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

Sources: Audience: Global Web Index, France, Jan-March 2021; Forecast: Microsoft Advertising Internal Data, Jan 2019-May 2021, Attribution: Microsoft Advertising Internal Data Nov - Dec 2020
Audience profile
Global Web Index Survey

Global Web Index interviewed 5,000 people in Jan-March 2021 in 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, etc.
25-44 year olds over-index on Microsoft Advertising’s network

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

Average internet user

- 18% 16 - 24 Years old
- 22% 25 - 34 Years old
- 21% 35 - 44 Years old
- 20% 45 - 54 Years old
- 19% 55 - 64 Years old

Microsoft Advertising Audience

- 16% 16 - 24 Years old
- 21% 25 - 34 Years old
- 23% 35 - 44 Years old
- 24% 45 - 54 Years old
- 16% 55 - 64 Years old

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

Average internet user | Microsoft Advertising Audience
---|---
Prefer not to answer: 9% | Prefer not to answer: 7%
Low: 32% | Low: 30%
Medium: 29% | Medium: 30%
High: 30% | High: 33%

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

Average internet users index 100

Microsoft Advertising Audience

- Desktop PC 110
- Laptop 131
- Tablet 120
- PC video games 116
- Games console 122
- Headphones 115
- Flat-screen TV 115
- Digital camera 118
- Smart home assistant 131
- Smart wearable 135

Source: Global Web Index – Q1 2020 - Which of these things are you / your household thinking about purchasing in the next 3-6 months?
Forecast

“The future isn’t what it used to be”
Computers expected growth in Sept-Dec 2021

Source: Microsoft Advertising Internal Data, Jan 2019-May 2021 using PROPHET forecasting model
Consumer electronics expected growth in Sept-Dec 2021

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

- First click: 92% Brand, 8% Generic
- Last click: 92% Brand, 8% Generic
- Multi-touch attribution: 67% Brand, 33% Generic
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

First Touch:
- Text Ads: 55%
- Shopping Ads: 44%
- Microsoft Audience Network: 1%

Last Touch:
- Text Ads: 46%
- Shopping Ads: 54%
- Microsoft Audience Network: 1%

Multi-touch attribution:
- Text Ads: 50%
- Shopping Ads: 49%
- Microsoft Audience Network: 1%

Microsoft Audience Network just kicked off!
Contribution of **PC, Mobile & Tablet** devices for a multi-touch view
Mobile & Tablet contributions are higher than they appear

Market: FR

First click: 98% (PC), 2% (Mobile), 2% (Tablet)

Last click: 98% (PC), 2% (Mobile), 3% (Tablet)

Multi-touch attribution: 96% (PC), 98% (Mobile), 1% (Tablet)

Mobile/Tablet +2 points
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.

Sources : Audience : Global Web Index, France, Jan-March 2021; Forecast : Microsoft Advertising Internal Data, Jan 2019-May 2021, Attribution : Microsoft Advertising Internal Data Nov - Dec 2020
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights