



## MICROSOFT ADVERTISING INSIGHTS

# A sneak peek into the rise of consumer electronic search behaviours

Microsoft Advertising. Intelligent connections.



# Overview on customer electronics



## Audience profile

According to an external survey, Microsoft Advertising users **over-index** on **purchase intent** for Consumer Electronic products. For example, there was a +35% lift for Microsoft users compared to the average online user for Smart wearables.



## Forecast

Using the "PROPHET" **forecasting** algorithm, we expect +18% YoY **growth in clicks** from Sept-Dec 2021 for Customer Electronics, compared to 2020.



## Attribution

Last click attribution is no longer the norm. Let us reveal to you how some Ad Formats, Devices and Tactics play a **hidden role in conversions**.

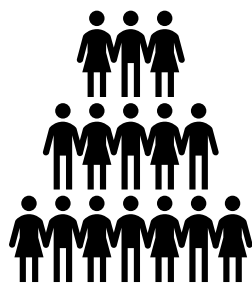


# Audience profile



# Global Web Index Survey

Global Web Index  
interviewed  
5 000 people  
in Jan-March 2021  
in France



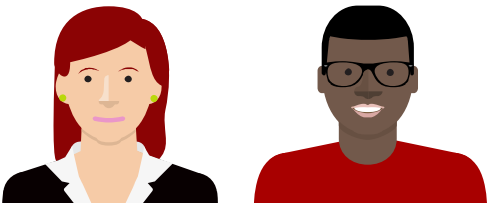
All respondents



Average internet user

Do you use:  
**MSN /**  
**Outlook.com /**  
**Bing / Yahoo**

Yes

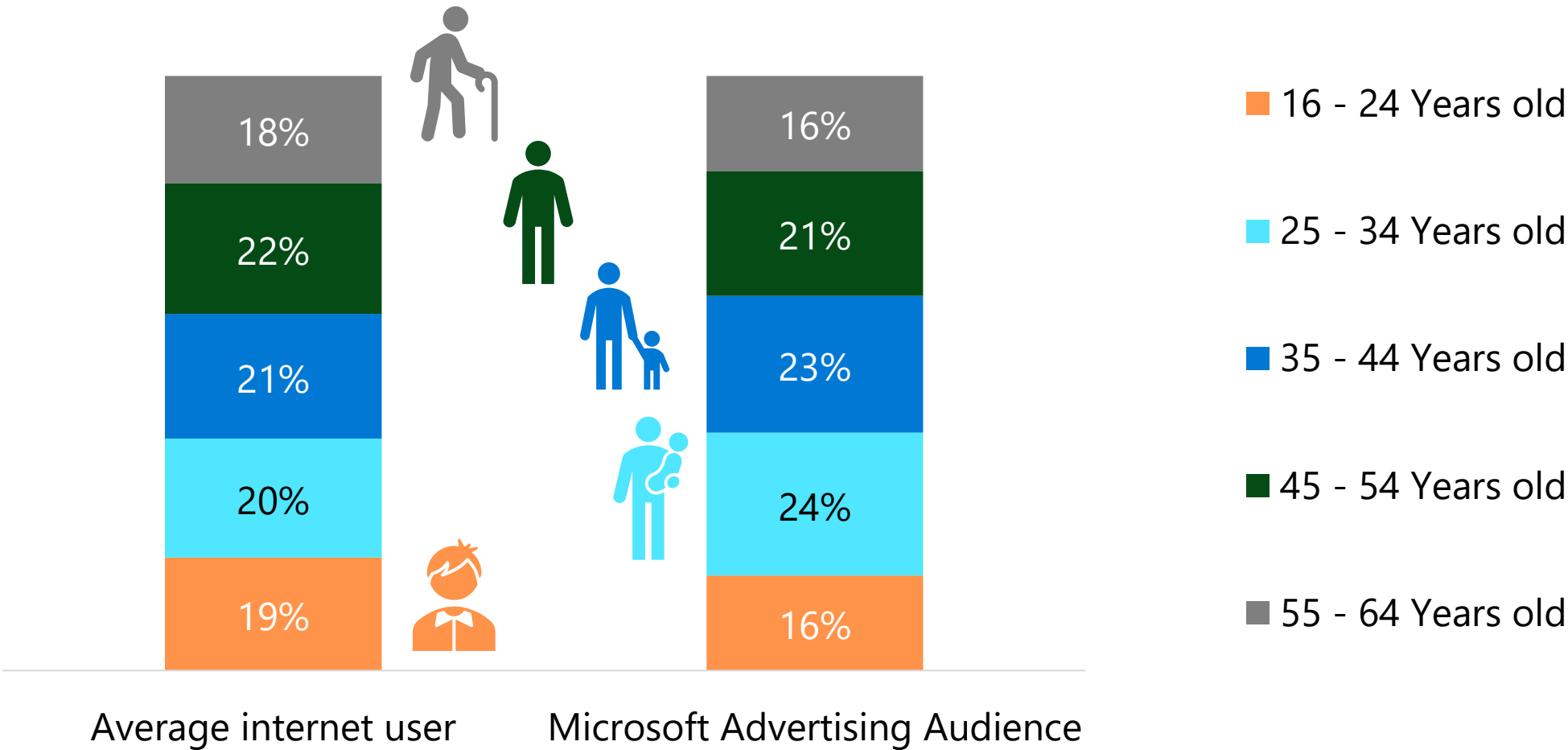


Audience Microsoft Advertising

Source : Global Web Index, France, Jan-March 2021 - Audiences” : individuals who have stated that they’ have used a given web brand in the last month i.e., self-identified users of bing, msn, etc.

# 25-44 year olds over-index on Microsoft Advertising's network

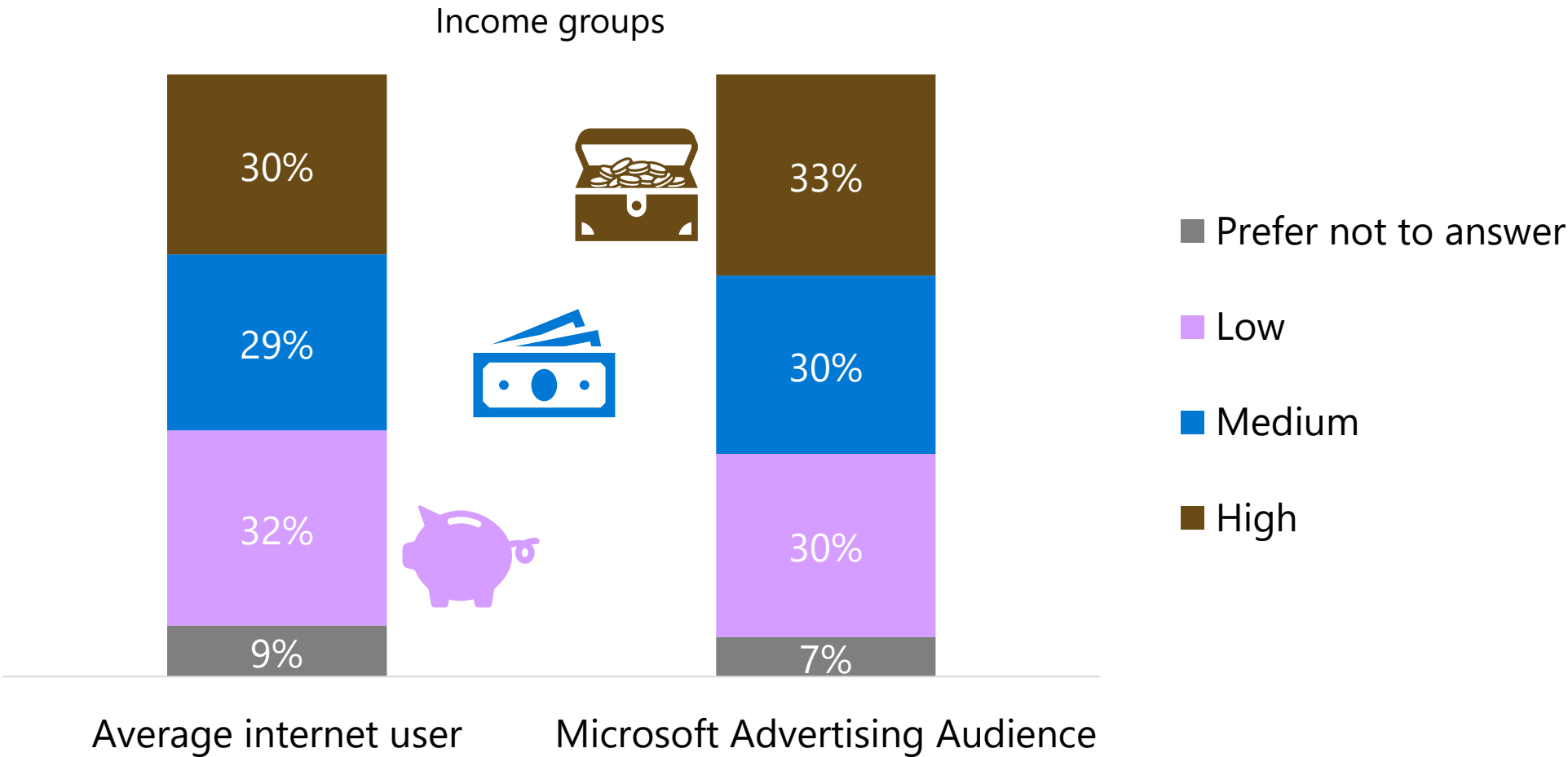
Source : Global Web Index (GWI) Q1 2021 – France



Source : Global Web Index, France, Jan-March 2021 - Audiences" : individuals who have stated that they' have used a given web brand in the last month i.e., self-identified users of bing, msn, outlook.com etc.

# High income households over-index on our network as well

Source : Global Web Index (GWI) Q1 2021 – France



Source : Global Web Index, France, Jan-March 2021 - Audiences" : individuals who have stated that they' have used a given web brand in the last month i.e., self-identified users of bing, msn, outlook.com etc.

# Our audience **over-indexes** on **purchase intent** vs the average internet user (index = 100)

Source : Global Web Index (GWI) Q1 2021 – France - Purchase intent in the “next 3-6 months” for consumer electronics



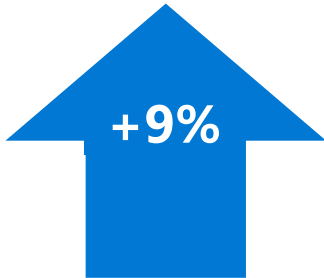
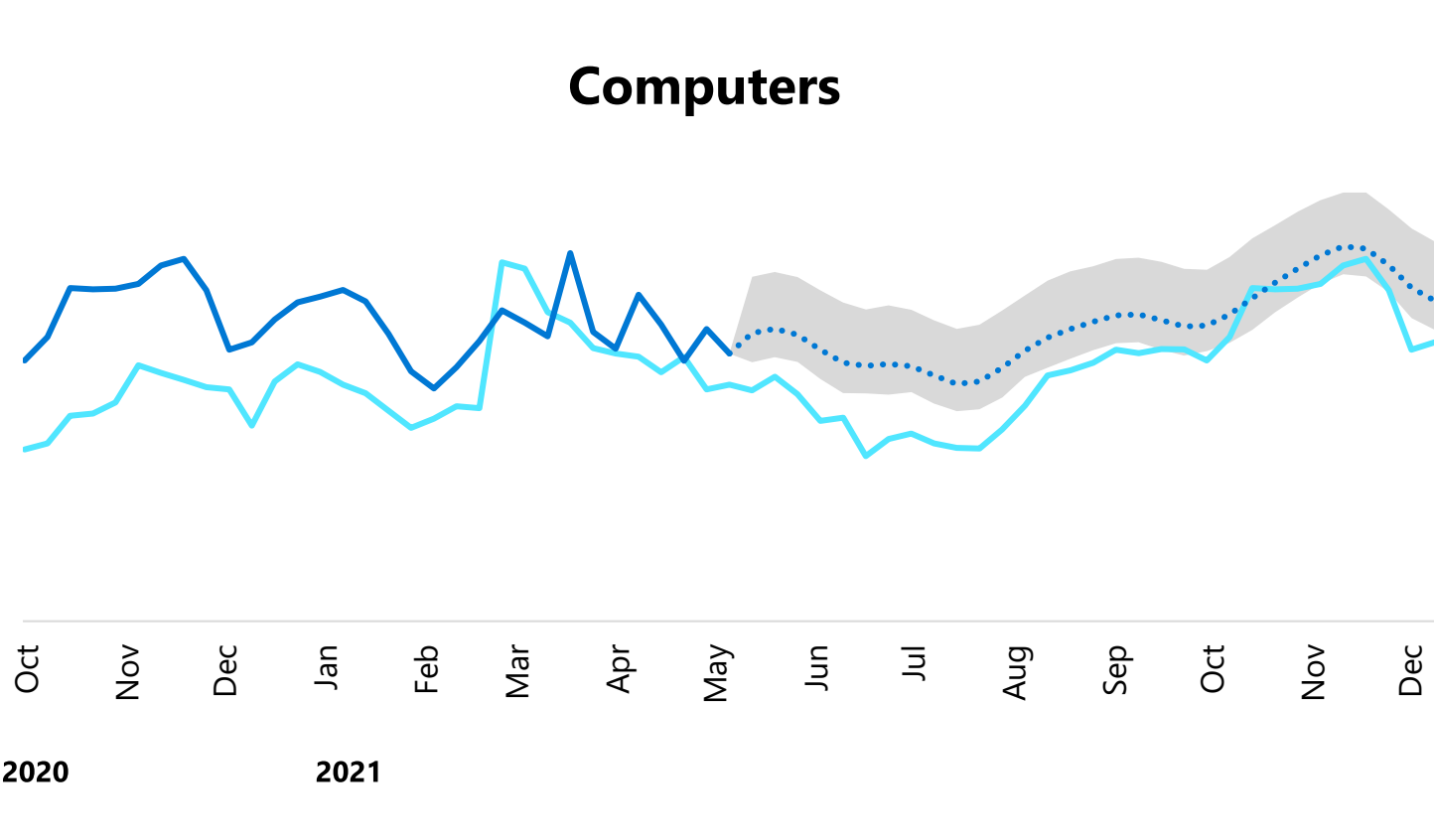
# Forecast

"The future isn't what it used to be"






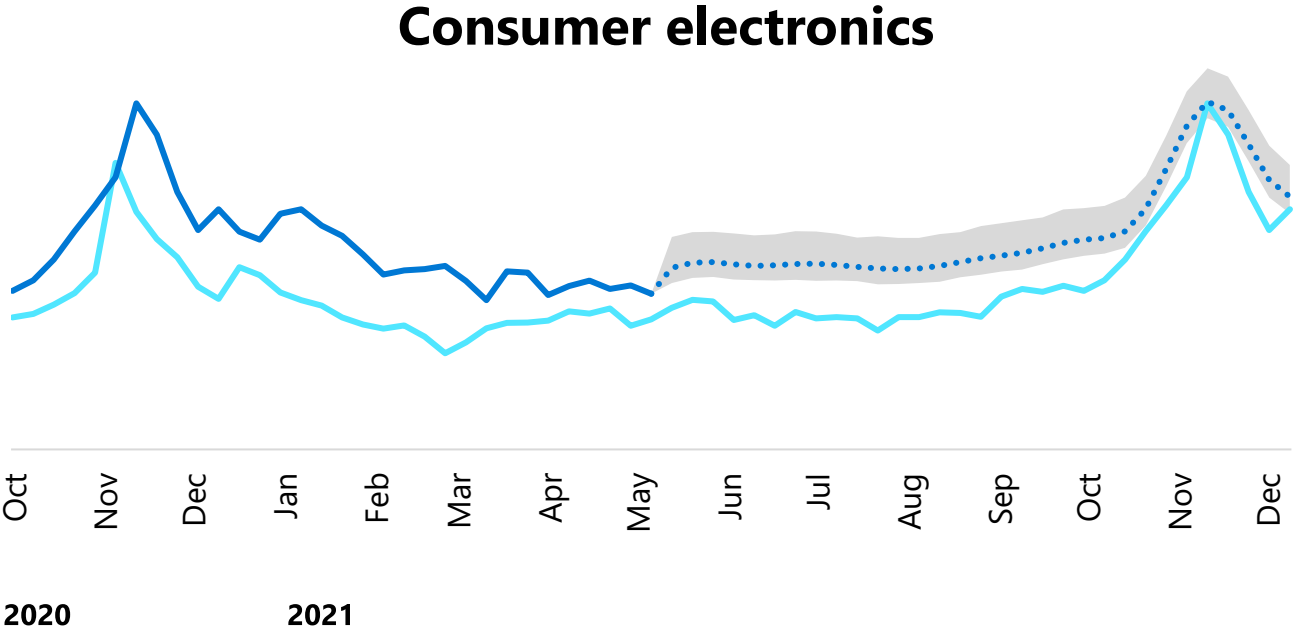
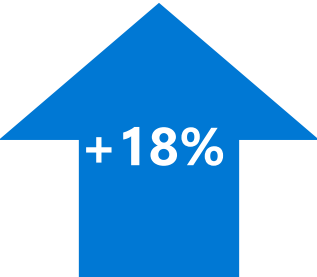
# Computers expected growth in Sept-Dec 2021



Sept-Dec 2021

Source: Microsoft Advertising Internal Data, Jan 2019-May 2021 using PROPHET forecasting model

# Consumer electronics expected growth in Sept-Dec 2021

  
  
Sept-Dec 2021

Forecast

**2021 Actuals**

2020 Actuals

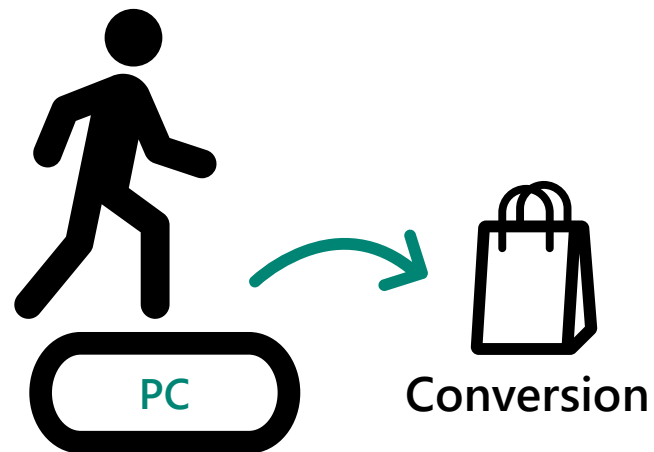
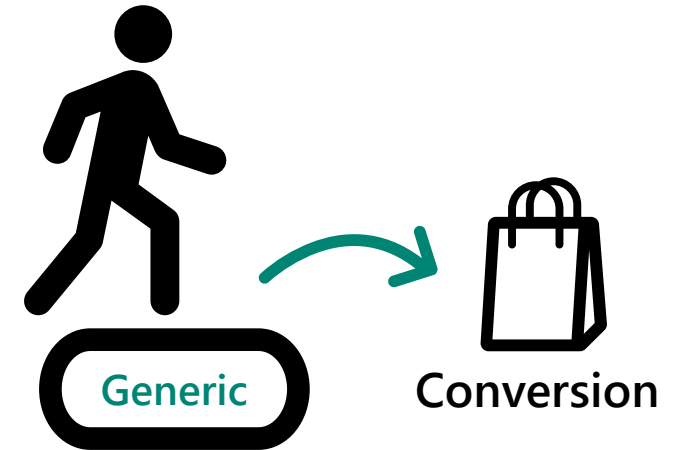
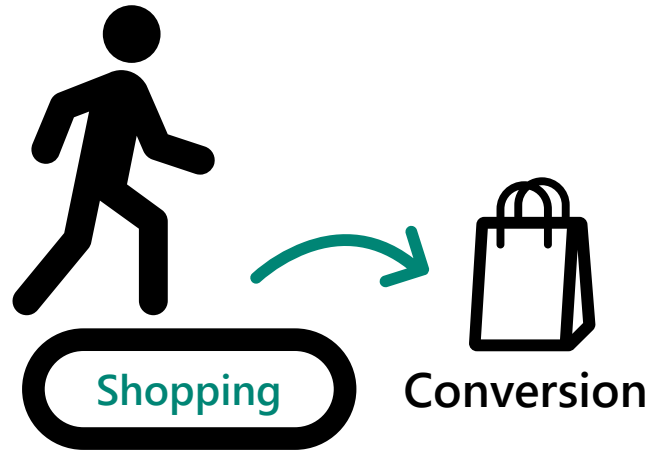
Source: Microsoft Advertising Internal Data, Jan 2019-May 2021 using PROPHET forecasting model

# Attribution

Multi-touch vs. last click

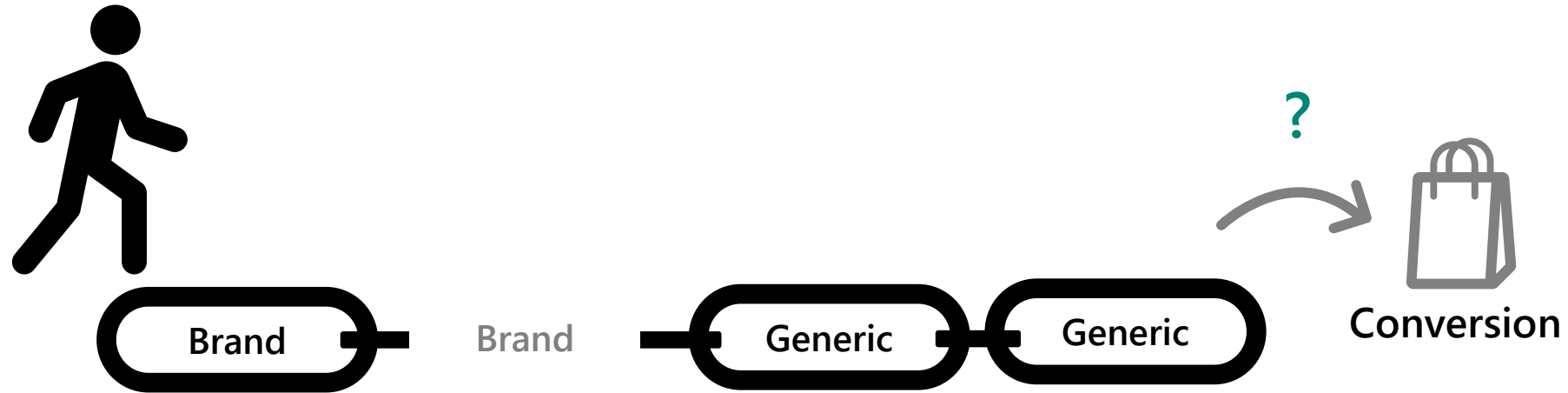


# Conversion's drivers, from a last click perspective



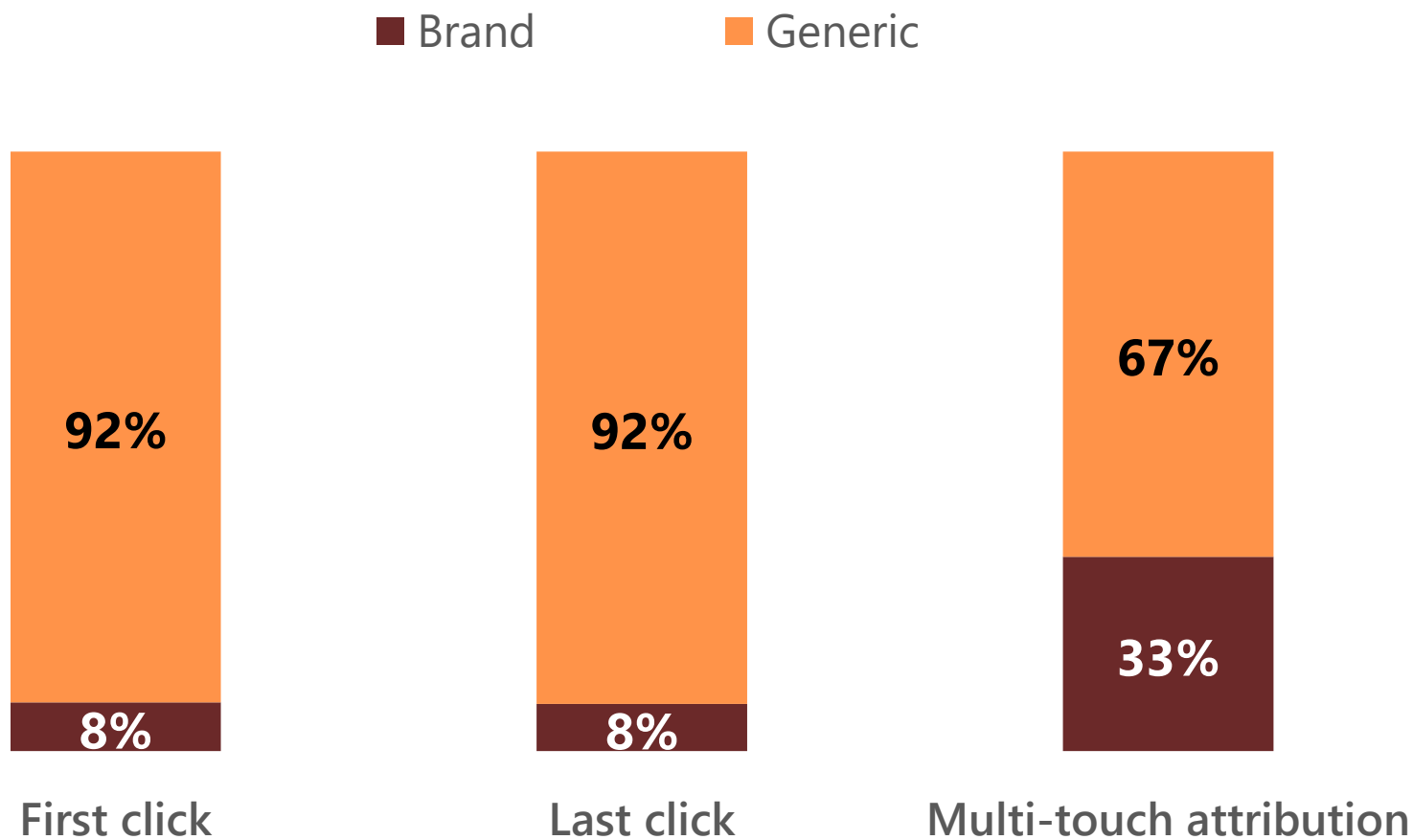


# Contribution of Generic & Brand queries from a multi-touch view

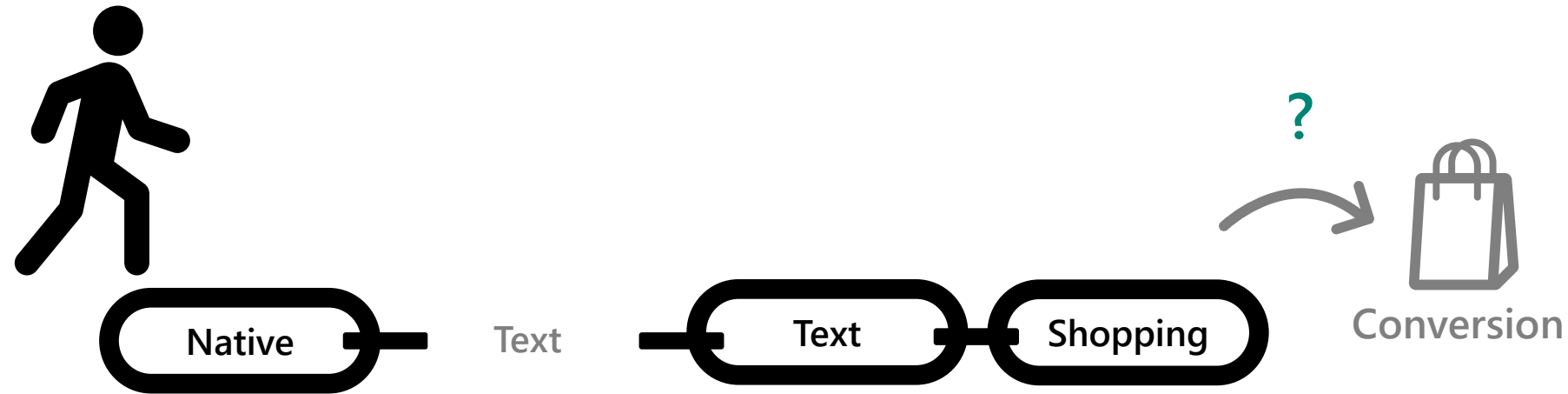


# Generic keywords play a huge role, but branding is still important

Market : FR

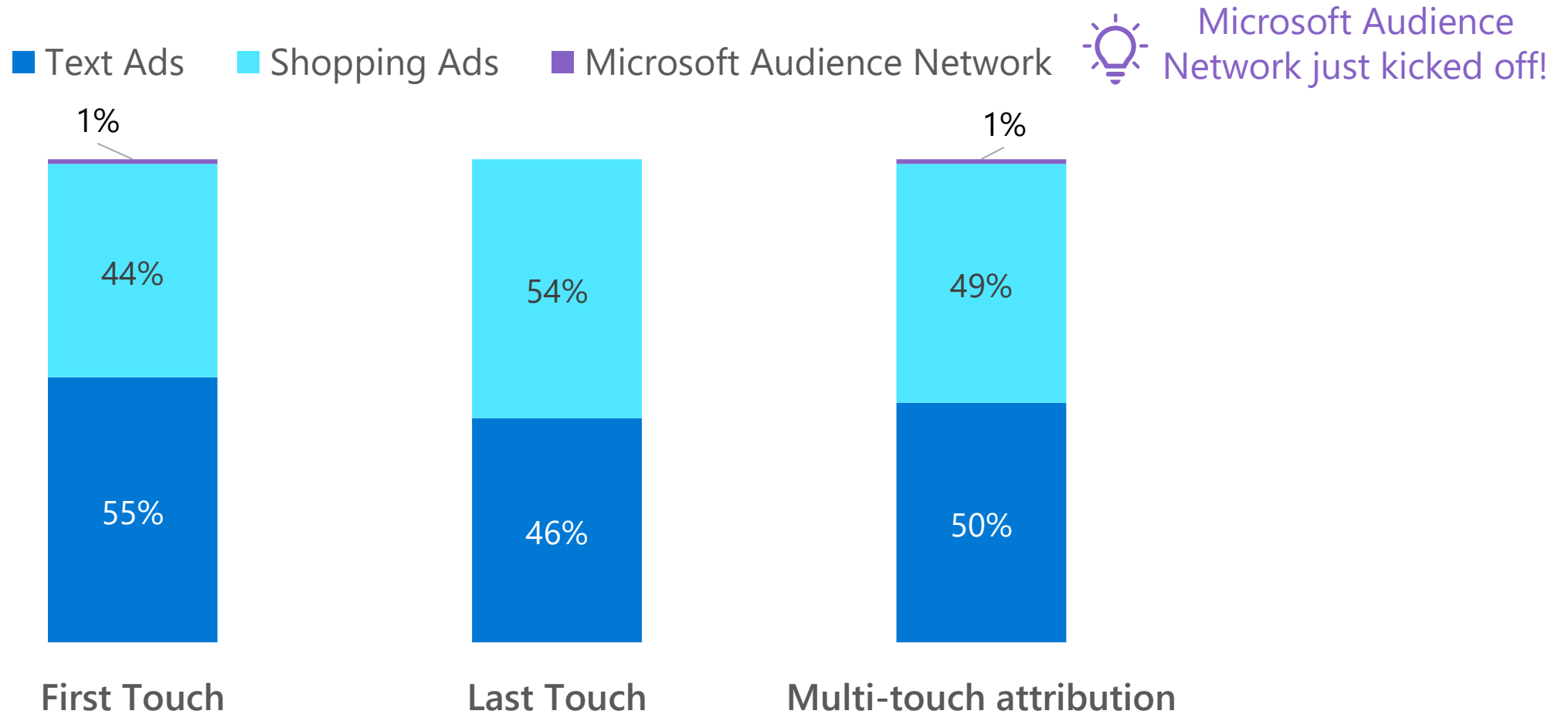


# Contribution of text, shopping and native ads through a multi-touch lens



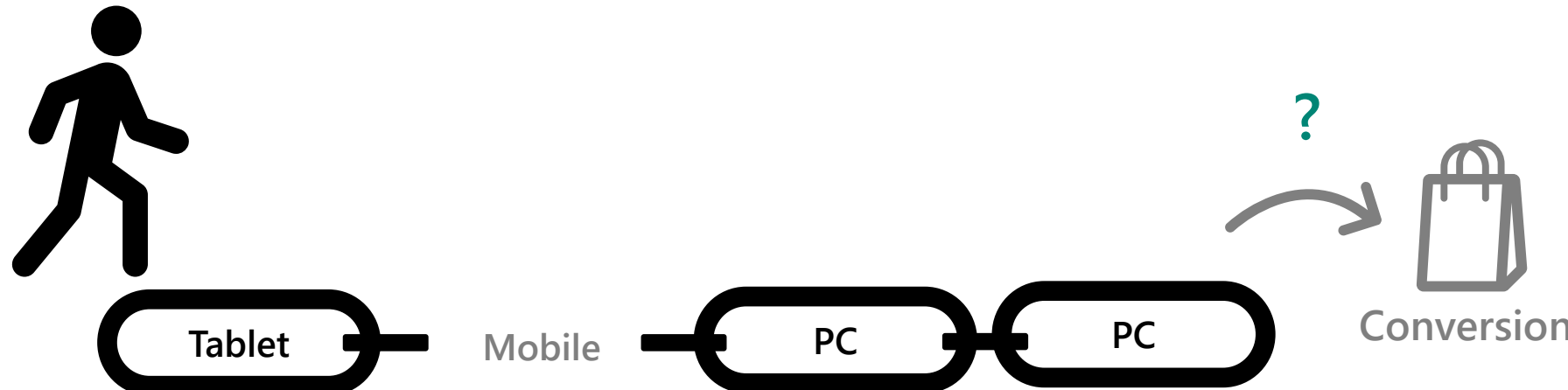
# Text ads contribution to the purchase funnel is greater than it appears with last-click measurement

Market : FR



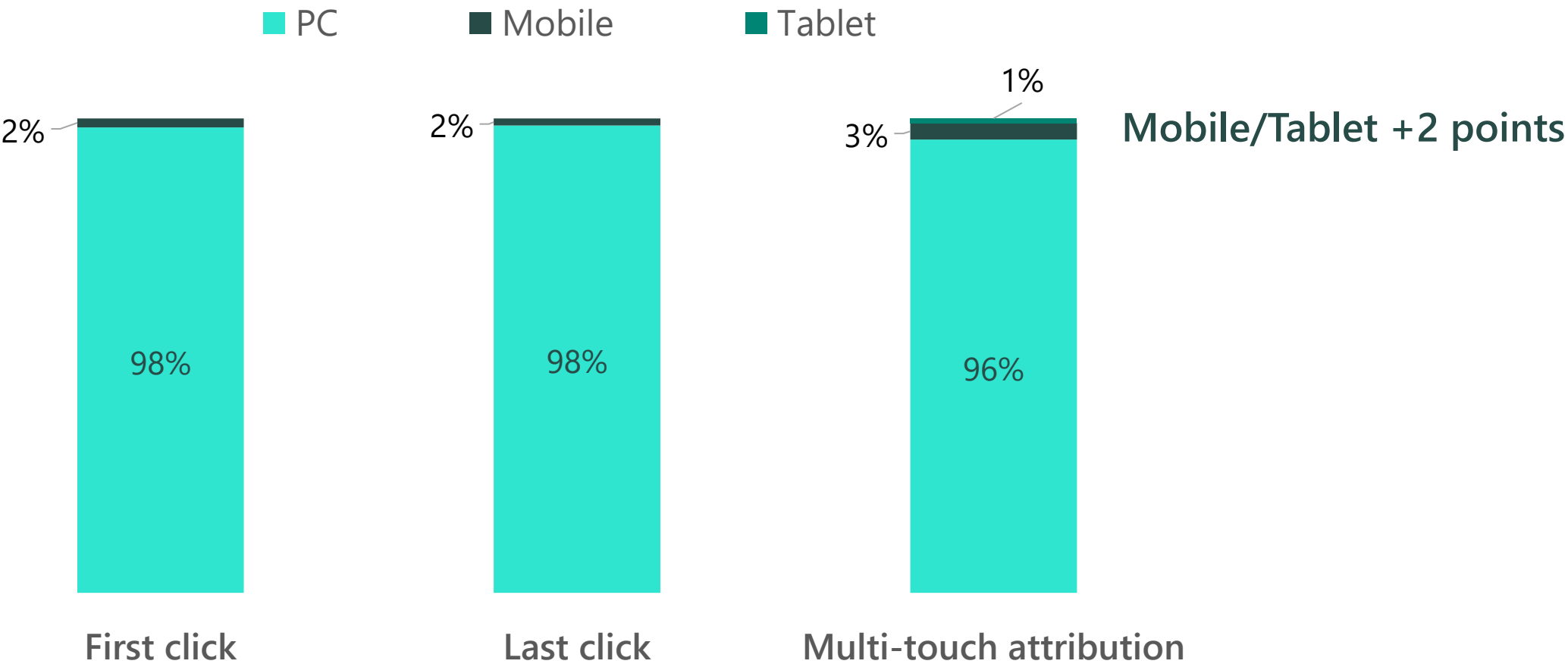


# Contribution of PC, Mobile & Tablet devices for a multi-touch view



# Mobile & Tablet contributions are higher than they appear

Market : FR





# Recap & suggestions



# Recap & suggestions



## Target our audience

Microsoft Advertising audiences have a higher **purchase intent**. Target this great audience with our **the Microsoft Audience Network** to optimize your reach and performances.

Benefit from our audiences for your existing search campaigns.



## Forecast

Our forecast is estimating **a double digit clicks growth for Sept-Dec 2021**.

**Plan your campaigns and budgets accordingly**, leveraging the figures per category.



## Attribution

Adjust your **text and shopping** strategies knowing the **Multi Touch Point attribution** learnings.

Do not underestimate the power of mobile and tablets in early search phases.



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



Microsoft Advertising. Intelligent connections.