



MICROSOFT ADVERTISING INSIGHTS

# Super Bowl

Cross-vertical trends

Microsoft Advertising. Great relationships start here.



# Key findings



1. For the past three years, the Super Bowl has occurred during the first week of February. However, this year's event will take place during the second week of February. Therefore, timing is crucial in order to maximize your campaign's effectiveness.



2. Ad types are key; in last year's Super Bowl, 49% of viewers paid attention to the ads during the game and 44% said that funny ads would make them more likely to purchase the product or service.<sup>1</sup>

3. Tech & Telco's cost per click (CPC) trends for 2021 illustrate an opportunity to maximize performance, since CPCs sometimes decrease as click-through rates (CTRs) rise.<sup>2</sup>



4. Retail & Consumer packaged goods (CPG) trends indicate that searches peak before the Super Bowl but clicks spike afterward.<sup>3</sup>

5. Automotive searches and clicks historically spike after game day.<sup>2</sup>

1. Morning Consult: Poll conducted Jan 21-25, 2021, among 2,200 U.S. adults with a +/- 2% margin of error. 2. Microsoft internal data; January 2019 - March 2021. 3. Microsoft internal data, November 2019 - March 2021.

# Super Bowl recommendations



Time your campaign accordingly and leverage [In-market Audiences](#) so you can capture peak spending moments for different categories.



Optimize your shopping campaigns to target customers who are more likely to convert at higher revenue values with [Smart Shopping Campaigns](#).



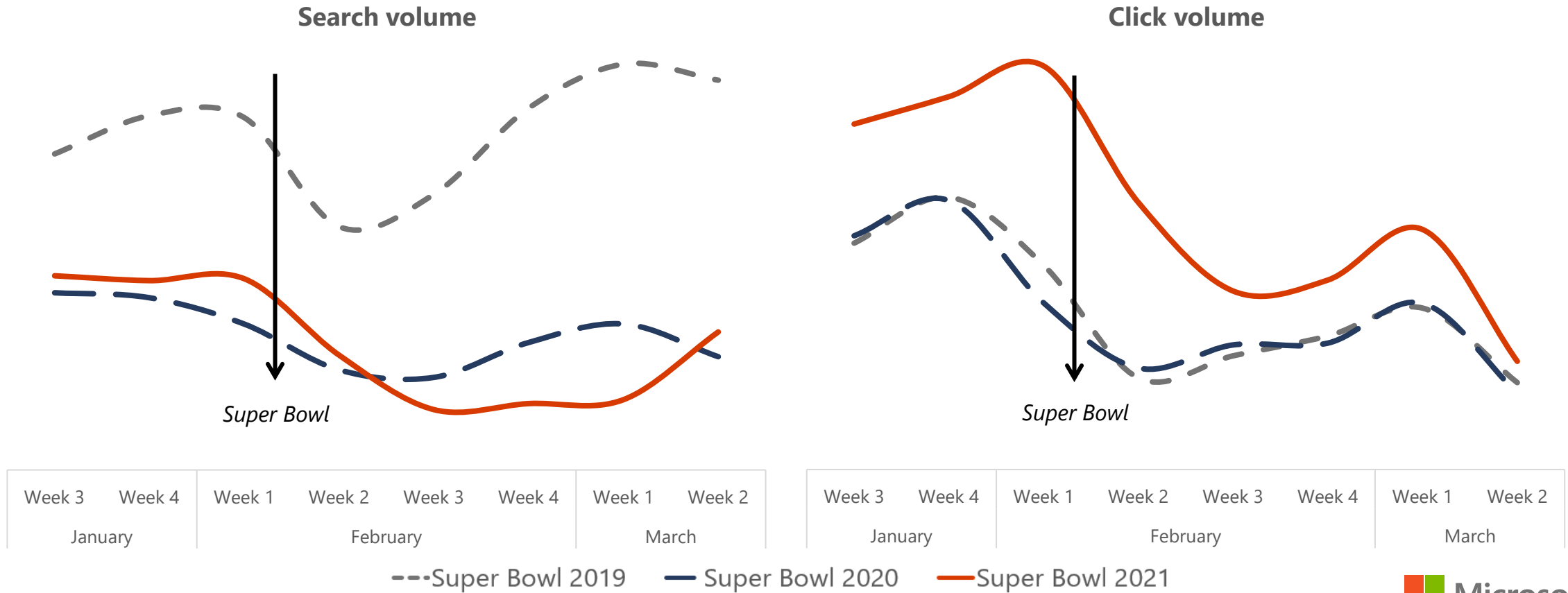
Improve your investment and track what your customers are doing after they click on your ad using [Universal Event Tracking \(UET\)](#).



Pair your search campaigns with native ads on the [Microsoft Audience Network](#) to extend your reach and increase engagement through brand lift and improved conversion rates.

# Television searches and clicks

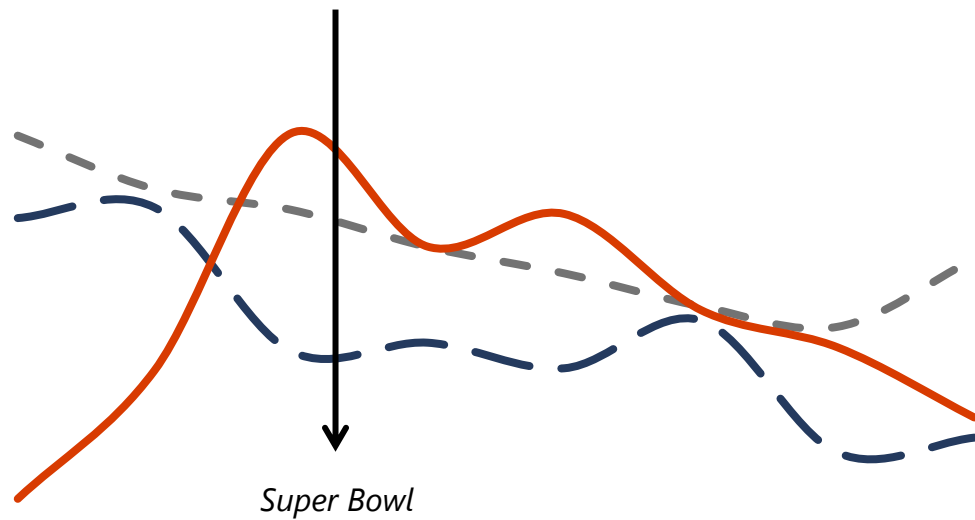
Searches and clicks tend to spike during Super Bowl week and the first week in March



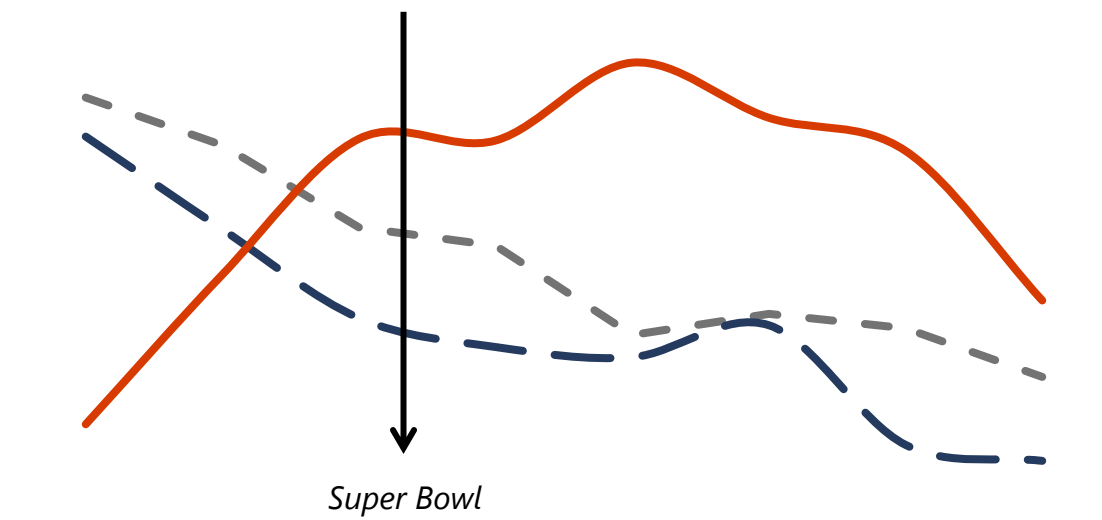
# Internet providers/service plans searches and clicks

In February 2021, searches peaked during the first week, but clicks peaked during the third week

Search volume



Click volume

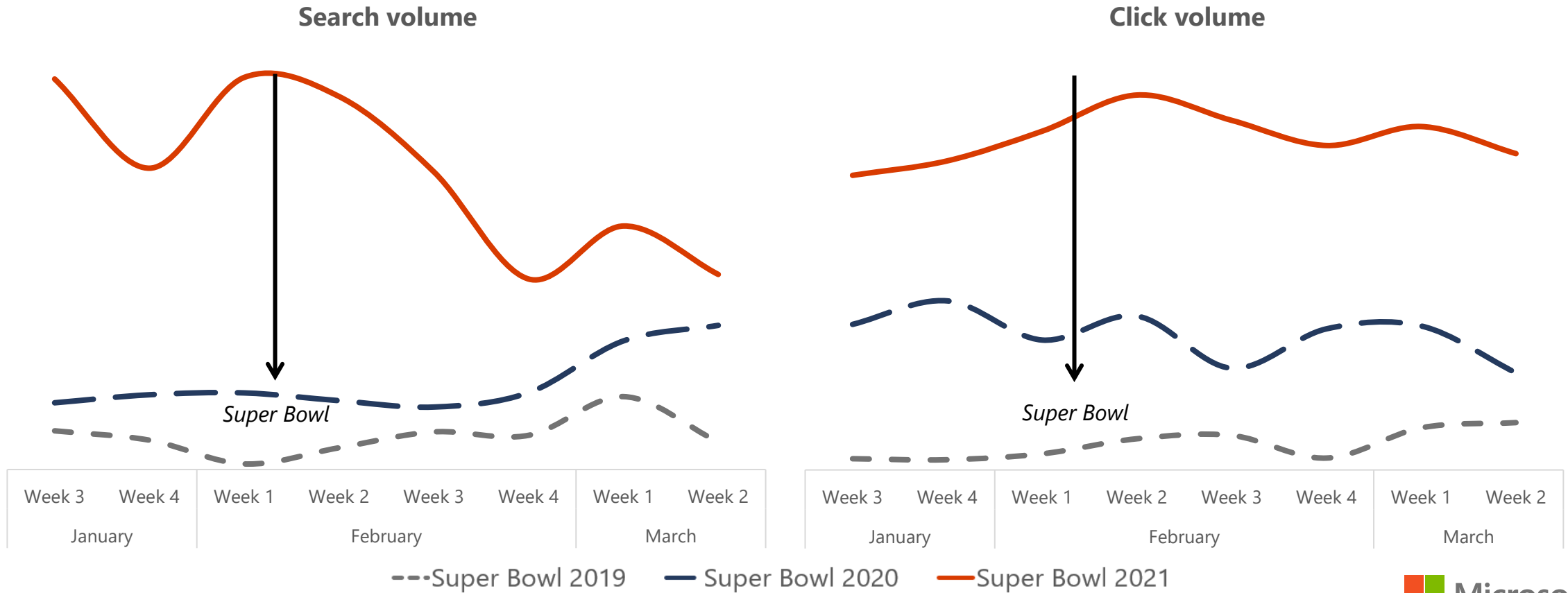


Week 3 Week 4 Week 1 Week 2 Week 3 Week 4 Week 1 Week 2 February March Week 3 Week 4 Week 1 Week 2 Week 3 Week 4 Week 1 Week 2 January February March

---Super Bowl 2019    — Super Bowl 2020    — Super Bowl 2021

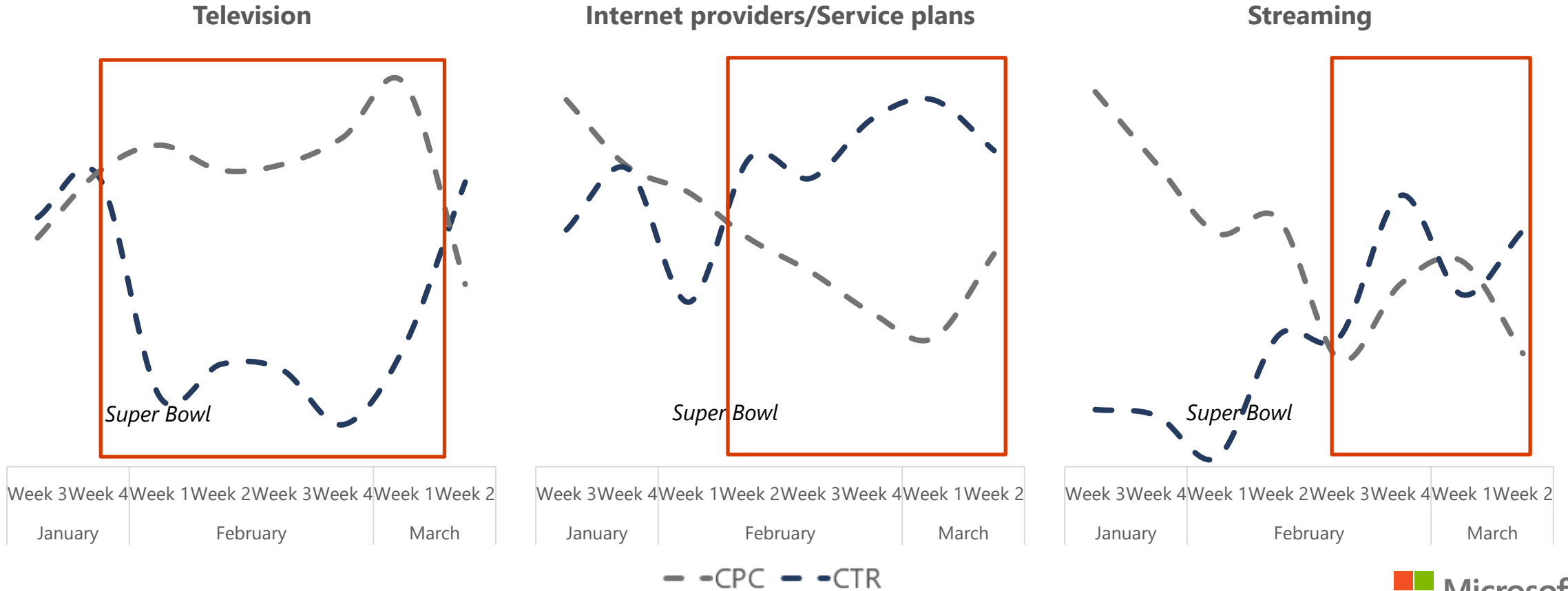
# Streaming searches and clicks

Searches and clicks peaked during the first and second weeks of February in 2021



# 2021 CPC vs CTR trend

Trends indicates a great opportunity to optimize performance when CPCs drop and CTRs rise



# Top non-brand queries surrounding the Super Bowl

## Television

'televisions sale' 'television set' 'television repair' 'best televisions'  
'television ratings'

## Internet

'internet providers' 'internet service providers' 'internet service'  
'best internet providers' 'satellite internet providers'

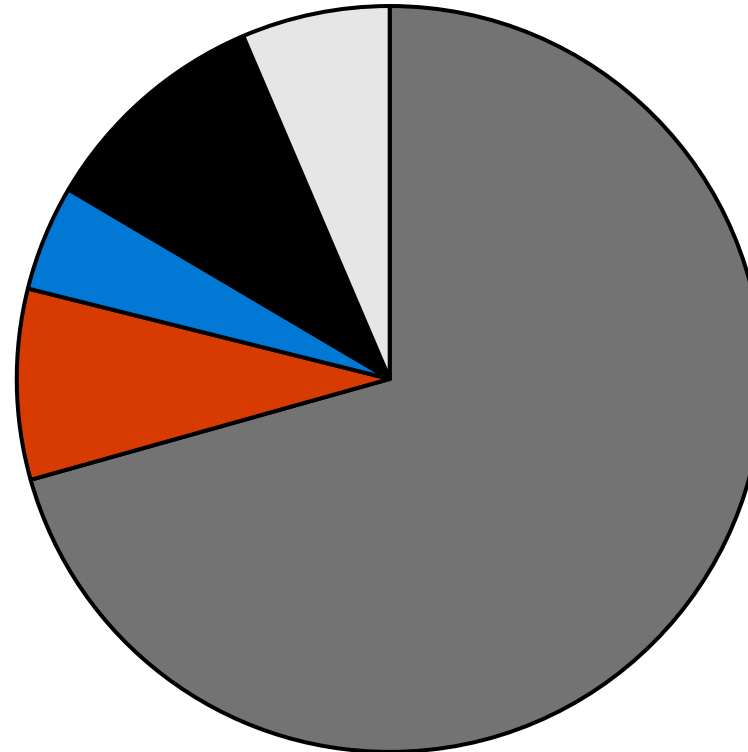
## Streaming

'nfl streaming' 'nfl combine live streaming' 'nfl live streaming free app'



# Planned purchases on Super Bowl Sunday in 2021

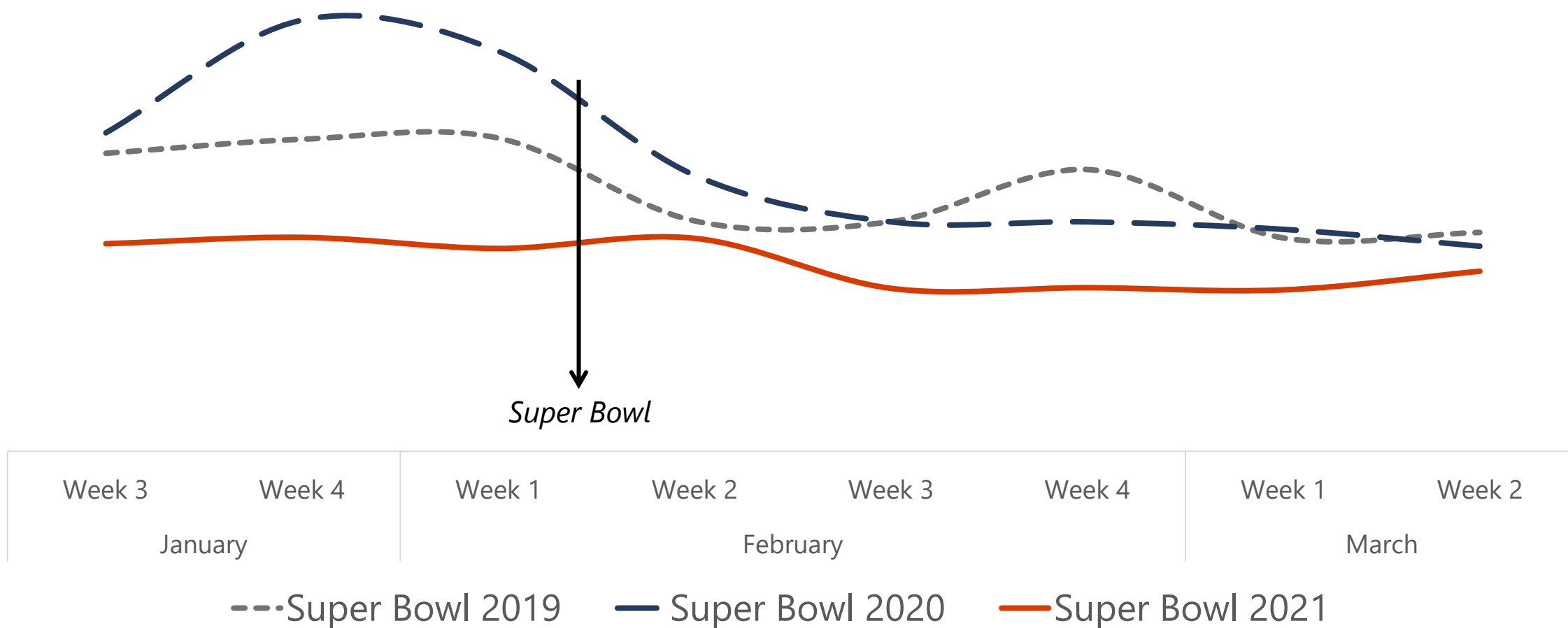
**23%**  
of respondents  
bought at least one  
of the following  
retail items last  
year: televisions,  
furniture, apparel,  
or decorations



- Food/Beverages
- Television
- Furniture
- Team apparel or accessories
- Decorations

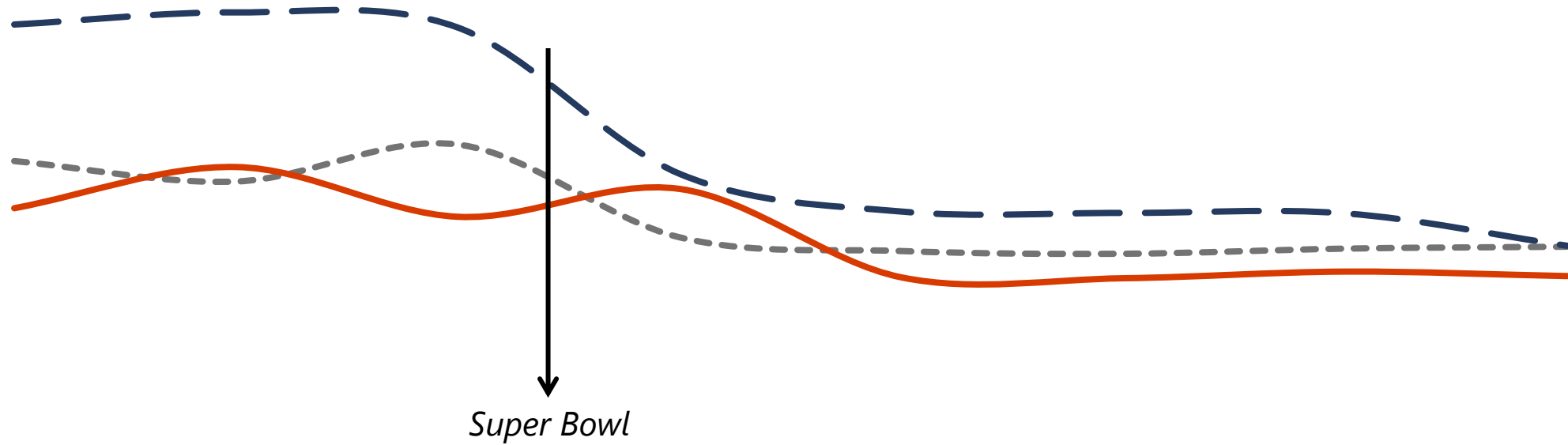
# Sports Apparel searches peak leading up to game day

Sports fan apparel & gear searches during Super Bowl season year-over-year (YoY) (2019-2021)



# Sports Apparel clicks tend to taper off after game day

Sports fan apparel & gear clicks during Super Bowl season YoY (2019-2021)



Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2
January		February				March	

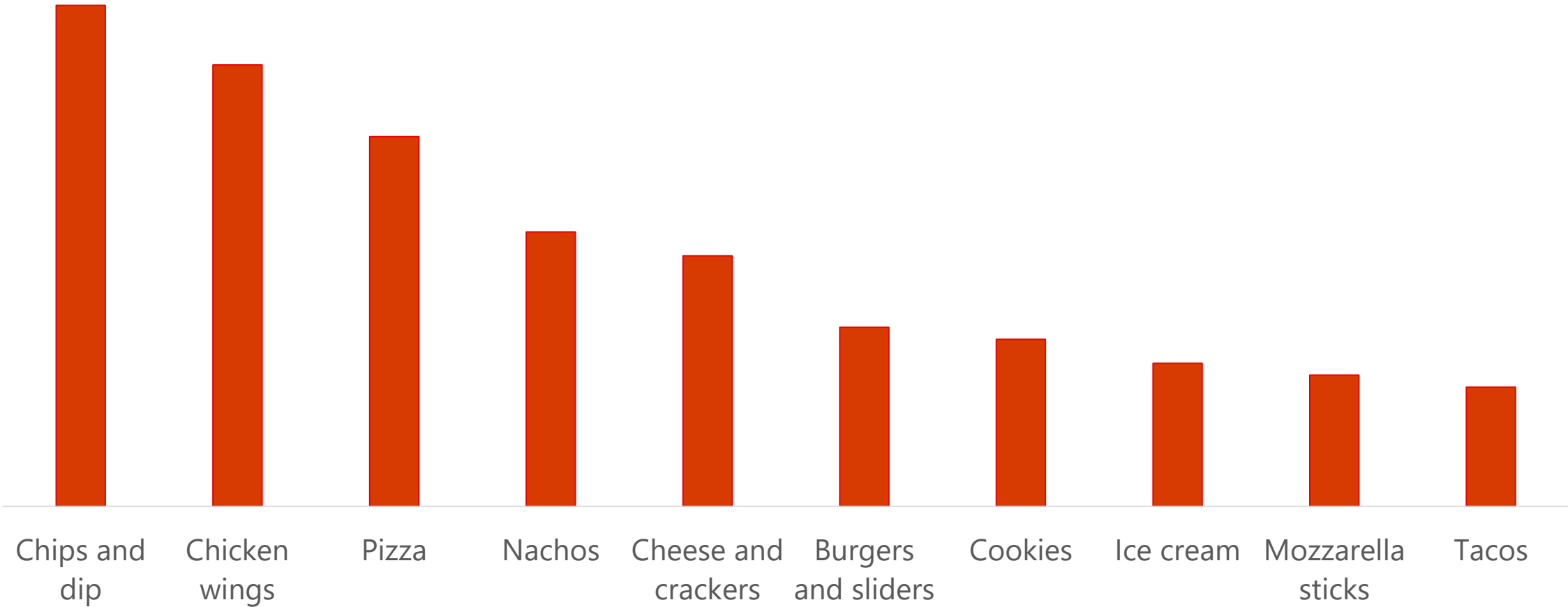
--- Super Bowl 2019

— Super Bowl 2020

— Super Bowl 2021

# Snack Foods dominate the market during Super Bowl

Top 10 purchased Super Bowl foods in 2021

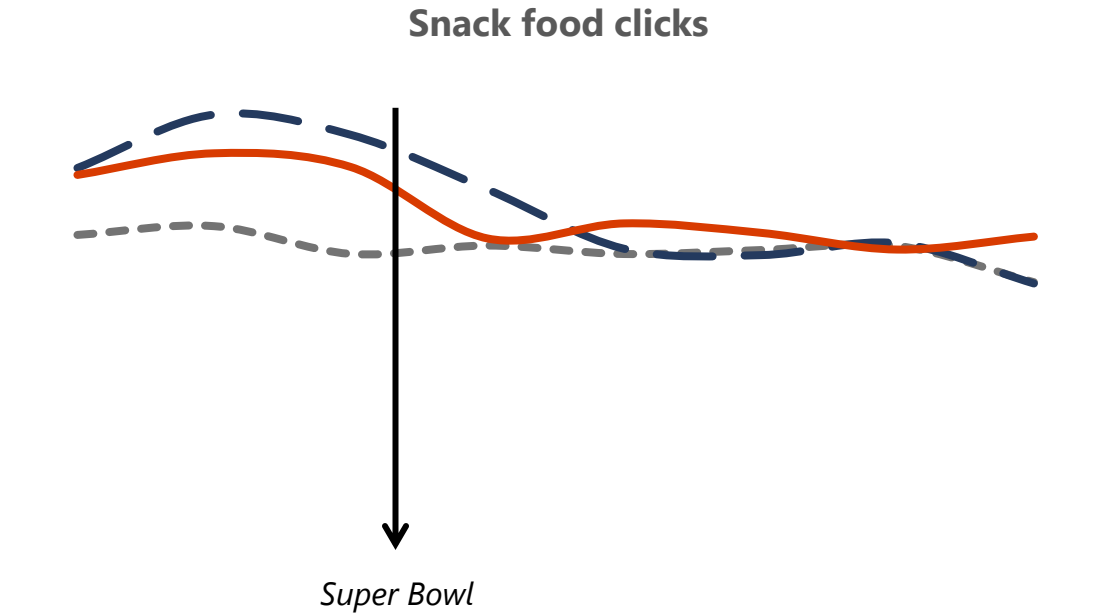
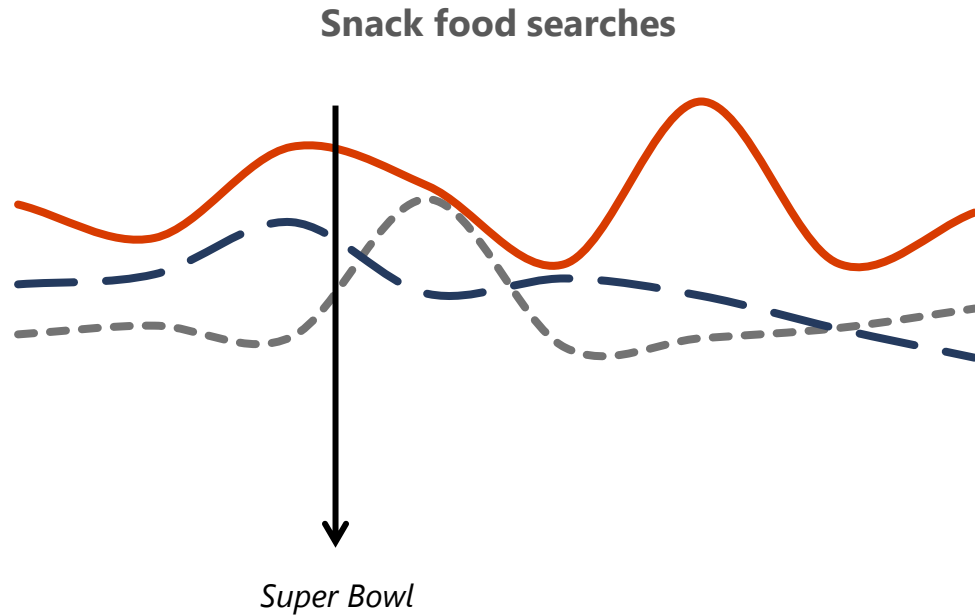


Statista survey, February 2-3, 2021, 594 respondents.



# Snack Food searches show more volatility than clicks

Snack food searches and clicks during Super Bowl season YoY (2019-2021)

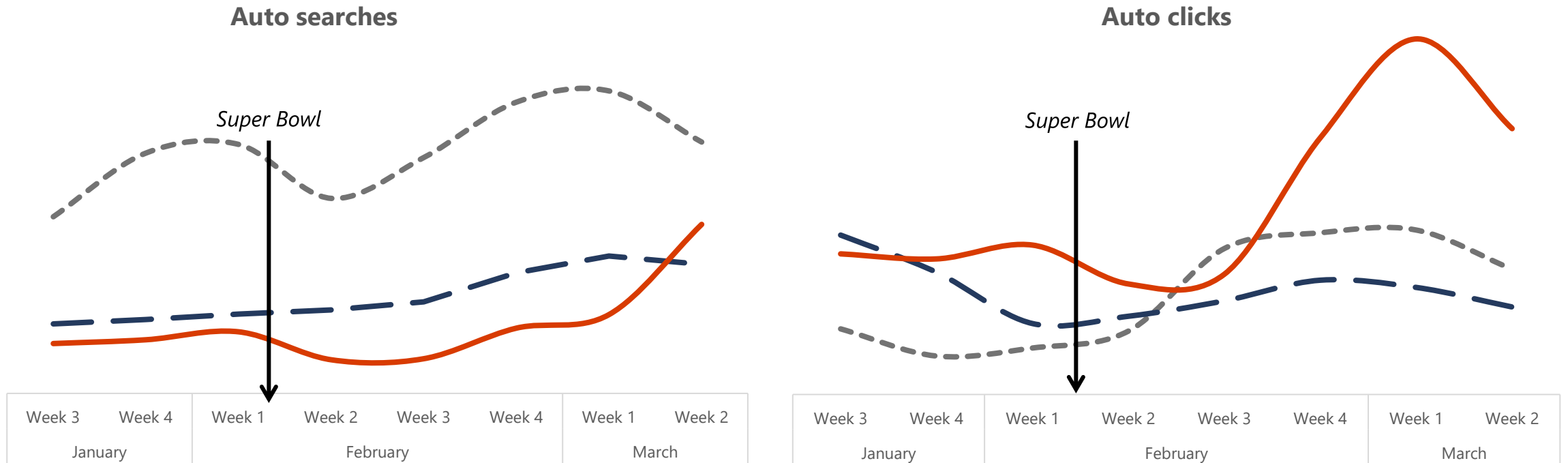


Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2
January		February				March		January		February				March	

---Super Bowl 2019    - - - Super Bowl 2020    - - - Super Bowl 2021

# Auto searches and click volume by year

Searches and clicks for auto begin to rise after the Super Bowl

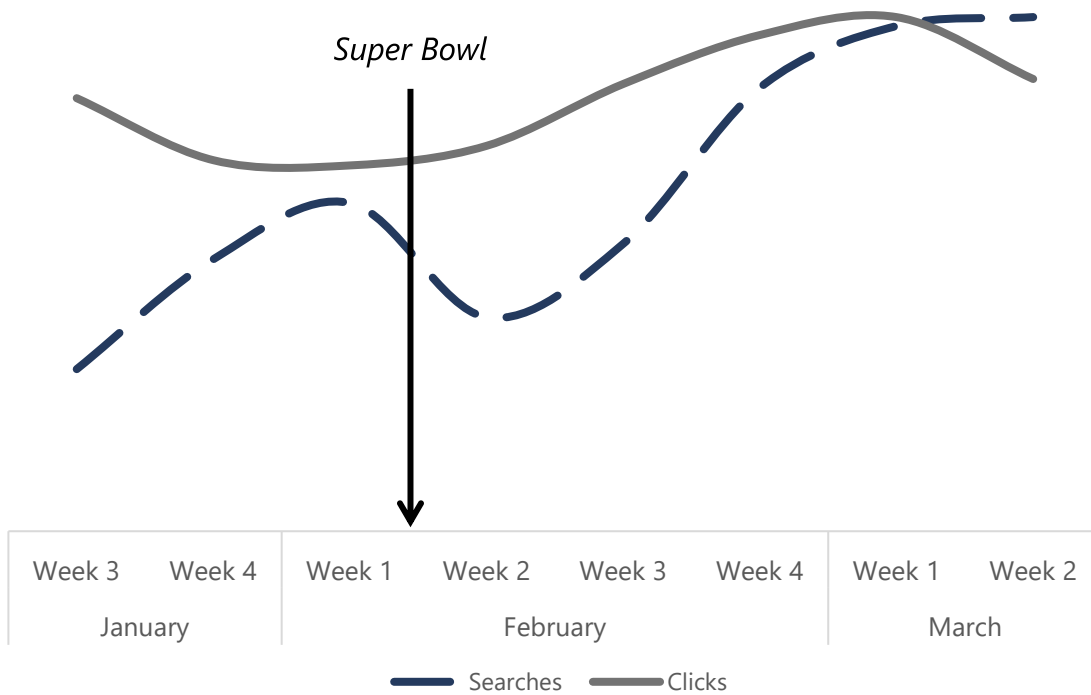


---Super Bowl 2019    - - - Super Bowl 2020    — Super Bowl 2021

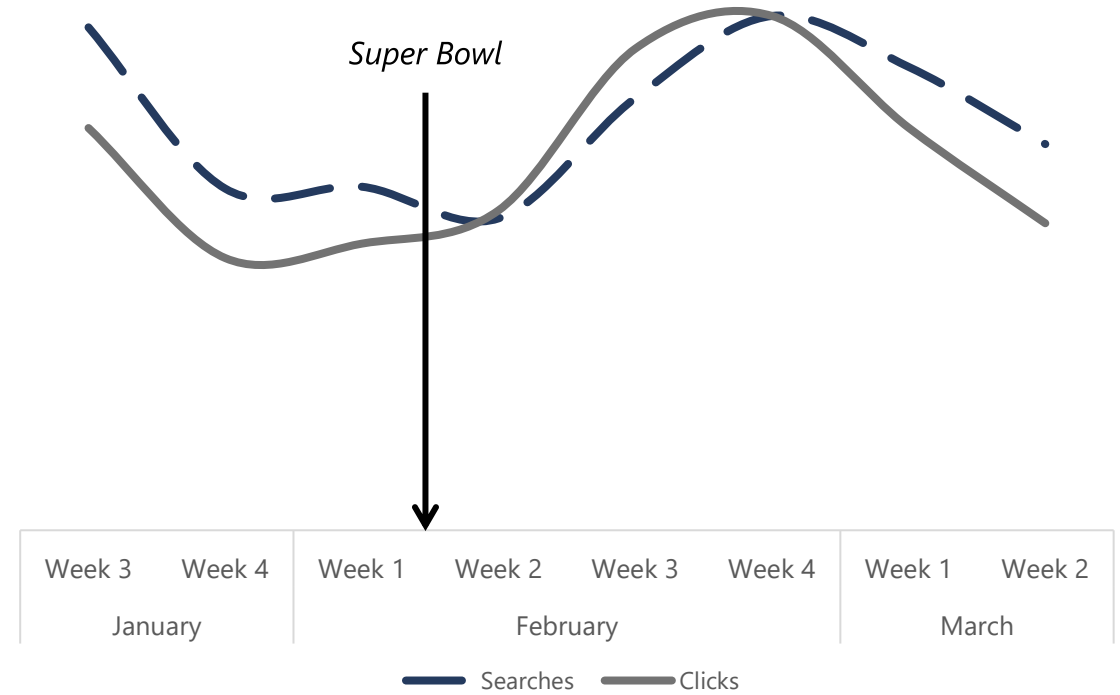
# Motor Vehicles and Dealers searches increase after game day

The Super Bowl triggers an increase in search and click volume in the subsequent weeks

### Motor vehicles average searches & clicks (2019-2021)

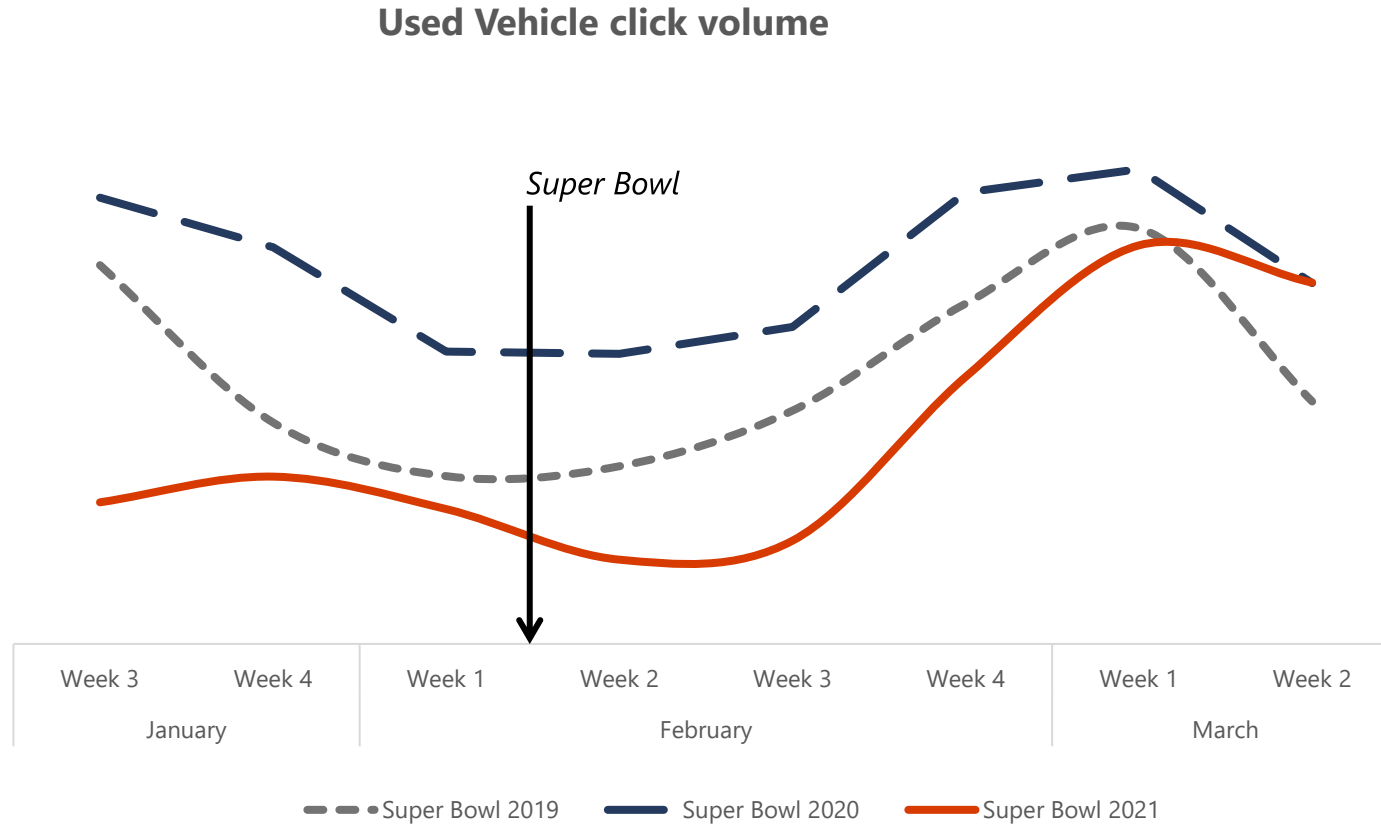


### Vehicle dealer's average searches & clicks (2019-2021)



# Used vehicles increases in clicks after Super Bowl

Conquest competitor brand terms around Super Bowl and ensure coverage of non-brand terms





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