

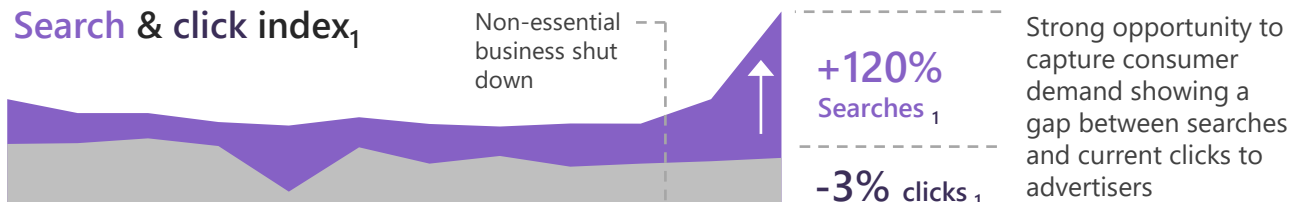
# Microsoft Advertising

## Covid-19 effects on Exercise & Fitness Trends



Australian's are increasingly active on the Microsoft Search Network searching for exercise and fitness related brands, products and services.

### Search & click index<sub>1</sub>



**Action 1: "Close the gap"** Adjust your campaign budget and make sure capture the increased demand for exercise and fitness related brands, products and services

Key sub-category growth has shown a few areas of specific interest. Examples of strong consumer interest has been around

 "Brand" or "brand + equipment" <b>+100% growth<sub>1</sub></b> representing <b>72% of searches<sub>2</sub></b>	 equipment <b>+800% growth<sub>1</sub></b> representing <b>10% of searches<sub>2</sub></b>	 specific workouts <b>+300% growth<sub>1</sub></b> <b>6% of searches<sub>2</sub></b>
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**Action 2: "Category Growth"** Expand your keyword coverage with Broad Match and Dynamic Search Ads to increased volume & optimize performance

### Generic Themes: Non-branded generic growth in searches

Yoga	High intensity training	Gym equipment
Body part exercises	Treadmill	Weights
Home gym	Trampoline	Kids yoga

While staying at home, needs for yoga and exercises for kids are gaining greater interest



**Action 3: "Capture in-market audiences"** Leverage the Microsoft Advertising in-market Audiences to focus on the high-quality searcher groups

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1. Microsoft internal data, sports goods and fitness, O&O core, Mar 16- Mar 29, compared to January weekly average  
2. Microsoft internal data, sports goods and fitness, O&O core, Jan 1- Mar 29, 2020