Microsoft

MICROSOFT ADVERTISING INSIGHTS

Retail Holiday: the return of in-store buying & apparel trends

Microsoft Advertising. Great relationships start here.

Summary of findings

In-store shopping is coming back

Bid on new keywords or expand your match types to cover in-store shopping queries

Apparel trends are growing year-over-year (YoY)

Ensure your campaigns are not limited by budget so you are able to capture peak seasonal spending

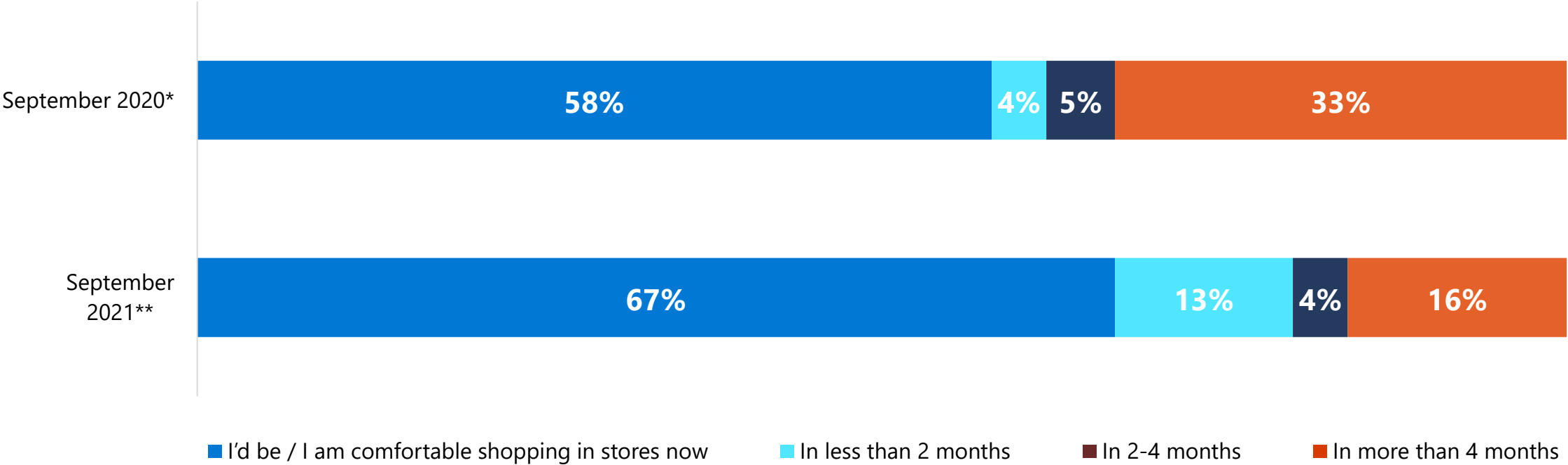**Optimizations will be key this holiday**

Check out the [Microsoft Advertising Holiday checklist](#) for tips on best maximizing your budget

Both search and native are effective

Launch [Microsoft Audience Ads](#) to boost your clicks and conversions alongside search

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Consumers are increasingly becoming more comfortable with in-store shopping

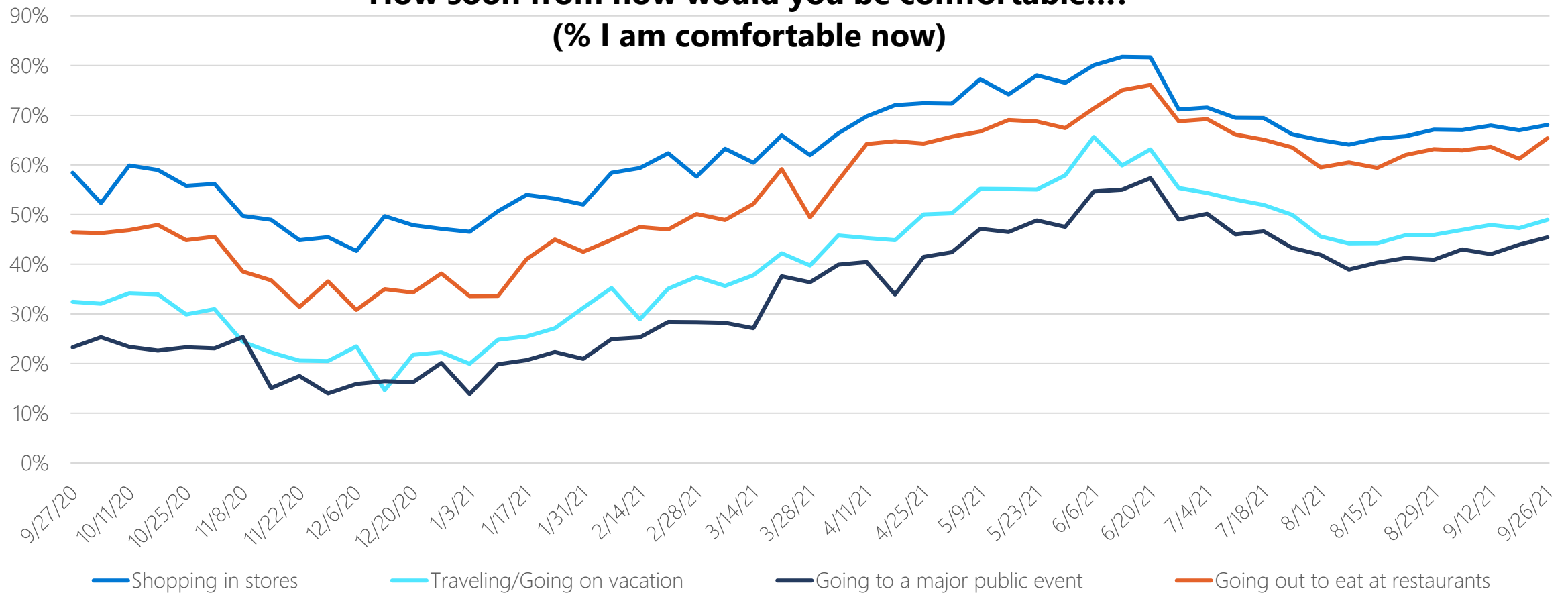## How soon from now would you be comfortable shopping in stores (not including groceries)?

September 2020*
- 58%
- 4%
- 5%
- 33%

September 2021**
- 67%
- 13%
- 4%
- 16%

■ I'd be / I am comfortable shopping in stores now   ■ In less than 2 months   ■ In 2-4 months   ■ In more than 4 months

■■ Microsoft

Shopping in stores is now perceived to be safer than other activities

How soon from now would you be comfortable...?
**(% I am comfortable now)**

Legend: Shopping in stores — Traveling/Going on vacation — Going to a major public event — Going out to eat at restaurants

* 136,108 – 294,083 responses weighted by US Adults from 9/30/2020 to 9/30/2021 | ± 1%

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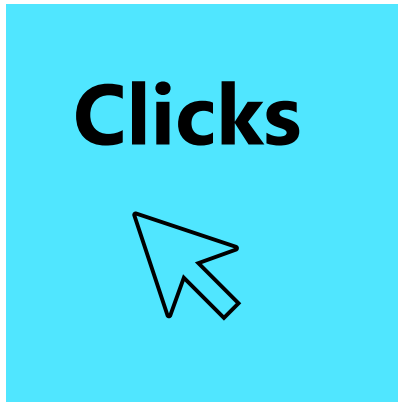# After a sharp decline in 2020, in-store related searches and clicks are growing

Search and click volume for in-store related shopping queries

2019   2020   2021
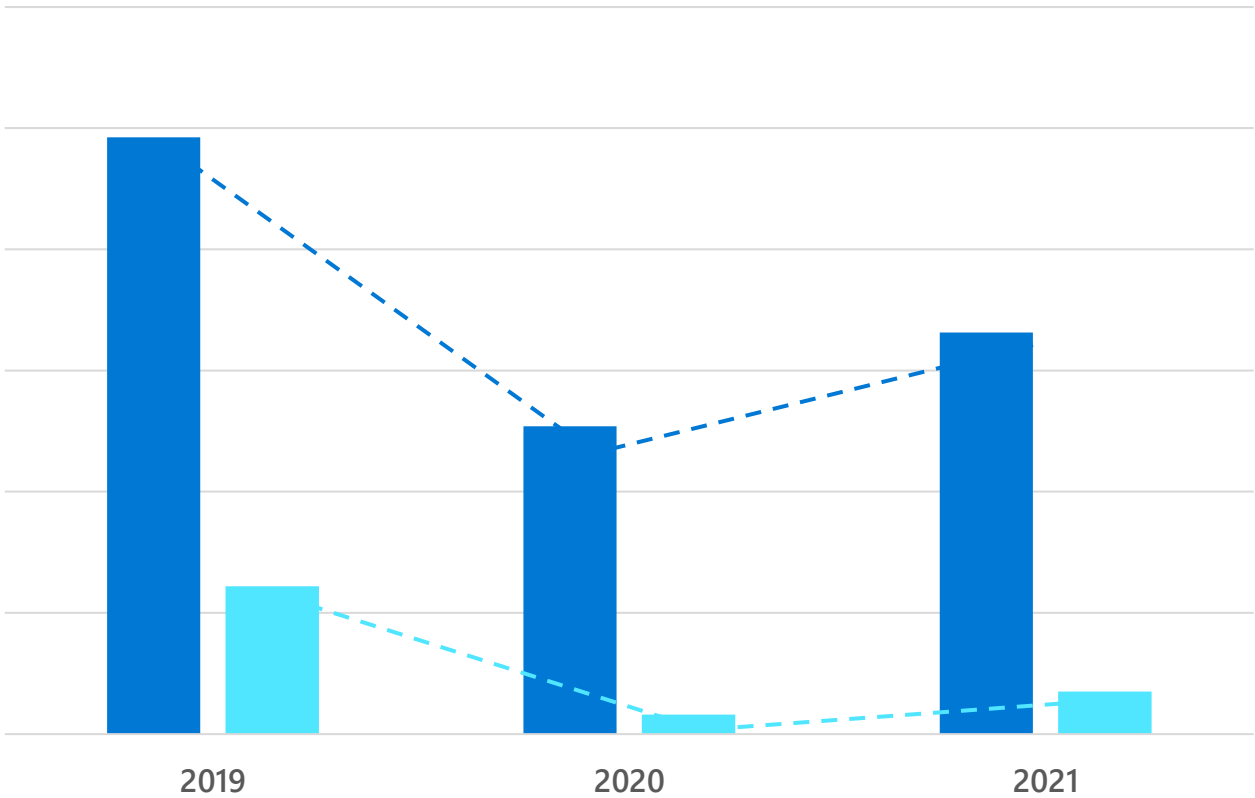
Searches

-48% YoY
(2019 – 2020)

+30% YoY
(2020 – 2021)

Clicks

-87% YoY
(2019 – 2020)

+119% YoY
(2020 – 2021)

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Apparel Accessory sub-categories are on an upward trend this season

Bags and packs

Searches

Week Number

● 2019 ● 2020 ● 2021
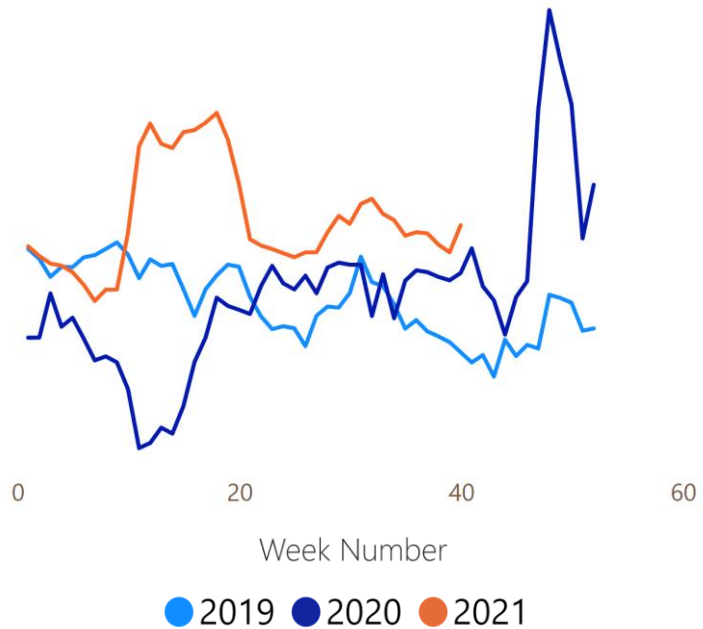
Belts and suspenders

Searches

Week Number

● 2019 ● 2020 ● 2021

Headwear

Searches

Week Number

● 2019 ● 2020 ● 2021
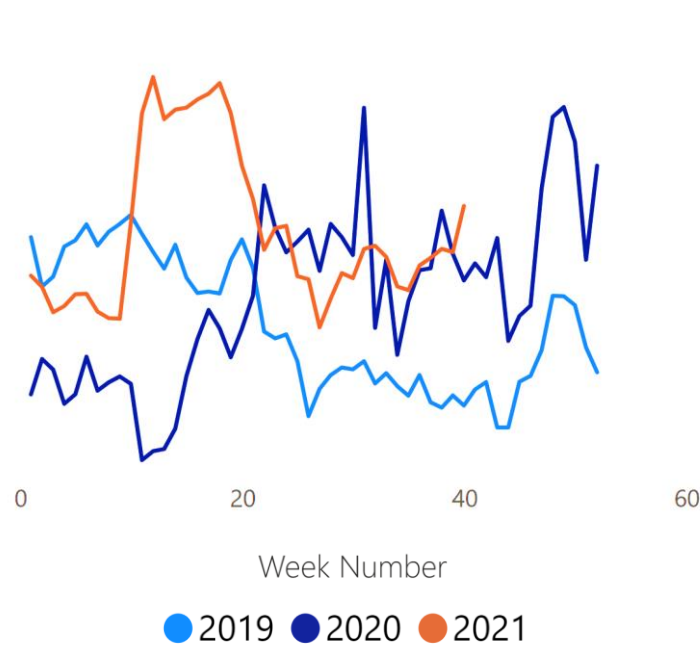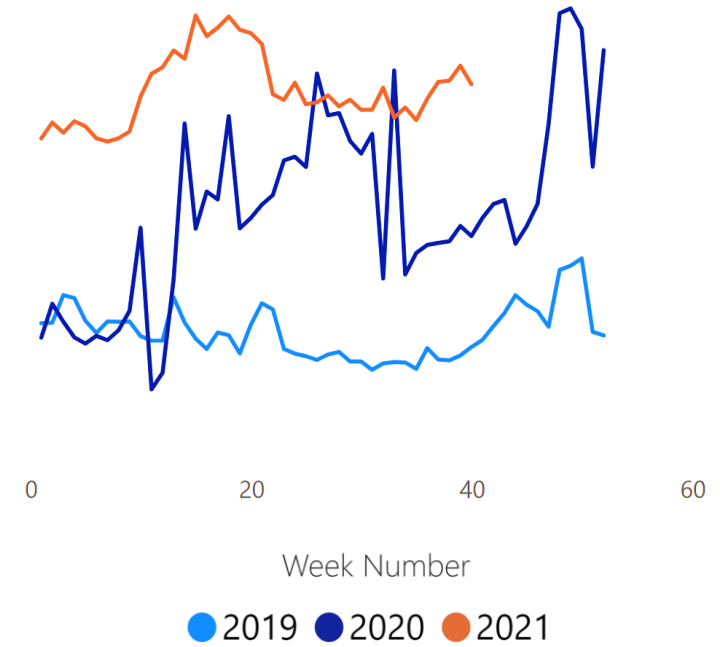
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Clothing searches are trending upward, with Custom clothing showing growth

Women's clothing

Searches

Week Number

● 2019 ● 2020 ● 2021

Men's clothing

Searches

Week Number

● 2019 ● 2020 ● 2021
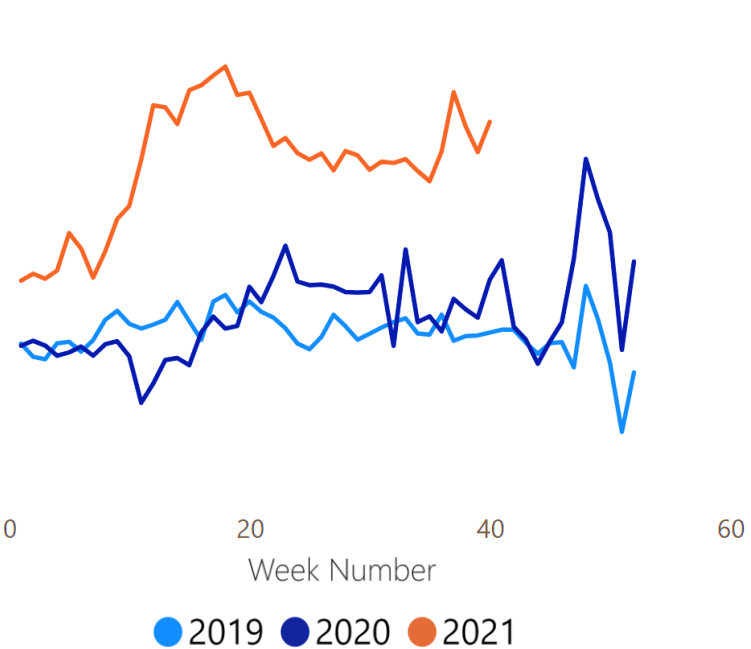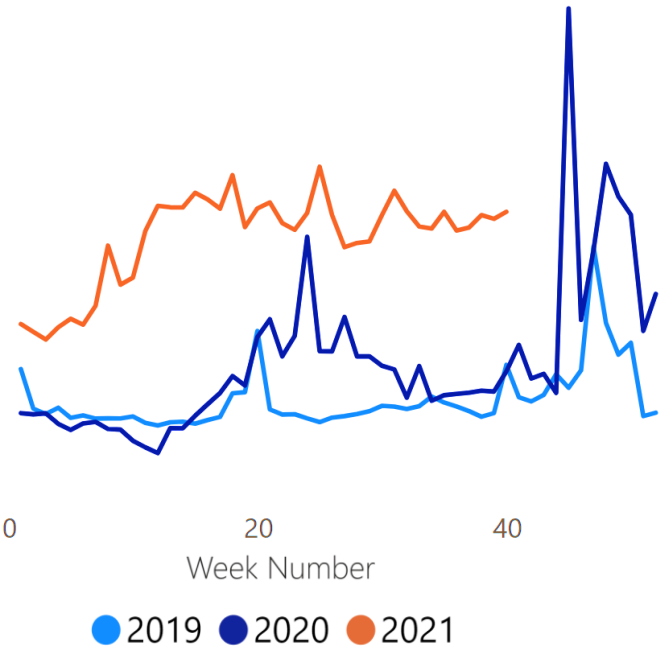
Custom clothing

Searches

Week Number

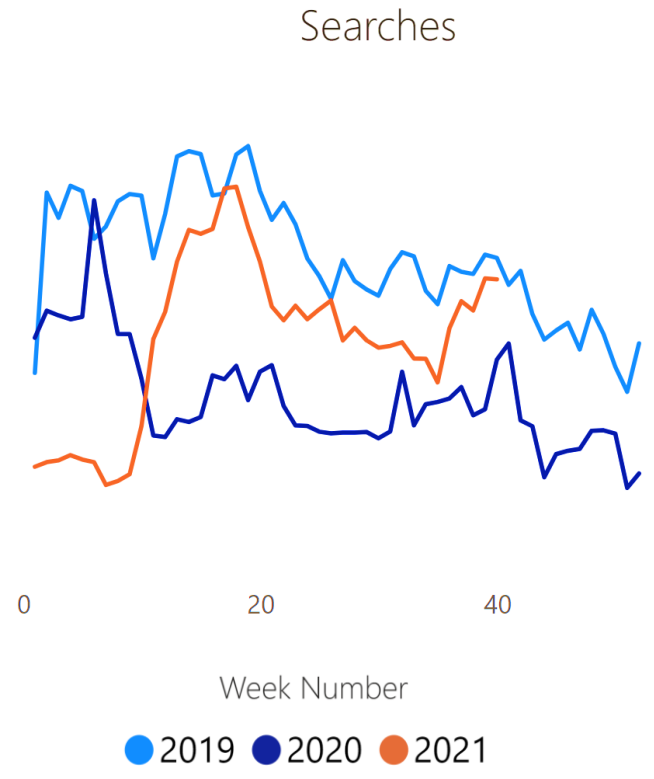● 2019 ● 2020 ● 2021
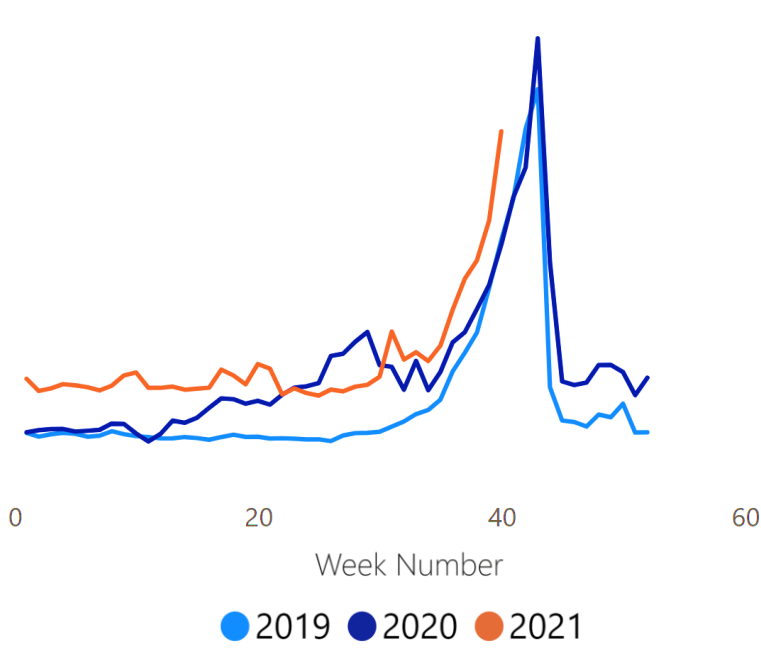
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Searches for dress shoes are inching their way back to 2019 levels

Athletic shoes

Searches

Dress shoes

Searches

Casual shoes

Searches

Week Number

●2019 ●2020 ●2021

Week Number

●2019 ●2020 ●2021

Week Number

●2019 ●2020 ●2021
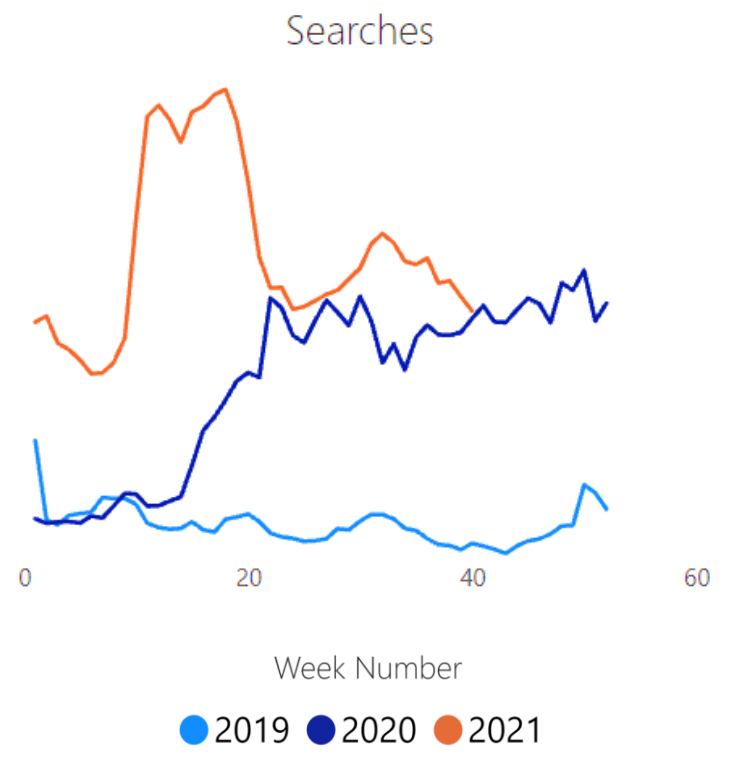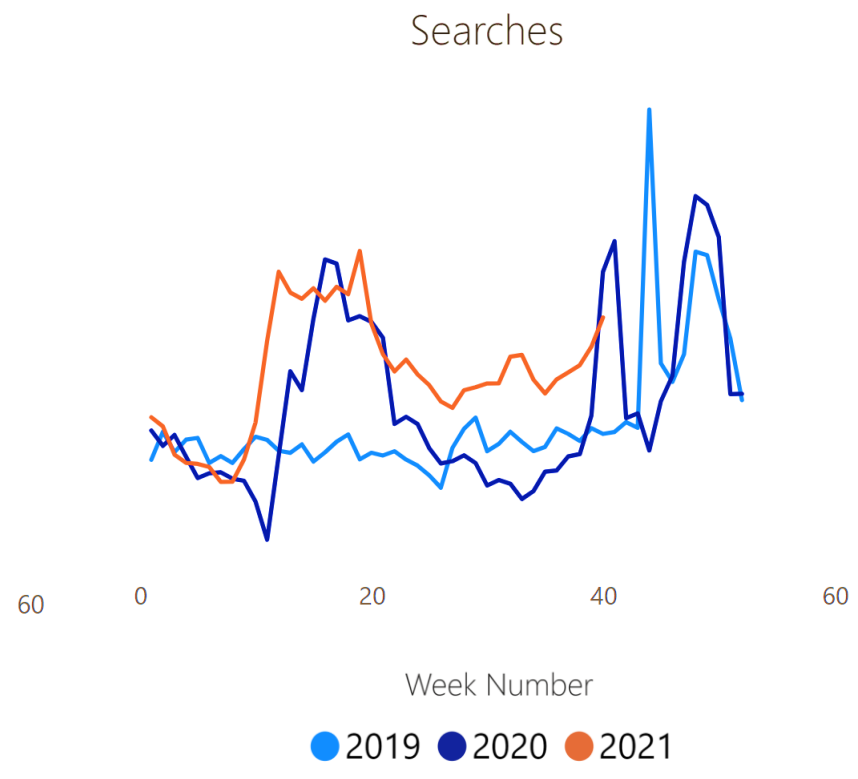
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Top optimizations to maximize your spend this holiday season

✓ Ensure your campaigns are NOT limited by budget and plan for periods of high cost per clicks (CPCs) around peak times

✓ Boost clicks and conversions outside search and launch feed-based audiences for your Microsoft Audience Network Campaigns

✓ Upload campaigns early and add Merchant Promotions to make the most of your seasonal deals

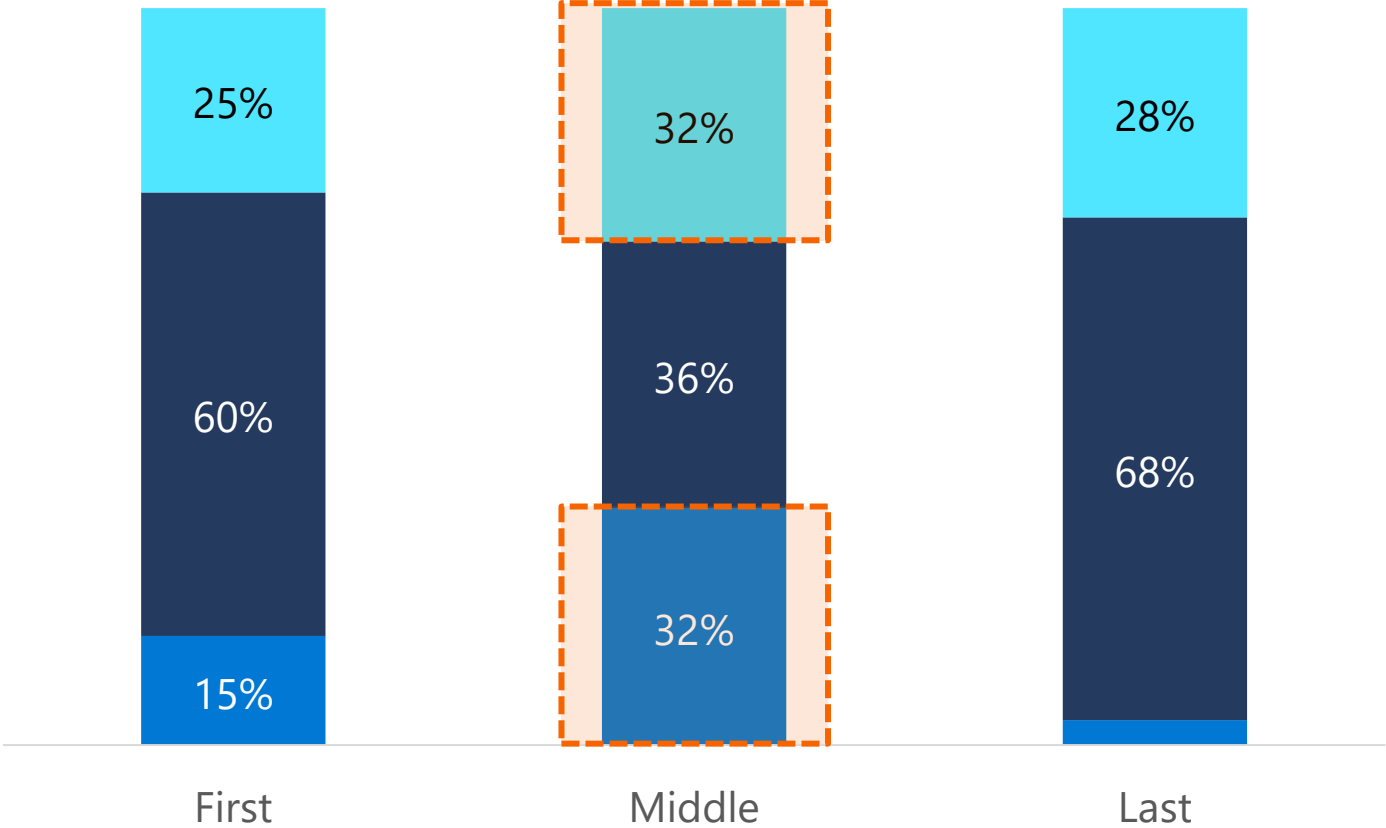✓ Test ad copy variations or use Responsive Search Ads to test up to 40,000 different ad permutations for you

✓ Add rich visual elements to your ads to help them stand out, increase performance and give shoppers a better idea of your offerings with Multimedia Ads and Multi-Image Extensions

✓ Increase profitability and save time by removing the need to create targets for individual URLs using Page Feed Dynamic Search Ads

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Both Native and Shopping Ads prove to be effective methods for reaching retail users in their research

Ad served by conversion path position for Retail across the Microsoft Network

Legend:
- Shopping
- Search
- Native

First:
- 25% (Shopping)
- 60% (Search)
- 15% (Native)

Middle:
- 32% (Shopping)
- 36% (Search)
- 32% (Native)

Last:
- 28% (Shopping)
- 68% (Search)

+3.6x
site visitation rate
for users who have saw a retailer's ad both on search (Bing) and on the Microsoft Audience Network vs. search-only exposure

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

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