



Software & Antivirus trends (DE, IT, UK)

As of April 4, 2020



HYPOTHESIS

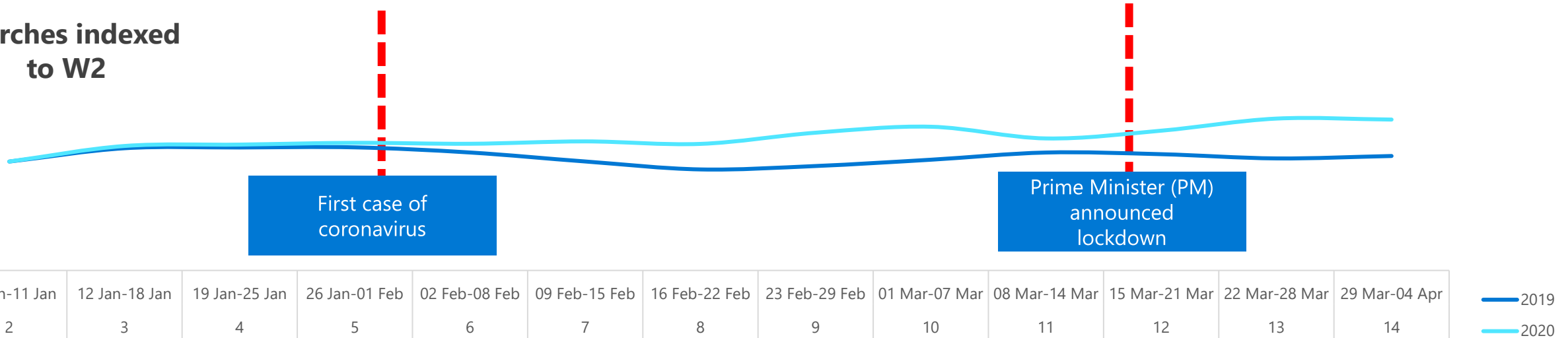
With lockdowns, there will be an urgent need for businesses and consumers to shift to an online or work-from-home working model

There will be a need for new and revamped websites and logos, storage services and software (productivity & security) to continue business as seamlessly as possible

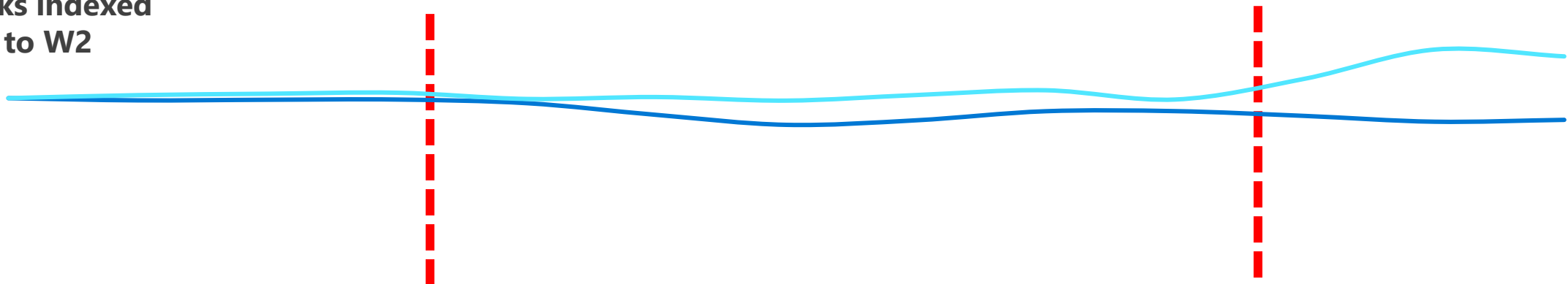
UK

Searches and clicks have increased since the official lockdown

Searches indexed to W2

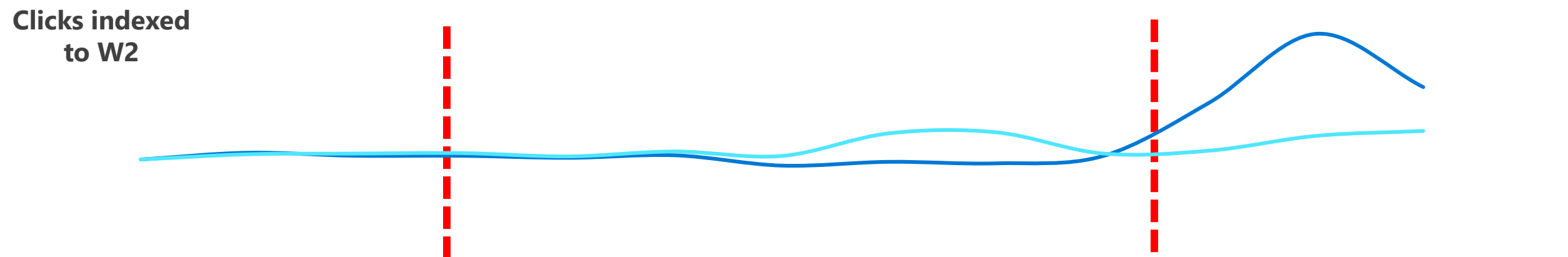
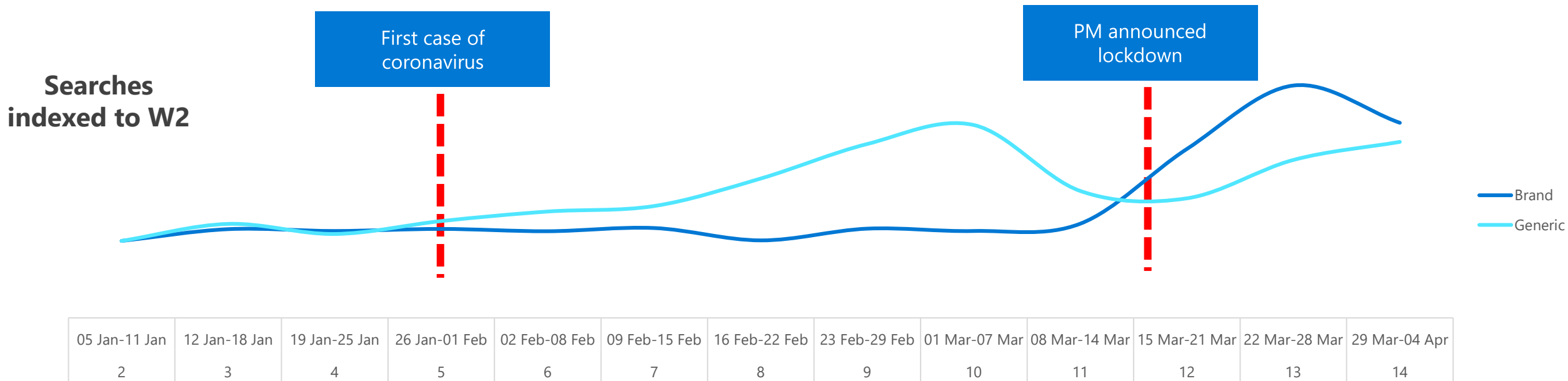


Clicks indexed to W2



Source: Internal Data, O&O Search Data, All Device

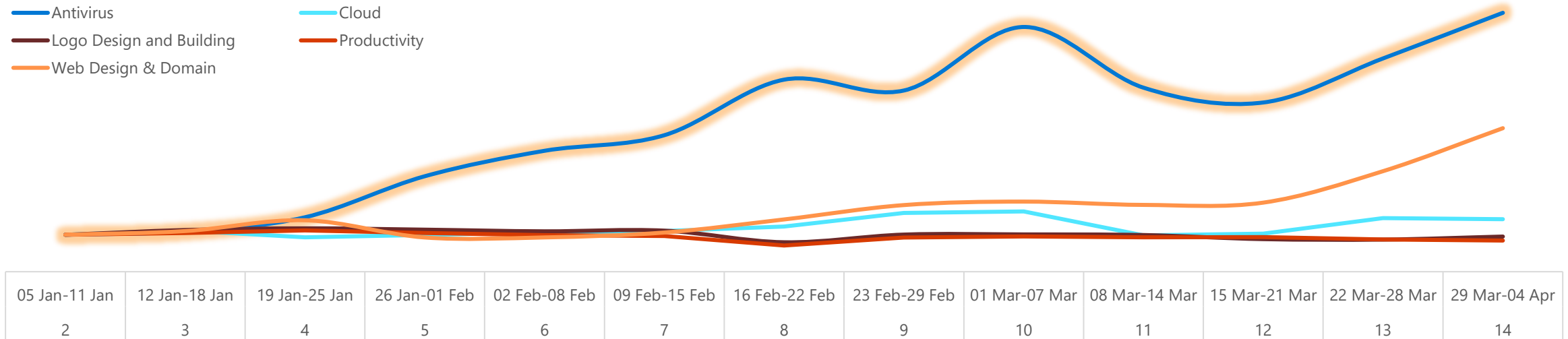
Generic searches are growing while brand searches are slightly declining



Source: Internal Data, O&O Search Data, All Device
Brand vs Generic referred to 2020 only

The generic search uplift is mainly driven by **Antivirus** and **Web Design & Domain** searches

Searches indexed to week of 05/01/2020



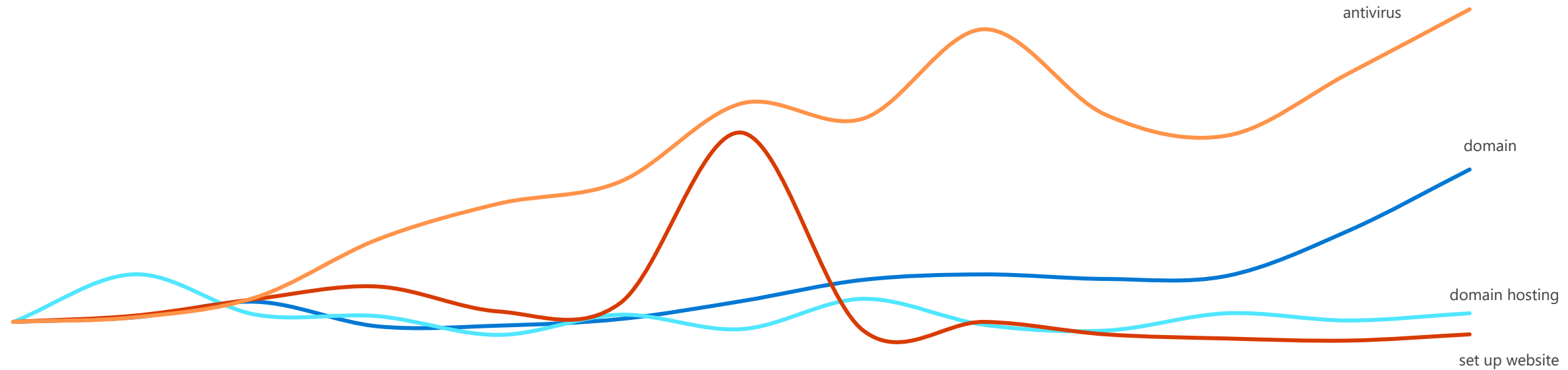
Category	Query sample
Antivirus	download antivirus
Cloud	free storage cloud
Logo Design and Building	create logo
Productivity	collaboration software
Web Design & Domain	create site

Source: Internal Data, O&O Search Data, All Device
 *Considering Week 13th and 12th
 Generic Videoconference not available



Antivirus and Domain/Website queries are driving generic search growth

Searched indexed to week of 05/01/2020



05 Jan-11 Jan	12 Jan-18 Jan	19 Jan-25 Jan	26 Jan-01 Feb	02 Feb-08 Feb	09 Feb-15 Feb	16 Feb-22 Feb	23 Feb-29 Feb	01 Mar-07 Mar	08 Mar-14 Mar	15 Mar-21 Mar	22 Mar-28 Mar	29 Mar-04 Apr
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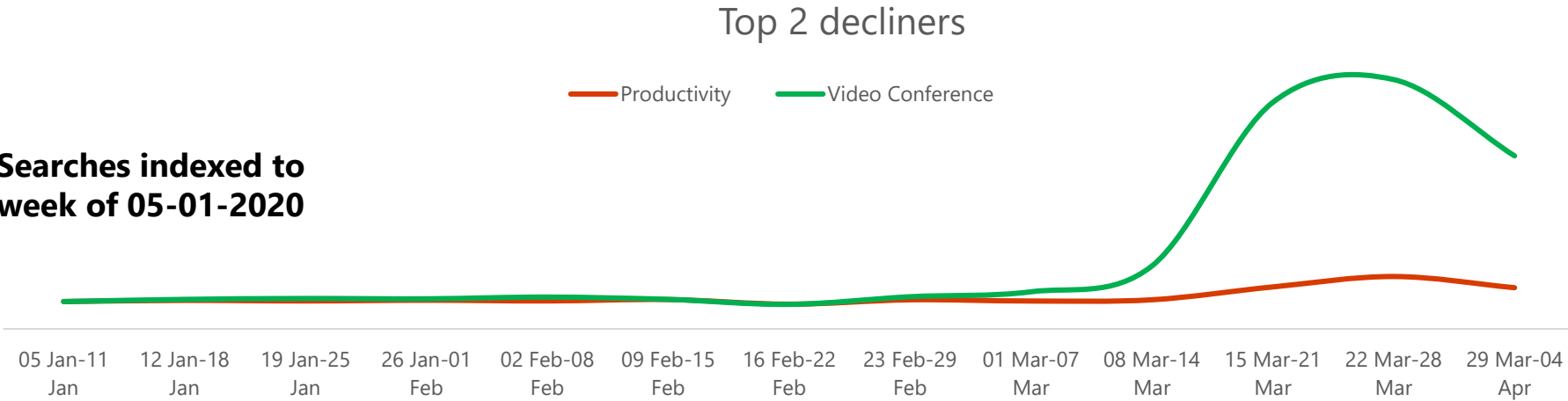
Category	Driver	Top Query	WoW*
Web Design & Domain	domain	domains name free	+386%
Antivirus	antivirus	antivirus software uk	+16%

Source: Internal Data, O&O Search Data, All Device
 *Week over week, considering Weeks 13 and 14

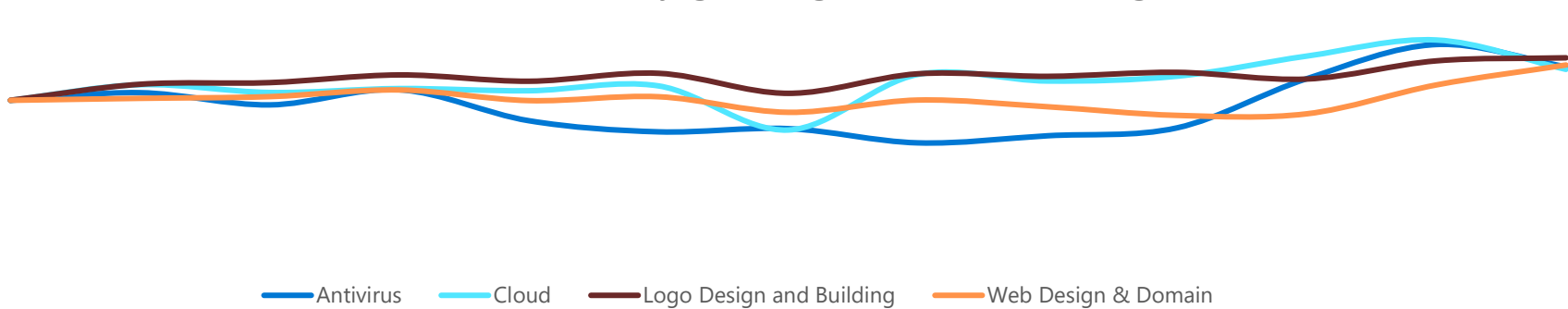


Brand search decline is mainly driven by **Video Conference** and **Productivity**

Searches indexed to week of 05-01-2020



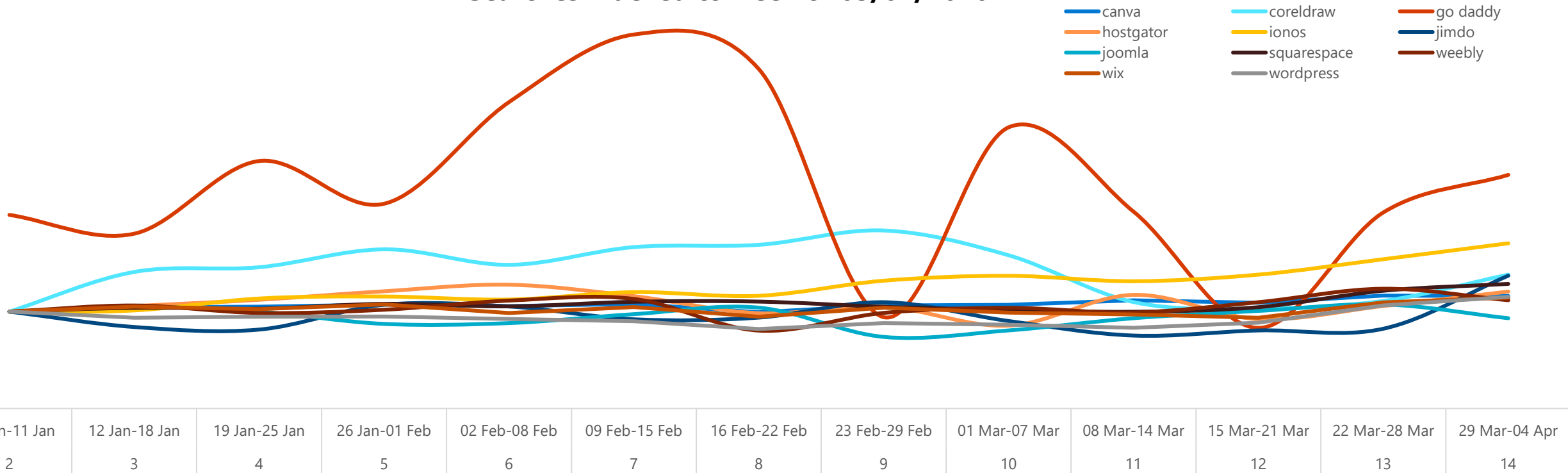
Consistently growing / consistent categories



Category	Query sample
Video Conference	teams, zoom
Antivirus	norton, avg
Cloud	amazon cloud, google cloud
Logo Design and Building	canva
Productivity	outlook, office
Web Design & Domain	wix, godaddy

Web Design & Domain and Logo search increases are driven by specific products

Searches indexed to week of 05/01/2020



Category	Driver	Top Query	WoW*
Web Design & Domain	go daddy	godaddy domain	+88%
Logo	coreldraw	coreldraw	+24%

Source: Internal Data, O&O Search Data, All Device
*Considering Week 13th and 14th



More clicks at lower costs per click (CPC) have been available in recent weeks



Category	WoW CTR	WoW CPC
Cloud - Generic	17.29%	-10.41%
Video Conference - Brand	30.26%	-33.78%
Antivirus - Brand	20.67%	17.53%
Antivirus - Generic	16.31%	21.68%
Browser - Brand	7.30%	9.08%
Logo Design and Building - Brand	34.70%	43.57%
Logo Design and Building - Generic	17.78%	17.18%
Productivity -Brand	29.56%	17.48%
Productivity -Generic	28.37%	12.78%
Web Design & Domain - Brand	8.05%	14.27%
Web Design & Domain - Generic	42.94%	32.26%
Cloud - Brand	-8.79%	30.73%

Category	QueryPhrase	WoW CTR	WoW CPC
Cloud - Generic	backup cloud	323.68%	-36.59%
Cloud - Generic	cloud backup	12.75%	-9.19%
Cloud - Generic	cloud gaming	22.70%	-28.83%
Cloud - Generic	cloud services	13.76%	-4.01%
Cloud - Generic	creative cloud adobe	8.10%	-26.99%
Cloud - Generic	download creative cloud	59.66%	-25.04%
Cloud - Generic	my cloud	94.34%	-4.44%
Cloud - Generic	mycloud	110.05%	-11.64%
Video Conference - Brand	teams	60.15%	-38.28%
Video Conference - Brand	teams microsoft	8.89%	-31.25%
Video Conference - Brand	zoom cloud	55.48%	-51.06%
Video Conference - Brand	zoom cloud meetings	46.29%	-35.05%
Video Conference - Brand	zoom cloud meetings download free	205.80%	-0.81%

Source: Internal Data, O&O Search Data, All Device
*Considering Week 13th and 14th

Top YoY volume searches by category

Antivirus	Cloud	Logo design & building	Productivity	Video Conference	Web design & domain
norton enroll	cloud accounting software	logomakr	micro word	zoom app	register domain
antivirus software free	private cloud security	logo makr	powerpoint free online	zoom meetings	ionos email
mcaffe activate product key	google onedrive	coreldraw	teamviewer free	zoom video conference	godaddy sign
mcaffe free antivirus	azure cli	canva	powerpoint app	zoom conferencing	cheap domain names
best antivirus	devops azure	Logo creator free	office suite	download zoom	go daddy

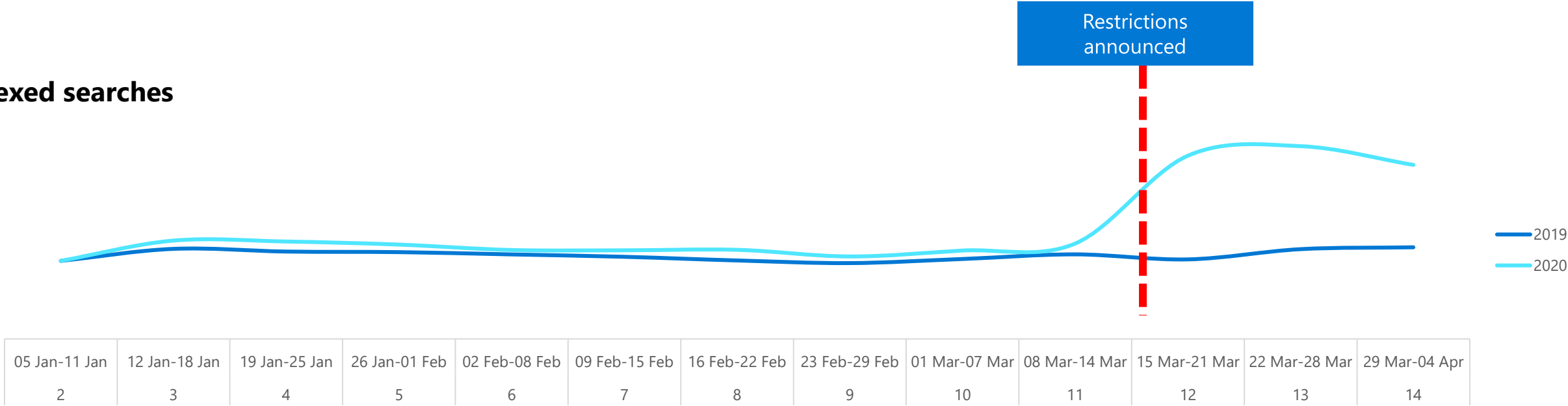
Top % volume searches by category

Antivirus	Cloud	Logo design & building	Productivity	Video Conference	Web design & domain
mcaffe	onedrive	canva	office 365	zoom	wix
norton	private cloud security	logo maker	outlook	microsoft teams	godaddy
mcaffe activate	cloud	logo	outlook sign	teams	wordpress
avast	cloud security	logos	teamviewer	skype	squarespace
best antivirus	azure portal	coreldraw	powerpoint	zoom app	weebly

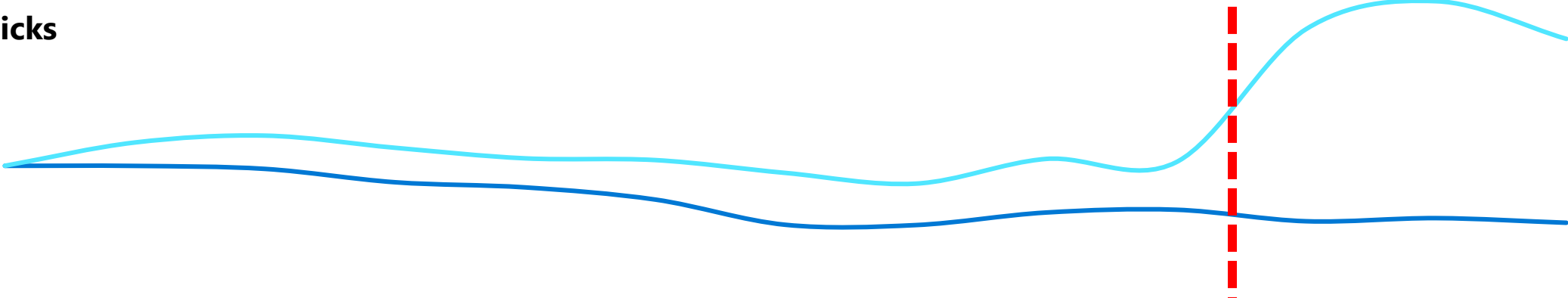
DE

Searches and clicks rose at the beginning of the lockdown but have tapered off since

Indexed searches



Indexed clicks

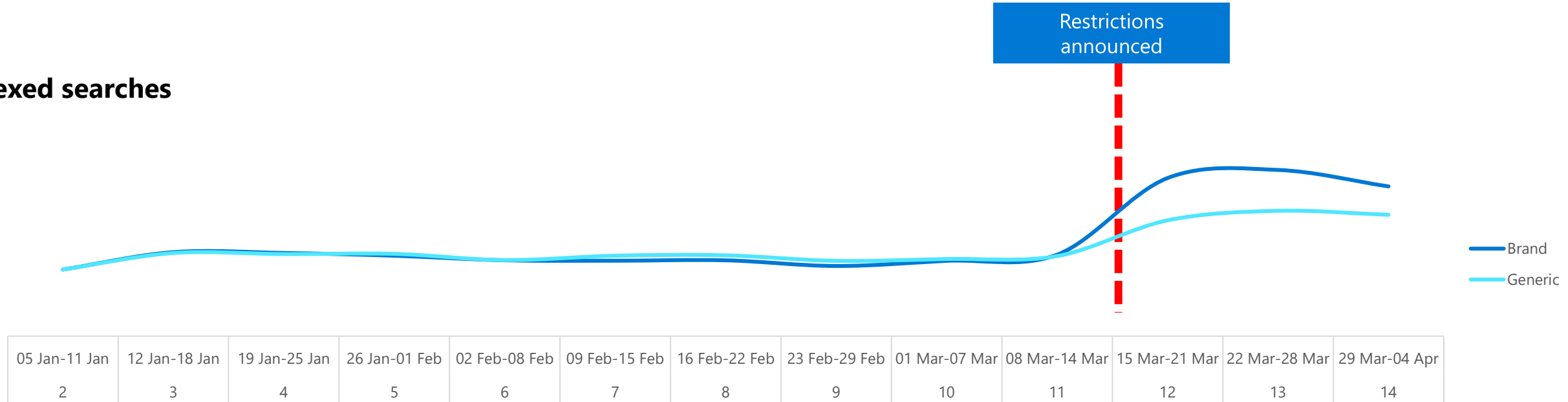


Source: Internal Data, O&O Search Data, All Device

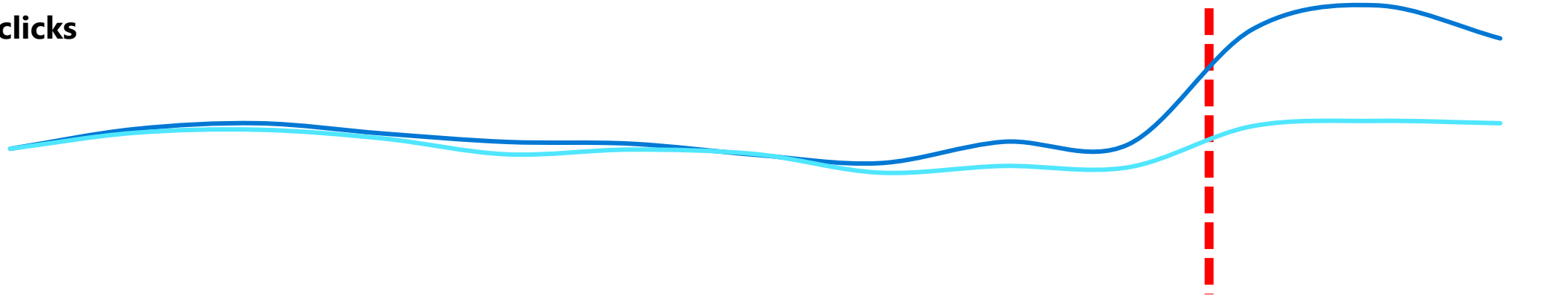


Generic searches and clicks have remained stable in recent weeks

Indexed searches



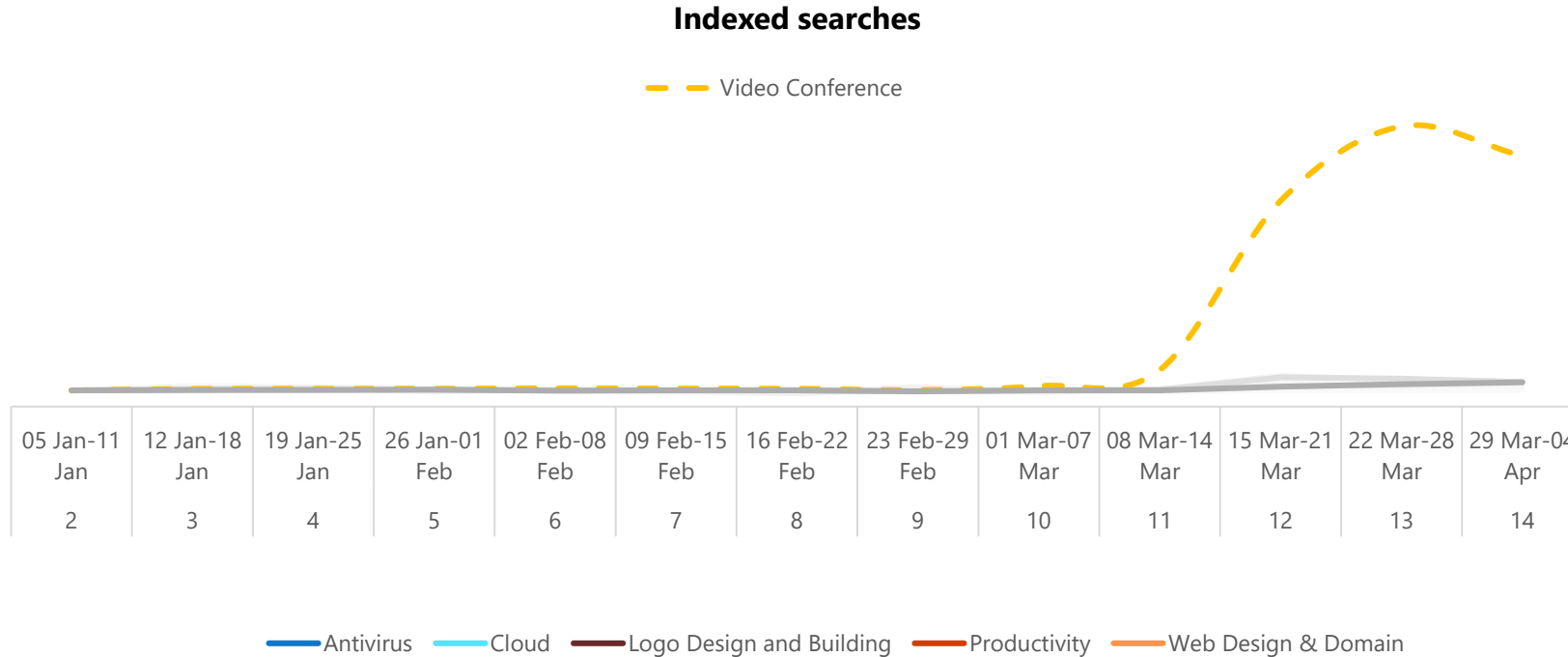
Indexed clicks



Source: Internal Data, O&O Search Data, All Device
Brand vs Generic referred to 2020 only

Video Conference searches skyrocketed but have recently slowed down

Logo Design and Building and Web Design & Domain search volumes have increased over the past couple weeks

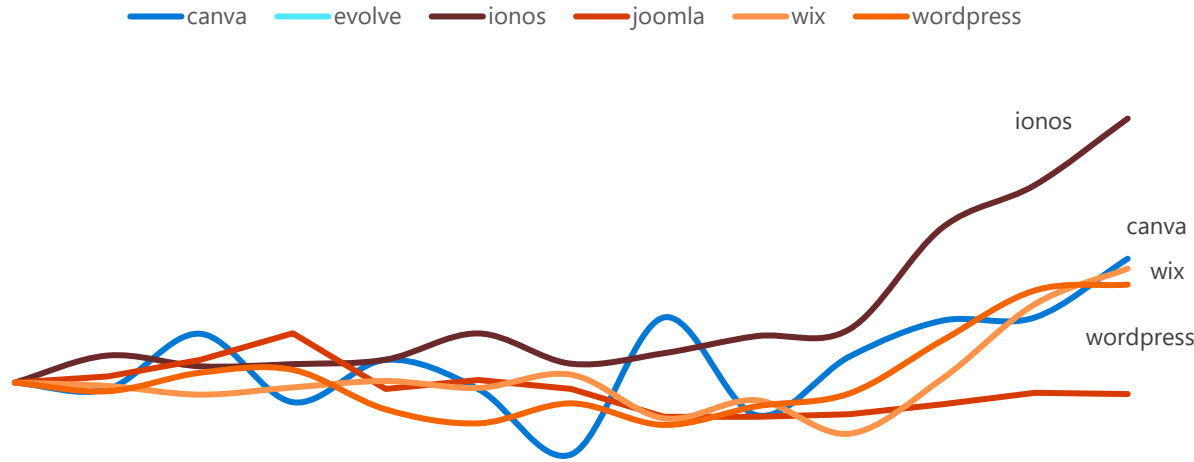


Category	Query sample
Video Conference	teams, zoom
Antivirus	norton, avg
Cloud	amazon cloud, google cloud
Logo Design and Building	canva
Productivity	outlook, office
Web Design & Domain	wix, godaddy

Source: Internal Data, O&O Search Data, All Device
 *Considering Week 13th and 12th

Logo Design & Building and Web Design & Domain search growth has been driven by specific products

Indexed searches



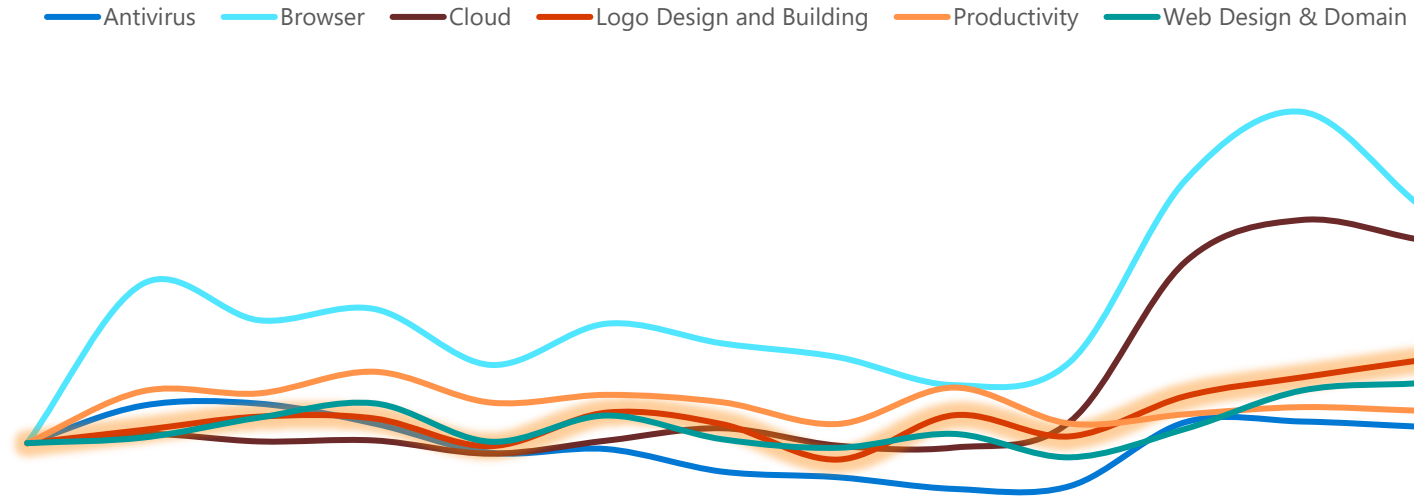
Category	Driver	Top Query	WoW*
Web Design & Domain	ionos	ionos	+11%
Logo Design & Building	canva	canva design	+16%

05 Jan-11 Jan	12 Jan-18 Jan	19 Jan-25 Jan	26 Jan-01 Feb	02 Feb-08 Feb	09 Feb-15 Feb	16 Feb-22 Feb	23 Feb-29 Feb	01 Mar-07 Mar	08 Mar-14 Mar	15 Mar-21 Mar	22 Mar-28 Mar	29 Mar-04 Apr
2	3	4	5	6	7	8	9	10	11	12	13	14

Source: Internal Data, O&O Search Data, All Device
 *Considering Week 13th and 14th

Generic searches have increased, largely driven by **Logo Design & Building** **Antivirus** and **Productivity** remained stable over time

Indexed searches



Category	Query sample
Antivirus	download antivirus
Cloud	free storage cloud
Logo Design and Building	create logo
Productivity	collaboration software
Web Design & Domain	create site

05 Jan-11	12 Jan-18	19 Jan-25	26 Jan-01	02 Feb-08	09 Feb-15	16 Feb-22	23 Feb-29	01 Mar-07	08 Mar-14	15 Mar-21	22 Mar-28	29 Mar-04
Jan	Jan	Jan	Feb	Feb	Feb	Feb	Feb	Mar	Mar	Mar	Mar	Apr
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Source: Internal Data, O&O Search Data, All Device
 *Considering Week 13th and 12th
 Generic Videoconference not available

Many categories have had improvements in click-through rate (CTR) and CPC



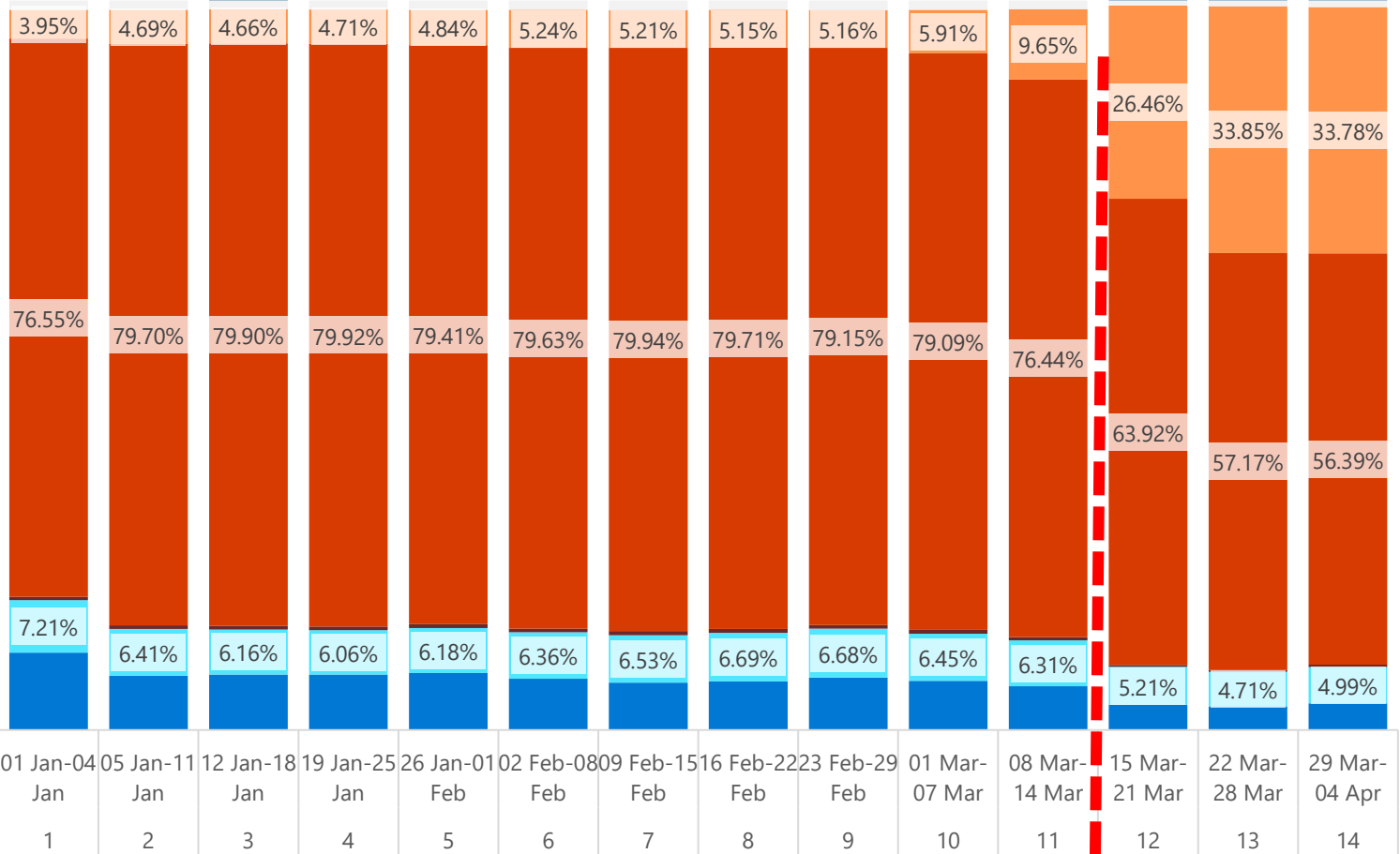
Category	QueryPhrase	WoW CTR	WoW CPC
Video Conference - Brand	teams desktop app	395.33%	-89.18%
Productivity -Brand	my office	348.00%	-24.46%
Antivirus - Brand	www norton de	259.72%	-34.06%
Productivity -Brand	http office com	259.65%	-13.33%
Web Design & Domain - Generic	domain verkaufen	221.43%	-9.20%
Cloud - Brand	www schul cloud	216.24%	-40.80%
Productivity -Brand	teamviewer download mac	210.71%	-50.00%
Productivity -Brand	openoffice 4	202.86%	-24.88%
Productivity -Brand	microsoft 365 anmeldung	188.89%	-86.32%
Antivirus - Brand	norton account einloggen deutsch	186.11%	-20.33%
Cloud - Brand	schul cloud app	185.37%	-53.66%
Cloud - Brand	https app schul cloud	184.38%	-56.82%
Productivity -Brand	office lens app	178.24%	-89.74%
Cloud - Brand	https brandenburg schul cloud org	176.55%	-31.57%
Productivity -Brand	back office	168.64%	-4.92%
Productivity -Brand	office 365 schule	168.00%	-63.10%
Video Conference - Brand	ms teams	165.56%	-69.26%
Video Conference - Brand	office teams	158.16%	-49.40%
Productivity -Brand	https www teamviewer de	157.14%	-50.00%

Source: Internal Data, O&O Search Data, All Device
 *Considering Week 13th and 14th

Preferences and search patterns are changing

Search category share (%)

Antivirus Cloud Logo Design and Building Productivity Video Conference Web Design & Domain Video Conference



Restrictions announced



Video Conference search share has increased considerably since the beginning of the lockdown.
Productivity search share has decreased considerably over the same period.

Source: Internal Data, O&O Search Data, All Device



Top YoY volume searches by category

Antivirus	Cloud	Logo design & building	Productivity	Video Conference	Web design & domain
windows defender antivirus	azure active directory	logo generator	dropbox download fuer windows 10	zoom app	https mail ionos de
norton installieren	azure ad	www logo de	microsoft office 365 anmelden	teams app	ionos hidrive
mein norton	onedrive app	canva design	powerbi login	office teams	domaine
avira prime	azure storage explorer	logo de	word runterladen	microsoft teams login	domain hosting
antivirus download	cloud Speicher kostenlos	free logo maker	powerpoint kostenlos fuer windows 10	zoom meeting	ionos 1 1

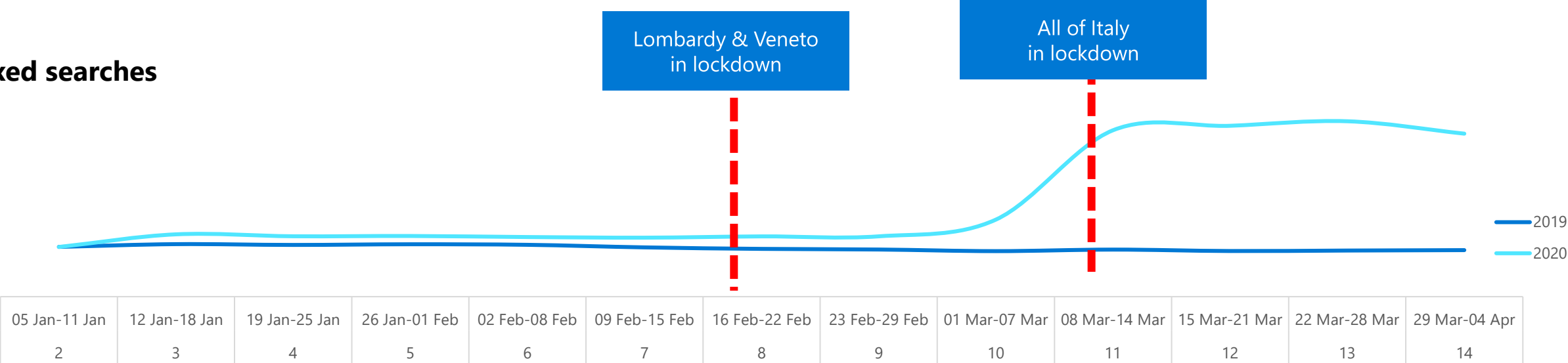
Top % volume searches by category

Antivirus	Cloud	Logo design & building	Productivity	Video Conference	Web design & domain
avira	onedrive	logo	teamviewer	skype	wordpress
kaspersky	cloud	logo erstellen	outlook	microsoft teams	ionos
avast antivirus	schul cloud login	logos	dropbox	zoom	wix
bitdefend	my cloud	logo maker	excel	teams	domain
norton	samsung cloud	logo de	adobe reader	skype download	wordpress login

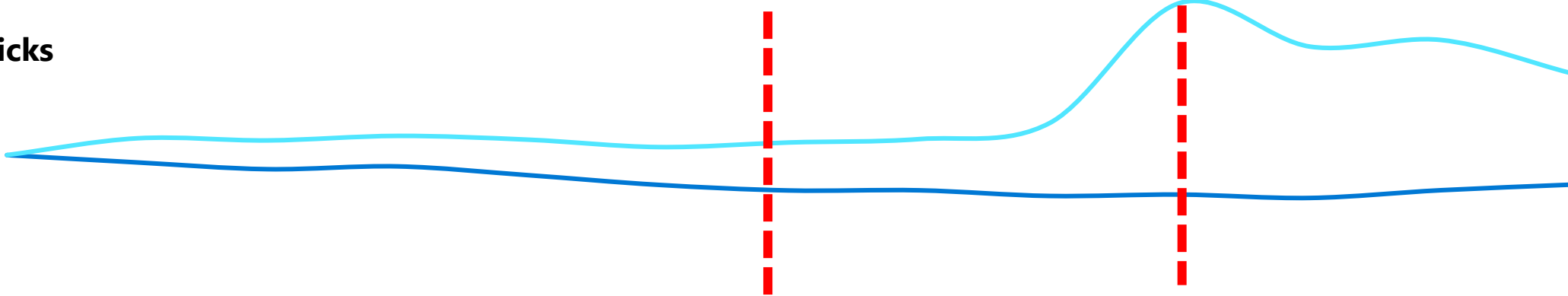
IT

Searches and clicks started to spike approaching the lockdown, however, they've declined over the last couple weeks

Indexed searches



Indexed clicks

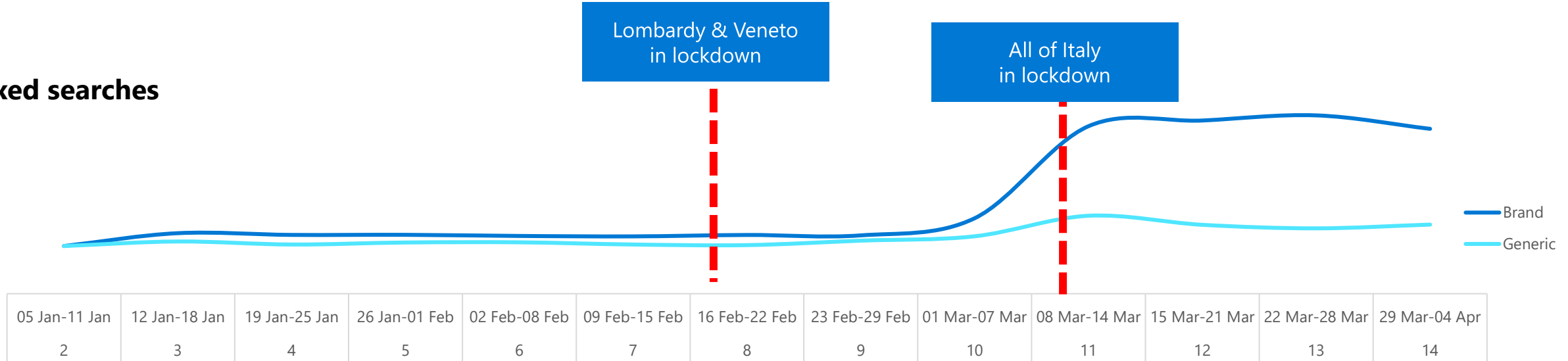


Source: Internal Data, O&O Search Data, All Device

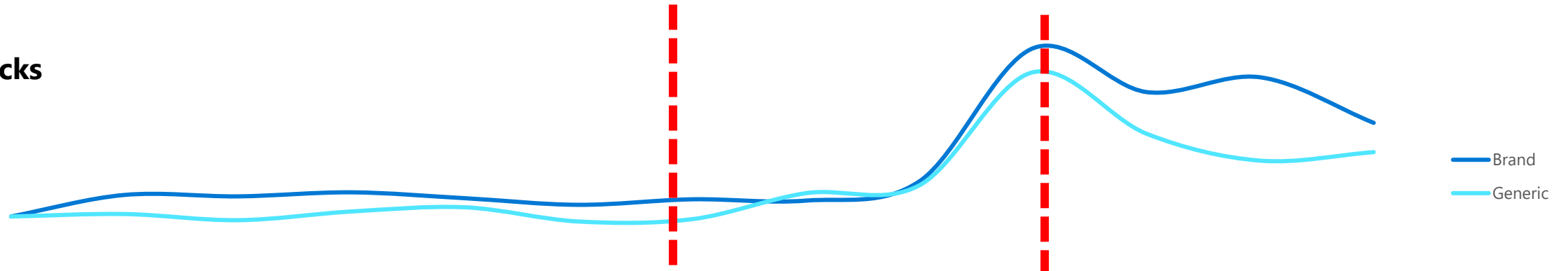


Brand and generic searches have been stable since the lockdown

Indexed searches

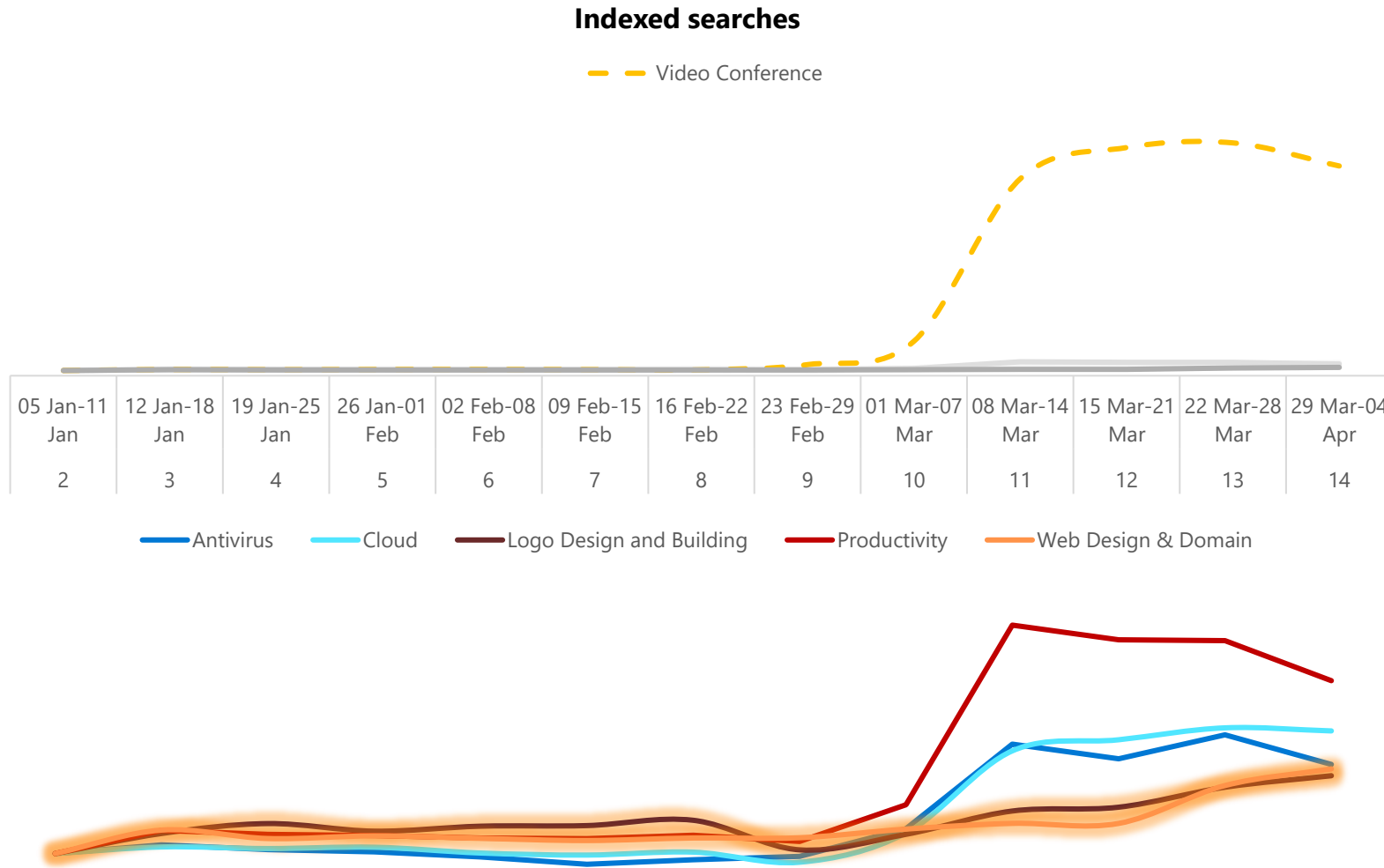


Indexed clicks



Video Conference searches skyrocketed but have slowed down recently

Logo Design and Building and Web Design & Domain have grown the past few weeks



Category	Query sample
Video Conference	teams, zoom
Antivirus	norton, avg
Cloud	amazon cloud, google cloud
Logo Design and Building	canva
Productivity	outlook, office
Web Design & Domain	wix, godaddy

Source: Internal Data, O&O Search Data, All Device



Logo Design & Building and Web Design & Domain searches are increasing across products

Indexed searches

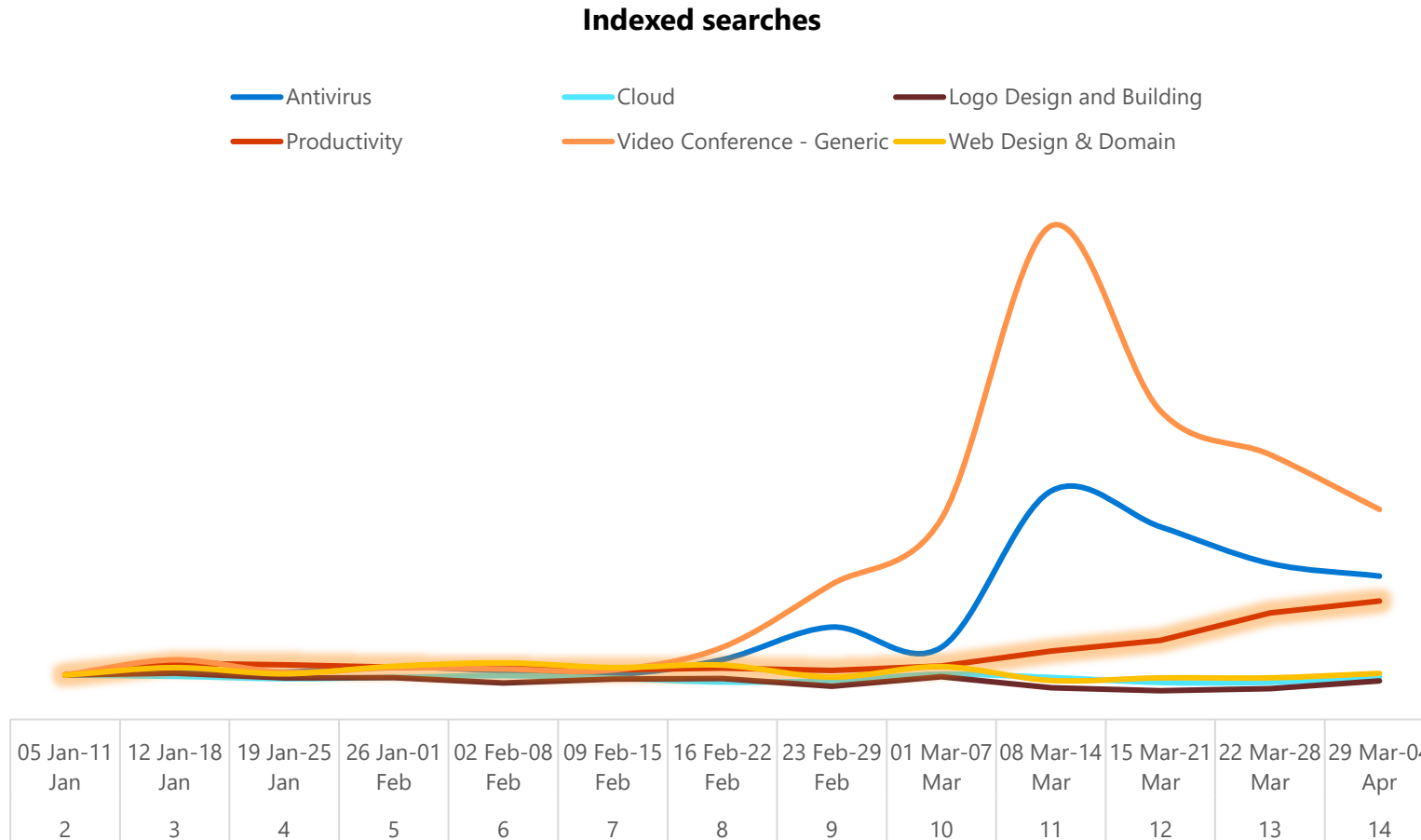


Category	Driver	Top Query	WoW*
Web Design & Domain	godaddy	godaddy	+32%
Logo Design & Building	canva	business model canva	+22%

05 Jan-11 Jan	12 Jan-18 Jan	19 Jan-25 Jan	26 Jan-01 Feb	02 Feb-08 Feb	09 Feb-15 Feb	16 Feb-22 Feb	23 Feb-29 Feb	01 Mar-07 Mar	08 Mar-14 Mar	15 Mar-21 Mar	22 Mar-28 Mar	29 Mar-04 Apr
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Source: Internal Data, O&O Search Data, All Device
*Considering Week 13th and 14th

Generic **Productivity** searches have been on the rise

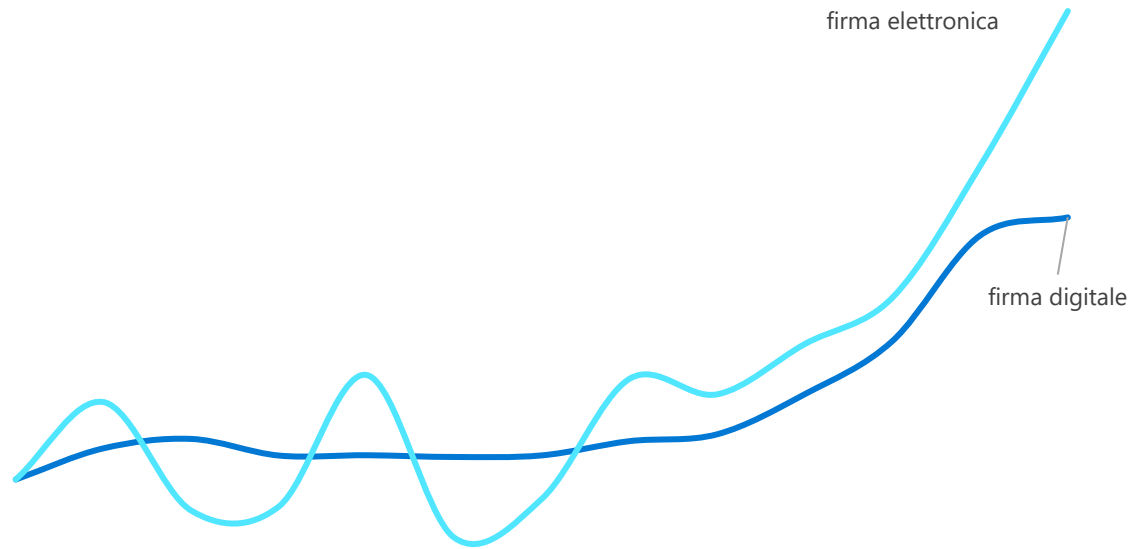


Category	Query sample
Antivirus	download antivirus
Cloud	free storage cloud
Logo Design and Building	create logo
Productivity	collaboration software
Web Design & Domain	create site

Source: Internal Data, O&O Search Data, All Device
 *Considering Week 13th and 12th
 Generic Videoconference not available

The Productivity search increase has been driven by **specific queries**

Indexed searches



Category	Driver	Top Query	WoW*
Productivity	firma elettronica	firma elettronica	+20%

05 Jan-11 Jan	12 Jan-18 Jan	19 Jan-25 Jan	26 Jan-01 Feb	02 Feb-08 Feb	09 Feb-15 Feb	16 Feb-22 Feb	23 Feb-29 Feb	01 Mar-07 Mar	08 Mar-14 Mar	15 Mar-21 Mar	22 Mar-28 Mar	29 Mar-04 Apr
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Source: Internal Data, O&O Search Data, All Device
*Considering Week 13th and 14th

Many categories have had improvements in CTR and CPC

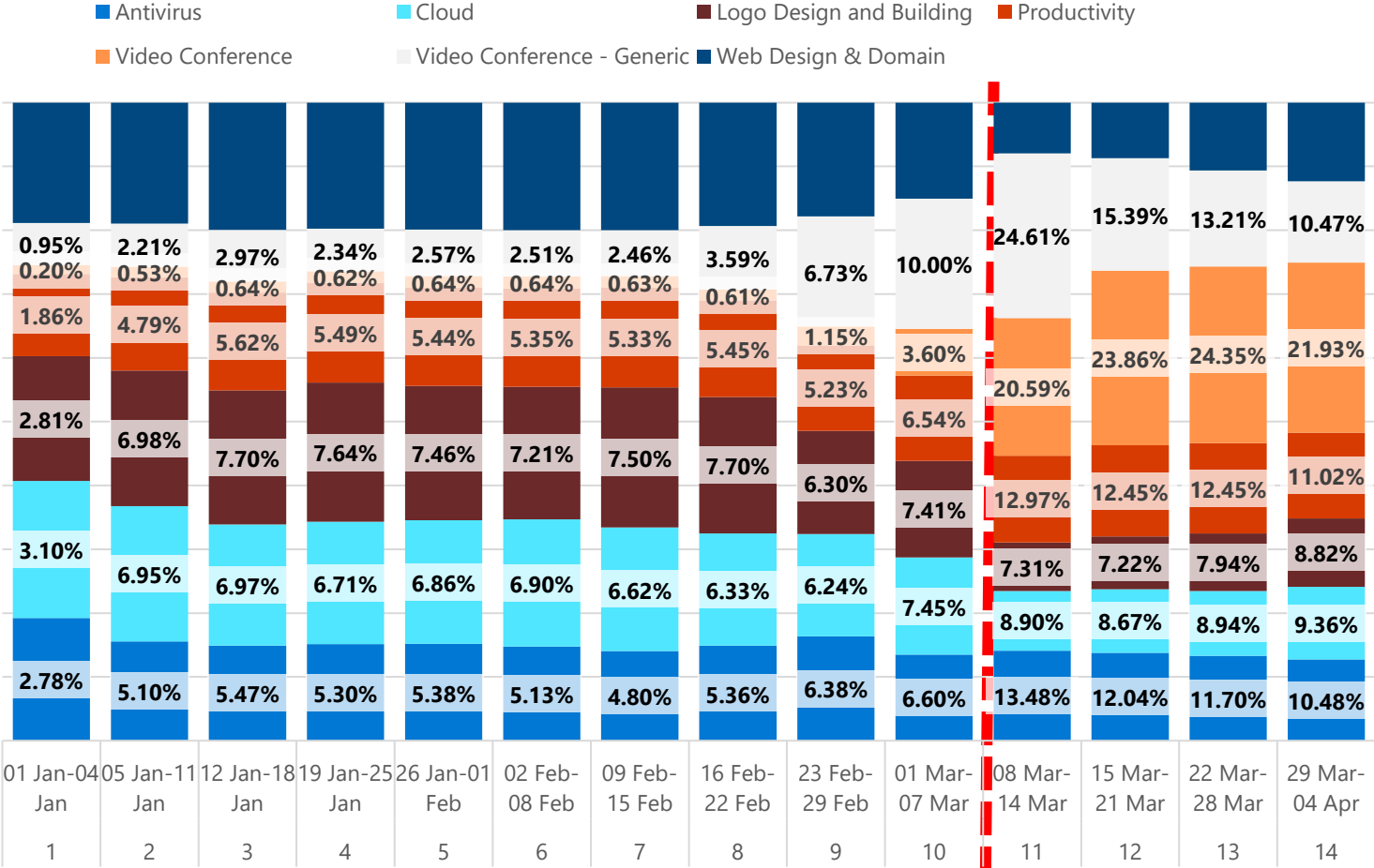


Category	QueryPhrase	WoW CTR	WoW CPC
Video Conference - Generic	video conferencing	533.33%	-52.50%
Antivirus - Brand	installa norton gia acquistato	313.46%	-84.95%
Cloud - Brand	magento	238.75%	-2.22%
Productivity -Brand	anydesk mac	226.92%	-62.31%
Logo Design and Building - Generic	logo gratis	217.89%	-42.88%
Web Design & Domain - Brand	wix.com	189.83%	-16.65%
Productivity -Brand	outlook web	130.07%	-1.51%
Productivity -Brand	come scaricare word	128.26%	-14.77%
Productivity -Brand	outlook	121.03%	-2.29%
Productivity -Brand	open dropbox file	120.43%	-40.42%
Productivity -Brand	account office	114.71%	-19.08%
Productivity -Brand	outlook mail	106.45%	-0.87%
Logo Design and Building - Brand	canva online	102.34%	-5.10%
Productivity -Brand	email outlook	100.84%	-0.94%
Productivity -Brand	funzione se excel	100.00%	-2.43%
Video Conference - Brand	skype mac	97.73%	-66.08%
Productivity -Brand	office student	93.70%	-27.71%
Productivity -Brand	powerpoint gratis online	91.67%	-78.80%
Productivity -Brand	installare office 365 gia acquistato	91.10%	-21.46%

Source: Internal Data, Q&O Search Data, All Device
 *Considering Week 13th and 14th

Preferences and search patterns are changing

Search category share (%)



Video Conference, Productivity and Cloud search shares have grown overall since the beginning of the lockdown

All Italy in lockdown



Source: Internal Data, O&O Search Data, All Device

Top YoY volume searches by category

Antivirus	Cloud	Logo design & building	Productivity	Video Conference	Web design & domain
avast secure browser	fatture in cloud accesso clienti	come creare un logo	microsoft word 2010 gratis italiano	zoom us	wordpress.com
norton antivirus gratis per sempre	onedrive business	canva.com	citrix workspace	zoom meeting	dominiofai date
avast cleanup premium	icloud download	logo creator	outlook online	zoom	domain
antivirus migliore	cloud convert	inkscape	outlook webmail	microsoft teams	wordpress download
avast cleanup	google cloud	logos	dike firma digitale	teams	arubasign download

Top % volume searches by category

Antivirus	Cloud	Logo design & building	Productivity	Video Conference	Web design & domain
avast	fatture in cloud	canva	outlook	skype	aruba
antivirus gratis	icloud	logo	teamviewer	zoom	wordpress
kaspersky	onedrive	inkscape	office 365	zoom meeting	wix
Avast free	cloud	canvas	anydesk	microsoft teams	aruba.it
antivirus gratis windows 10	icloud.com	canva.com	dropbox	teams	aruba web

CONCLUSION

- Logo and Web Design & Domain categories are seeing an increase in brand searches across markets (DE, IT, UK), with preferences for specific products
- Despite a small slow down for some categories, many have lots of clicks available at lower CPCs than before the outbreak

Checklist

Immediate actions

Ads

- Check the extensions you're using. Use "delivery, curbside pickup, other services" that are unique and applicable to your business.
- Shopping: Adjust product group bidding strategy to align with your inventory dynamics.
- Shopping: Keep your product feed files up to date as product inventory and prices may change rapidly.
- Automatically test different messaging by adding Responsive Search Ads (RSA) to your ad groups. Add assets with "delivery options."
- Check your editorial rejections as COVID-19-related terms are disallowed.
- Check your text ads. Replace any standard text ads with [Expanded Text Ads](#) and RSA (standard text ad volume will begin to decline April 1).
- Search partners: Review publisher reports to optimize performance on the search partner network.

Keywords

- Use "Broadience" (broad match + audience targeting) to help you efficiently expand reach and identify new opportunities.
- Add keywords with terms around delivery, curbside pickup, fees waived, etc. as fit for your business (note "COVID-19" terms are restricted).
- Review your search term reports for emerging queries to add as keywords or add negatives to avoid poor performance.
- To capture emerging queries, create or reactivate Dynamic Search Ads (DSA) as a "catchall" with a lower bid and use discoverability tools like [Microsoft Advertising Intelligence](#) and [Keyword Planner](#).
- Revamp your branded strategy and consider broad match on your core brand terms to cover highly relevant emerging queries.

Audience

- Create Remarketing lists with more recent frequencies (ex: 1, 3,7, 14, 30 days) to target customers still looking to purchase.
- Use In-market Audiences to target customers who are in-market for your product (especially for areas of opportunity for you).
- If you're using Shopping Campaigns, make sure you have Product Audiences (dynamic remarketing) set up to help increase performance.
- Optimize your Audience Ads campaign and reach people where they are today while navigating the web and news sites at home.
- Add images to your search campaign, so your ads can serve on the Microsoft Audience Network and get in front of more potential customers.
- Refine targeting settings to reflect consumer trends for your business around geographies, time of day, etc. Use the [Bing COVID-19 Tracker](#) to help.

Bidding

- Balance between using automation and manual reviews. Monitor [auto-bidding](#), but keep a close eye to adapt to a fluctuating marketplace.
- Monitor SOV/click share and adjust bids, especially where you see opportunities with less competition in the marketplace during this time.
- Review your smart targets, adjusting as needed if your targets shift (ex: target conversion rates). Layer Enhanced CPC on top of manual bids.

Budget

- Check budgets in the Microsoft Advertising Interface daily. Watch for budget pause notifications, which may not show up in bid management tools.
- Reallocate budget to your best-performing campaigns and products as performance fluctuates with emerging trends.
- Keep campaigns running at a lower CPCs and lower budget to capitalize on decreased marketplace competition, instead of pausing campaigns.

Checklist

Restoration strategies

Ads

- Ad rotation should be set to [optimize](#).
- Check your editorial rejections as COVID-19-related terms are disallowed.
- Begin the (required) move to [Expanded Text Ads](#) and add Responsive Search Ads (RSA) to your ad groups as an efficient way to swiftly change your text ad messaging.
- Use ad customizers and IF functions where applicable. Use audiences to land effective messaging.
- Shopping: Use Local Inventory Ads to indicate availability of items and adjust product group bids based on inventory changes.
- Shopping: As your inventory levels grow, re-evaluate your product group strategy and product prioritization to meet your campaign goals.
- Check the extensions you're using. Use "delivery, curbside pickup, other services" that are unique and applicable to your business.

Keywords

- Monitor keyword recommendations specific to your account surfaced in Microsoft Advertising user interface.
- Continue to use "Broadience" (broad match + audience targeting) to help you expand reach and identify new opportunities after the initial period of greater volatility has passed.
- Reevaluate strategy on keywords around delivery, curbside pickup, fees waived (COVID-19-terms are restricted).
- To capture newly emerged queries, create or reactivate Dynamic Search Ads (DSA) as a "catchall" with a lower bid and use tools like [Microsoft Advertising Intelligence](#) and [Keyword Planner](#).

Audience

- Reevaluate Remarketing list frequencies (ex: 1, 3, 7, 14, 30 days) to target customers still looking to purchase.
- Use In-market Audiences to target customers who are in-market for your product (especially for areas of opportunity for you).
- Use Product Audiences (dynamic remarketing) to maximize the performance of your shopping ads.
- Create a separate Audience Ads campaign to reconnect with your ideal audience in high-quality and brand-safe native placements.
- Add images to your search campaigns to expand your audience reach and drive increased performance.
- Refine targeting settings to reflect consumer trends for your business around geographies, time of day, etc. Use the [Bing COVID-19 Tracker](#) to help.

Bidding

- Once the market has "leveled" out and fluctuations have lessened, begin moving back to automated bidding with adjusted targets.
- When using manual bids, monitor SOV to adjust bids and leverage ECPC.
- Ensure you are setup for real-time success if you are re-entering the auction by leveraging first page bid recommendations in the UI.

Budget

- Begin planning for increases (or decreases) in campaign budgets as the markets shifts from greater volatility to a new normal.
- Monitor SOV to adjust budgets based on new trends, inventory, etc.



Checklist

Restorations strategies

Retail & Shopping Campaigns best practices

Feeds

- Send a complete feed with all product offers and include recommended fields – GTIN, MPN, Brand, Color, Size, Shipping Cost, Multiple Images, and more
- Optimize product titles and descriptions for improved product matching and relevance. Use the Search Term Report at the offer level for relevant terms to include and test.
- Leverage Custom labels in your feed to customize your product groups to meet your business goals.
- Import your Google product offerings to Microsoft Merchant Center to mirror your campaigns from Google.
- Schedule automatic downloads of product feeds to keep your prices and inventory fresh.
- Once stores open again, use Local Inventory Ads to drive traffic to your physical stores. Also a great option for the Shop online, pick up in store trend.

Merchant Center

- Schedule your Merchant Promotions and include any relevant promotional codes.
- Opt into Automatic item updates for price and/or availability to ensure your Product Ad details match the customer experience on your landing pages.
- Use the new List view for ad groups to easily see your product group taxonomy and make bulk operations to your product groups like bid changes by percentage or filter products.
- Campaign priority settings (low, medium, high) give you more control over which campaigns and products take precedent

Audience

- Product Audiences (dynamic remarketing) can help you take your shopping ads to the next level with increased performance.
- Use Product Ads on the Microsoft Audience Network to expand your reach and get your products in front of customers where they are today.

Reporting

- Review share of voice metrics with Click share and Absolute top impression share reporting to see how traffic volume compares to your competitors.
- Use the Product match count reporting to identify product serving issues within your feed and campaigns.
- Easily add negative keywords from your search term reports to filter unqualified traffic to your Product Ads.
- Regularly review your Product negative keyword conflicts report to ensure negative keywords are not limiting how your Product Ads are serving.
- Check your feed error reports to trouble shoot rejections and resubmit corrections.
- Review the Untargeted offers report to confirm all product offers are targeted by a campaign. An All Products as a catch-all bucket for new products or low-bid products is recommended.
- Review your Product partition report to view product group performance and use the Product dimensions report to see product SKU level performance.

Bidding

- Balance between using automation and manual reviews. Monitor [auto](#)-bidding but keep a close eye to adapt to a fluctuating marketplace.
- Adding Enhanced CPC will leverage auction-time signals and increase the likelihood of clicks driving conversions.
- Test new auto bidding pilots for Shopping: Maximize Clicks and Target Return on Ad Spend (ROAS)

Budget

- Plan budgets to meet the increased traffic demands by monitoring SOV.
- Allocate additional budget to your current best-performing and products.
- Monitor your daily budgets and adjust as needed with the changing environment.



Checklist

New opportunities

Ads

- Ad rotation should be set to [optimize](#).
- Check your editorial rejections as COVID-19-related terms are disallowed.
- Efficiently replicate your marketing messaging strategy changes in your text ads. Replace any standard text ads with [Expanded Text Ads](#) and RSA (standard text ad volume will begin to decline April 1).
- Use ad customizers and IF functions where applicable. Use audiences to land effective messaging.
- Search partners: Expand your reach to a wider audience across all devices on proven, reputable and tested sites.
- Check the extensions you're using. Use "delivery, curbside pickup, other services" that are unique and applicable to your business.

Keywords

- Monitor keyword recommendations relevant to your business surfaced in the Microsoft Advertising user interface.
- Use "Broadience" (broad match + audience targeting) to help you expand reach and identify new opportunities once the volatility has settled.
- Monitor keywords and consider relevant terms around delivery, curbside pickup, fees waived (COVID-19-terms are restricted)
- To capture emerging queries, use Dynamic Search Ads (DSA) as a "catchall" and use tools like [Microsoft Advertising Intelligence](#) and [Keyword Planner](#).
- Use the Google Import tool to expand your reach by automatically mirroring your Google Ads campaigns and changes on Microsoft Advertising.

Audience

- Create Remarketing lists with more recent frequencies (ex: 1, 3,7, 14, 30 days) to target customers still looking to purchase.
- Use In-market Audiences to target customers who are in-market for your product (especially for areas of opportunity for you).
- Product Audiences (dynamic remarketing) can help you take your shopping ads to the next level with increased performance.
- Use Product Ads on the Microsoft Audience Network to expand your reach and get your products in front of customers where they are today.
- Add images to your search campaigns to expand your reach and connect with customers in new places on the Microsoft Audience Network.
- Refine targeting settings to reflect consumer trends for your business around geographies, time of day, etc. Use the [Bing COVID-19 Tracker](#) to help.

Bidding

- Balance between using automation and manual reviews. Monitor [auto-bidding](#), but keep a close eye to adapt to a fluctuating marketplace.
- Adding Enhanced CPC will leverage auction-time signals.
- Review your smart targets, adjusting as needed if your targets shift, for example target cost per conversion.

Budget

- Plan budgets to meet the increased traffic demands by monitoring SOV.
- Allocate additional budget to your current best-performing ads and products.
- Monitor your daily budgets and adjust as needed with the changing environment.