

Truck Month 2022 insights

Key takeaways



Third-party research shows that pickup trucks remain popular.

Reach your customers on their journey to find new compact models through [Microsoft Advertising Search Partners](#).



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

Utilize [Dynamic Search Ads](#) to connect with customers interested in purchasing a truck.



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

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

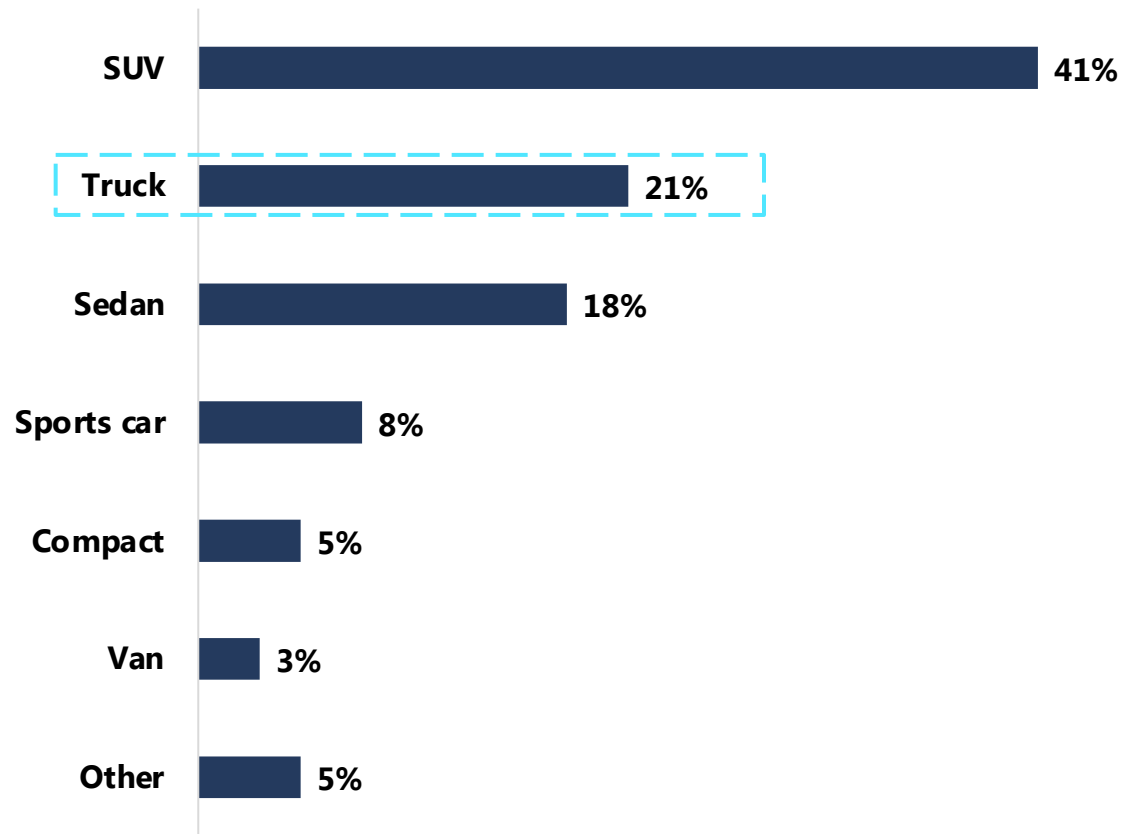


About 25% of top truck non-brand search queries include the keyword 'sale,' while 15% of them include the term 'used.'

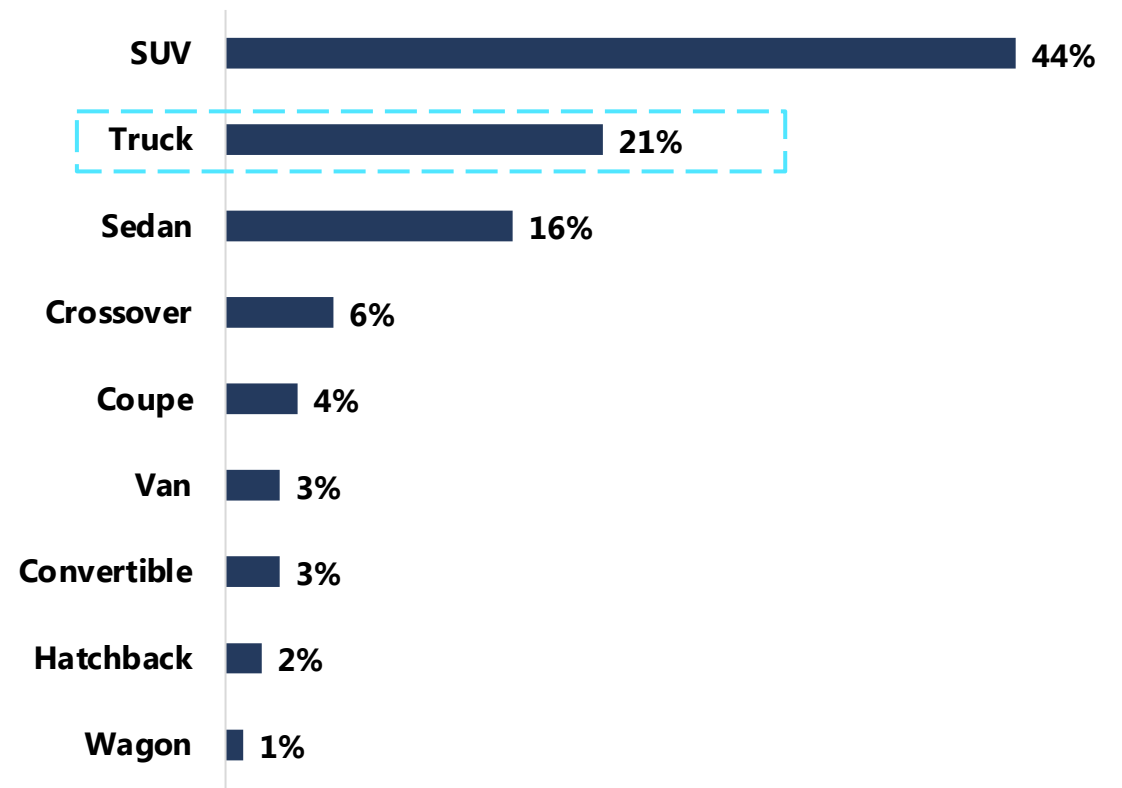
Expand keyword coverage with [broad match](#) to include top truck brand and non-brand keywords.

Research finds that pickup trucks are in high demand

What type of cars do you prefer?¹



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

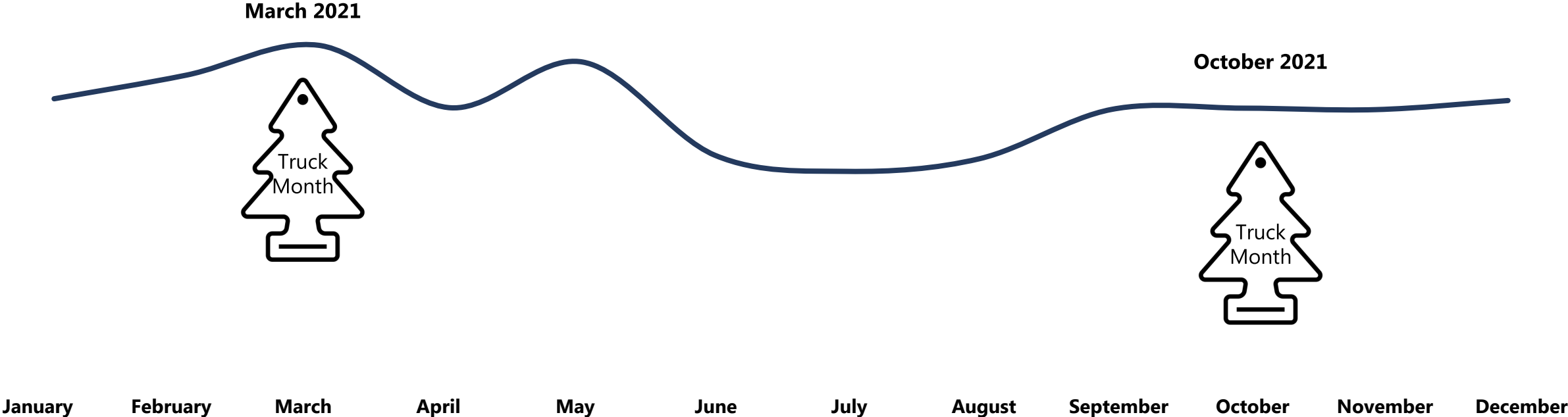


1. CivicScience: 119,310 responses from 01/27/2021 to 01/27/2022 |Margin +/- 1%|. Percentages do not sum to 100 due to rounding.
2. CivicScience: 31,552 responses from 10/16/2021 to 01/14/2022 |Margin +/- 1%|.

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]

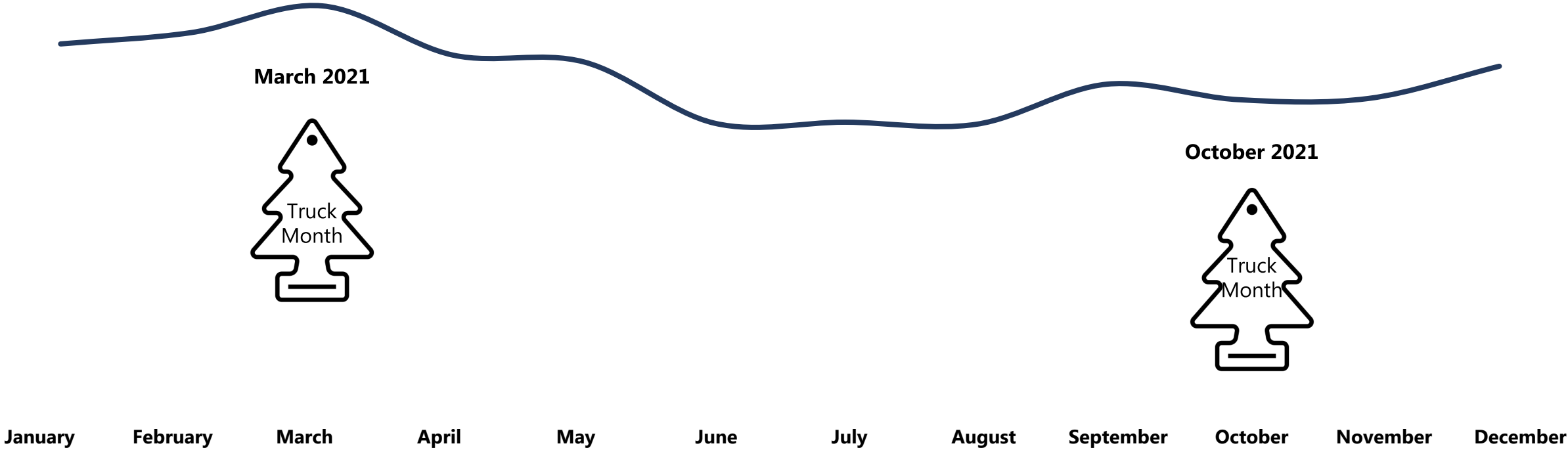


Microsoft internal data: January 2021 – December 2021.

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

2021 truck brand + non-brand clicks



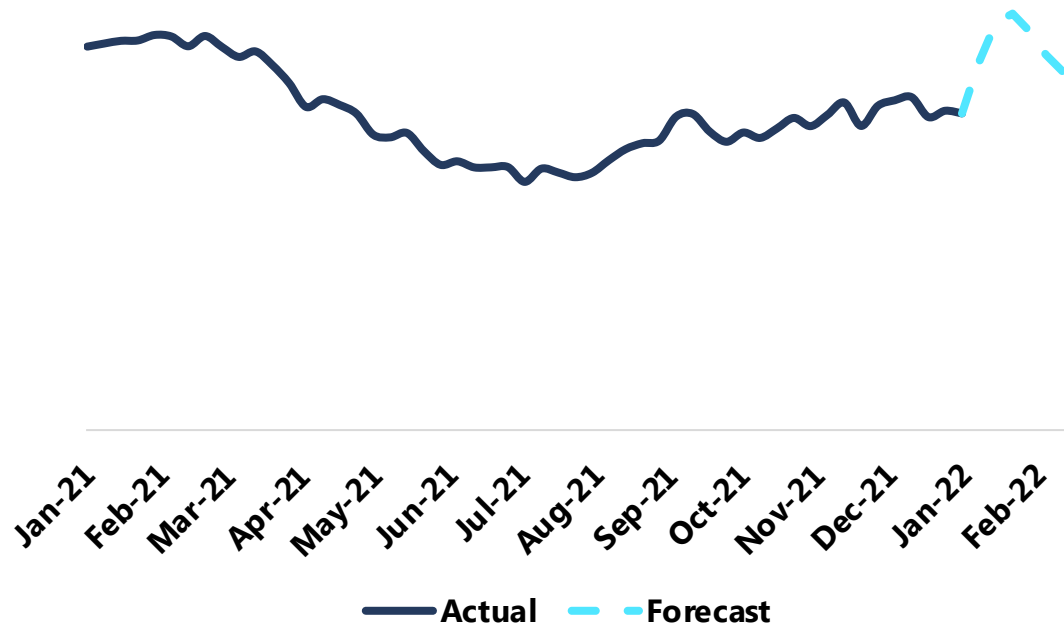
Microsoft internal data: January 2021 – December 2021.



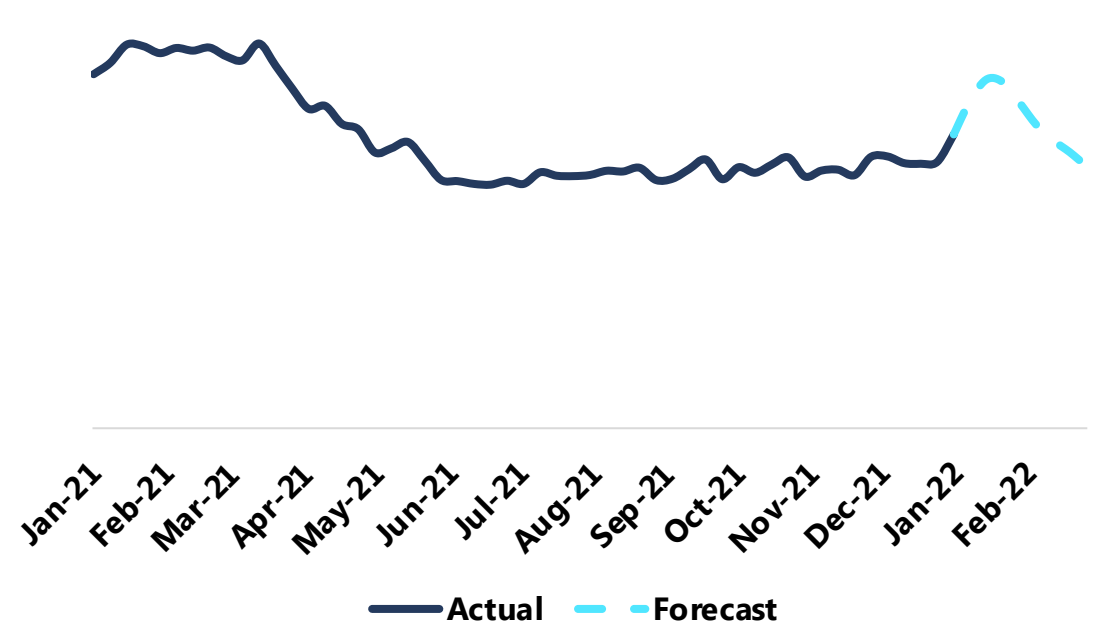
A spike in searches and clicks is expected in February 2022

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

Truck brand + non-brand SRPVs forecast based on the effect of COVID



Truck brand + non-brand clicks forecast based on the effect of COVID



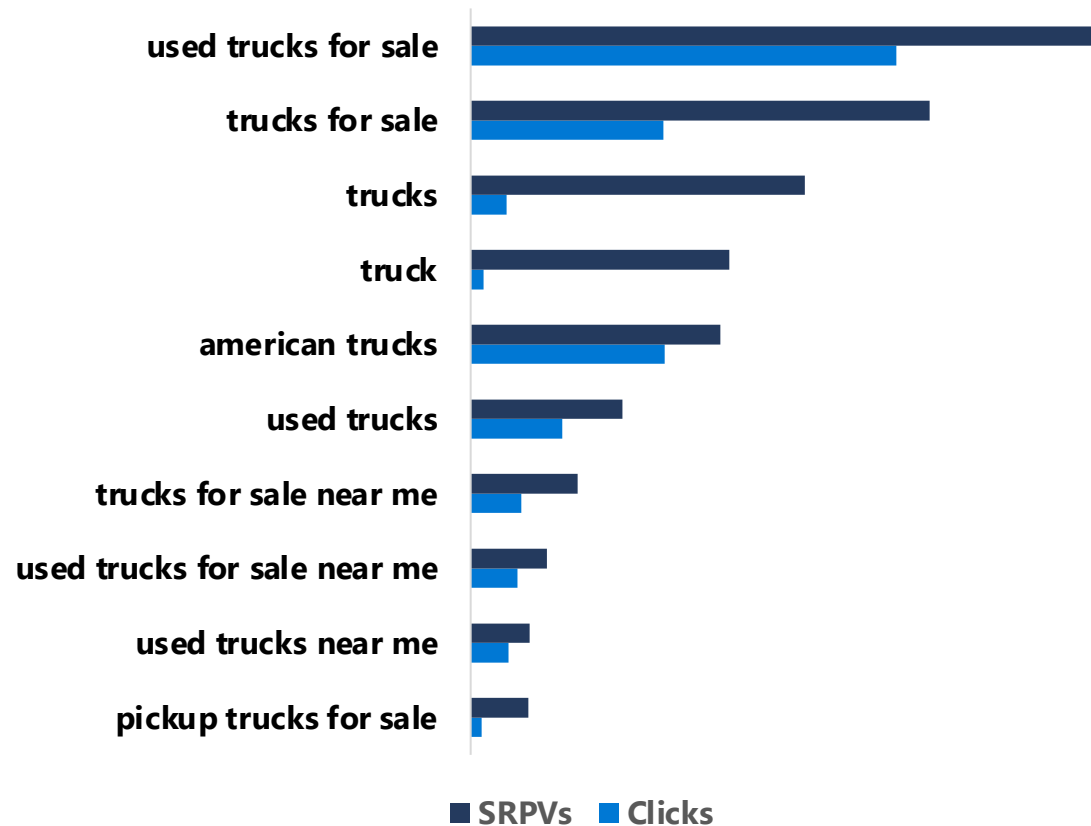
Microsoft internal data: January 2021 – February 2022. Solid blue show actual metric. Dash gold line is the expected forecasted metric based on the effect of COVID. In this case, we consider the upcoming period as the next two months - until the end of Feb 2022. COVID-based data considers the upcoming 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'

2021 truck non-brand top queries



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



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.



Microsoft Advertising. Great relationships start here.