



# Life Reinvented:

Emerging Consumer Behaviors



**Microsoft Advertising**  
Great relationships start here.



# Contents

.....  
**Introduction**

**Four Emerging Personas**

1. Digital Nomad
2. Luxury Shopper
3. Empowered Activist
4. Self-Care Enthusiast

.....  
**Close**

**Resources**

# Four Emerging Personas

The pandemic has significantly impacted lifestyles. It has changed the ways we work, shop, play, learn and communicate. Consumer behaviors have evolved and reflect new attitudes, values and ultimately, new shopping patterns and expectations. As digital adoption and acceleration has blended work and life, people are finding new ways to care for themselves and their families, support causes they care about, take advantage of the flexibility that has come with remote work and indulge themselves and others a bit, because they have a heightened sense of what's important.

By analyzing Microsoft first-party data and diving deep into consumer research, we've identified four new growing consumer personas:



**Digital  
Nomad**



**Luxury  
Shopper**



**Self-Care  
Enthusiast**



**Empowered  
Activist**

We're sharing these new consumer trends and insights to provide a deeper understanding of changing motivations and shopping behaviors across industries and categories, and to provide inspiration and solutions to reach and engage these people throughout their customer journeys. We understand that reaching people who are ready to engage and transact is important. That's why Microsoft Advertising connects you with people at the right moments across work and life.



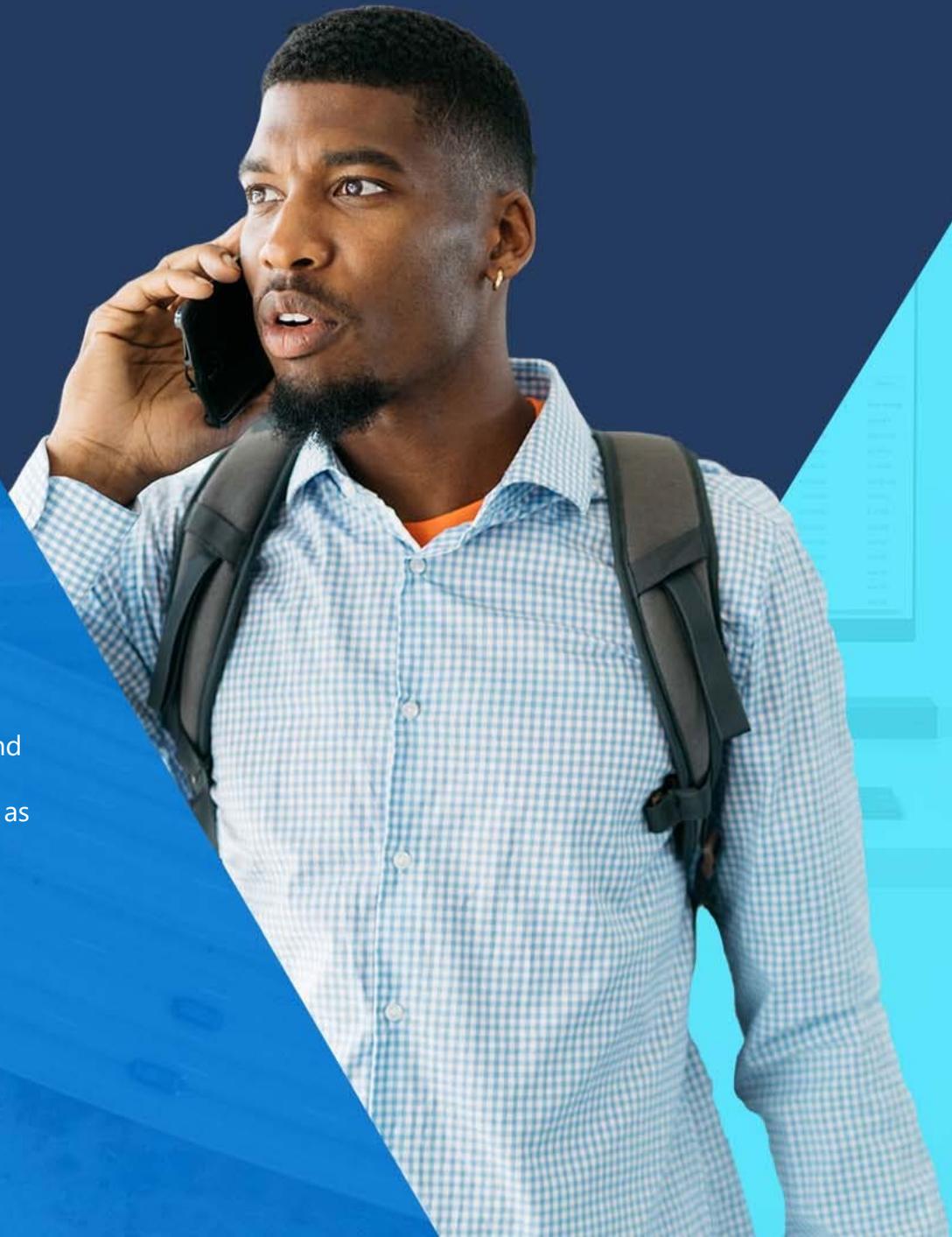


# Digital Nomad

---

Digital Nomads are location-independent people who value flexibility and make a living working online. Because they work 100% remotely, they're able to travel constantly and move from place to place as long as there's an internet connection.

As shoppers, they use online research across business verticals, perhaps more than any other consumer group. On a recurring basis, they're searching for housing, transportation and all the needs, services and amenities that accompany daily life in new locations.



# Digital Nomad



There are **13.2 million** travel enthusiasts on Microsoft Advertising globally who stay in an Airbnb or rented accommodation at least once per month.<sup>1</sup>



There are 17.4 million travel enthusiasts globally who work remotely and are on Microsoft Advertising.<sup>1</sup>

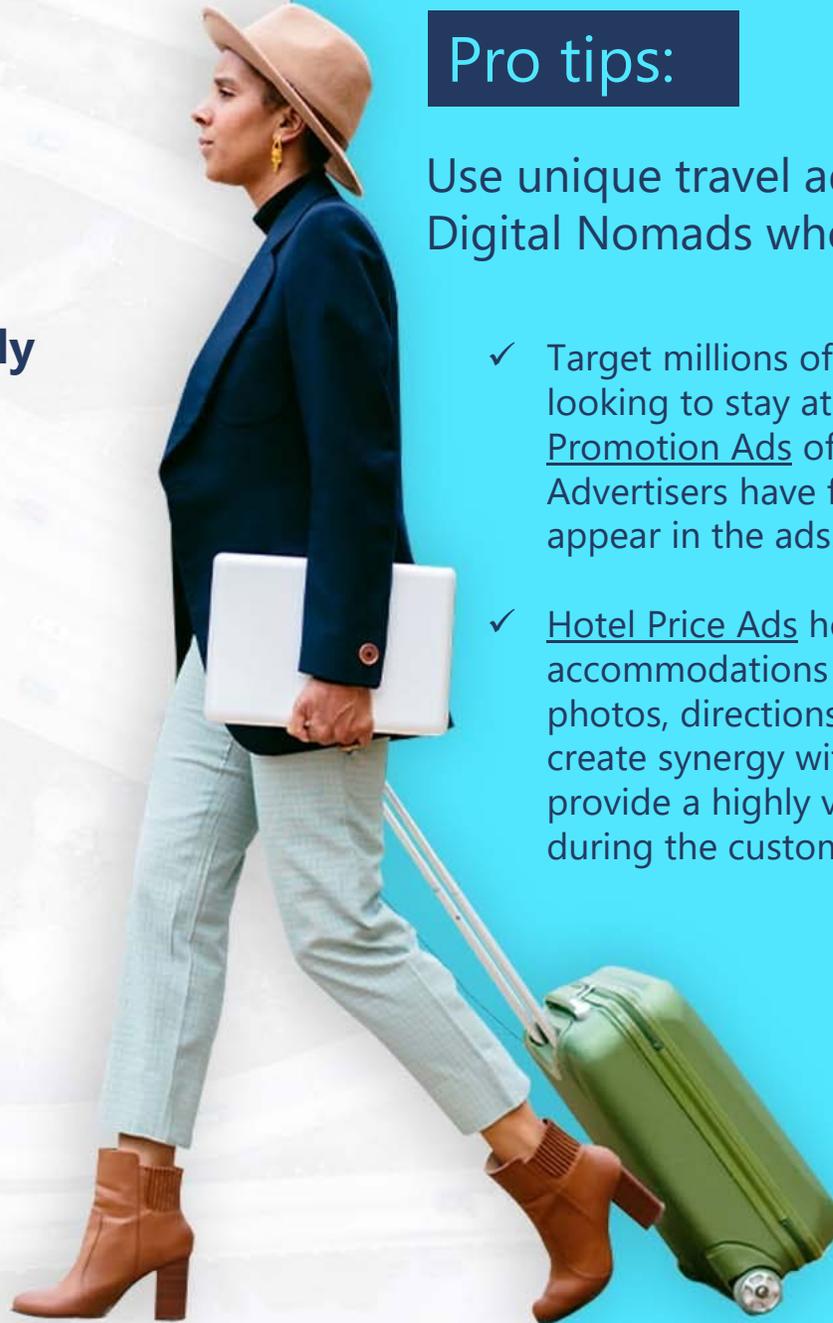


There are 62 million travel enthusiasts globally on Microsoft Advertising who are planning to purchase a vacation abroad.<sup>1</sup>

## Pro tips:

Use unique travel ad formats to convert the millions<sup>1</sup> of Digital Nomads who are dreaming, planning and booking.

- ✓ Target millions of travel dreamers and planners who are looking to stay at a property like yours. Property Promotion Ads offer a richly engaging, curated experience. Advertisers have full control over the text and images that appear in the ads.
- ✓ Hotel Price Ads help travelers plan and book accommodations by showcasing room rates alongside photos, directions, availability, reviews and more. They also create synergy with your existing text campaigns and provide a highly visual experience to convert travelers during the customer journey.



**RVshare takes road to growth with Microsoft Advertising**

[Read more](#)

Success story

# RVshare

“

We use the Microsoft Audience Network to reach audiences that have an intent to travel outdoors on the renter side, while we also target RV owners so we can match them up with our renters.

— Martijn Scheijbeler, Vice President of Marketing  
RVshare

## Additional resources



[How technology and hybrid work drive the Digital Nomad trend](#)



[Unpacking future travel trends and insights driving recovery](#)



# Luxury Shopper

---

Luxury Shoppers are browsing before making purchases, researching products and looking at the large variety of luxury goods online across categories, including jewelry and watches, handbags and leather goods, apparel, cosmetics and wine.

They spend 32% to 105% more money on luxury goods when they use multiple search engines.<sup>2</sup> Luxury Shoppers who use multiple search engines also spend 42% of their time searching on the Microsoft Search Network.<sup>2</sup>

Of the audience, 46% of them are researching vacations and 47% are searching for business topics.<sup>1</sup> Additionally, they're 33% more likely to be ordering groceries online.<sup>1</sup> The blur between work and life is apparent.



# Luxury Shopper



**When they use multiple search engines, Luxury Shoppers spend 32% to 105% more money on luxury goods.<sup>2</sup>**



There are 682 million Luxury Shoppers on Microsoft Advertising globally.<sup>1</sup>



Luxury Shoppers on multiple search engines spend 42% of their time searching on the Microsoft Search Network.<sup>2</sup>

## Pro tips:

Luxury Shoppers perform research before making a purchase,<sup>1</sup> so, create eye-catching ads that inform and inspire action.

- ✓ Let your brand shine with [Multimedia Ads](#). Use these innovative text and image ads to attract Luxury Shoppers to your products.
- ✓ [Ad Extensions](#) can help you get attention and attract relevant customers.



Retailer uses paid search to connect with global audience

[Read more](#)

## Success story

# French Address

PARIS - FRANCE

“

When I compare my campaigns on Microsoft Advertising to campaigns on other platforms, the cost per click is 30% lower, which is very attractive. Plus, with Microsoft Advertising, the click-through rate is at least six times higher. I'm quite amazed by the results.

- Mathilde Vuillemenot, Founder  
French Address

## Additional resources



[Get to know the evolving Luxury Shopper](#)



[Luxury shopping trends and insights 2021](#)



# Self-Care Enthusiast

---

Self-Care Enthusiasts are interested in spending time where it matters most, whether that be with family, on mental health or in fitness. They seek brands that enhance their physical and mental well-being. They value self, time, health and well-being over everything else.

This audience works hard across all aspects of life. Their time is stretched throughout the day, so time management is top of mind. Self-Care Enthusiasts are consistently multitasking between work, school, life and leisure activities.

Self-Care Enthusiasts on Microsoft Advertising seamlessly switch between work and life throughout the day. Of this audience, 57% use search engines to do product research, 46% to manage their finances and 48% to research health issues, and they're 66% more likely to have purchased exercise equipment online.<sup>1</sup>



# Self-Care Enthusiast



**Self-Care Enthusiasts are 66% more likely to have purchased exercise equipment online.<sup>1</sup>**



There are 869 million Self-Care Enthusiasts on Microsoft Advertising globally.<sup>1</sup>



48% of this audience is researching health issues.<sup>1</sup>

## Pro tips:

Self-Care Enthusiasts are intentional. Be intentional with your advertising.

- ✓ Time management is top of mind for Self-Care Enthusiasts, so use [Callout Extensions](#) to highlight time savings and conveniences your products and services can provide.
- ✓ Not all Self-Care Enthusiasts are the same. Leverage [In-market Audiences](#) in your Search and Audience campaigns to engage those who are ready to buy in the right way and at the right time.

**Build with Ferguson constructs bigger returns**

[Read more](#)

## Success story



“

It's exciting to see that we can specifically target to the people who are more relevant to our business. We're increasing our efficiency, our targeted ads, and making sure that we're getting in front of the right people.

- Aaron Vipperman, Senior Search Engine Marketing Specialist  
**Build with Ferguson**

## Additional resources



[Emerging consumer trends in 2021](#)



[Watch The Download video series](#)



# Empowered Activist

---

The Empowered Activist is the consumer who makes purchasing decisions by spending money on brands that align with their own values. They seek brands that are eco-friendly, inclusive, ethical and small-business oriented. They vote with their wallet.

They are 37% more likely to purchase personal care items that are sustainable.<sup>1</sup> They also using search to discover products and brands that they can stand behind. We saw a 141% year-over-year (YoY) increase in beauty searches for black-owned and minority-owned related terms.<sup>3</sup>

Empowered Activists also care about privacy and trusting brands. 42% of Empowered Activists on Microsoft Advertising worry about how companies use their data.<sup>1</sup> They're 34% more likely to expect brands to be transparent about how they use their data.<sup>1</sup>



# Empowered Activist



**They are 37% more likely to purchase personal care items that are sustainable.<sup>1</sup>**

There are 395 million Empowered Activists on Microsoft Advertising globally.<sup>1</sup>



Microsoft Search Network saw a 141% year-over-year (YoY) increase in beauty searches for black-owned and minority-owned related terms.<sup>3</sup>

## Pro tips:

Highlight your brand values to build love, trust and loyalty with Empowered Activists.

- ✓ Leverage the Marketing with Purpose Business Attributes to highlight if your business is carbon neutral, minority-owned, wheelchair accessible, etc.
- ✓ Watch the Marketing with Purpose Learning Lab training for actions you can take to help build a trusted brand.



The Motley Fool unites purpose with performance

[Read more](#)

Success story



“

During the pandemic, a lot of people have more time on their hands, and because of some economic insecurity, people are more intent on finding ways to secure their financial future.

- Danny Delaney, Channel Manager  
The Motley Fool

**Additional resources**



[Consumers are ready to switch brands for sustainable alternatives](#)



[Watch The Download video series](#)

# Conclusion

---

Consumer behavior changes are one of the most important factors for marketing and advertising professionals to consider over the next 12 months.

Microsoft Advertising is well positioned to help brands and advertisers reach people across all facets of work and life, where they're getting things done. It starts with an ecosystem designed to help people accomplish their goals across their personal and professional lives.

With Microsoft Advertising, marketers can meet people wherever they are, whenever they're ready to act. We have a deep understanding of audiences that enables marketers to deliver relevant, trusted and personalized experiences.

Through our unique audience intelligence, we can help marketers better understand people and reach them with the right message at the right time. It also enables marketers to connect with people who are more inclined to make purchases online and engage with ads.

Microsoft Advertising is committed to providing a trusted platform that empowers advertisers to reach and engage highly valuable audiences.



# Sources

1. GWI, US, Q3 2020 – Q2 2021.
2. 2021 Luxury Shopping Study, Microsoft Advertising (<https://about.ads.microsoft.com/en-ca/insights/2021-online-luxury-shopping-trends>).
3. Microsoft internal data.



Microsoft Advertising connects you with more than a billion people at the right moments across work and life. The Microsoft ecosystem provides access to an audience that has higher buying power, spends more online and is more likely to engage with ads to try new offers. Regardless of whether you are creating a branding or performance campaign, we offer advertising solutions that run the entire marketing funnel, including search, native, display and video advertising. Reach people across Microsoft properties including Bing, MSN, Microsoft News, Microsoft Edge and Outlook.com or partner sites like AOL, Yahoo, CBS Interactive, Wall Street Journal, and Forbes. Microsoft Advertising. Great relationships start here.

**Microsoft Advertising. Great relationships start here.**

[www.MicrosoftAdvertising.com](http://www.MicrosoftAdvertising.com)