



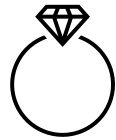
MICROSOFT ADVERTISING

## Wedding season 2021

Microsoft Advertising. Great relationships start here.



# Agenda



1 Marketplace trends



2 Consumer behavior



3 Audience trends

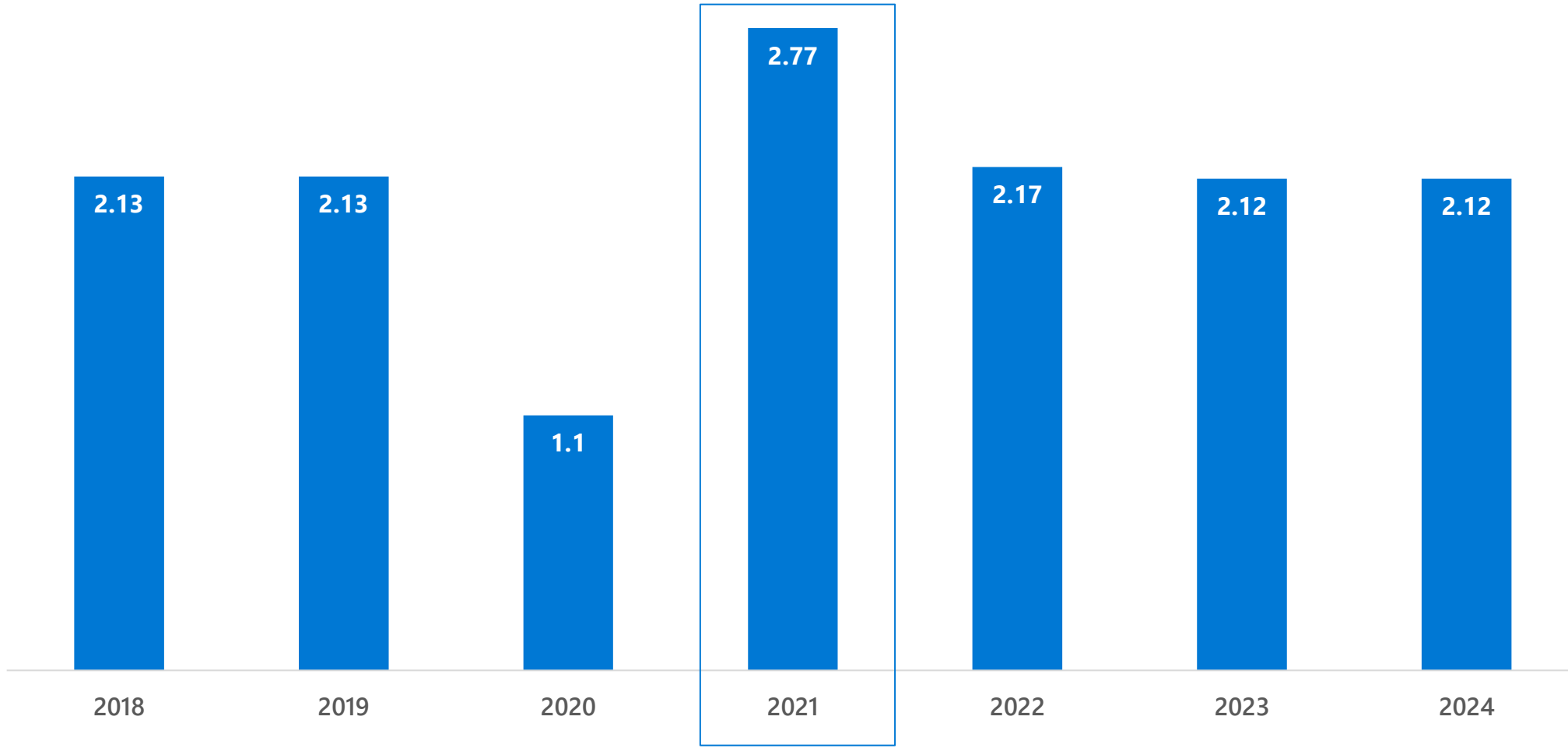


4 Query trends

30% more weddings will take place in 2021 after a year of Covid-19 forced postponements that will carry over into 2022. The wedding industry has changed tremendously and with that comes a natural shift in tradition.

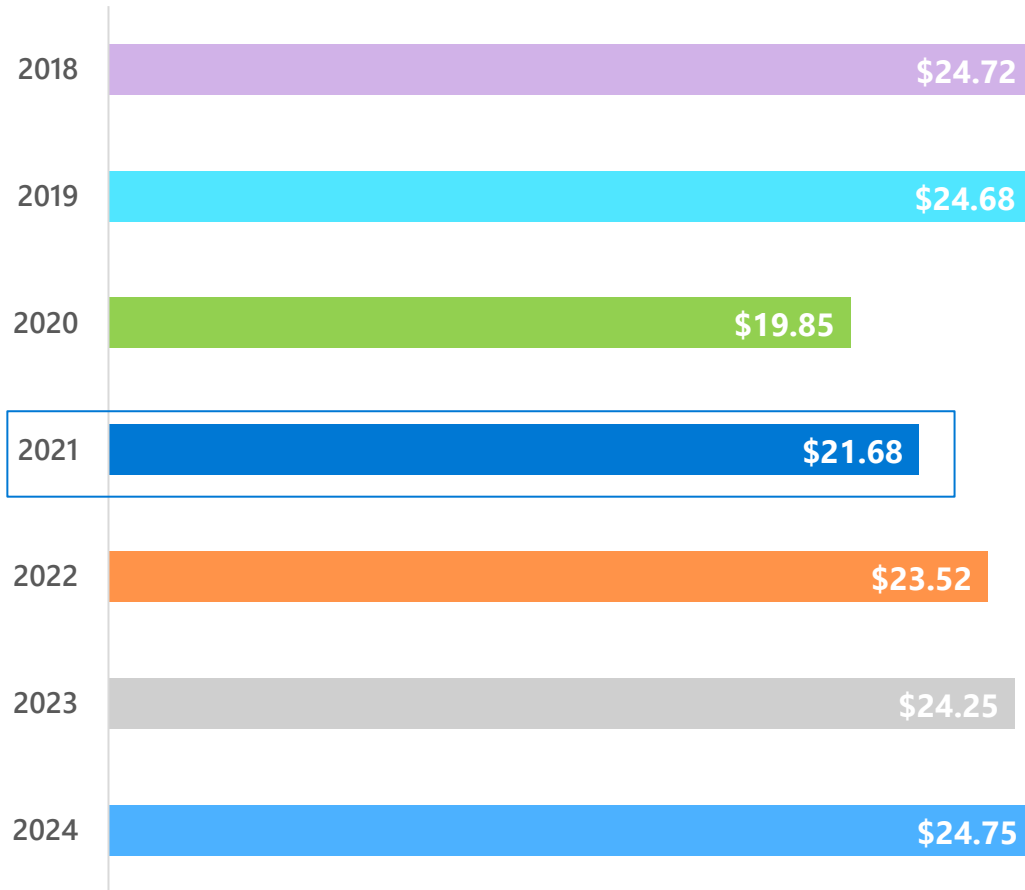
# 2021 weddings are back with a surge after a year of Covid-19

# of weddings in millions 2018-2024

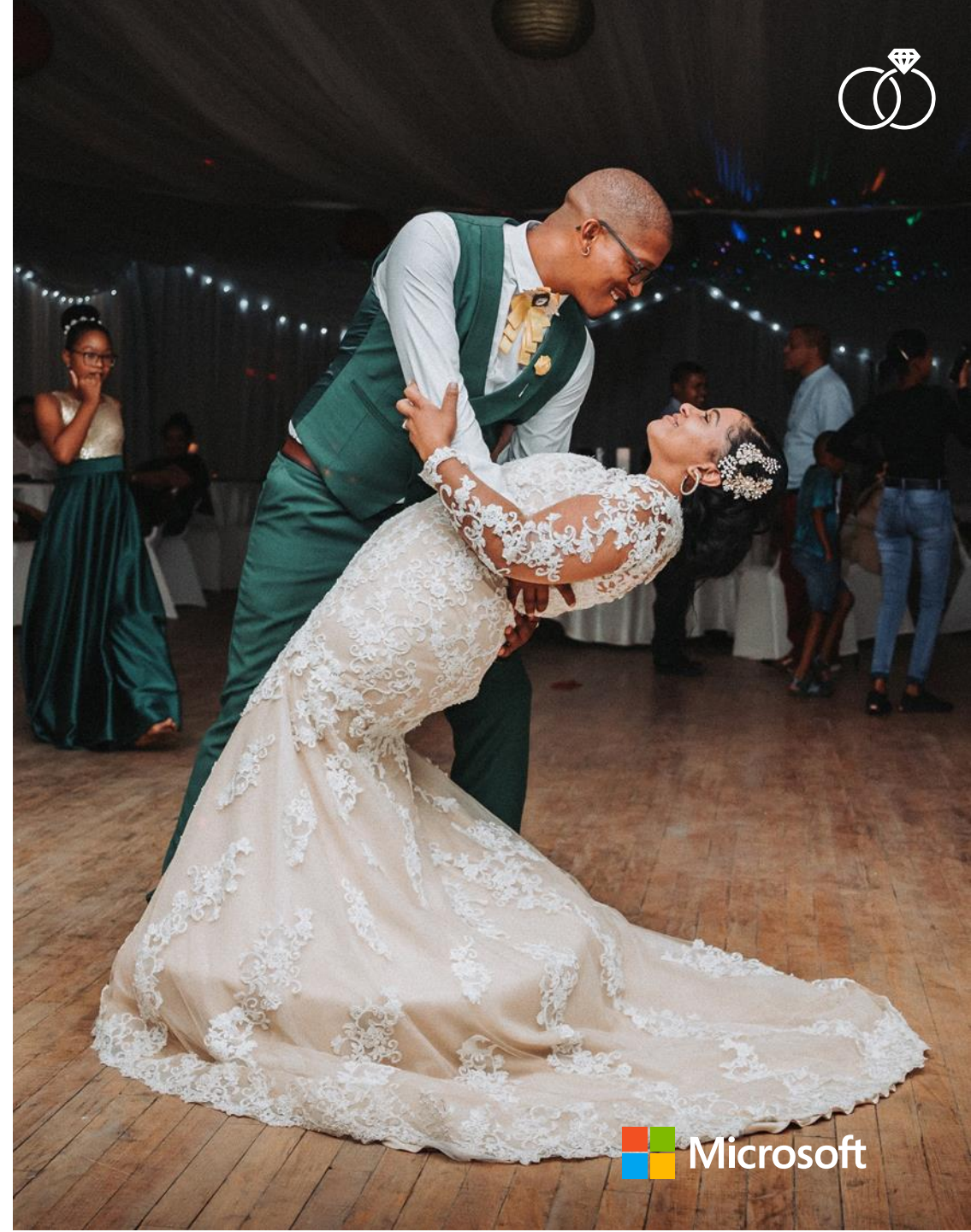


# After a year of postponements, couples are ready to celebrate

Average wedding cost 2018-2024 in thousands



Source: The Wedding Report, Inc. [wedding\\_Report](#)

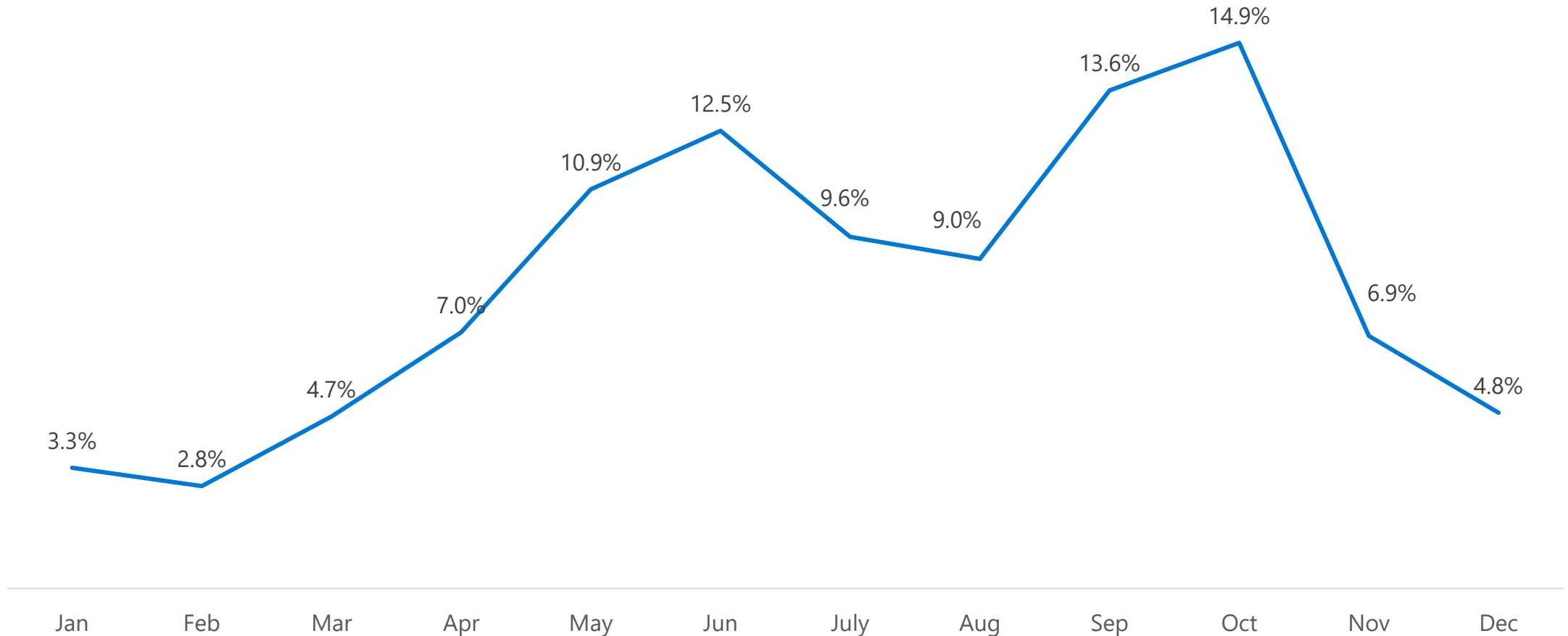




# Covid-19 has tremendously changed the wedding industry with more nuptials taking place in the fall



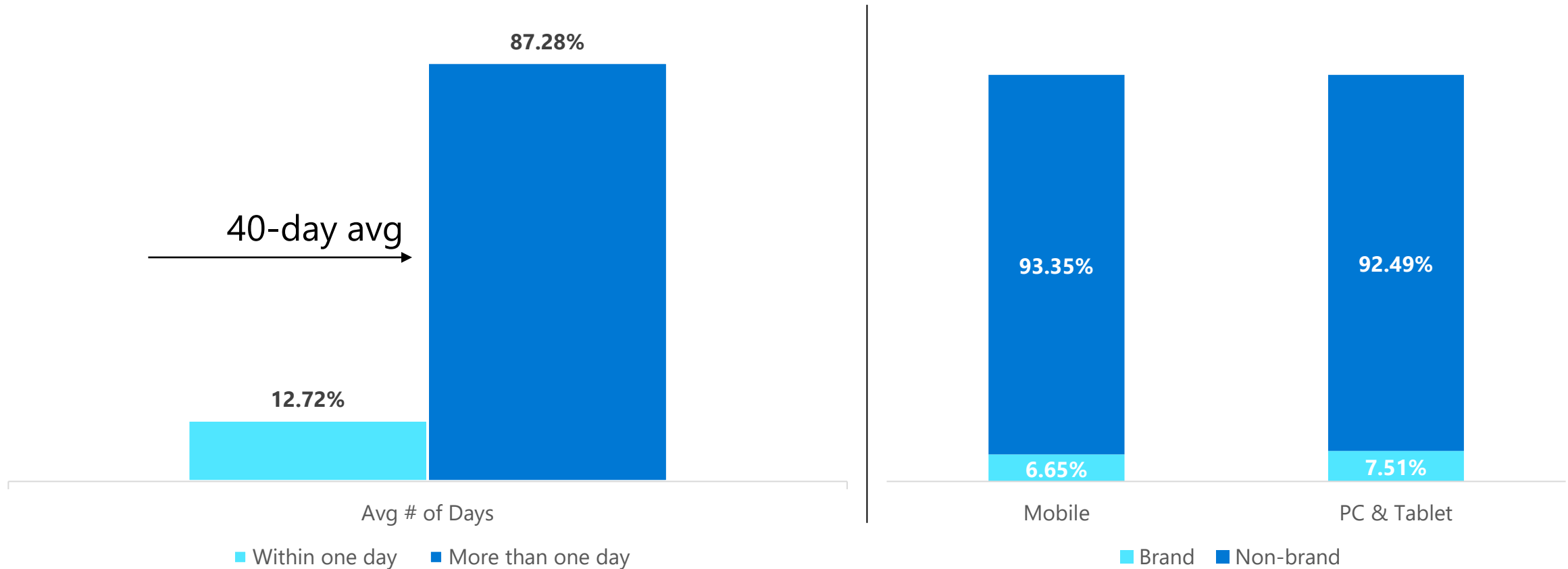
% of weddings by month



# The wedding conversion journey is long, and most users convert on non-brand queries



% of converting clicks by day brand and device



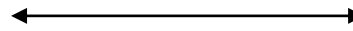
# Wedding consumers search multiple queries before converting

% queries in user path, sample query path



**14%**

Single path- 1 query

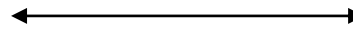


Wedding



**28%**

Short path- 2-5 queries



Wedding favors

Wedding backdrop for outdoors

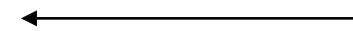
Wedding invitations

Wedding dress



**30%**

Medium path- 6-15 queries



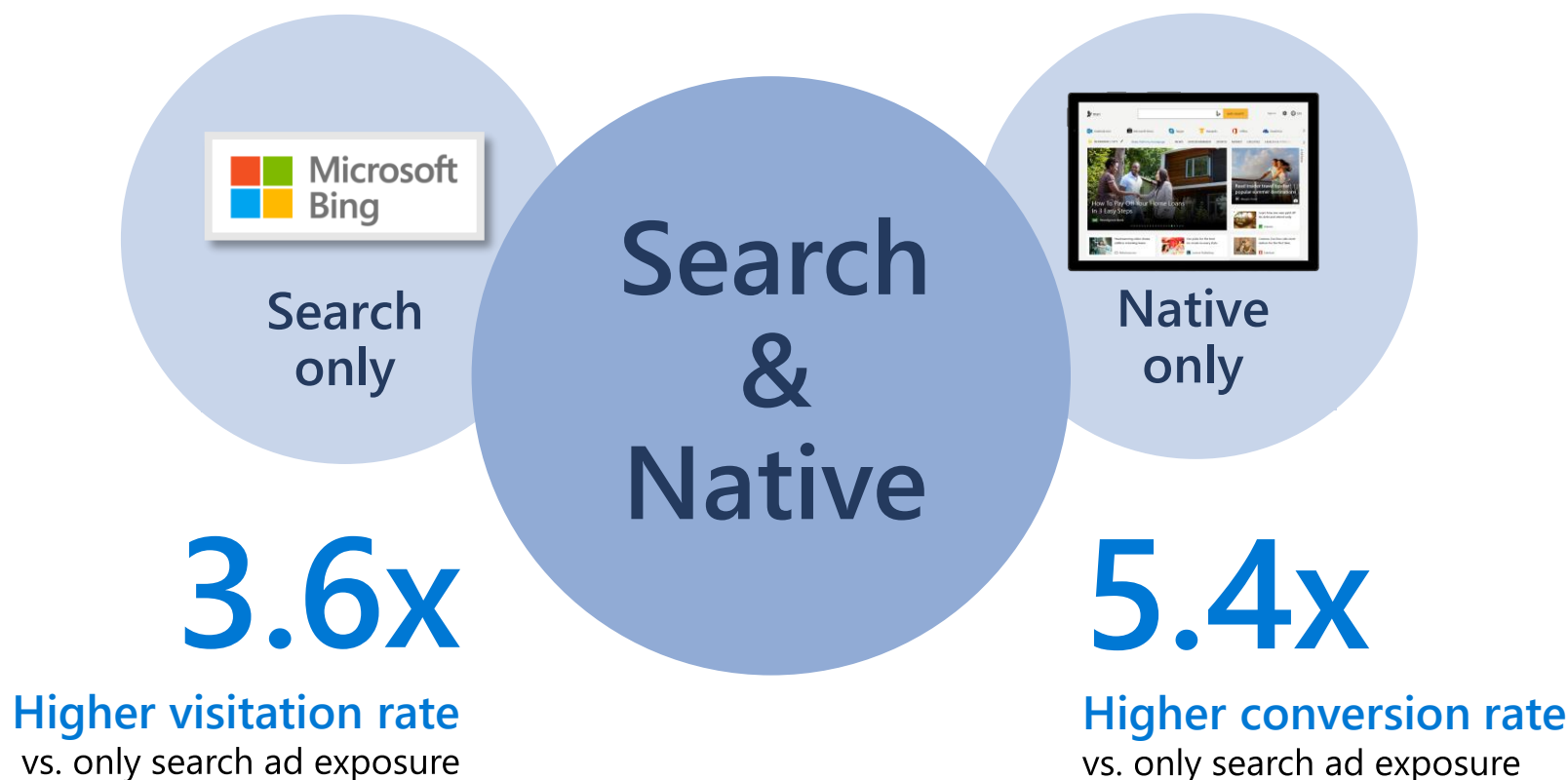
Wedding template for custom invitation cards



# Advertisers see incremental lift in site visits and conversion rate when reaching users across both search and native during seasonal periods



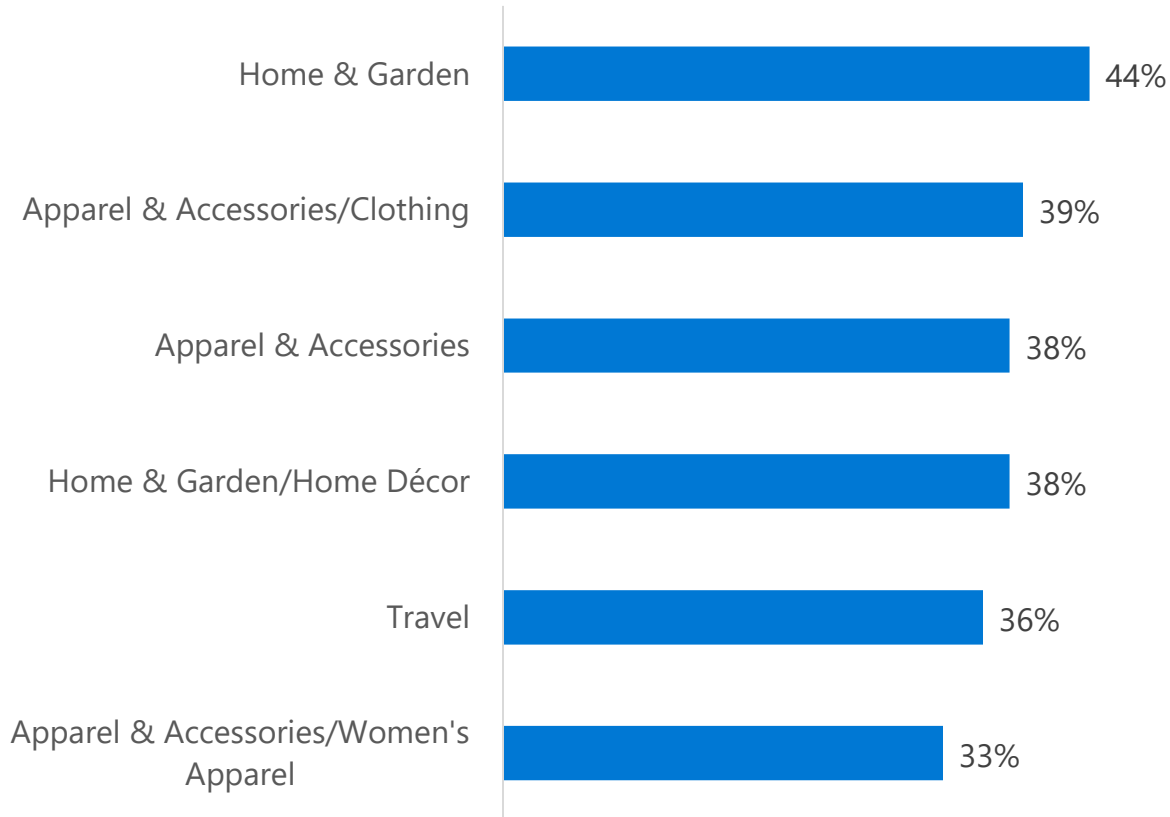
Audience Network ad effectiveness study



Source: Microsoft internal data; results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. **Lift metrics represent an average of all advertisers with lift studies done during peak seasonal periods** (thru May 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 3.5M

# Weddings have rebounded across the audience network

% in-market audiences across categories



Source: Microsoft Internal data Jun-Jul 2021



# Wedding consumers cross shop over several categories

Top queries by category



'weekday weddings'  
'outdoor wedding'  
'wedding tent'



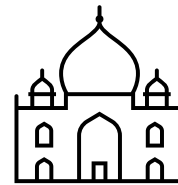
'digital invitations'  
'wedding invitations'  
'custom wedding invitations'



'transformative attire'  
'wedding dress'  
'wedding dress rental'



'domestic destination weddings'  
'destination weddings'  
'destination wedding package'



'assigned seating'  
'pod seating'  
'unexpected wedding venues'



'mini wedding cakes'  
'individual wedding cakes'  
'wedding dessert'

# Planning for the big day



## MARKETPLACE TRENDS

30% more weddings will take place in 2021 with 14% occurring in September and October

Increase budgets during the summer/fall



## CONSUMER BEHAVIOR

The wedding journey is long 90% convert on non-brand queries

Continue to remarket throughout the journey and expand non-brand coverage



## AUDIENCE TRENDS

Incremental lift is seen across conversion rates with both search & native

Increase coverage on top gift & occasions/wedding planning for in-market audiences



## QUERY TRENDS

New wedding trends have emerged as couples look for new traditions

Increase coverage across top queries

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



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