



NL Home & Garden

As of March 21, 2020

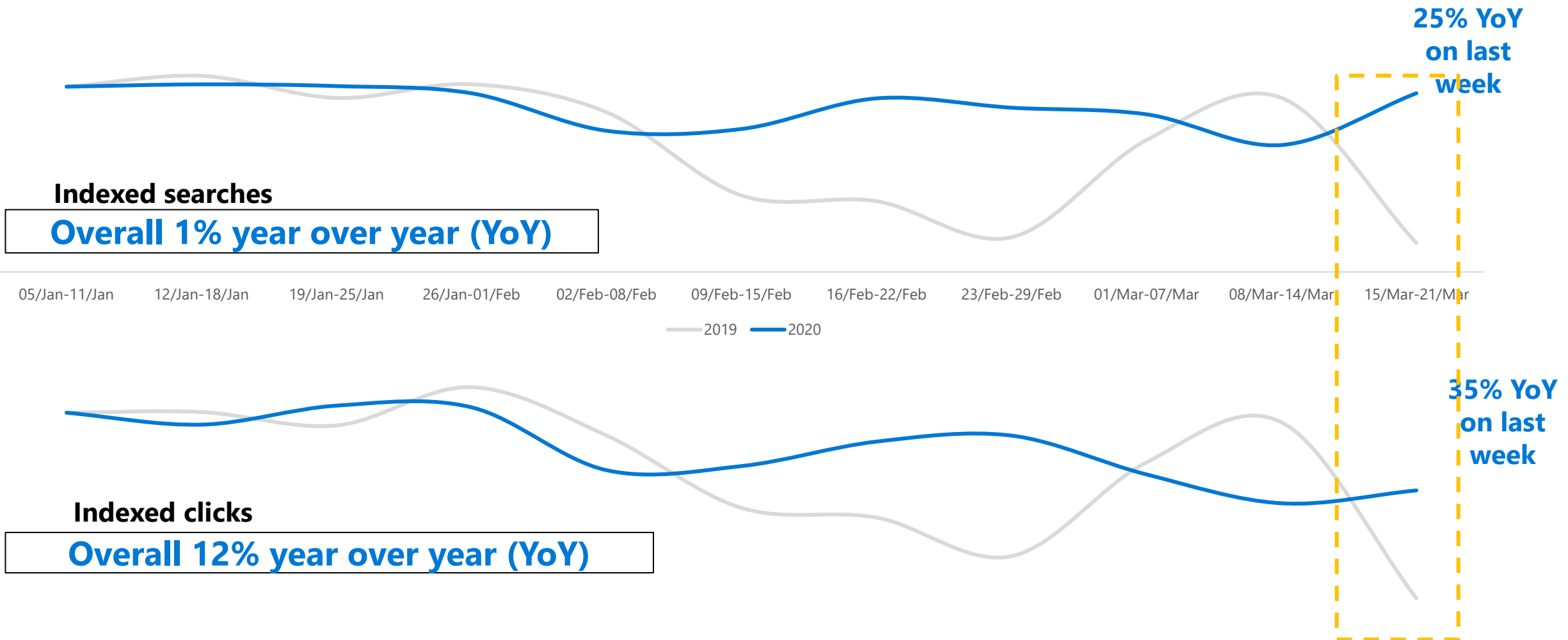


HYPOTHESIS

Since consumers are currently spending **a lot more time at home**, they might look to invest in more **Home & Garden** products/equipment which will best suit their needs when they are working/spending time at home.

'Home & Garden' maintaining volume past last year's peak

25% growth in searches and **35% growth** in clicks in week 3/15 – 3/21

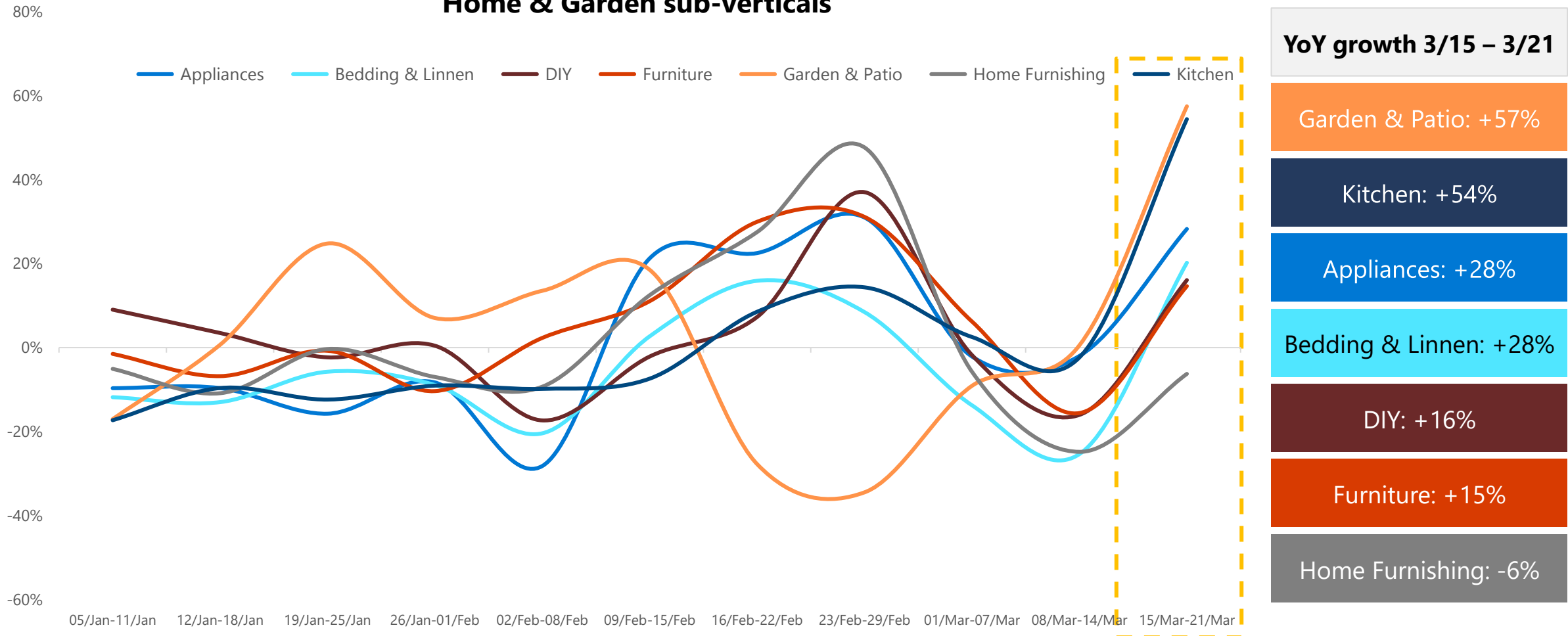


Source: Microsoft Internal Data, Bing and Yahoo Network O&O Traffic, All Devices
YoY growth numbers might not fully align with graph due to the indexing method chosen (indexing against first value of that year)

Garden & Patio and Kitchen showing highest year over year (YoY)

Improvements in YoY seen across categories after restrictions went into effect in NL

Year over year search growth for Home & Garden sub-verticals

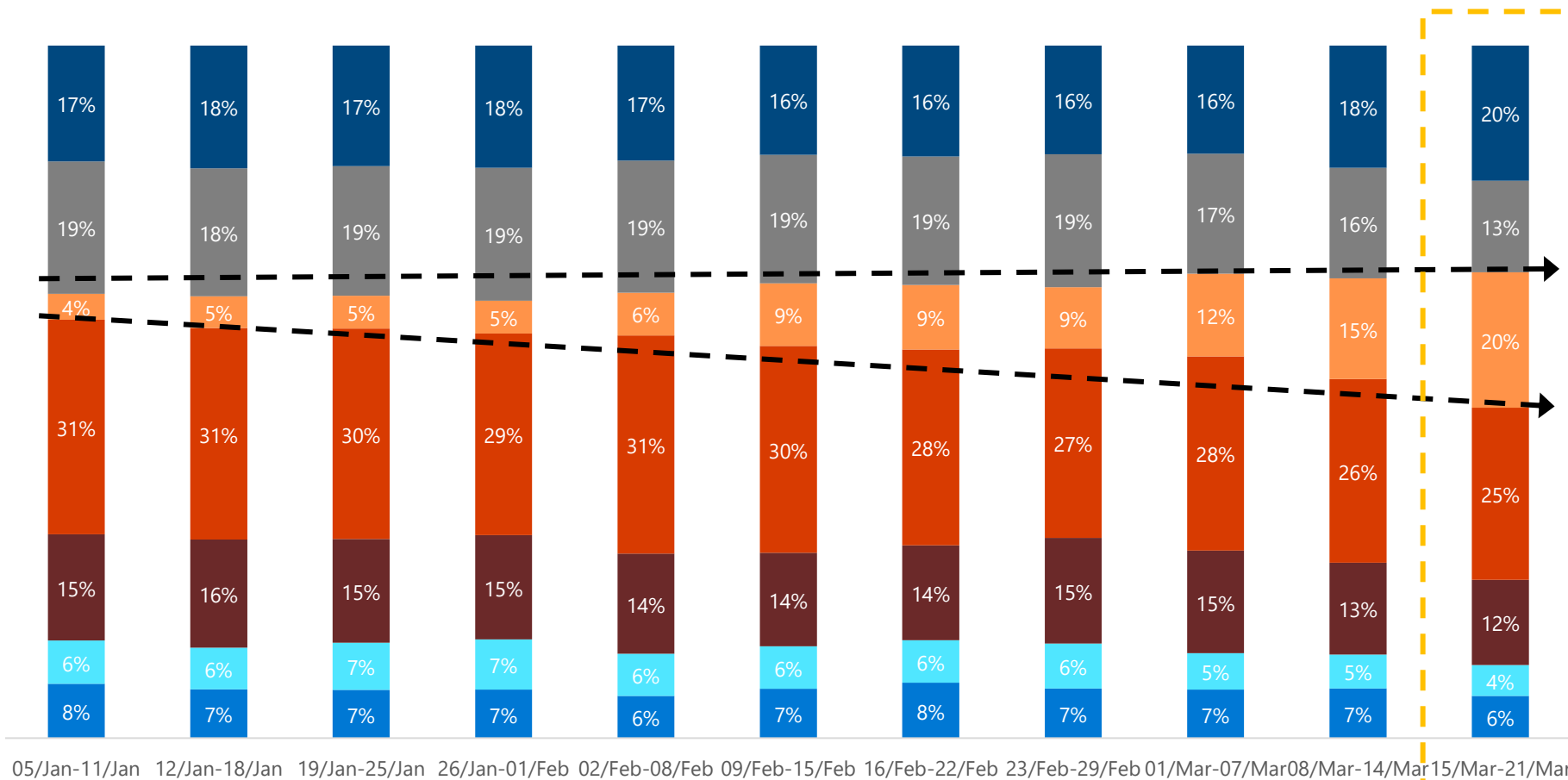


Huge increase in searches over time for **Garden & Patio**

Kitchen grabbing extra share in the first week of restrictions

2020- Share of volume searches

■ Appliances ■ Bedding & Linnen ■ DIY ■ Furniture ■ Garden & Patio ■ Home Furnishing ■ Kitchen



Query examples

Appliances: "Vaatwasser", "strijkijzer", "stofzuigers", "inbouwvaatwassers"

Bedding & Linen: "bed kussens", "dekbedhoes", "donsdekens", "hoeslaken."

Furniture: "bedden", "bureaus", "barkruk", "bedtafel", "computertafeltje"

Garden & Patio: "barbecue", "hark", "graszoden", "rozenboog"

Home Furnishing: "badmatten", "hang lampen", "fotolijsten", "wandklok"

Kitchen: "airfryer", "effen mokken", "nespresso machine", "broodrooster"

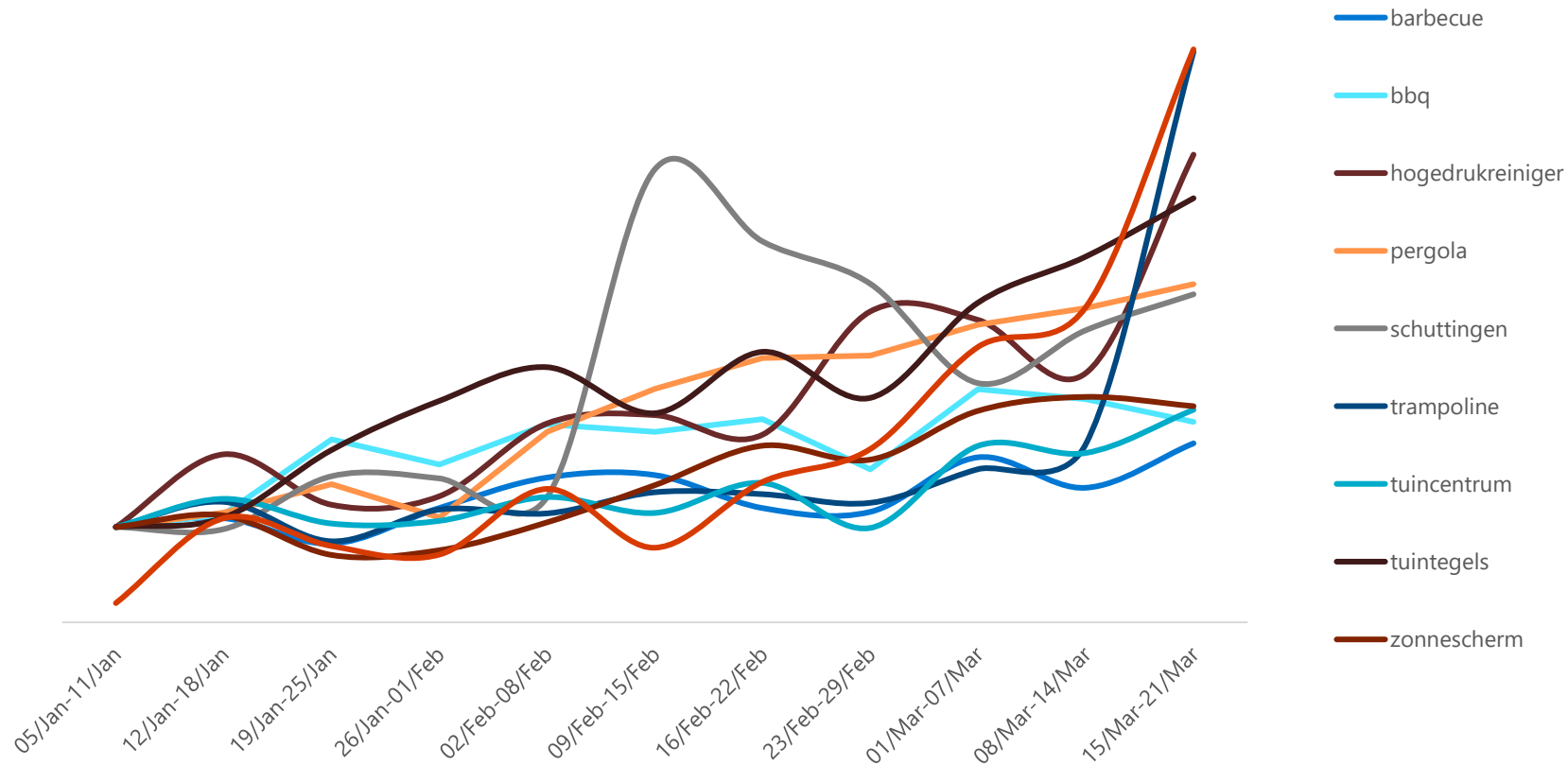
DIY: "accuboormachine", "figuurzaag", "thermostaat", "muurverf"

Hogedrukreiniger queries growing significantly

Along with other garden accessories and furniture

Indexed searches for top 'Garden & Patio' queries

('karcher hogedrukreiniger plotted on secondary axis due to strong growth)

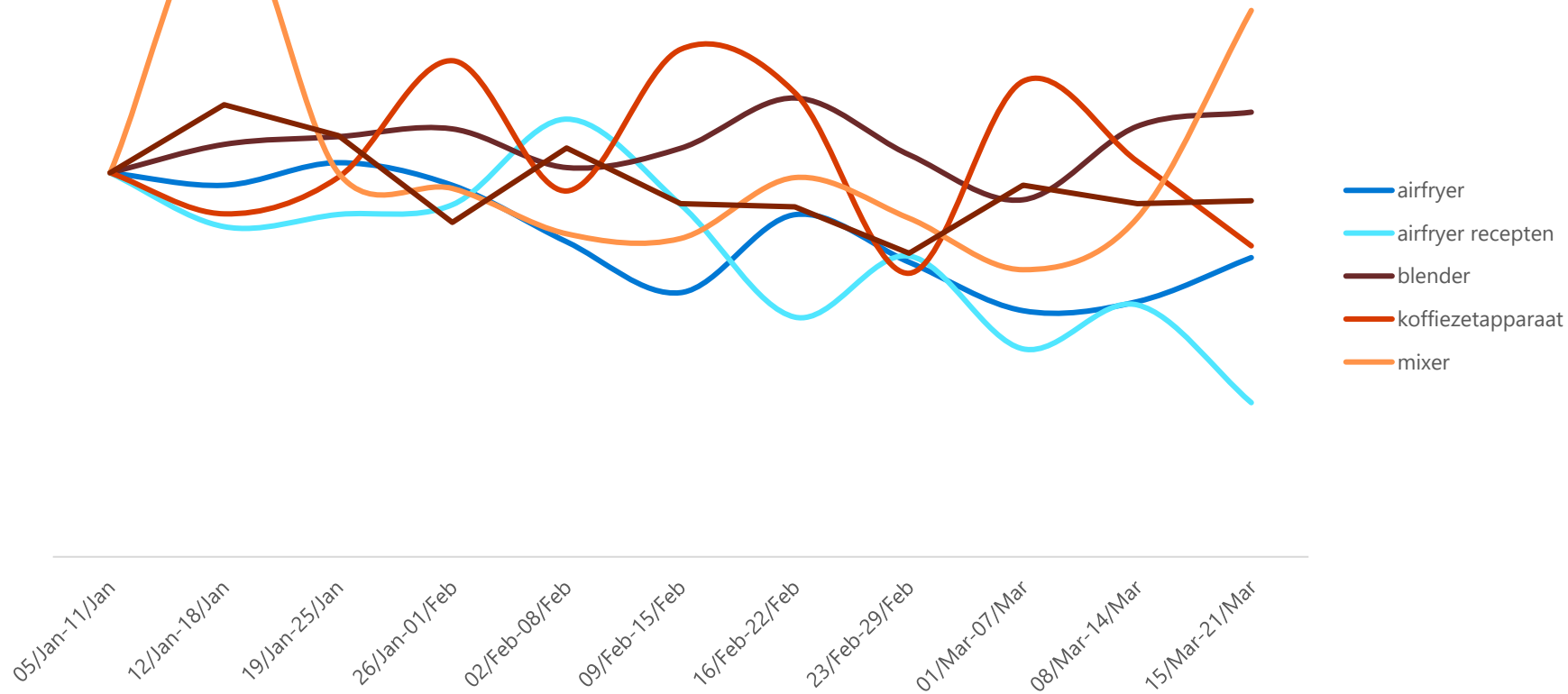


Top growing queries year over year

- Hogedrukreiniger
- Trampoline
- Tuincentrum

Kitchen growth is mostly driven by Coffee related items

Indexed searches for top 'Kitchen' queries

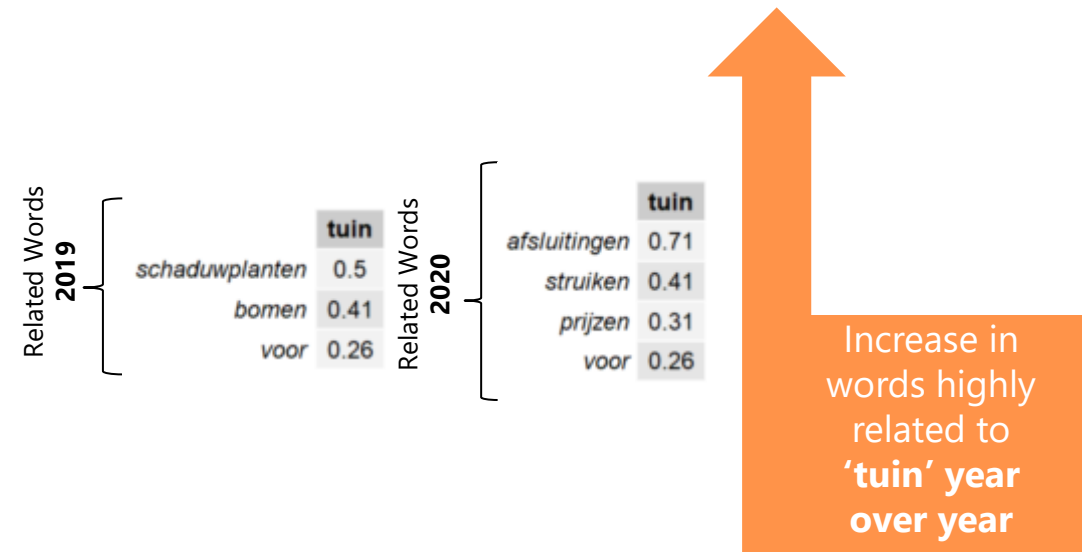
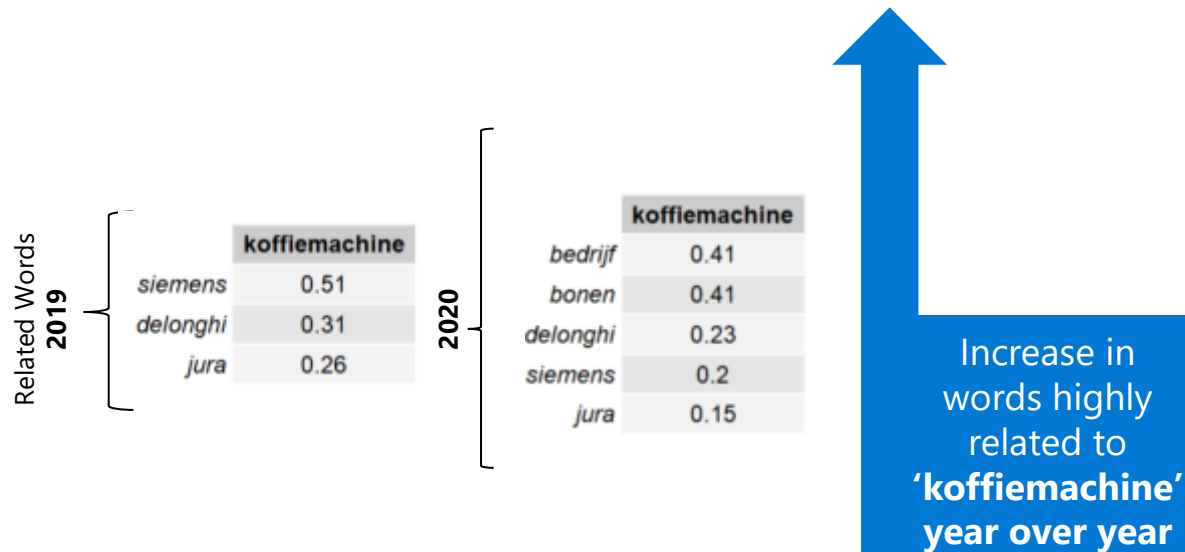


Top growing queries year over year

- Mixer
- Blender
- {brand} koffiemachine
- {brand} machine

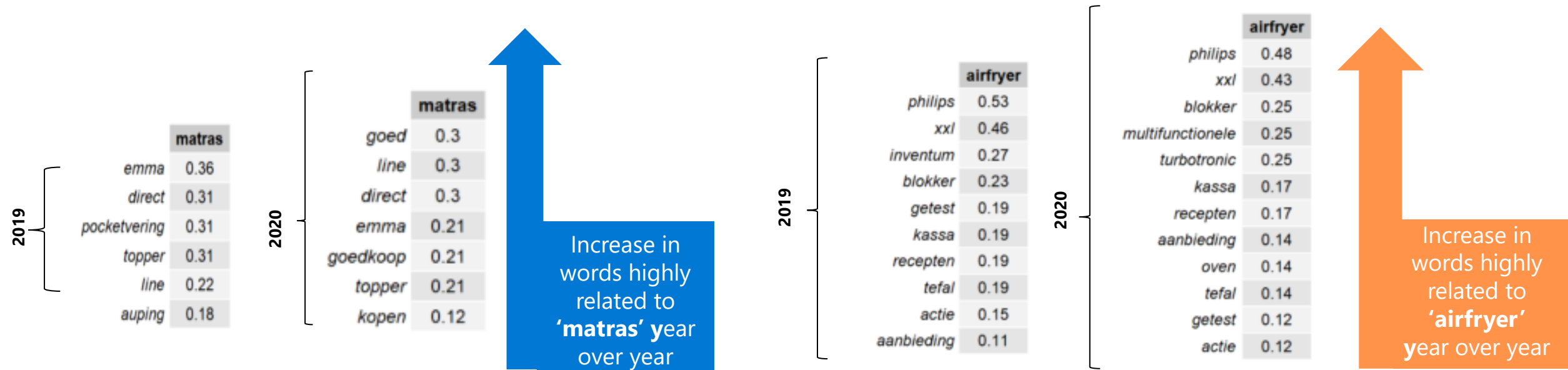
Volumes of sub-category search variations are growing

Highlighting the importance of broad approaches like utilising dynamic search ads



Volumes of sub-category search variations are growing

Highlighting the importance of broad approaches like utilising dynamic Search Ads



Top volume searches by category

Appliances	Bedding & Linen	DIY	Furniture	Garden & Patio	Home Furnishings	Kitchen
wasmachine	dekbedovertrekken	behang	{brand} kasten	trampoline	wekker	{brand} cups bestellen
stofzuiger	dekbedovertrek	fotobehang	bureaublad	tuincentrum	lampen	airfryer
wasmachine kopen	{brand} matras	{brand} hue	bureau	barbecue	spiegel	blender
vaatwasser	matrassen	ring deurbel	eetkamerstoelen	schuttingen	rolgordijnen	mixer
wasmachines beste koop	{brand} dekbedovertrekken	infrarood verwarming	badkamermeubels	{brand} hogedrukreiniger	vloerkleden	koffiezetapparaat
{brand} stofzuiger	dekbed	rookmelders	tafels	tuintegels	rietveld verlichting	magnetron
{brand} stofzuiger	matras	luchtbevochtiger	boxspring	bbq	houten jaloezieen	waterkoker
{brand} stofzuiger aanbieding	dekbedden	{brand} gereedschap	kledingkast	hogedrukreiniger	kapstok	
stofzuigers in de aanbieding	kussens	verhuisdozen	bureaustoel	zonnenscherm	hanglampen	
{brand} wasmachine	matras kopen	compressor	tv meubel			

Top volume searches year over year by category

Appliances	Bedding & Linen	DIY	Furniture	Garden & Patio	Home Furnishings	Kitchen
stofzuigers beste koop	{brand} matras	schuurpapier	bureaublad	potgrond	wekker	airfryer beste getest kassa
robot stofzuiger	{brand} dekbedovertrekken	rookmelder	{brand} meubelen	{brand} hogedrukreiniger	duo rolgordijn	mixer
steelstofzuiger	hoeslaken	rookmelders kopen	bed kopen	schuttingen	{brand} vloerkleden	blender
{brand} wasmachine	dekbedovertrek	decoupeerzaag	tafelpoten	kettingzaag	{brand} verlichting	{brand} koffiemachine
wasmachine	dekbed	{brand} gereedschap	{brand} kledingkast	tuinplanten	plafondventilator	slowcooker
{brand} stofzuiger	matras	ring deurbel	buffetkasten	schuttingen incl plaats	sierkussens	{brand} machine
broodbakmachine	dekbedovertrekken	rookmelders	kledingkasten	tuincentrum	spiegel	airfryer recepten
wasmachine kopen	matras kopen	vlizotrap	{brand} meubelen	coniferen	vloerkleden	frituurpan
stofzuigerzakken	matrassen	compressor	bureau	zonnenscherm	staande lampen	
	dekbedden	afkortzaag			{brand} vloerkleden	