



MICROSOFT ADVERTISING

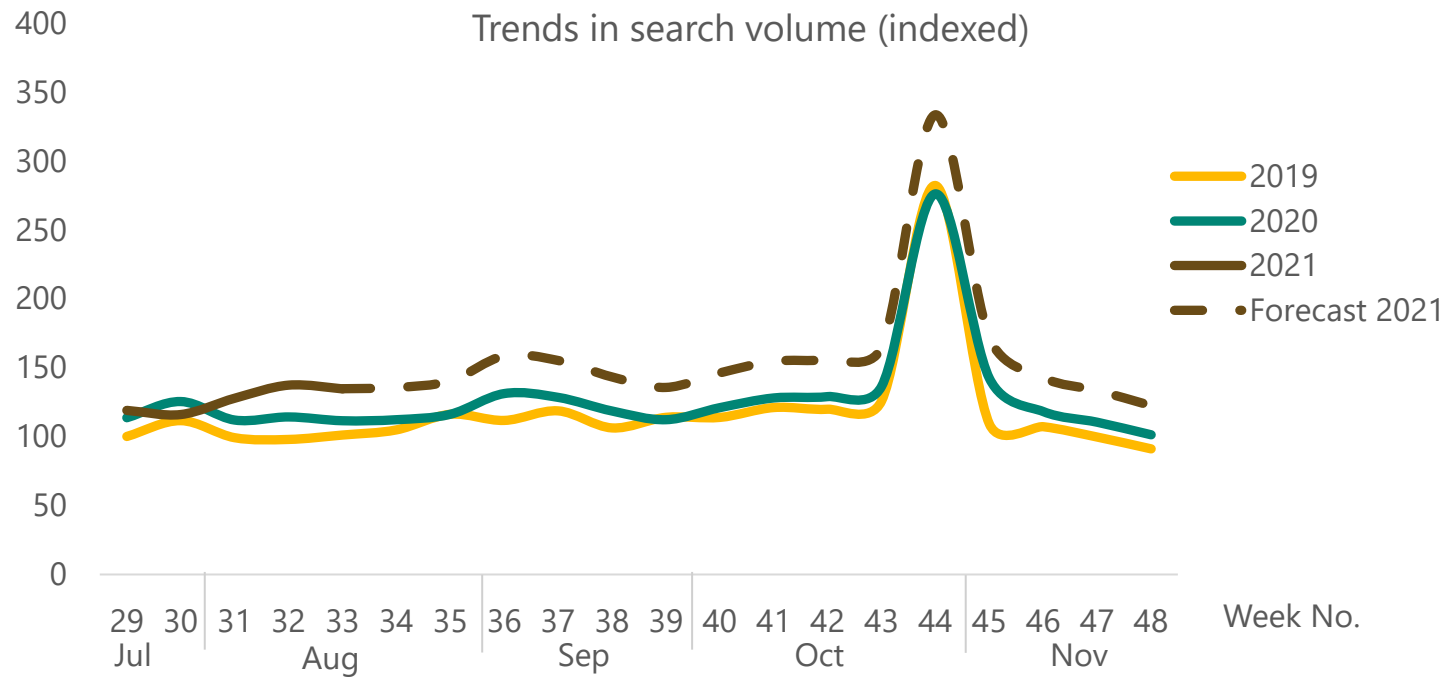
# Australia Spring Racing Carnival opportunity

Microsoft Advertising. Great relationships start here.



# Aussies are searching for gambling more than ever

Search volumes have picked up compared to previous years, indicating building interest of punters in anticipation of Spring Racing Carnival season.



Source:

1. Microsoft, Internal data analysis ,Jul– Nov 2020, L1: Gambling, All devices.

# Take advantage of engaged audiences at cost efficient clicks

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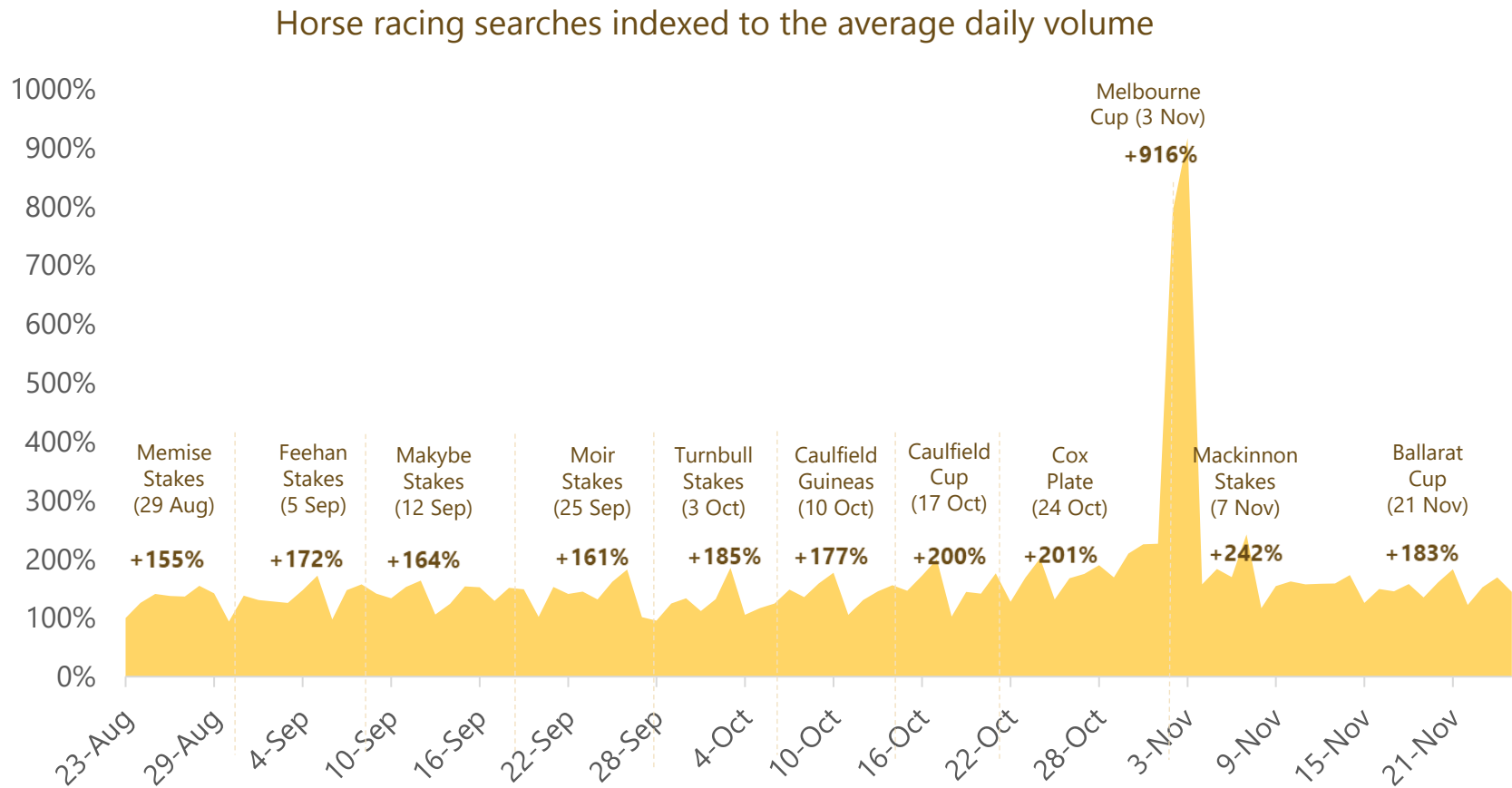
**20%** Year-over-year (YoY) lift in click-through rate (CTR)



**-7%** Year-over-year (YoY) decrease in cost-per-click (CPC)

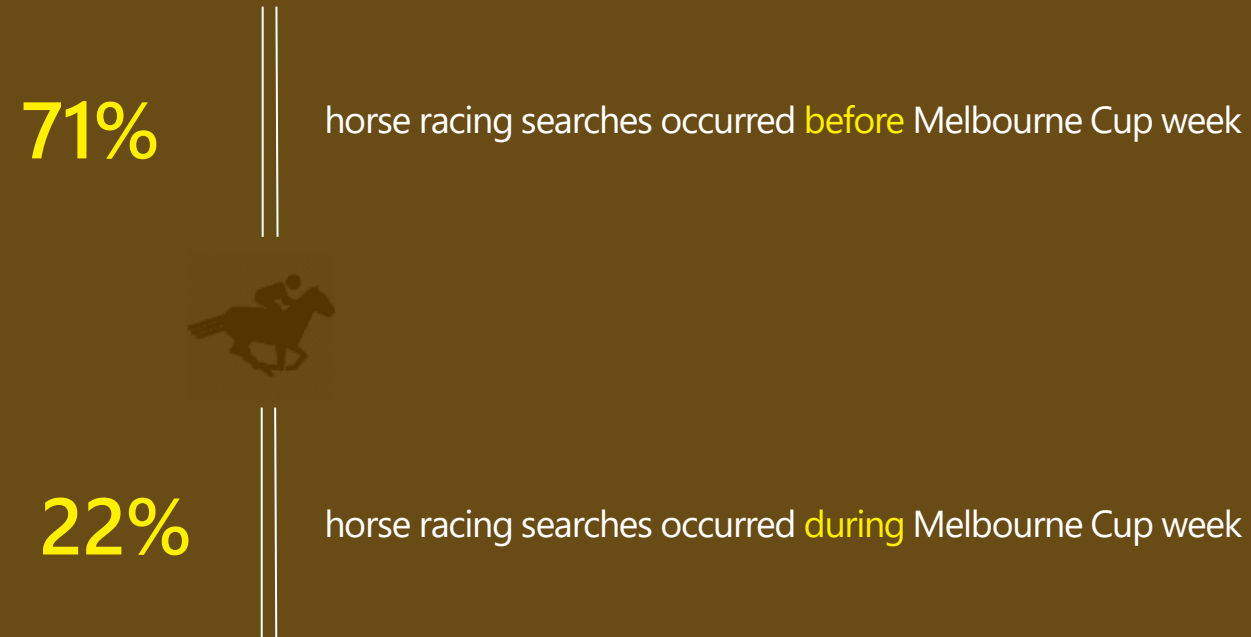
# Searches spike up on key racing days

**Melbourne Cup** gets the most coverage, but searches ramp up on other racing days, offering advertisers an opportunity to take advantage of increased interests from punters.



Source:  
Microsoft, Internal data analysis, 23 August– 21 Nov 2020, horse racing related searches, All devices.

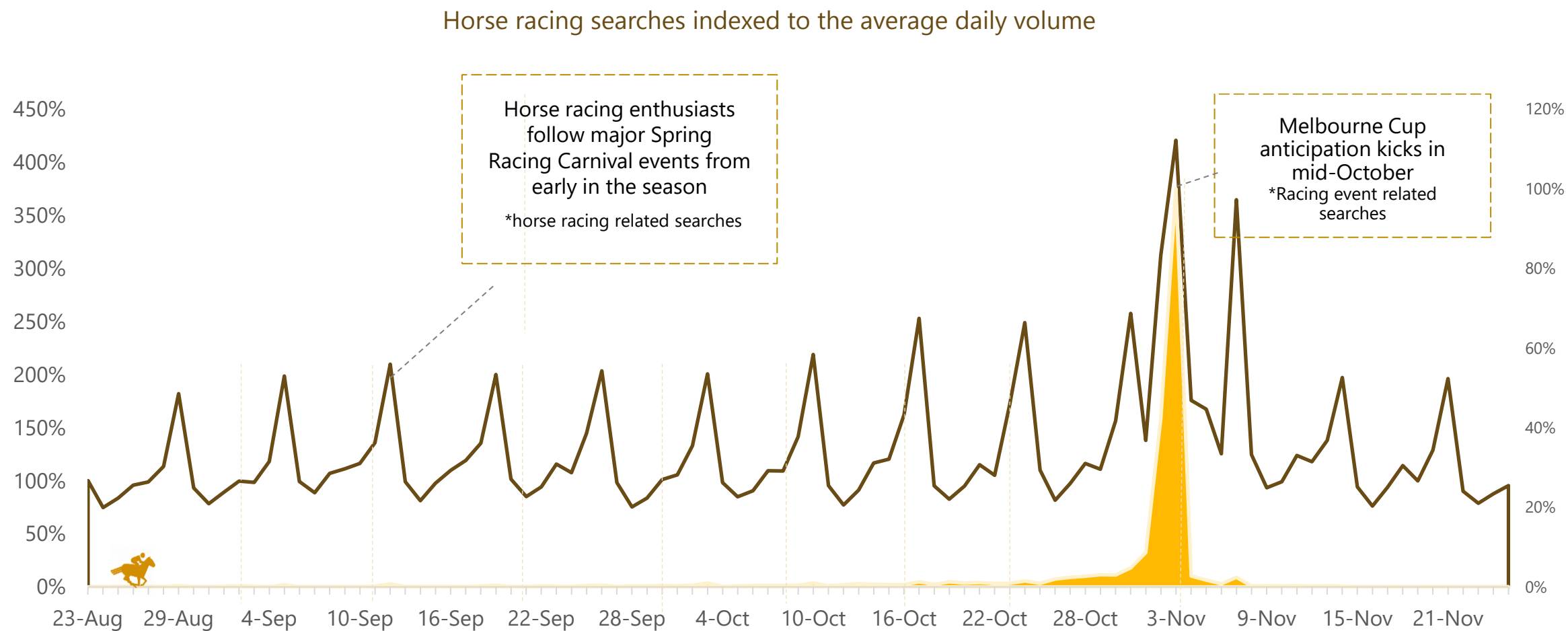
# Don't miss out on opportunities offered by other key racing days



Source:

Microsoft, Internal data analysis, 23 August– 14 Nov 2020, horse racing related searches, All devices.

# Broaden your campaign to cover experienced and occasional punters

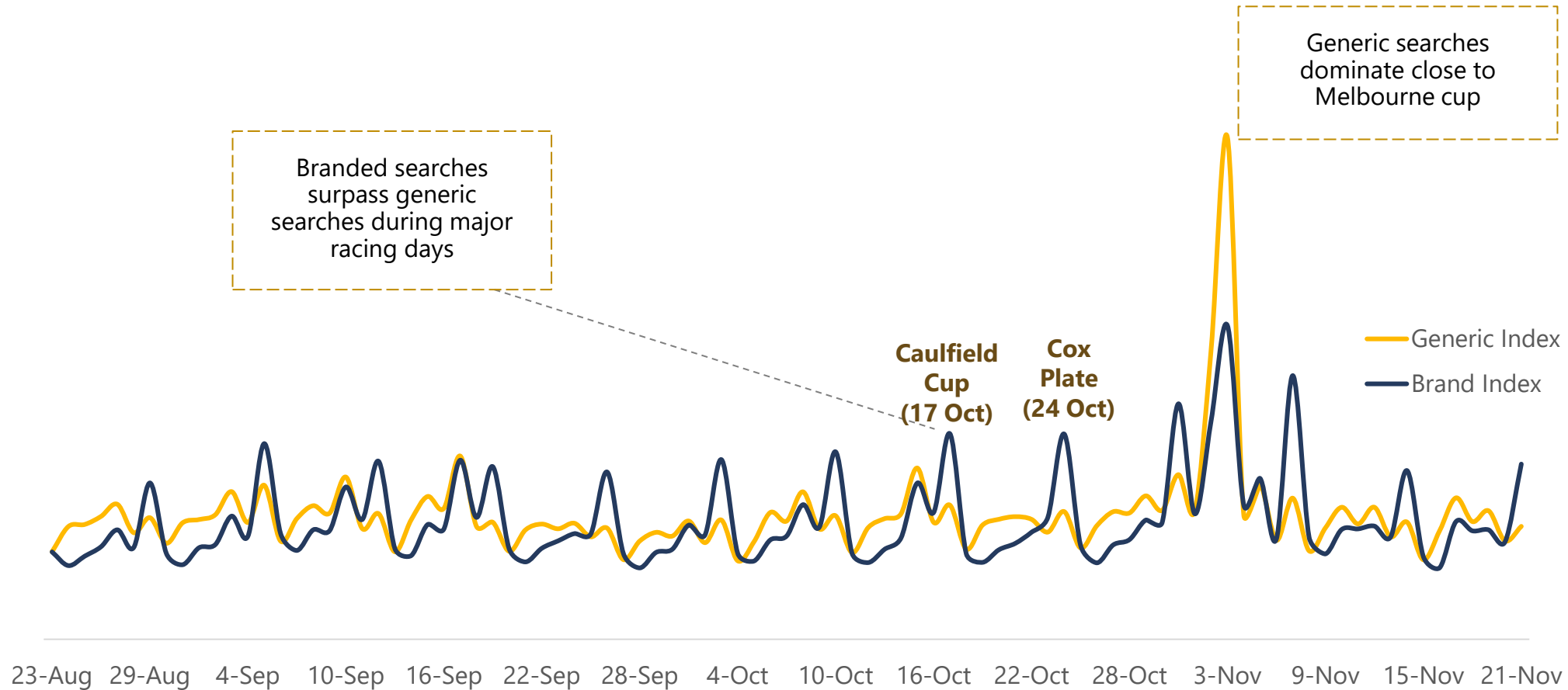


Source:  
Microsoft, Internal data analysis, 23 August– 21 Nov 2020, horse racing related searches, All devices.



# Align your campaign with search trends during Spring Racing Carnival

Occasional punters are likely to search for **generic** terms as Melbourne Cup anticipation kicks in

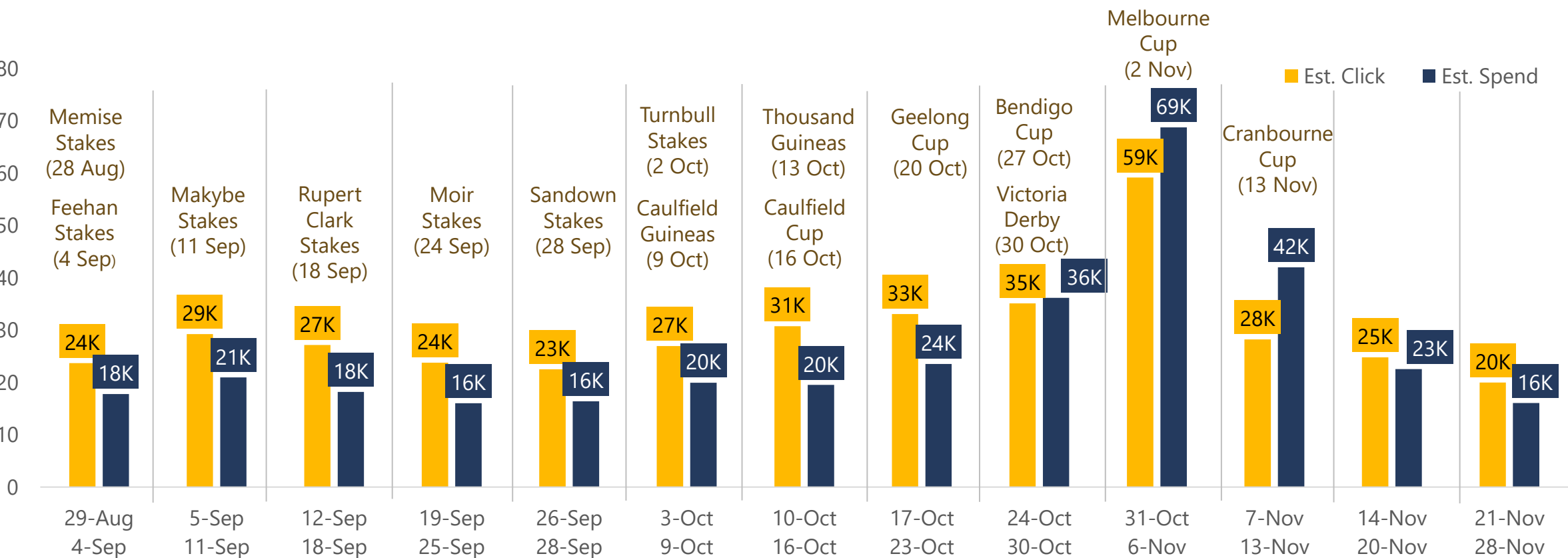


Source:

Microsoft, Internal data analysis, 23 August– 21 Nov 2020, horse racing related searches, All devices.

# Take advantage of high demand during key weeks

Suggested budget distribution by key weeks aligned to search interest during key Spring Racing Carnival weeks



Based on Top 1.5K horse racing queries

Source:  
Microsoft, Internal data analysis, 23 August– 21 Nov 2020, horse racing related searches, All devices.  
Top level estimates. Please use a guide only.





# Choose your keywords wisely to capture your target audience

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In Sep-Nov 2020, **65+** and **25–34-year-olds** had the highest YoY search growth, 17% and 11% respectively.

**+775%** YoY growth in searches for gambling queries with **“Online”** keyword.

Young punters (18–34-year-olds)

More likely to use **“watch”** & **“live”** in their searches.

Middle aged (35–49-year-olds)

More likely to use **“stream”** & **“favorites”** in their searches.

Seniors (65+ year-olds)

Over index on terms such as **“Saturday”**, **“result”**, **“today”**, **“free”** and **“tips”**

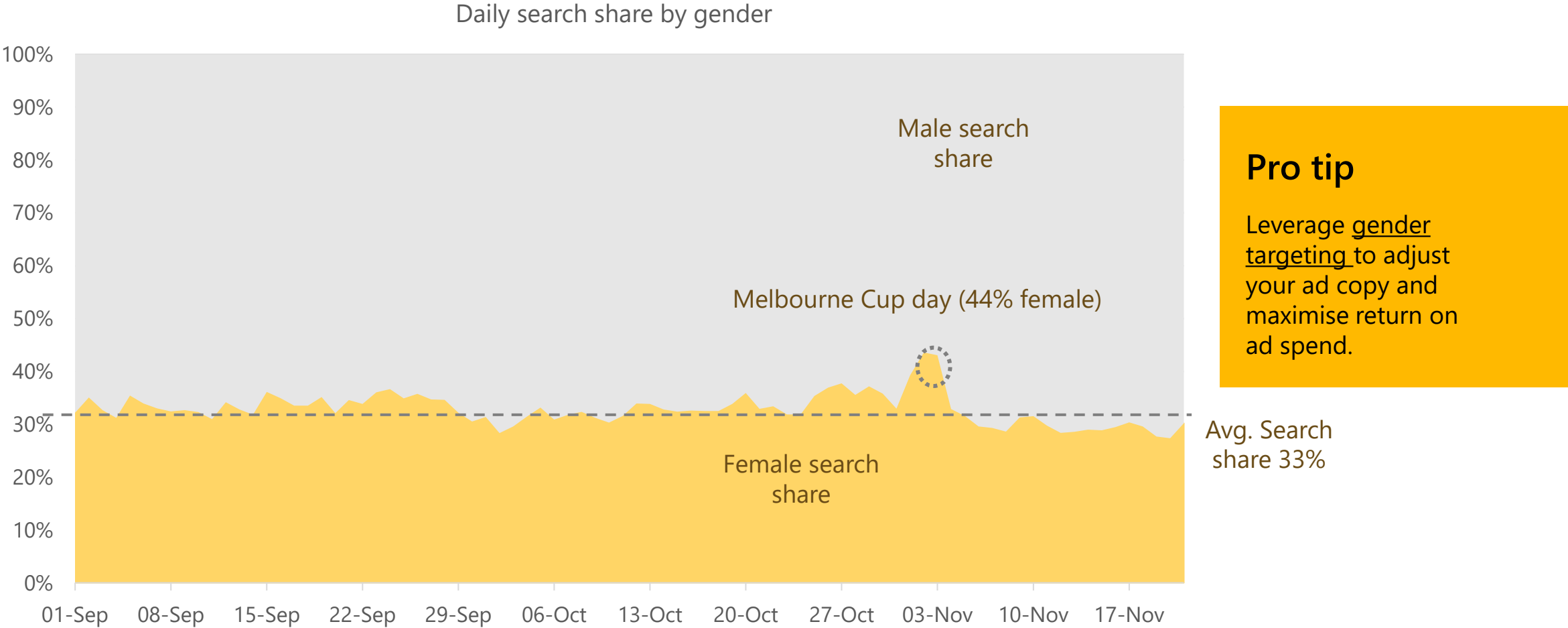
## Pro tip

Leverage age targeting to adjust your ad copy to meet different expectations of Melbourne Cup day punters.

Source:

Microsoft, Internal data analysis, 23 August– 21 Nov 2020, horse racing related searches, All devices.

# Women become more engaged as Melbourne Cup nears



Source:  
Microsoft, Internal data analysis, 23 August– 21 Nov 2020, horse racing related searches, All devices.

**With over 8K unique terms appearing during Spring Racing Carnival, having broad keyword coverage is key**

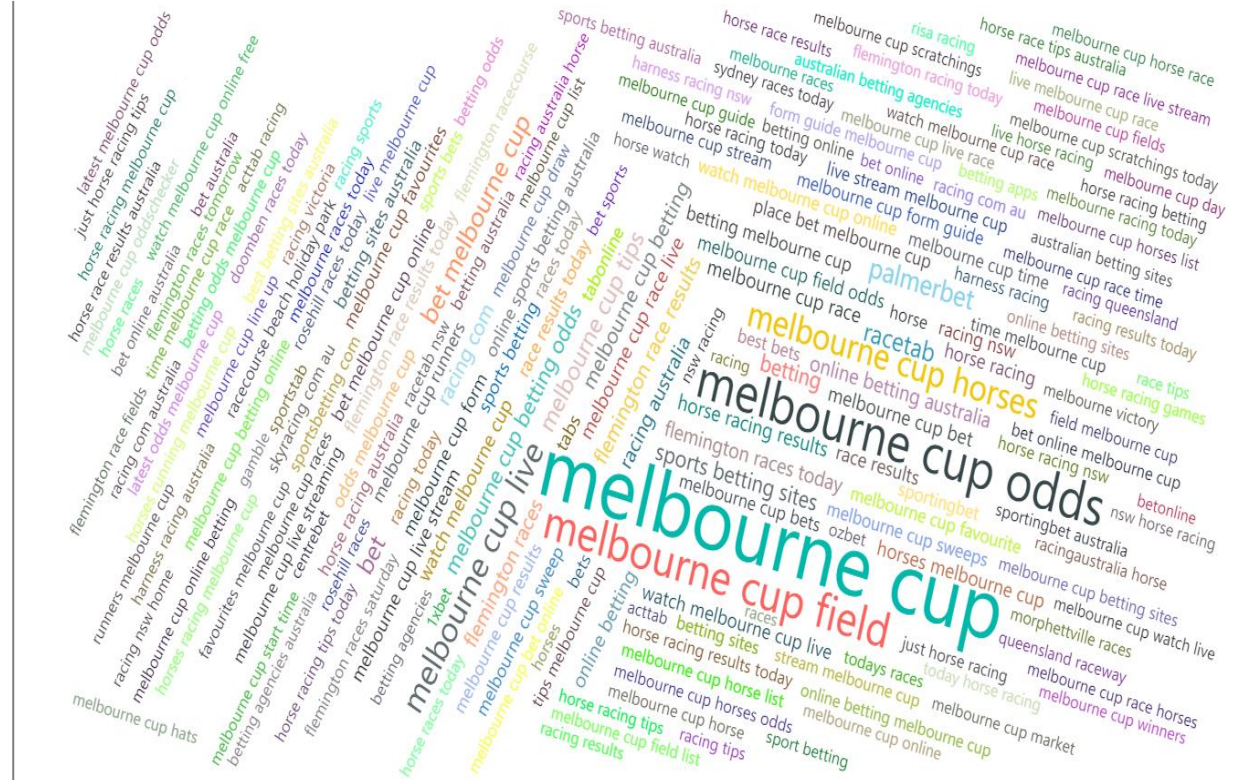
1.5K+

unique **branded** terms

6.5K+

unique generic terms

were used to search for Spring Racing Carnival events



SOURCE:  
Microsoft, Internal data analysis, Sept– Nov 2020, horse racing related searches, all devices

# Leverage Microsoft Advertising features to maximise coverage when demand is highest

## Top categories to cover:

- Competitor terms
- Horse racing terms
- Racecourse location + races today, group race number
- Melbourne Cup (odds, fields, horses, tips, results, etc.)
- Racing streaming terms (watch, live, online)
- Melbourne Cup fashion terms

## Campaign features to use:

- Broad match and broad match modified keywords capture variants of high-volume terms.
- Dynamic Search Ads campaigns should be used to target certain Melbourne Cup related pages starting mid-October.\*

### Pro tip

Use broad match and Dynamic Search Ads to increase your search term coverage.

\*Make sure your landing page information follows the [NSW gambling advertising restriction](#)

SOURCE:  
Microsoft, Internal data analysis, Sept– Nov 2020, horse racing related searches, all devices

# Summary



**71%** horse racing searches happen before Melbourne Cup week. Don't lose out on **demand** other racing days offer.  
**Ensure budgets** throughout Sep-Nov.



**Generic searches** surpass branded searches **close to Melbourne Day**, while generic searches dominate on all other racing days



Searches for Spring Racing Carnival by **younger people (25-34)** witnessed **the second highest YoY** growth on MSA, second only **to 65+ age group**. Target your audiences which are most likely to search this season.

# Key takeaways

- Gambling related searches and clicks spike up on Microsoft Search Advertising just ahead of Spring Racing Carnival. Take advantage of the rising customer engagement at cost efficient CPCs.
- Horse racing searches spike on all racing days during Spring Racing Carnival. Have sufficient budget throughout September-November and align it to key racing days.
- Bid up on Saturday to get **mainline** positions for your ads as punters are more likely to bet on Saturday.
- Build your ad campaigns by including the major search themes and keywords.
- Leverage age and gender targeting to meet different expectations of Melbourne Cup day punters.