



MICROSOFT ADVERTISING

Father's Day 2021

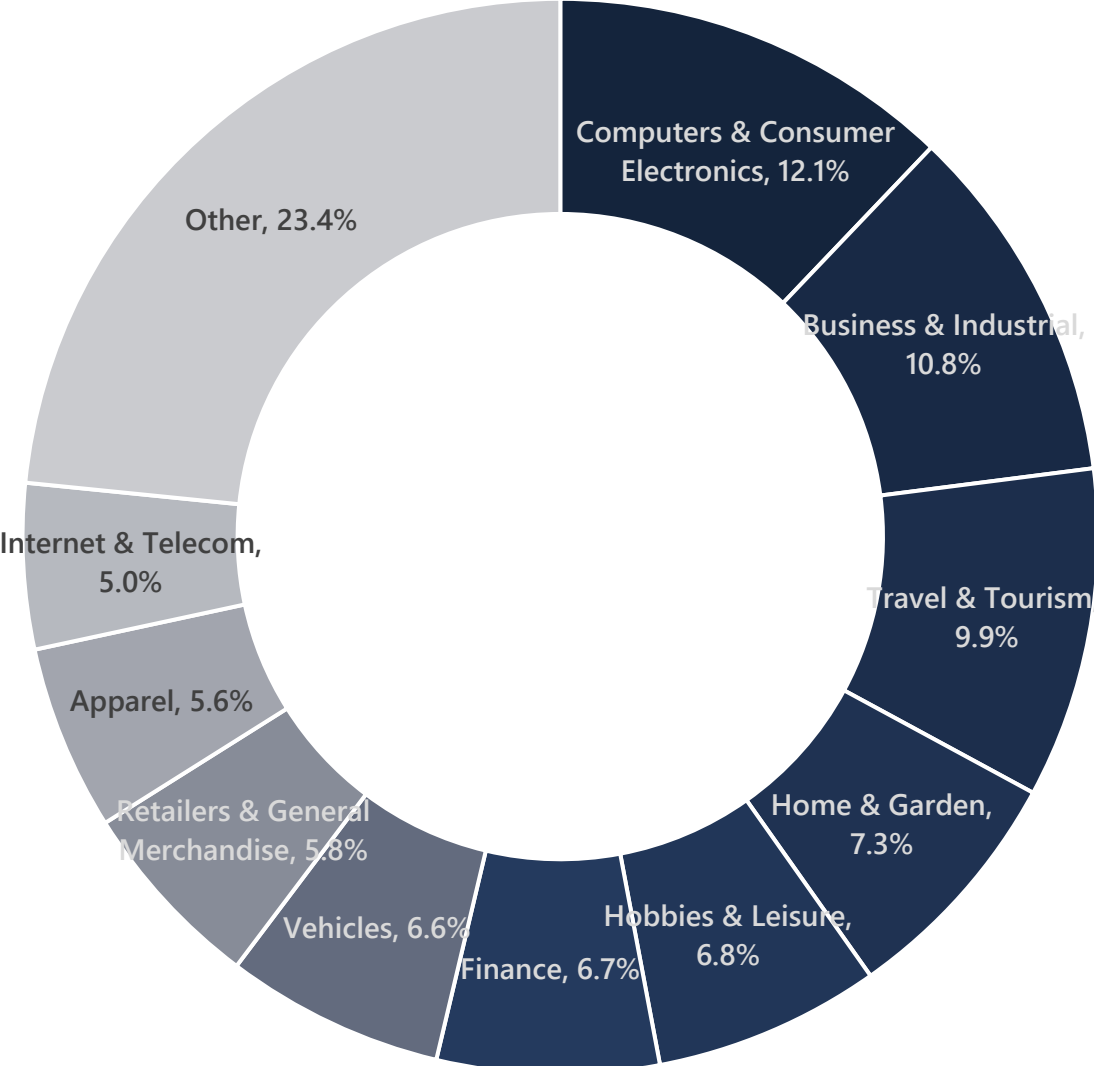
AU trends and insights

Microsoft Advertising. Great relationships start here.

What's inside

We've put together a short summary of our expectations for **Father's Day in 2021**, using a mix of market research and historical trend analysis.

This year, dads on the Microsoft Search Network are clicking on content related to computers & consumer electronics more than in any other category



01 Computers & Consumer Electronics

(Still) the most popular category among dads this year – down since August ~2%; though remaining stable throughout 2021.

02 Business & Industrial

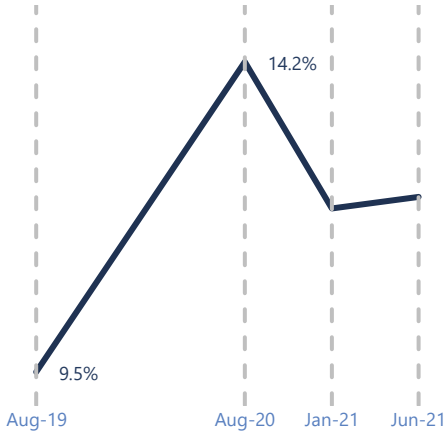
We’re seeing a downwards for B&I throughout 21, with click share reducing 1.7% since January. Travel and Tourism has accounted for nearly all this change.

03 Travel and Tourism

T&T saw the largest proportional increase in click share since August 2020, at 4.2%; 1.3% of which has occurred since January this year.

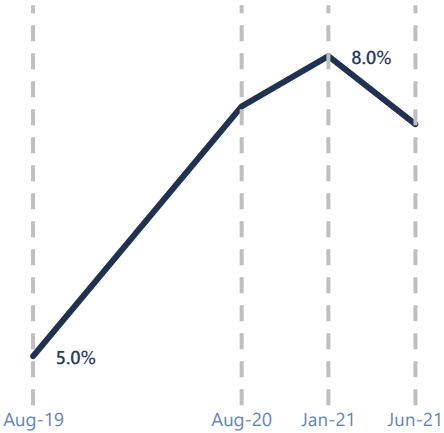
Top click share trends across the Microsoft Advertising Network

Computers & Consumer Electronics
click share over time



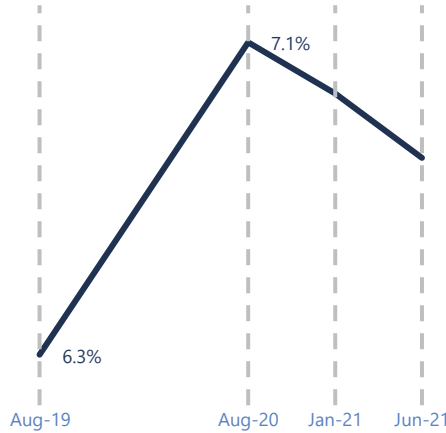
- Computers
- Consumer Electronics

Home & Garden
click share over time



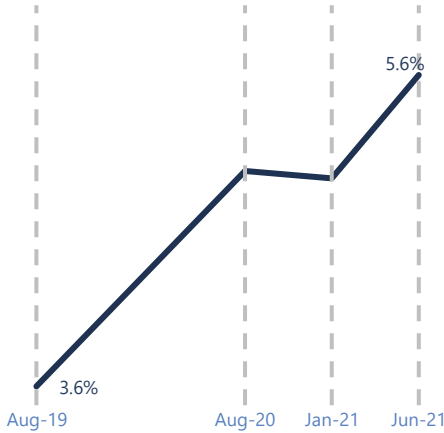
- Home Furniture
- Home Appliances
- Yard, Garden and Patio
- Kitchen & Dining
- Home Décor & Interior
- Decorating

Hobbies and Leisure
click share over time



- Toys & Games
- Pets & Animals
- Antiques & Collectibles
- Camping & Outdoor Recreation
- Photo & Video

Apparel
click share over time

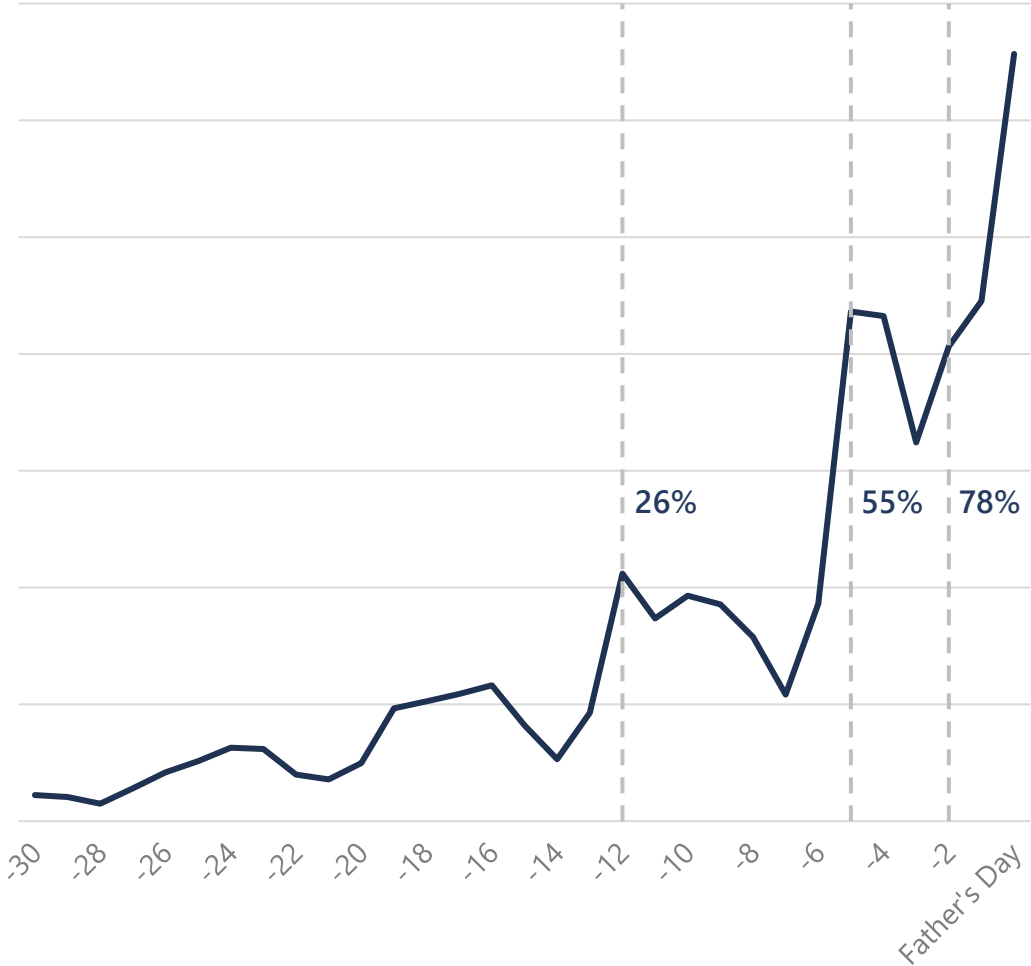


- Clothing
- Footwear
- Jewelry
- Apparel Accessories
- Rain Gear

Searches in 2020

Father's Day search volumes and top queries in 2020

The build up to Father's Day starts 30 days out, though ~45% of related searches occur within 5 days of Father's Day



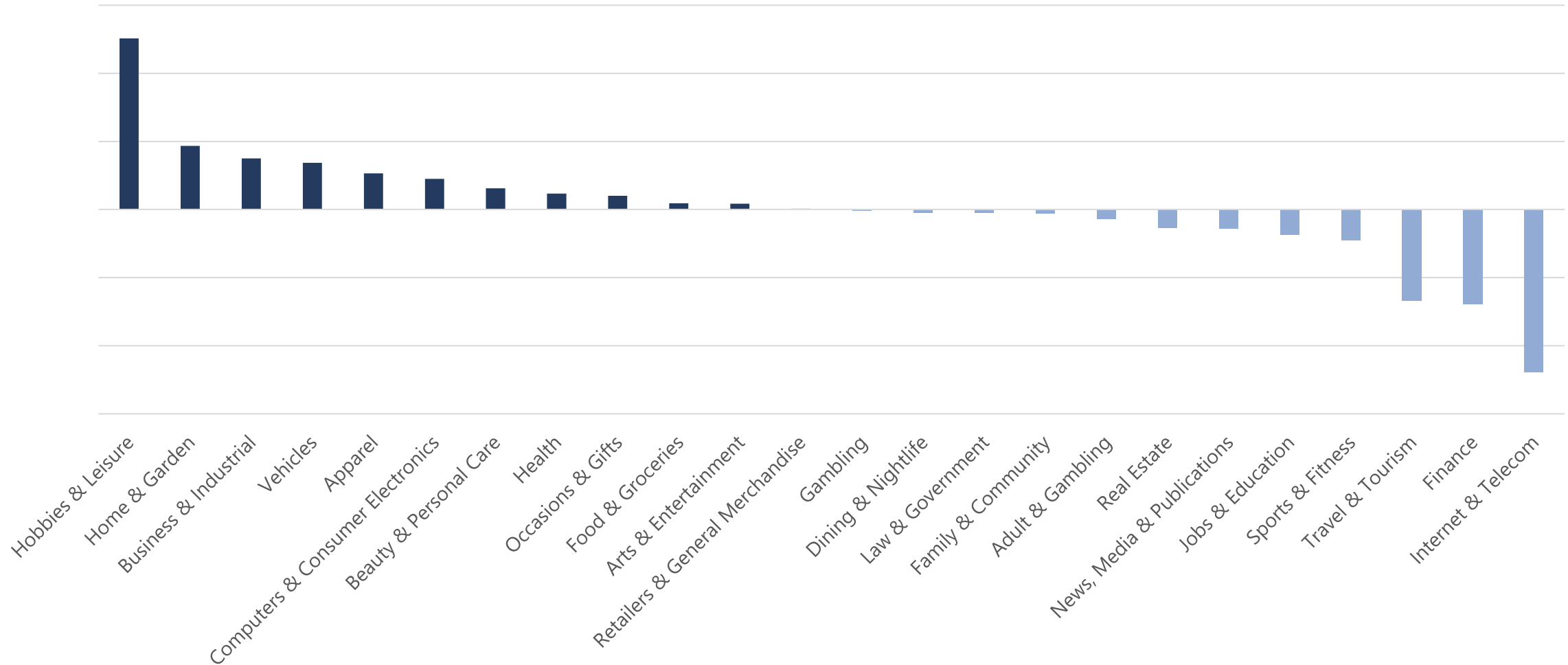
Microsoft Bing

- 'father's day'
- 'father's day australia'
- 'father day 2020'
- 'father's day australia September'
- 'happy father's day'
- 'father's day 2020 australia'
- 'when fathers day australia 2020'
- 'free printable father's day card'
- 'father's day australia 2020'
- 'father's day card'
- 'father's day gifts'
- 'happy father's day coloring pages'
- 'diy father's day gift ideas'
- 'father's day gift ideas'
- 'when father's day'

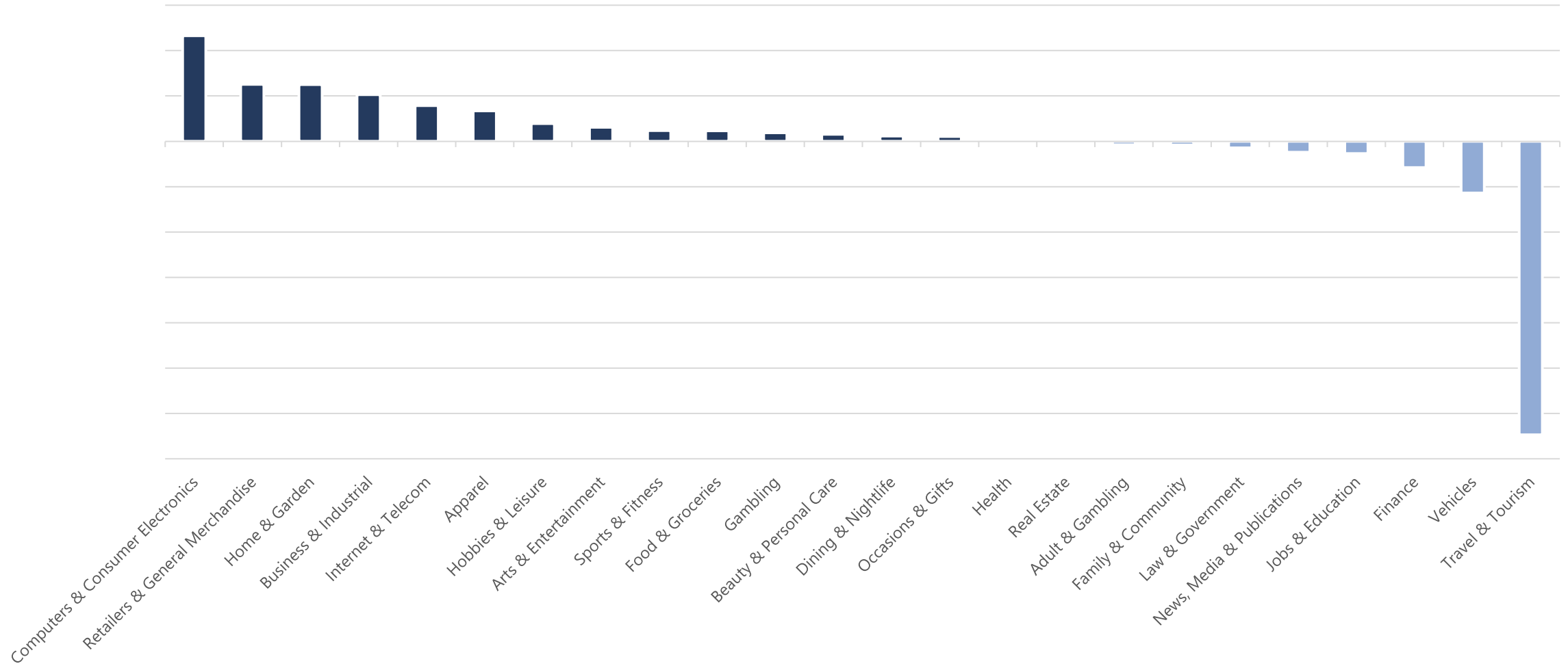
How the market has evolved

A high-level review of category changes since August 2019

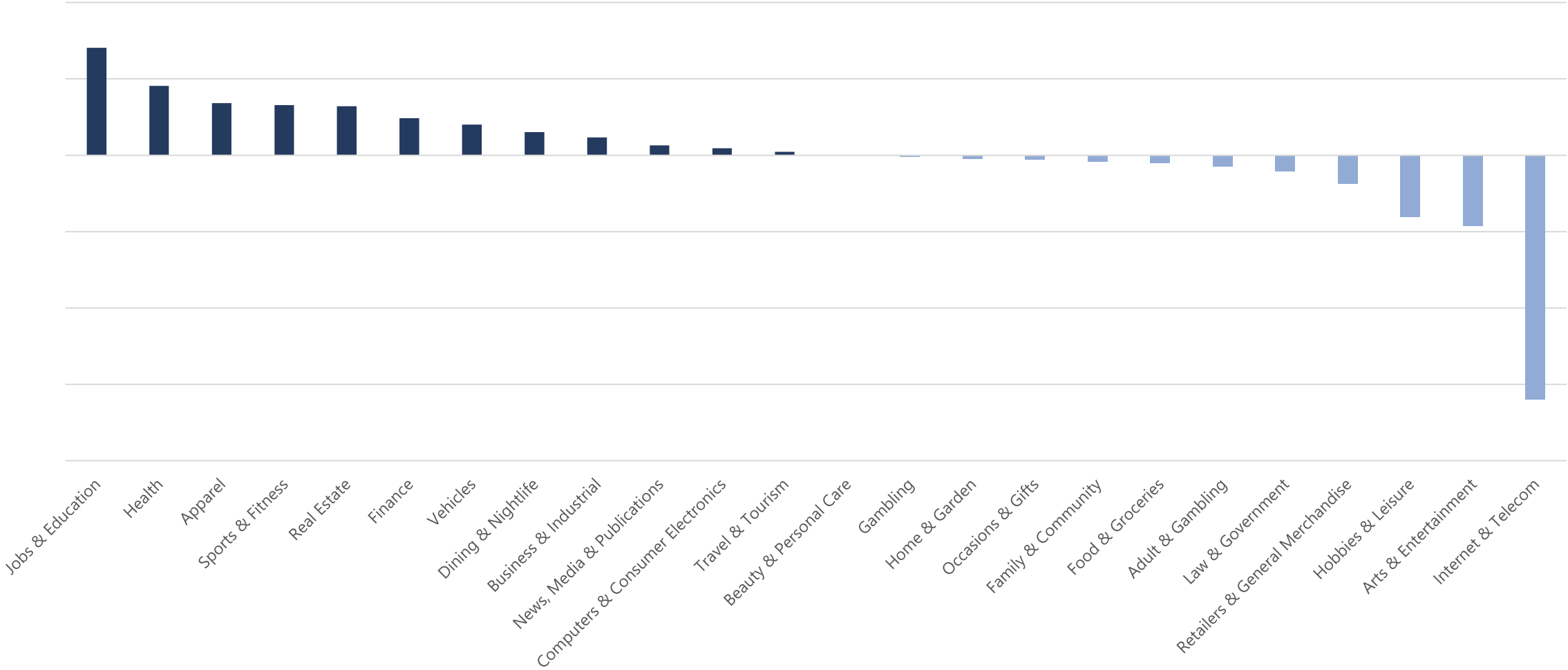
Changes in search category % YoY (August 2020 vs August 2019)



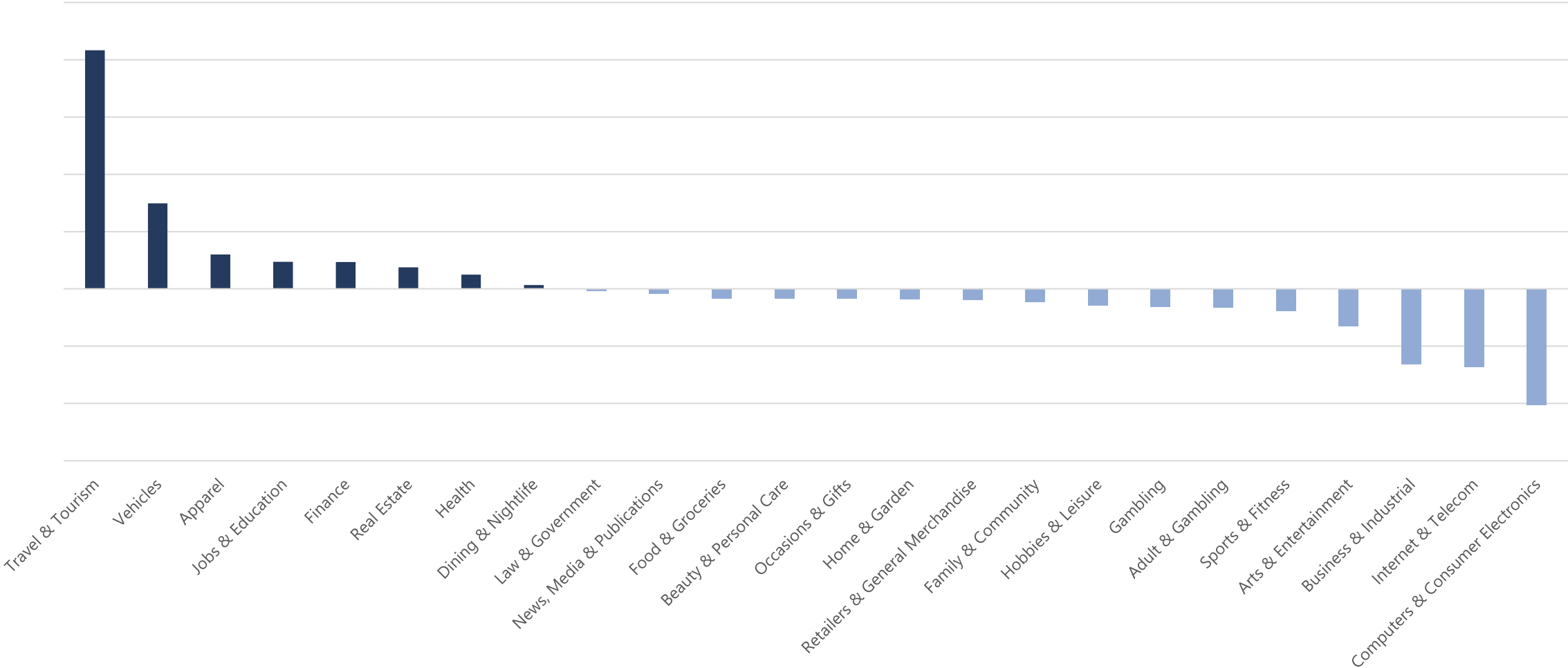
Changes in click share YoY (August 2020 vs August 2019)



Changes in search category 2021 (June 2021 vs August 2020)



Changes in click share 2021 (June 2021 vs August 2020)



Top 50 sub-categories with trendlines* and top queries within them

1	Computers	26	Photo & Video
2	Toys & Games	27	Apparel Accessories
3	Clothing	28	Gardening
4	Consumer Electronics	29	Books & Literature
5	Home Furniture	30	Online Grocery Shopping & Grocery Delivery
6	Yard, Garden & Patio	31	Fitness
7	Vehicle Parts & Accessories	32	Bedding & Linens
8	Home Appliances	33	Cooking
9	Sporting Goods	34	Arts & Crafts
10	TV & Video	35	Ancestry & Genealogy
11	Kitchen & Dining	36	Food Service Industry
12	Footwear	37	Lights & Lighting
13	Music & Audio	38	Gifts
14	Beverages	39	Nutrition & Dieting
15	Pets & Animals	40	Security Equipment & Services
16	Movies & Films	41	Faith & Belief
17	Home Decor & Interior Decorating	42	Skin Care
18	Antiques & Collectibles	43	Home Heating & Cooling
19	Food	44	Household Supplies
20	Restaurants	45	Wine & Beer Collecting & Brewing
21	Jewelry	46	Teleconferencing
22	Sports	47	Home Storage & Organization
23	Boating & Water Recreation	48	Bathroom
24	Camping & Outdoor Recreation	49	Shaving & Grooming
25	Romance & Relationships	50	Sports & Fitness Apparel



How you can maximize on Microsoft Advertising

Get the most of Microsoft Ads this Father's Day

Key takeaways

Click trends for Father's Day



Computers and computer electronics are the number one trending category by clicks. However, we are also seeing spikes in home & garden, hobbies, apparel, etc.

Father's Day spend timing



Although we will start to see steady increases in searches starting a month out, the majority of Father's Day searches will occur approximately 5 days before the holiday.

The market has evolved



There have been significant changes in both search category and click share for Father's Day products since last year. Microsoft Advertising has the most current trends.

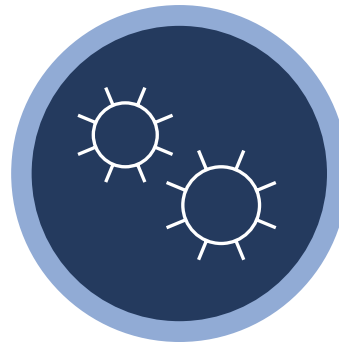
Product recommendations

Shopping on MSAN



Engage meaningfully with a **unique audience** in brand-safe native environments.

Dynamic Search Ads



Continue to increase your search term coverage, **broadening your reach**, using customized ad experiences.

Responsive Search Ads



Improve your ad space and effectiveness to achieve **greater CVRs** and **lower CPAs** with Responsive Search Ads.

To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights



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