



Luxury Shopping Insights 2021

Key takeaways from
online luxury shoppers



Microsoft Advertising. Great relationships start here.



Microsoft Advertising Online Luxury Shopping Insights 2021

Microsoft Advertising conducted a survey of people who shop for luxury items across the following categories:

Jewelry and Watches,
Handbags and Leather Goods,
Apparel, Cosmetics, and Wine.

The survey uncovered some very interesting and valuable findings for luxury brands and advertisers.

1. Persons using more than one search platform for luxury item shopping are more valuable than those who use only one search engine. **They spend 32% to 105% more on an annual basis, and they make purchases roughly 30% more frequently** across the board.
2. On average, these luxury shoppers using multiple search engines report **using Bing and/or Yahoo 42% of the time**. This means that **if you don't advertise with Microsoft Advertising, you will be missing these valuable customers** on nearly half of their searches.
3. The very first thing luxury shoppers do when motivated to take action by any type of TV/Print/Other advertising is a web search. Therefore, for all advertisers, be sure to **launch an audience targeted search ad campaign** to accompany any other kind of ad campaign.

People using more than one search platform for shopping of luxury items spend **32%** to **105%** more on an annual basis.



People using more than one search platform for shopping of luxury items make purchases roughly **30%** more frequently.

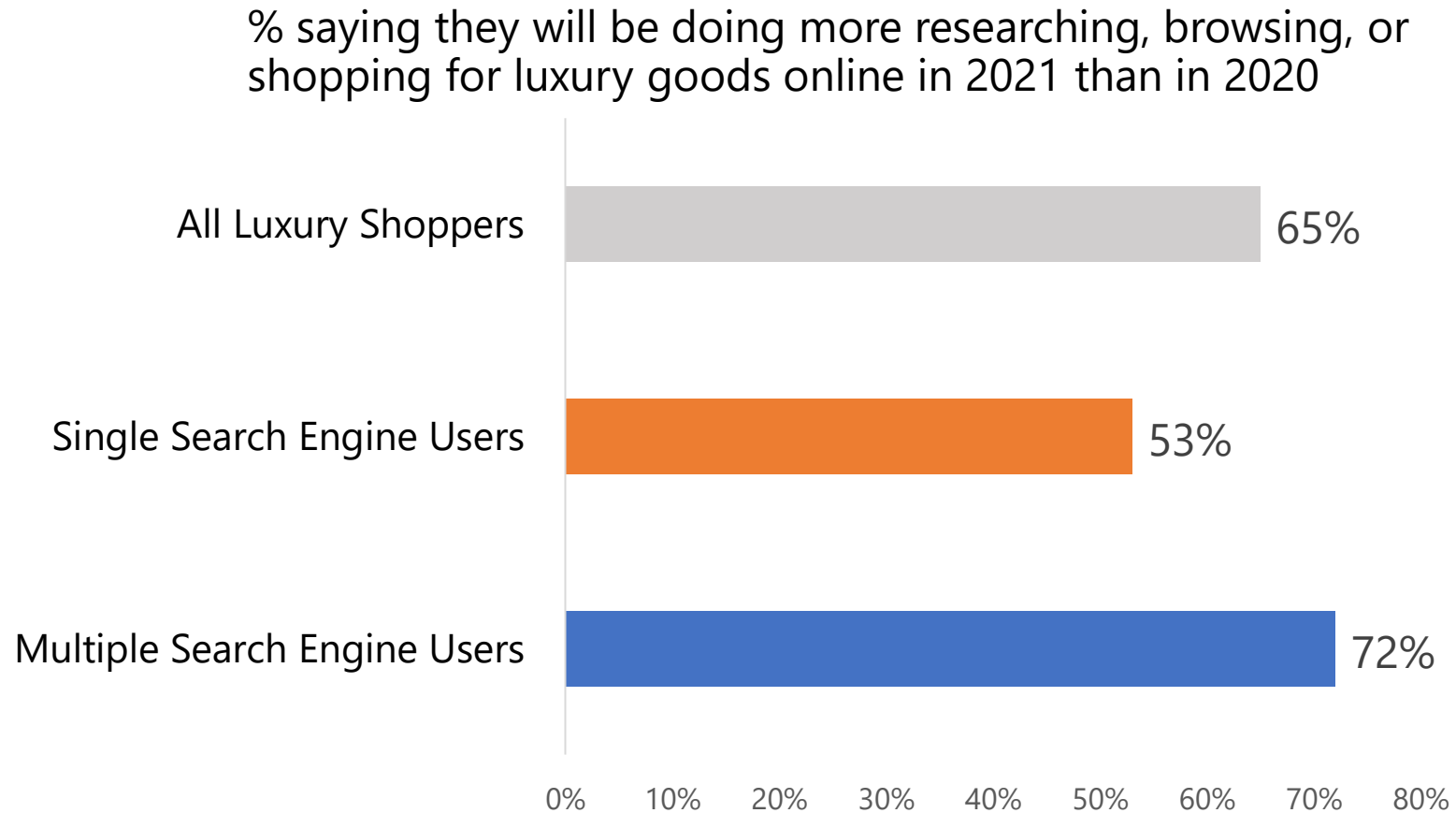


Nearly **90%** of respondents agree that they do some browsing, shopping, or researching online before purchasing.



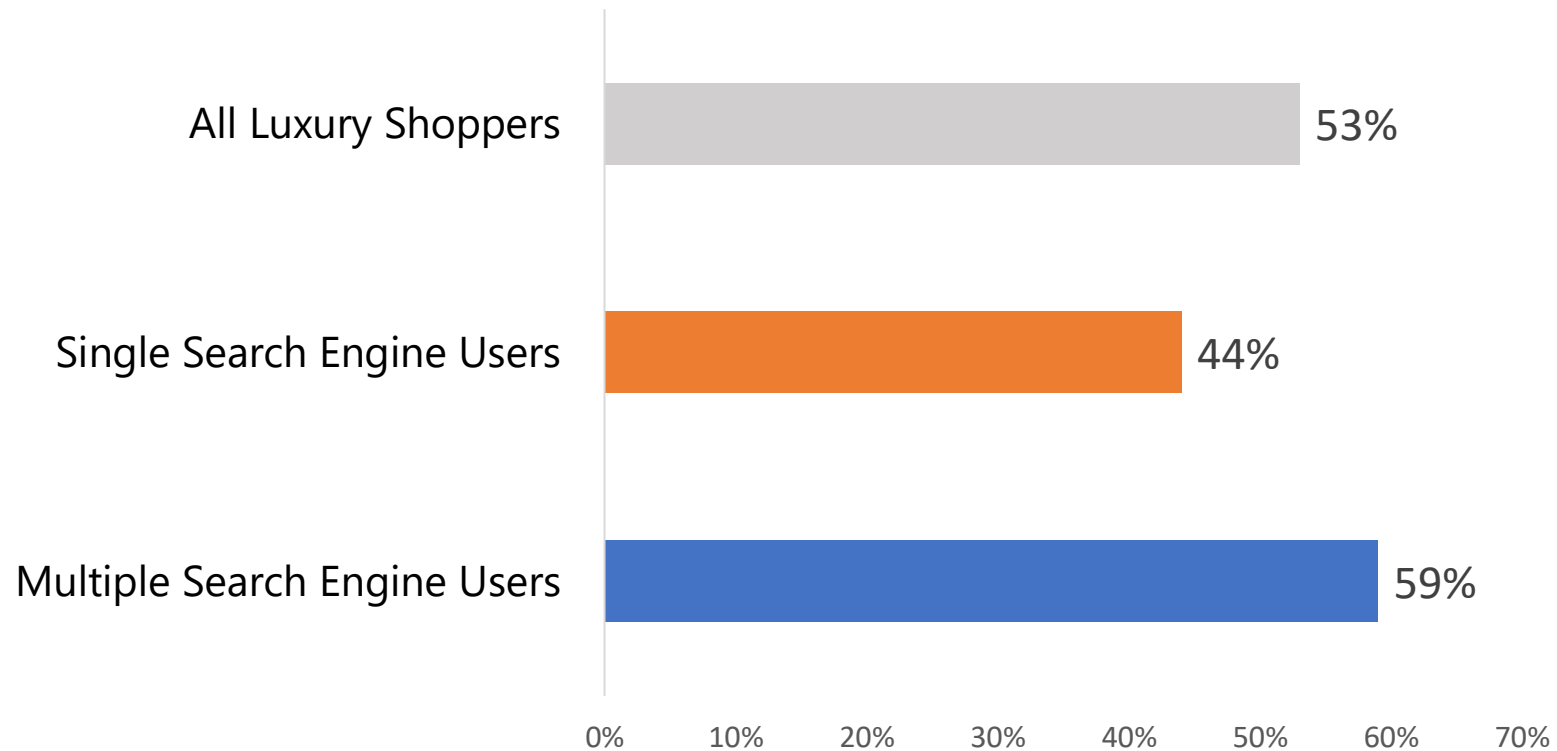
Online luxury shopping and purchasing will continue to increase at a rapid rate.

Online luxury shopping is growing quickly

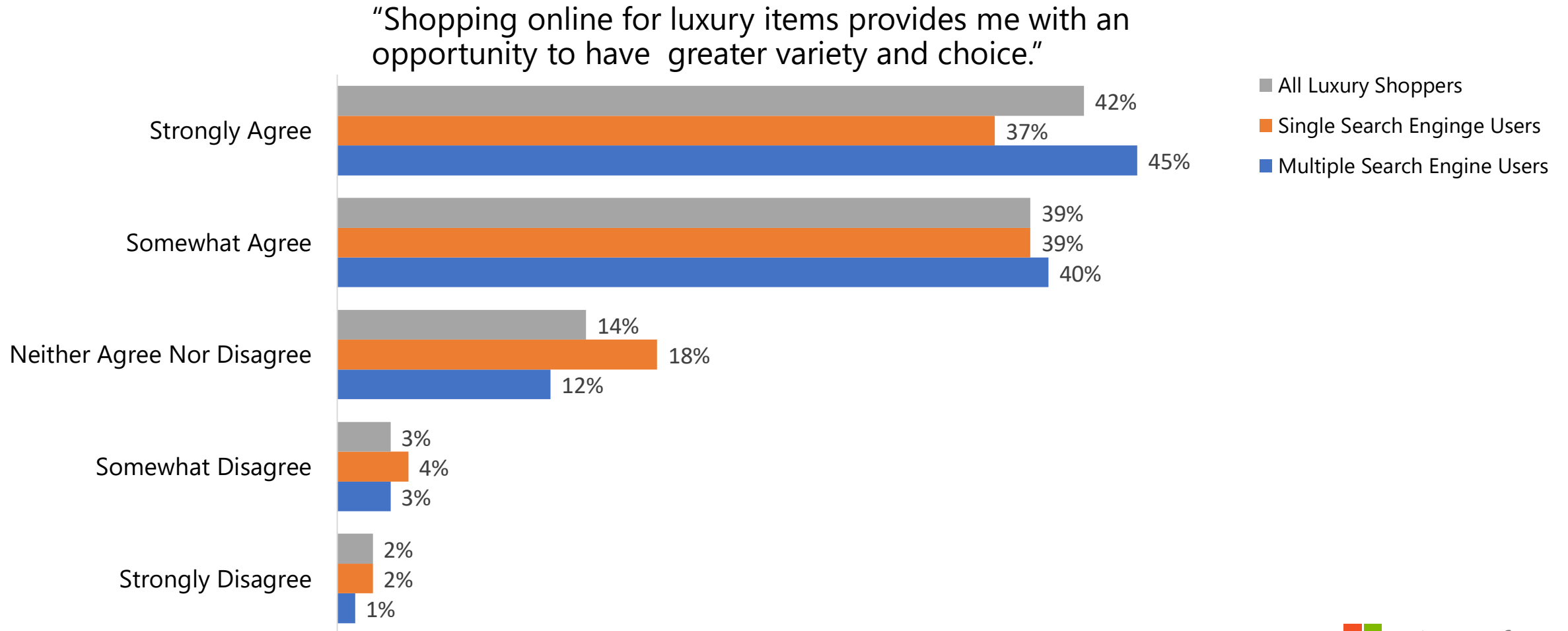


Online luxury purchasing is also growing quickly

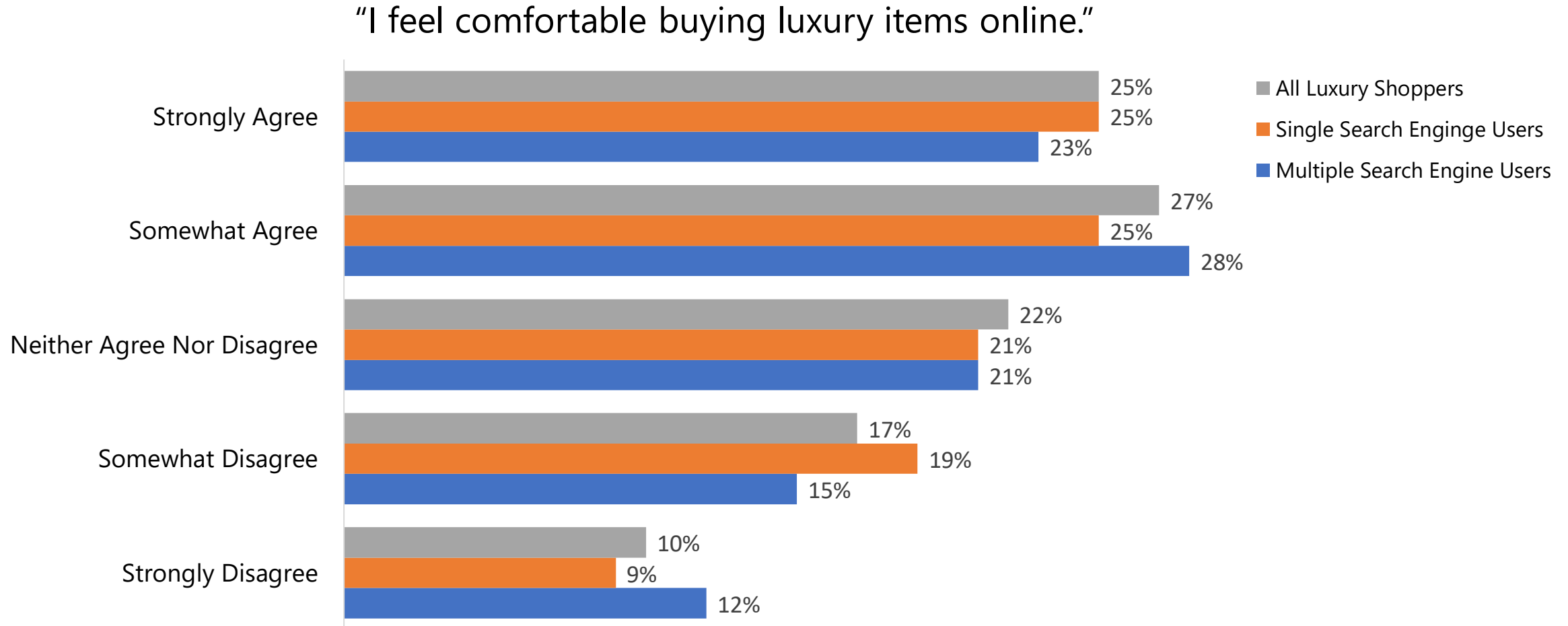
% saying they will be doing more purchasing of luxury goods online in 2021 than in 2020



80% of shoppers agree that online provides a greater variety and choice for luxury items

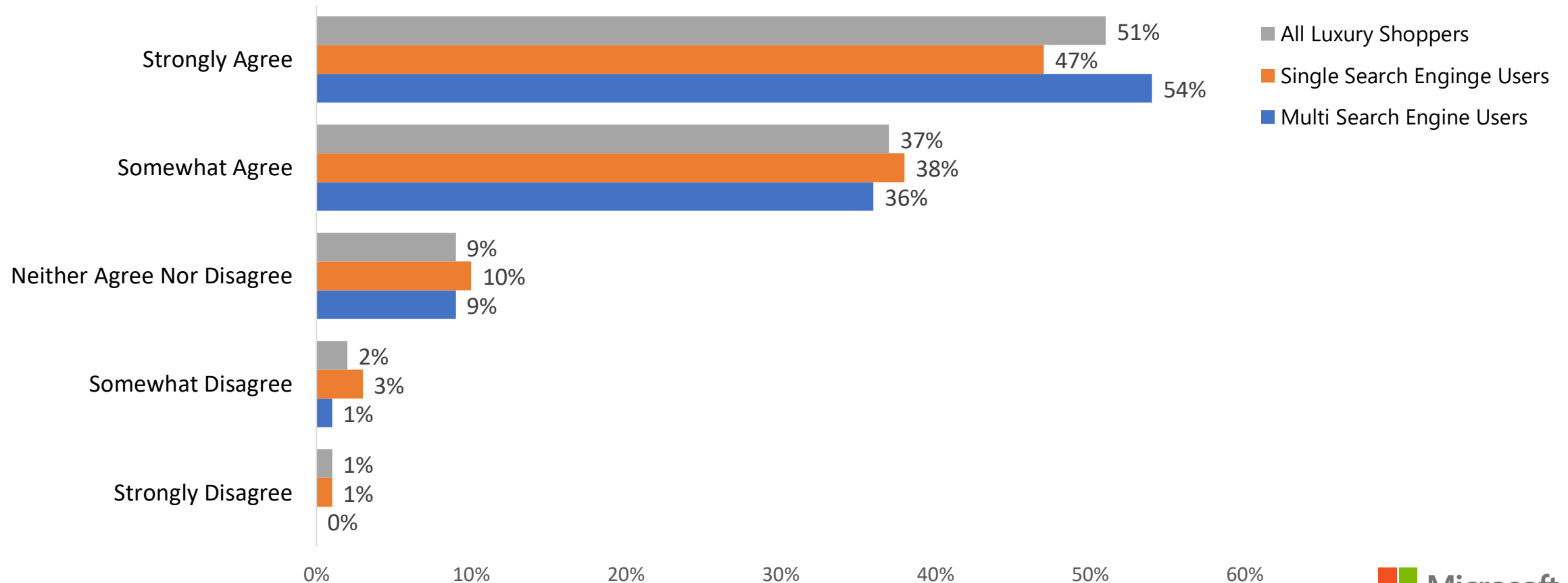


Most feel comfortable buying luxury items online



Nearly 90% of luxury purchasers online browse, shop, or research before purchasing

"Most of the time when I shop for luxury items, I do some browsing online, shopping online, or researching online before purchasing."

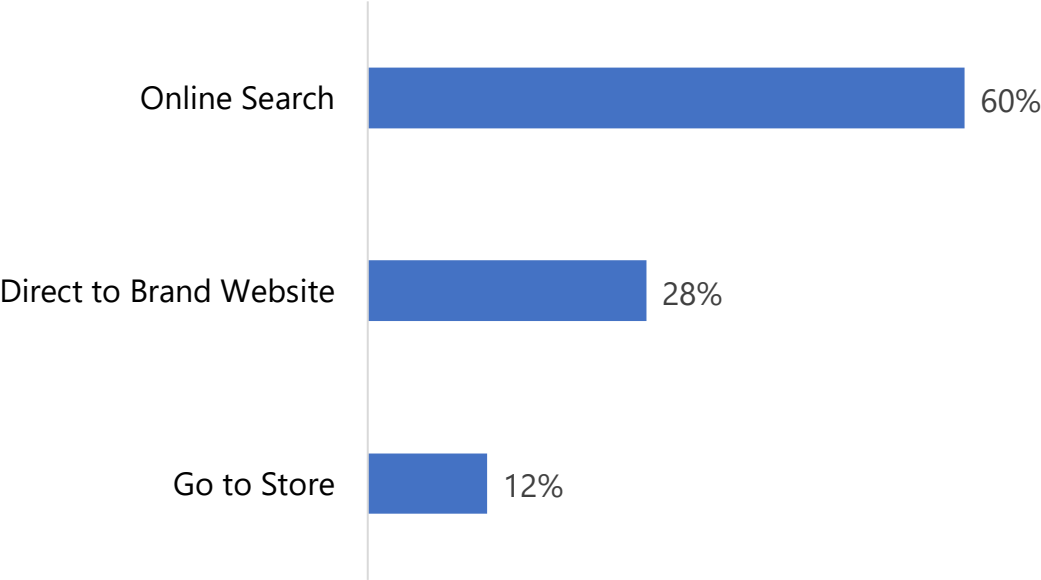


Any type of luxury product ad campaign should have a complementary search campaign.

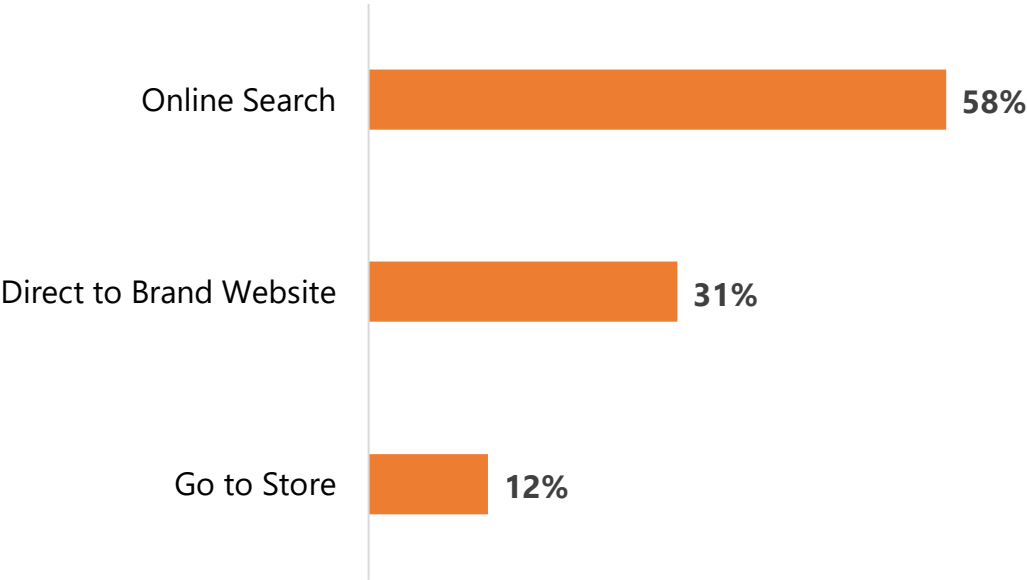
The first thing a customer will do is search.

Jewelry and Watch Luxury shoppers go to search most after seeing an ad

Action taken after seeing a TV ad for Jewelry & Watches

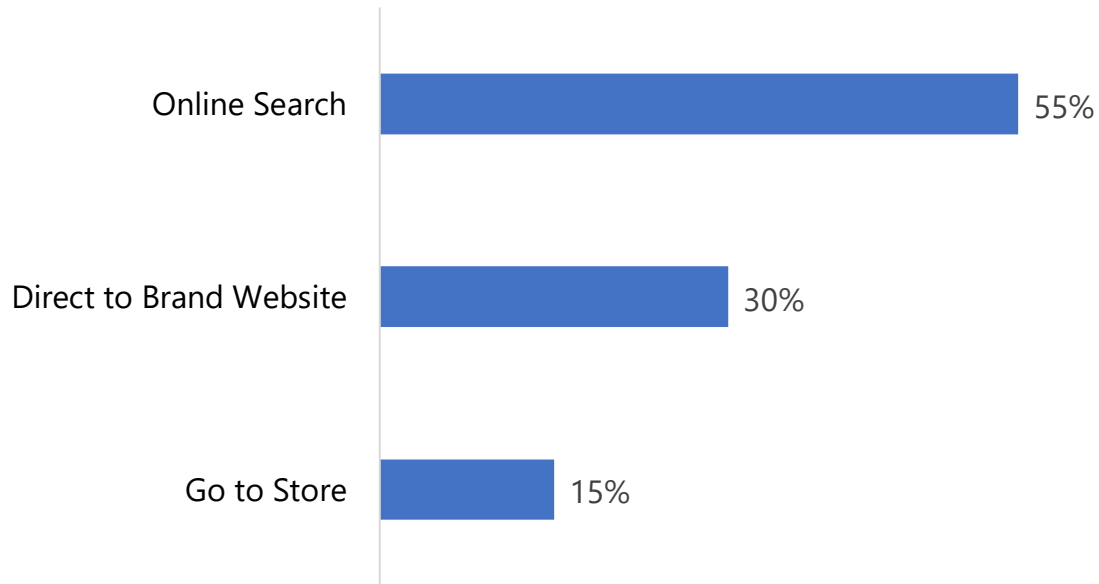


Action taken after seeing a Print/other ad for Jewelry & Watches

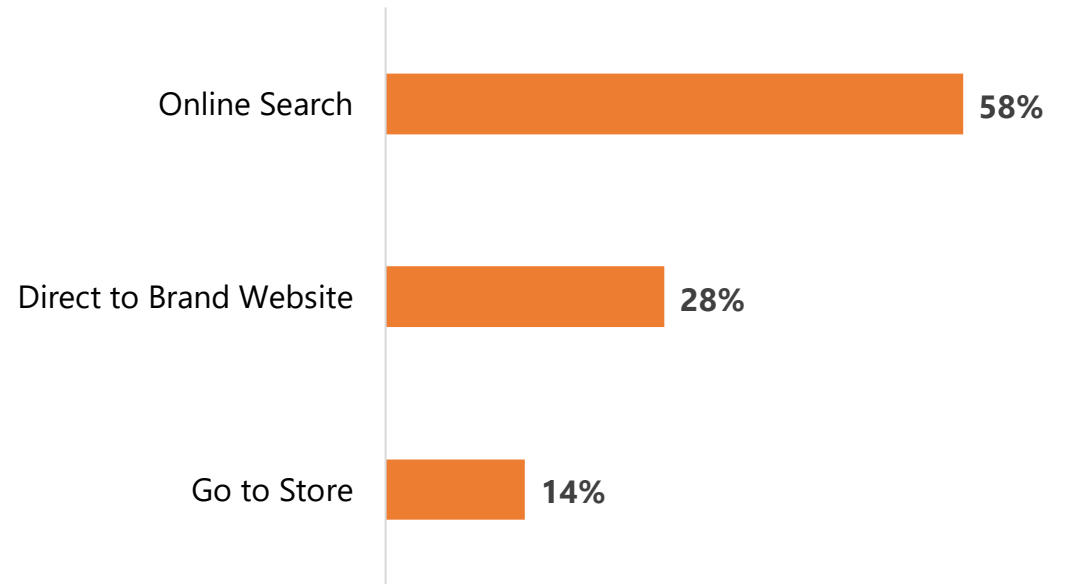


Luxury shoppers looking for Handbags, Leather Accessories, etc go to search after seeing an ad

Action taken after seeing a TV ad for Handbags/Leather

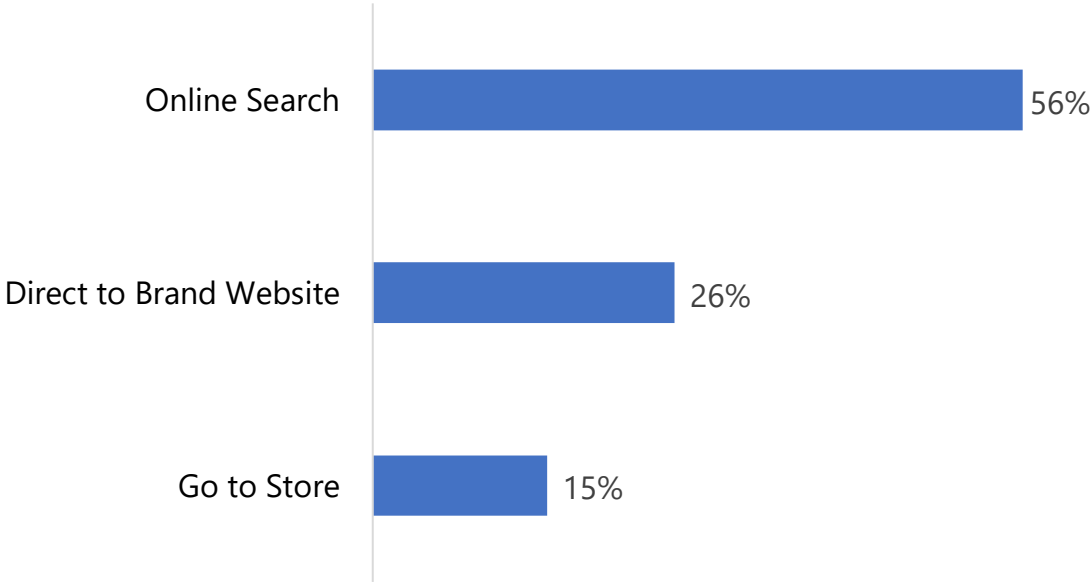


Action taken after seeing a Print/other ad for Handbags/Leather

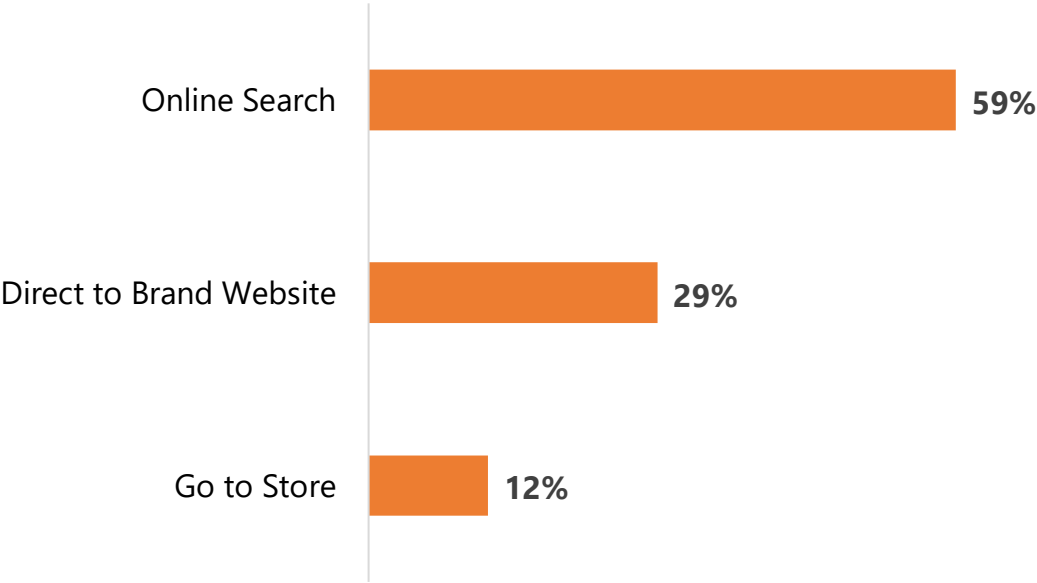


Luxury Apparel shoppers go to search twice as often as other actions after seeing an ad

Action taken after seeing a TV ad for Apparel

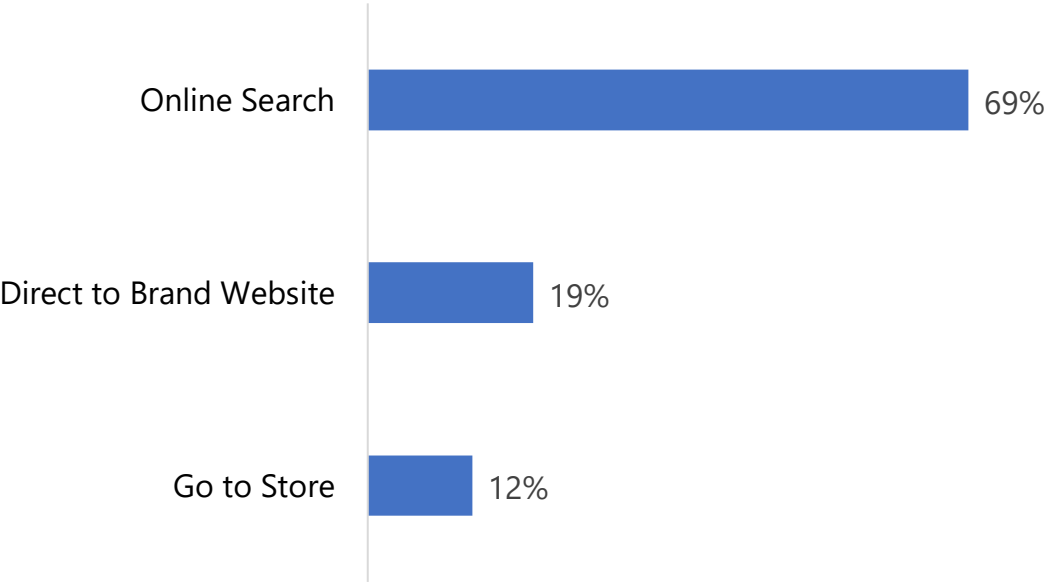


Action taken after seeing a Print/other ad for Apparel

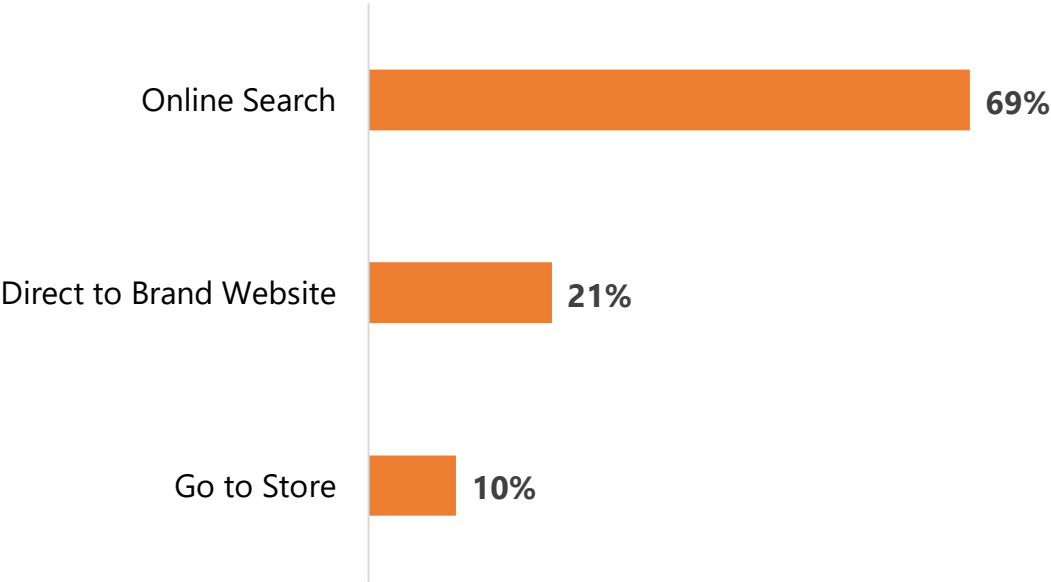


Shoppers looking for luxury cosmetics search after seeing an ad the most out of any type of luxury shopper

Action taken after seeing a TV ad for Cosmetics

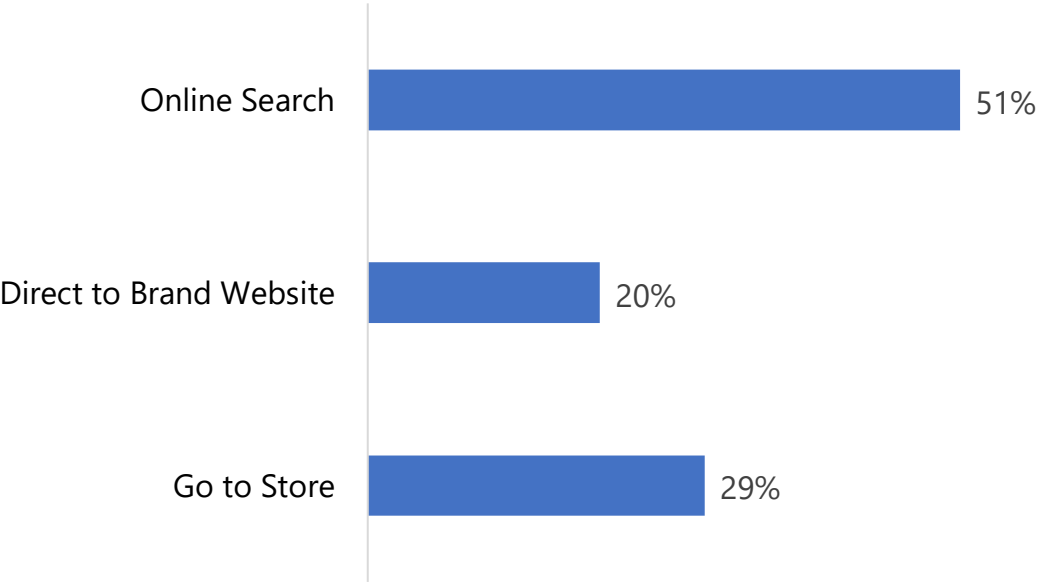


Action taken after seeing a Print/other ad for Cosmetics

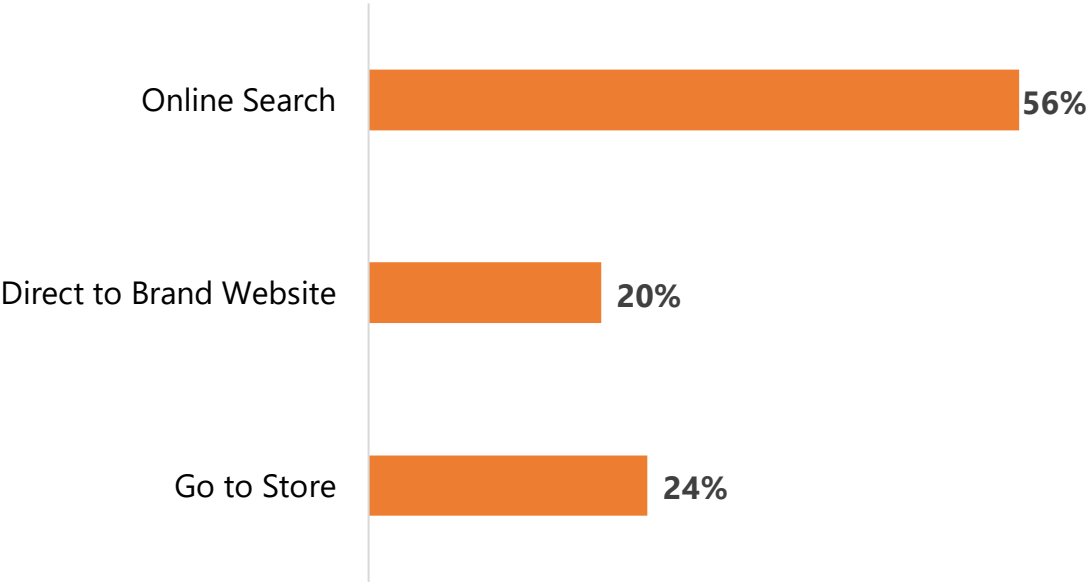


Shoppers looking for luxury wine brands search after seeing an ad the least and go in-store the most out of luxury shoppers

Action taken after seeing a TV ad for Cosmetics



Action taken after seeing a Print/other ad for Cosmetics

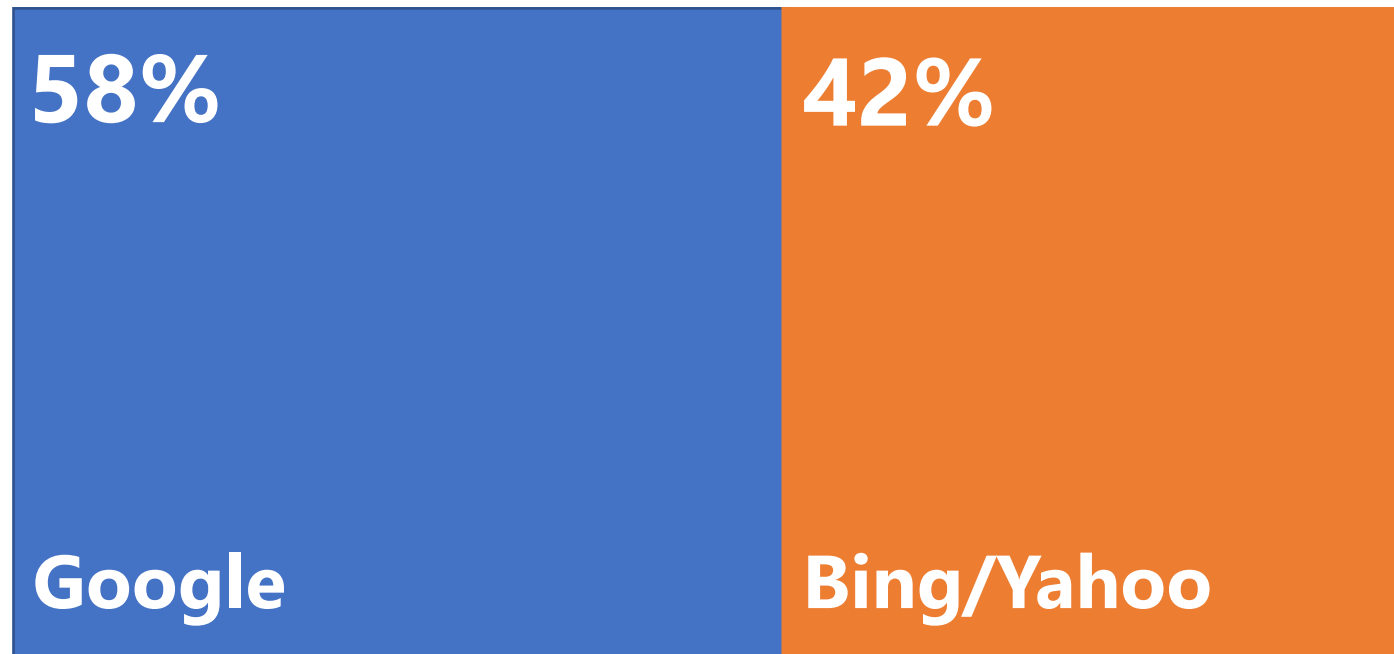


Luxury shoppers who use multiple search engines spend more.

And half of their shopping is conducted on the Microsoft Advertising Network.

If you advertise only on Google, you will miss reaching luxury shoppers **nearly half the time**

How luxury shoppers who use more than one search engine split time between Google and Bing/Yahoo



Microsoft Advertising reaches nearly 52 million luxury shoppers in the US.

Global Web Index, Chart Builder, U.S., June 2020-June 2021; Microsoft Advertising is inclusive of: MSN, Outlook, Bing, Yahoo, AOL and luxury shopping includes users who engage with or advocate for luxury brands.



The Luxury Shoppers on the Microsoft Advertising Network are highly valuable



49/51

men and women



71%

are under the
age of 45



64%

graduated
from college



50%

have a household
income of \$85K+

Why it matters to your business

People using more than one search platform for shopping of luxury items make purchases about **30% more frequently**. And they spend **32% to 105%** more on an annual basis.

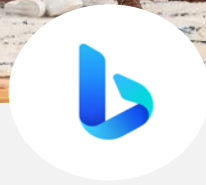
Microsoft Advertising's massive reach and valuable audience will help Luxury Brands succeed in their campaigns.

Reaching over 1 billion people globally



600M

Devices with Edge installed¹



719M

Unique searchers²

16BN

Global monthly searches²

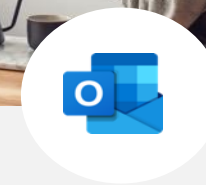
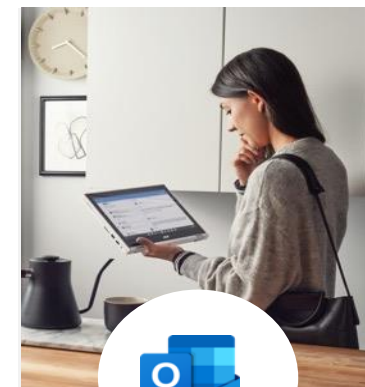


484M

Monthly unique visitors²

20B

Monthly page views

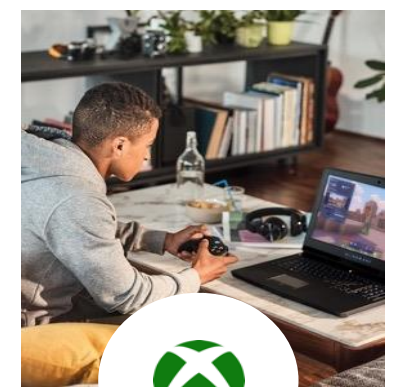


108M

Monthly unique visitors²

44M

Outlook active U.S. users²



69M

Xbox live monthly unique users²

100 Hours

Average time spent on Xbox per month¹

The Microsoft ecosystem connects you with over 1 billion people through digital sites that people engage with every day and across work and life. Whether people are searching, shopping, getting news, checking email, and or seeking entertainment, we deliver services they rely on to stay informed and connected. As an advertiser looking for scale, you no longer need to compromise quality and brand safety. You can be sure that your advertising will reach a large audience in trusted and brand-safe Microsoft experiences.

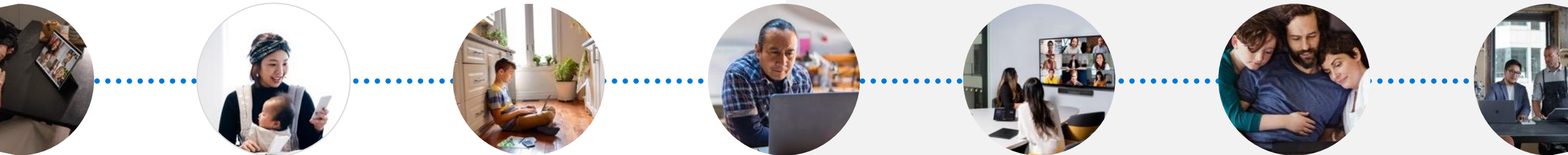
Two networks, one powerful result

Search is a part of your customers' lives, on the devices, apps and sites they use every day and in the moments that matter most. It is an increasingly important part of a media mix when you consider that search influences more and more steps of the decision journey, not only the end of the funnel.

**Microsoft
Search
Network**



**Microsoft
Audience
Network**



Combine search and native to **maximize performance** across the customer decision journey

Users exposed to a brand's ad in both search AND native are:

2.6x more likely to visit the brand's site

3.5x more likely to convert

Leveraging Microsoft Advertising audience intelligence and a multi-channel approach yields increased performance across each stage of the funnel—awareness, consideration, and purchase.

Data represents U.S. only.



Microsoft Search Network



140 million
unique monthly searchers



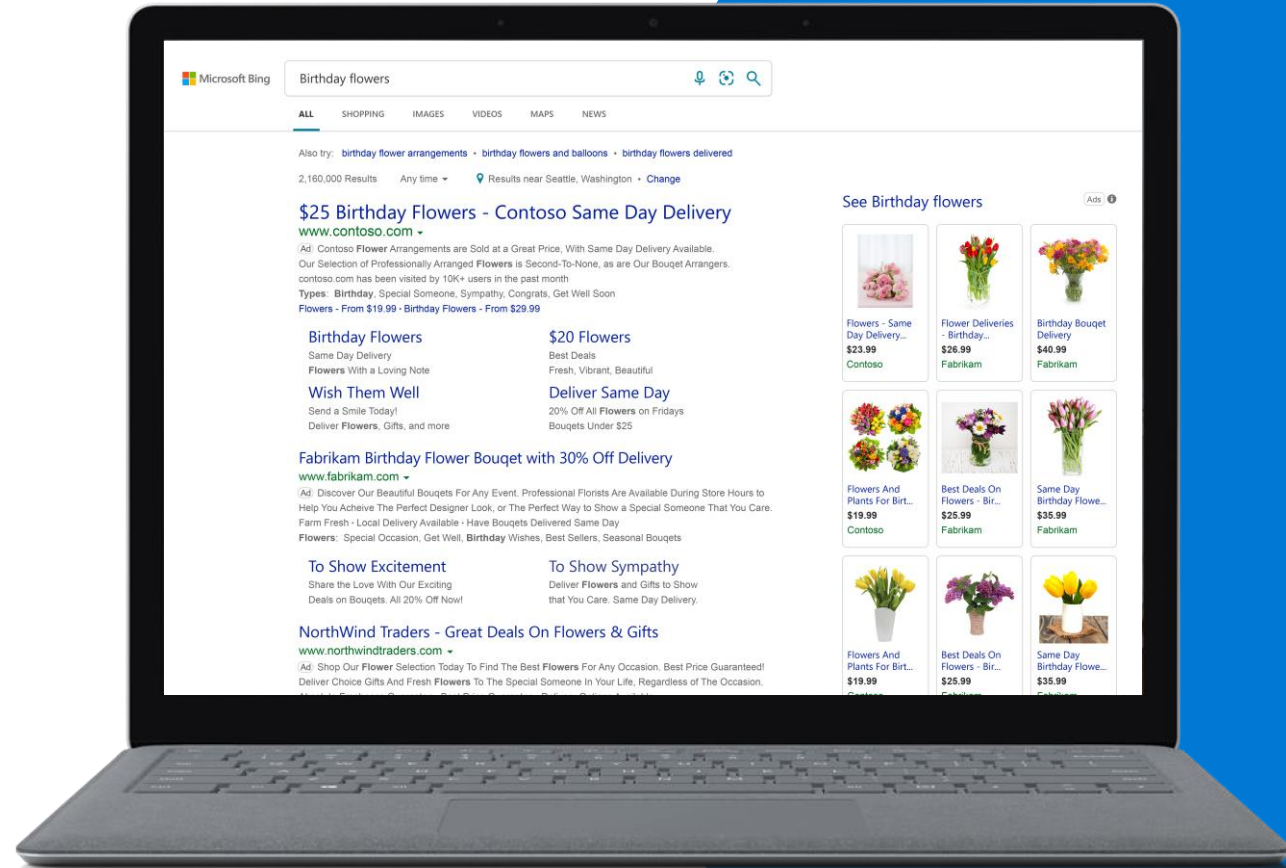
8.5 billion
monthly searches



37%
PC market share in the U.S.



47%
share of searches on
Windows devices



comScore qSearch, Explicit Core Search (custom), U.S., March 2021. The Microsoft Search Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in the United States. Data represents desktop traffic only.

Microsoft Audience Network



253 million
unique monthly users¹



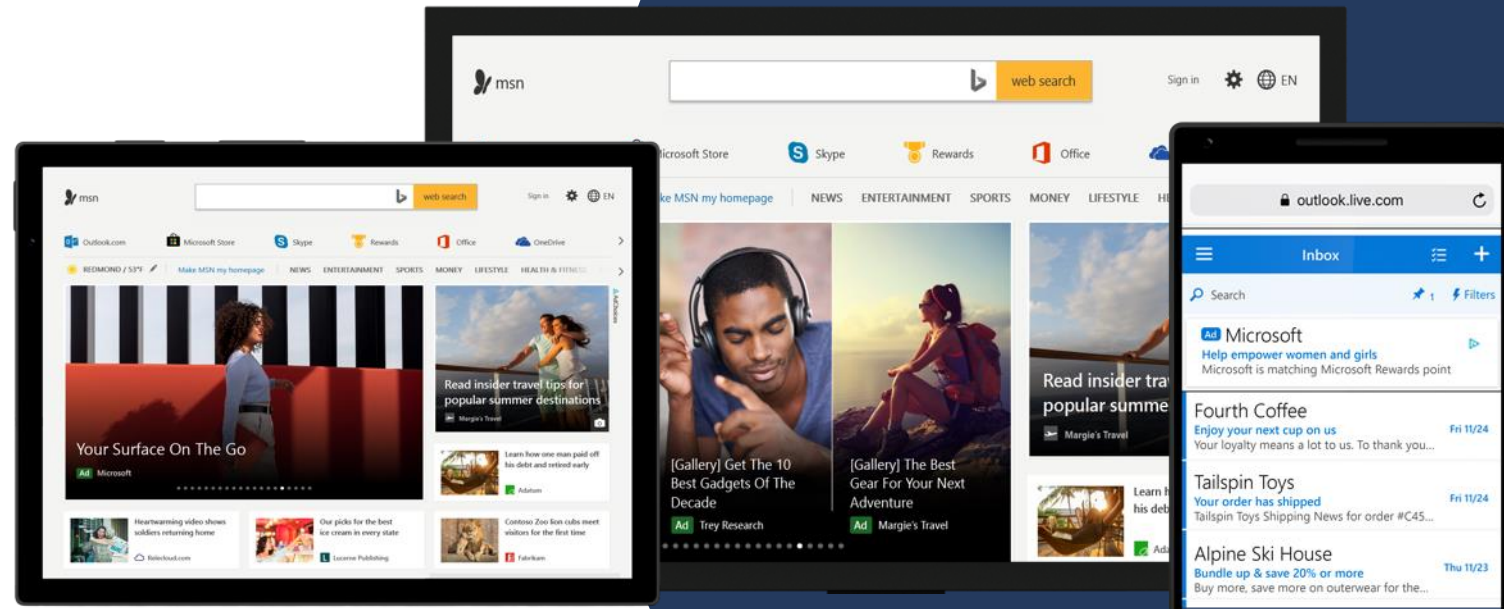
Premium native placements



Brand-safe experiences



Highly contextual ad
placements





Microsoft Advertising.



Great relationships start here.





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MicrosoftAdvertising.com

Microsoft Advertising 2021 Online Luxury Shopping Study Parameters

Country: United States

Data Collection April and May 2021

Total Sample Size of 1,354

Respondents browsed, researched, or shopped for items online in at least one of five luxury categories:

1. Handbags, Leather Goods & Accessories
2. Clothing & Apparel
3. Watches & Jewelry
4. Cosmetics, Makeup and Perfumes
5. Wine & Spirits