Wedding season 2021
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

Source: The Wedding Report, Inc. wedding.report
After a year of postponements, couples are ready to celebrate
Average wedding cost 2018-2024 in thousands

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$24.72</td>
</tr>
<tr>
<td>2019</td>
<td>$24.68</td>
</tr>
<tr>
<td>2020</td>
<td>$19.85</td>
</tr>
<tr>
<td>2021</td>
<td>$21.68</td>
</tr>
<tr>
<td>2022</td>
<td>$23.52</td>
</tr>
<tr>
<td>2023</td>
<td>$24.25</td>
</tr>
<tr>
<td>2024</td>
<td>$24.75</td>
</tr>
</tbody>
</table>

Source: The Wedding Report, Inc.
Covid-19 has tremendously changed the wedding industry with more nuptials taking place in the fall

% of weddings by month

Source: The Wedding Report, Inc. wedding.report
The wedding conversion journey is long, and most users convert on non-brand queries.

% of converting clicks by day brand and device

<table>
<thead>
<tr>
<th>Avg # of Days</th>
<th>More than one day</th>
<th>Within one day</th>
</tr>
</thead>
<tbody>
<tr>
<td>40-day avg</td>
<td>12.72%</td>
<td>87.28%</td>
</tr>
<tr>
<td>Mobile</td>
<td>93.35%</td>
<td>6.65%</td>
</tr>
<tr>
<td>PC &amp; Tablet</td>
<td>92.49%</td>
<td>7.51%</td>
</tr>
</tbody>
</table>

Source: Microsoft Internal data Jan-May 2021
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

Source: Microsoft Internal data Jan-May 2021
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

- Higher visitation rate: 3.6x vs. only search ad exposure
- Higher conversion rate: 5.4x vs. only search ad exposure

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

- Home & Garden: 44%
- Apparel & Accessories/Clothing: 39%
- Apparel & Accessories: 38%
- Home & Garden/Home Décor: 38%
- Travel: 36%
- Apparel & Accessories/Women's Apparel: 33%

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’

Source: Microsoft Internal data Jun-Jul 2021
Planning for the big day

**MARKETPLACE TRENDS**
30% more weddings will take place in 2021 with 14% occurring in September and October.

**CONSUMER BEHAVIOR**
The wedding journey is long 90% convert on non-brand queries.

**AUDIENCE TRENDS**
Incremental lift is seen across conversion rates with both search & native.

**QUERY TRENDS**
New wedding trends have emerged as couples look for new traditions.

Increase budgets during the summer/fall.
Continue to remarket throughout the journey and expand non-brand coverage.
Increase coverage on top gift & occasions/wedding planning for in-market audiences.
Increase coverage across top queries.
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