Vertical clicks declined 6.7% week over week (WoW), the sharpest drop so far this year.

Microsoft Internal Data. Weeks run Saturday-Friday. Week 14 for 2020 is April 4 – April 10.

Clicks this past week were driven down by Tiers 1 & 3. Tier 1 clicks (18% of vertical) were down 22% WoW, while Tier 3 clicks (19% of vertical) were down 12%. Parts & Service clicks (25% of the vertical) increased for the second straight week, up 5% WoW.
Tier 1 clicks dropped 22% WoW, but held on to YoY growth, hitting the lowest weekly click total YTD

This year, WoW
Last year, WoW
This week, YoY
YTD, YoY

Tier 1’s sharpest click decline so far this year was driven primarily by economy original equipment manufacturers (OEMs), down 22% WoW, while luxury OEM clicks were down 6% WoW

18% of vertical clicks
Tier 2 clicks were relatively flat WoW, as weekly YoY margins have become very slim

Tier 2 clicks, YTD

This year, WoW: 0.7%
Last year, WoW: 0.8%
This week, YoY: 9.8%
YTD, YoY: 57.2%

Tier 2 clicks have maintained substantial 57% YTD, YoY growth, though recent weekly YoY margins are very thin.
Tier 3 clicks dropped 12% WoW and are 20% lower than this time last year.

Tier 3 click decline this past week was driven by economy brands, which saw clicks drop 15% WoW, while luxury brands were down 20% WoW.

19% of vertical clicks

Microsoft Internal Data. Weeks run Saturday-Friday. Week 14 for 2020 is April 4 – April 10.
3rd-party clicks declined 6% WoW after consecutive weeks of gains

While down significantly YoY, 3rd-party clicks have maintained a consistent YoY gap in recent weeks.

Microsoft Internal Data. Weeks run Saturday-Friday. Week 14 for 2020 is April 4 – April 10.
Parts & Service (P&S) clicks increased for the second consecutive week, up 5% WoW

After experiencing sharp declines before any other subvertical in the wake of COVID-19, Parts & Service clicks have risen for the second consecutive week. P&S clicks were up 3.6% WoW, while Service & Repair clicks were up 7%.
Parts & Service WoW click change by sub-segment

- Audio Equipment clicks were up another 43% and Body Repair clicks were up another 19% WoW
- Tire Shop clicks were down 20% WoW

Microsoft Internal Data. Weeks run Saturday-Friday. Week 14 for 2020 is April 4 – April 10.
In summary, we’ve seen Parts & Service clicks increase for the second consecutive week, pulling out of a three-week dip. Tier 1 continued a sharp decline for the second consecutive week, reaching its lowest weekly click total YTD (though still up YoY).
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.
<table>
<thead>
<tr>
<th>Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad rotation should be set to <strong>optimize</strong>.</td>
</tr>
<tr>
<td>Check your editorial rejections as COVID-19-related terms are disallowed.</td>
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<tr>
<td>Begin the (required) move to <strong>Expanded Text Ads</strong> and add Responsive Search Ads (RSA) to your ad groups as an efficient way to swiftly change your text ad messaging.</td>
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<tr>
<td>Use ad customizers and IF functions where applicable. Use audiences to land effective messaging.</td>
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<tr>
<td>Shopping: <strong>Use Local Inventory Ads</strong> to indicate availability of items and adjust product group bids based on inventory changes.</td>
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<tr>
<td>Shopping: As your inventory levels grow, re-evaluate your product group strategy and product prioritization to meet your campaign goals.</td>
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<tr>
<td>Check the extensions you’re using. Use “delivery, curbside pickup, other services” that are unique and applicable to your business.</td>
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<td><strong>Keywords</strong></td>
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<tr>
<td>Monitor keyword recommendations specific to your account surfaced in Microsoft Advertising user interface.</td>
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<tr>
<td>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.</td>
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<tr>
<td>Reevaluate strategy on keywords around delivery, curbside pickup, fees waived (COVID-19-terms are restricted).</td>
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<td>To capture newly emerged queries, create or reactivate Dynamic Search Ads (DSA) as a “catchall” with a lower bid and use tools like <strong>Microsoft Advertising Intelligence</strong> and <strong>Keyword Planner</strong>.</td>
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<td>Reevaluate Remarketing list frequencies (ex: 1, 3, 7, 14, 30 days) to target customers still looking to purchase.</td>
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<td>Use In-market Audiences to target customers who are in-market for your product (especially for areas of opportunity for you).</td>
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<td>Use Product Audiences (dynamic remarketing) to maximize the performance of your shopping ads.</td>
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<tr>
<td>Create a separate Audience Ads campaign to reconnect with your ideal audience in high-quality and brand-safe native placements.</td>
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<td>Add images to your search campaigns to expand your audience reach and drive increased performance.</td>
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<tr>
<td>Refine targeting settings to reflect consumer trends for your business around geographies, time of day, etc. Use the <strong>Bing COVID-19 Tracker</strong> to help.</td>
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<tr>
<td><strong>Bidding</strong></td>
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<tr>
<td>Once the market has “leveled” out and fluctuations have lessened, begin moving back to automated bidding with adjusted targets.</td>
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<tr>
<td>When using manual bids, monitor SOV to adjust bids and leverage ECPC.</td>
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<tr>
<td>Ensure you are setup for real-time success if you are re-entering the auction by leveraging first page bid recommendations in the UI.</td>
</tr>
<tr>
<td><strong>Budget</strong></td>
</tr>
<tr>
<td>Begin planning for increases (or decreases) in campaign budgets as the markets shifts from greater volatility to a new normal.</td>
</tr>
<tr>
<td>Monitor SOV to adjust budgets based on new trends, inventory, etc.</td>
</tr>
</tbody>
</table>
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.