Key takeaways

Third-party research shows that pickup trucks remain popular.

2021 exceeded the last 'normal' year, 2019. Leading up to March Truck Month, searches and clicks increased by an average of 6%.

Forecast shows that searches and clicks are expected to increase by an average of 29% and 31% in the upcoming period.

About 25% of top truck non-brand search queries include the keyword 'sale,' while 15% of them include the term 'used.'

Budget accordingly to prepare for an increase in searches and clicks in February & March.

Expand keyword coverage with broad match to include top truck brand and non-brand keywords.

Reach your customers on their journey to find new compact models through Microsoft Advertising Search Partners.

Utilize Dynamic Search Ads to connect with customers interested in purchasing a truck.
Research finds that pickup trucks are in high demand

What type of cars do you prefer?¹

- SUV: 41%
- Truck: 21%
- Sedan: 18%
- Sports car: 8%
- Compact: 5%
- Van: 3%
- Other: 5%

What type of car are you most likely going to purchase next?²

- SUV: 44%
- Truck: 21%
- Sedan: 16%
- Crossover: 6%
- Coupe: 4%
- Van: 3%
- Convertible: 3%
- Hatchback: 2%
- Wagon: 1%

¹ CivicScience: 119,310 responses from 01/27/2021 to 01/27/2022  Margin +- 1%. Percentages do not sum to 100 due to rounding.
² CivicScience: 31,552 responses from 10/16/2021 to 01/14/2022  Margin +- 1%
Leading up to March Truck Month, searches increase
In 2019 searches rose 4% from February to March, but in 2021 we saw a 6% increase over the same period

2021 truck brand + non-brand SRPVs [search result page views]

Microsoft internal data: January 2021 – December 2021.
Leading up to March Truck Month, clicks increase

In 2019 clicks rose 3% from February to March, but in 2021 we saw a 6% increase over the same period.
A spike in searches and clicks is expected in February 2022

Truck searches and clicks are expected to increase by an average of 29% and 31%

Microsoft internal data: January 2021 – February 2022. Solid blue show actual metric. Dash gold line is the expected forecasted metric based on the effect of COVID. In this case, we consider the upcoming period as the next two months - until the end of Feb 2022. COVID-based data considers the upcoming effects and uncertainties of COVID as well as how it could impact future data.
About 25% of top truck non-brand search queries contain 'sale'
15% of top non-brand queries include 'used'

Pro Tip: Expand keyword coverage to include these top brand and non-brand keywords.

Microsoft internal data: January 2021 – December 2021. Total amount of queries is 28079, filtered by SRPVs and split into two groups; brand term related, and non-brand term related.
Recommendations to maximize your performance

Use **Microsoft Advertising Search Partners** to improve your return on ad spend and give you more clicks, lower CPCs and more conversions.

Use **Dynamic Search Ads** to expand your search marketing reach and connect with more customers looking to purchase a truck.

Expand keyword coverage with **broad match** to include top truck brand and non-brand keywords.

Include **In-market Audiences** group targeting sales and used trucks in your search and **Microsoft Audience Network** ads.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights.
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