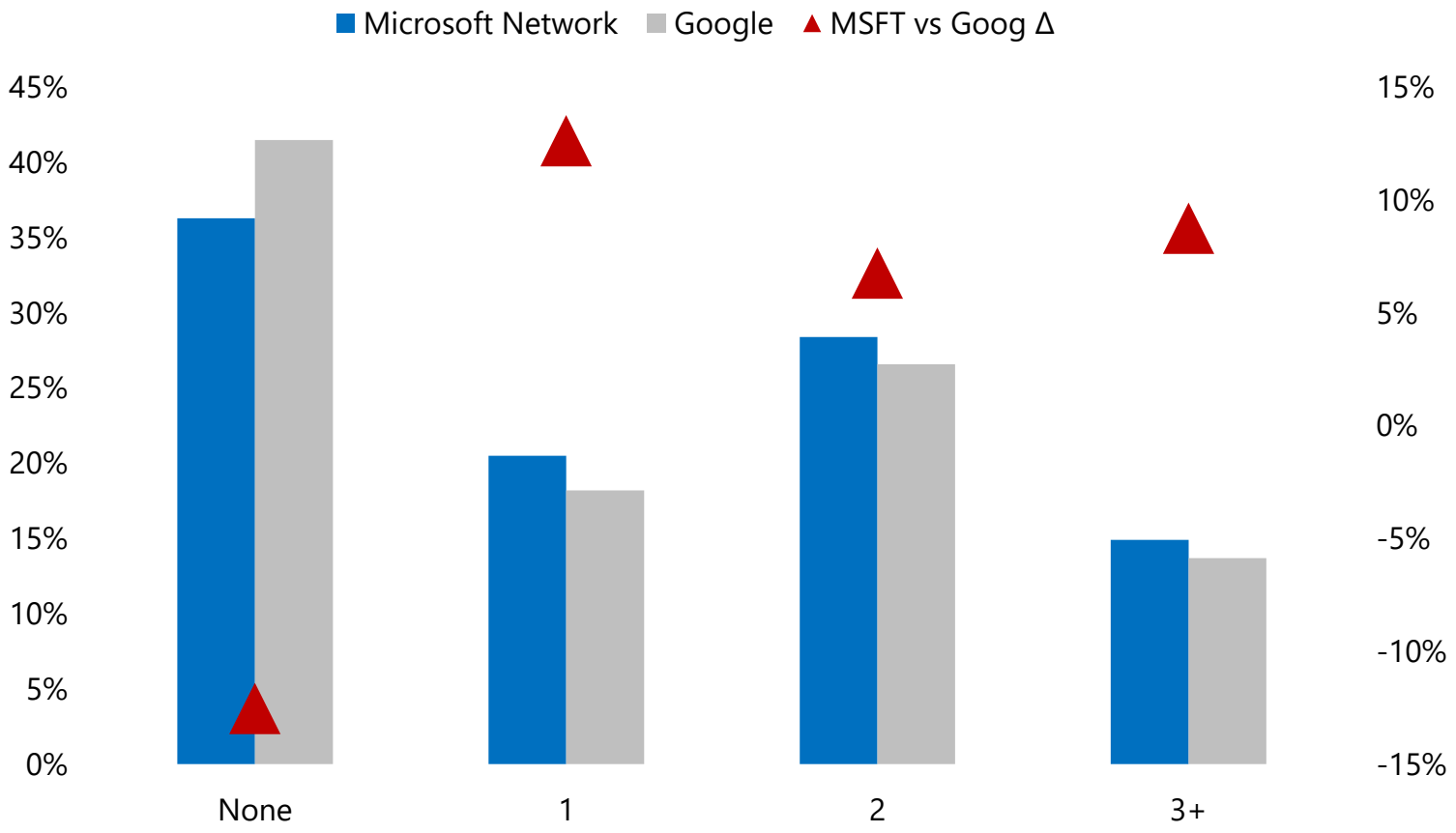


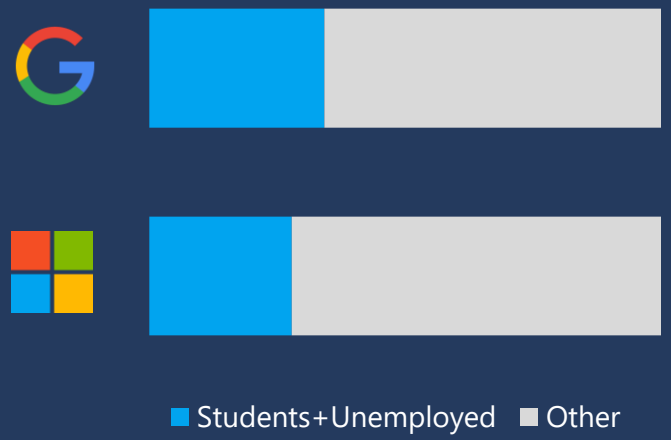
Microsoft over-indexes by 9% in full-time employees while Google over-indexes among students, part-time workers, stay-at-home parents, freelancers, and the unemployed.

Source: GWI I Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Purchased within the past 3-6- months.

Microsoft

Compared to Google, Microsoft over-indexes in vehicle owners[1] with children



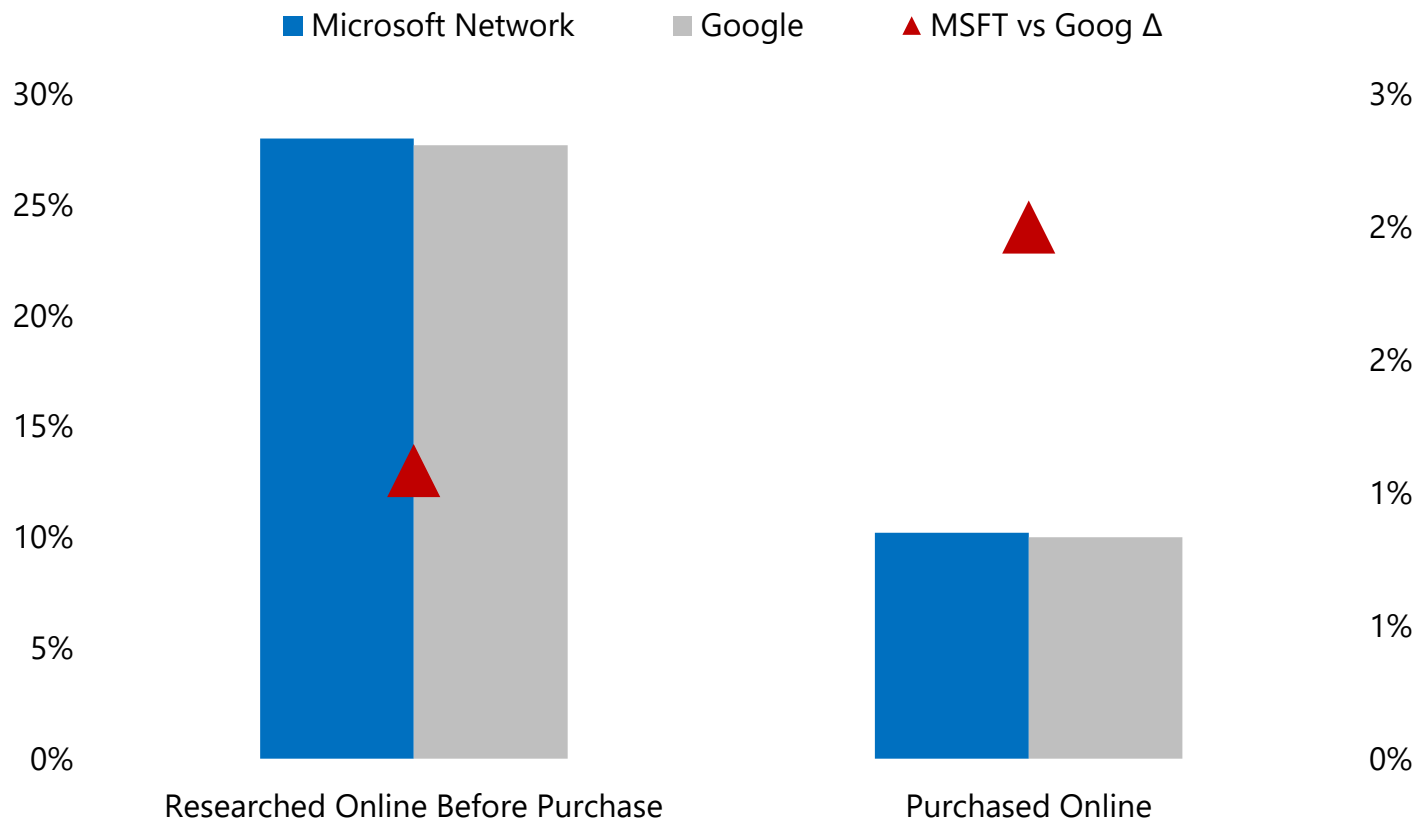


Google over-indexes in employment groups with historically fewer children.

Source: GWI I Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Purchased within the past 3-6- months.

Microsoft

Microsoft was preferred over Google for both researching and online purchasing



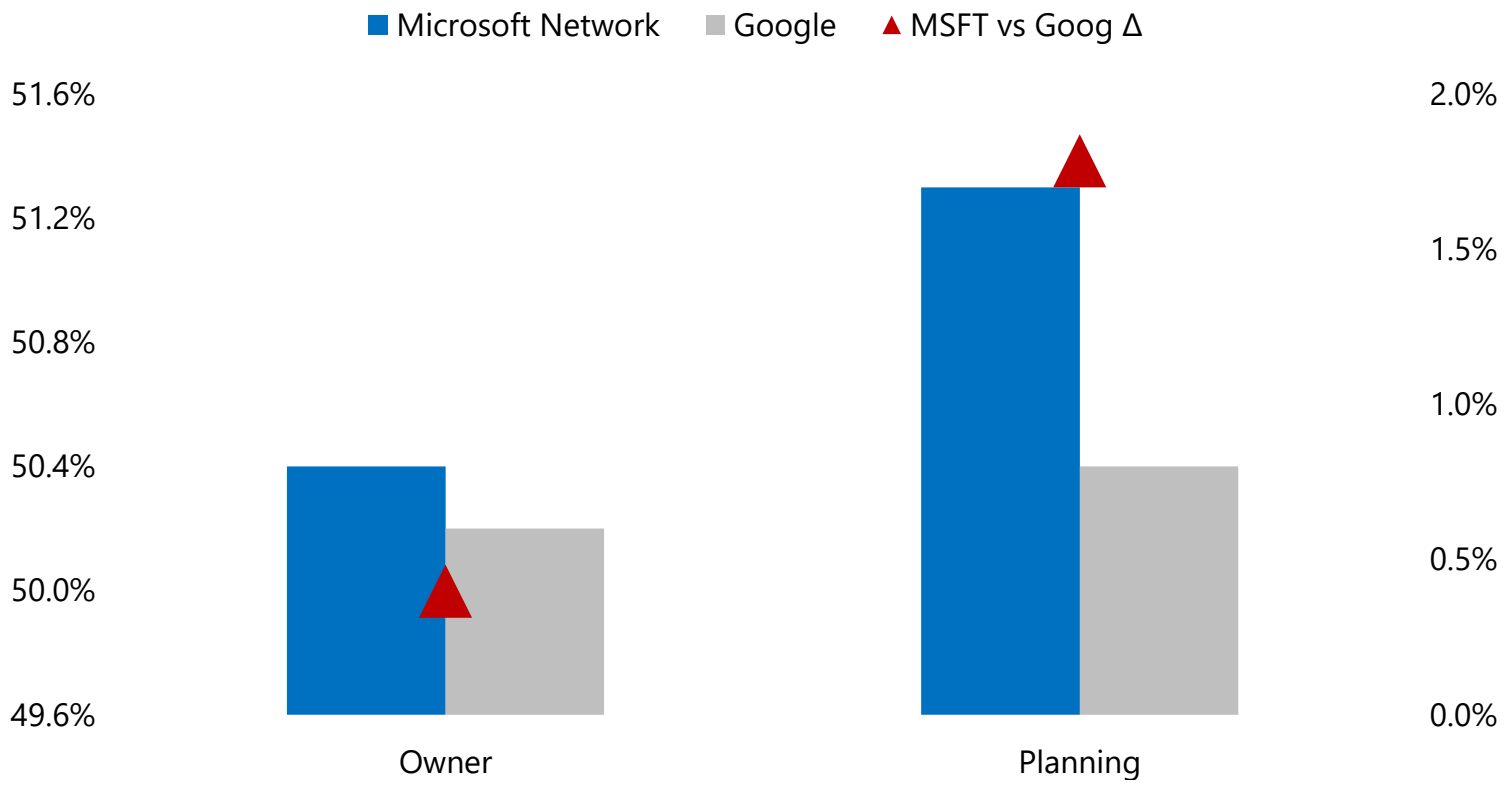
Source: GWI I Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Purchased within the past 3-6- months.

Microsoft over-indexes among those who purchased a vehicle in the past 3-6 months and are in market for auto insurance.

Upsell protection plans with offer-inclusive ad messaging.

Microsoft

Microsoft over-indexes in shoppers users[2] utilizing search to research prior to purchase[3]



Source: GWI In-Market Shoppers and Vehicle Purchasers Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Watching TV.
[2]Purchased within the past 3-6- months.
[3]Survey questioned all shopping, not vehicles only.

While multi-tasking[1], vehicle owners[2] on Microsoft are more likely to search to buy general products[3] than Google owners.

Microsoft

Takeaways

- Microsoft examined 265,535 internet shoppers who were searching auto makes and models, comparing demographics and purchasing behaviors
- Our first party data shows that the most popular age for searching for a car is between 25-49 and that males tend to search more than females
- According to Global Web Index, Microsoft users over-index for vehicle research prior to purchase and tend to prefer Microsoft search engines over Google for both researching and purchasing vehicles

Source: GWI I Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
[1]Purchased within the past 3-6- months.

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