Shipping & Packaging trends (U.S.)
Analysis compares Pre vs. Post timeframes

Determined by the U.S. COVID-19 National Emergency Declaration date

Pre = January 1\(^{st}\) – March 13\(^{th}\)  

Post = March 14\(^{th}\) onward
U.S. Shipping & Packaging Product searches are up 54% during the Post timeframe.

Categories centered around Packing Materials, Stamps & Envelopes and Tape products are seeing the strongest lift in the Post timeframe.

Click traffic is shifting to Shopping & Audience Ads, and mobile & tablet devices.
Searches gained significant momentum post emergency declaration
YoY search trends with Pre-COVID-19 forecast

Shipping & Packaging

+54%
Post vs. forecast

+14%
to 2019 Post
(-12% during Pre)

Source: Microsoft Advertising Internal Data, Jan – April, 2019 v. 2020
Shipping & Packaging has had unseasonal search and click growth across top volume categories

Post searches and clicks (1/4/20 – 3/13/20 vs. 3/14/20 – 4/10/20)

<table>
<thead>
<tr>
<th>Category</th>
<th>Post Clicks</th>
<th>Post Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cushioning &amp; Packing Paper</td>
<td>103%</td>
<td>36%</td>
</tr>
<tr>
<td>Stamps &amp; Envelopes</td>
<td>34%</td>
<td>20%</td>
</tr>
<tr>
<td>Shipping Boxes</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Cargo Containers</td>
<td>92%</td>
<td>15%</td>
</tr>
<tr>
<td>Strapping Equipment &amp; Devices</td>
<td>-53%</td>
<td>47%</td>
</tr>
<tr>
<td>Tape &amp; Tape Dispensers</td>
<td>-3%</td>
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</tr>
<tr>
<td>Mailing Tubes</td>
<td>-30%</td>
<td></td>
</tr>
</tbody>
</table>

Microsoft Advertising Internal Data, Jan 4 – Apr 3, 2019 v. 2020
Clicks have shifted slightly towards Shopping & Audience Ads, and mobile & tablet.

Share of clicks Pre vs. Post

### Ad type

- **Pre**
  - Audience: 3%
  - Shopping: 17%
  - Text: 80%
- **Post**
  - Audience: 4%
  - Shopping: 19%
  - Text: 77%

### Device type

- **Pre**
  - Tablet: 3%
  - Mobile: 14%
  - PC: 83%
- **Post**
  - Tablet: 4%
  - Mobile: 15%
  - PC: 81%

Microsoft Advertising Internal Data, Jan 4 – Apr 3, 2019 v. 2020
Searches containing packing materials have seen a sharp spike during the first two weeks of April.

Category search rank by week, 1/4/2020 – 4/10/2020

Source: Microsoft Advertising Internal Data, Jan – April 2020
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.
- Check budgets in the Microsoft Advertising Interface daily. Watch for budget pause notifications, which may not show up in bid management tools.

**Budget**
- 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>Checklist Item</th>
<th>Description</th>
</tr>
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</table>
| **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. |
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<th>Bidding</th>
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**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.

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- Balance between using automation and manual reviews. Monitor [auto-bidding](#) but keep a close eye to adapt to a fluctuating marketplace.
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**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.