



MICROSOFT ADVERTISING

Autos Searches (FR)

March.15, 2020
to Apr.18, 2020

Microsoft Advertising. Intelligent connections.



HYPOTHESIS

The pandemic is already impacting and will keep on impacting the current economic climate. How does this impact the buying of new and used cars?

- people purchases (especially high price products)
- the companies they buy from (and where the products were manufactured related to availability concerns)
 - how they go to work (public transport / cars / bicycle / ...).

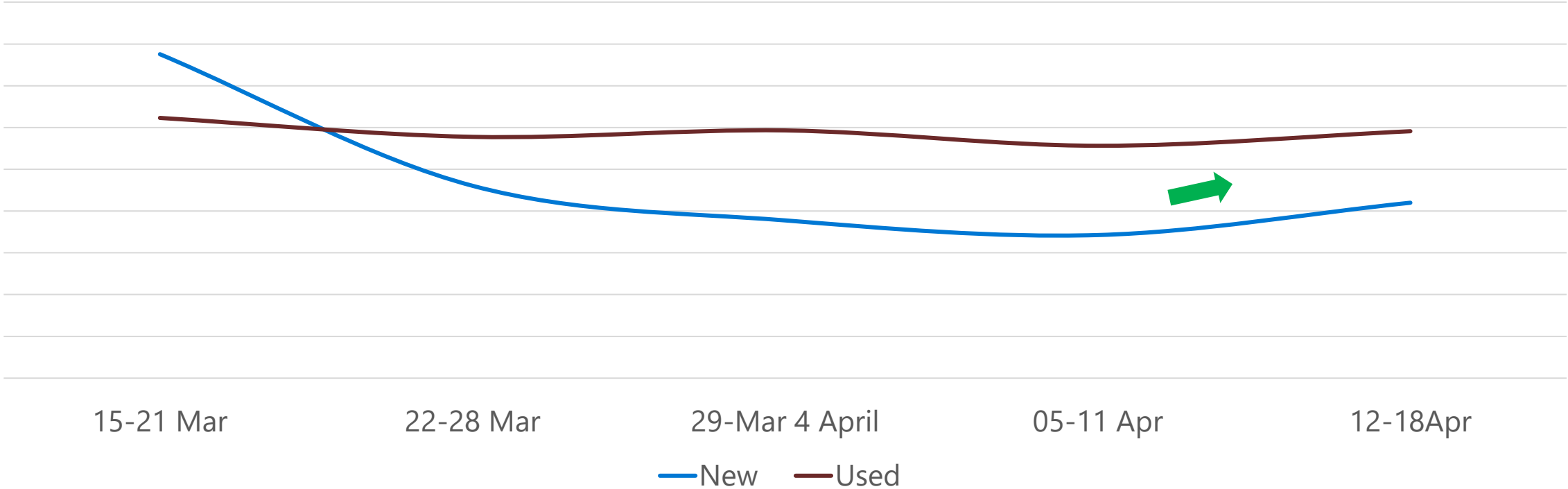
Consequently, cars search behaviour might be impacted.

Reminder : France lockdown started March 17th.

Searches related to NEW cars start to increase again since mid-april

Searches related to USED cars stayed flat since lockdown start

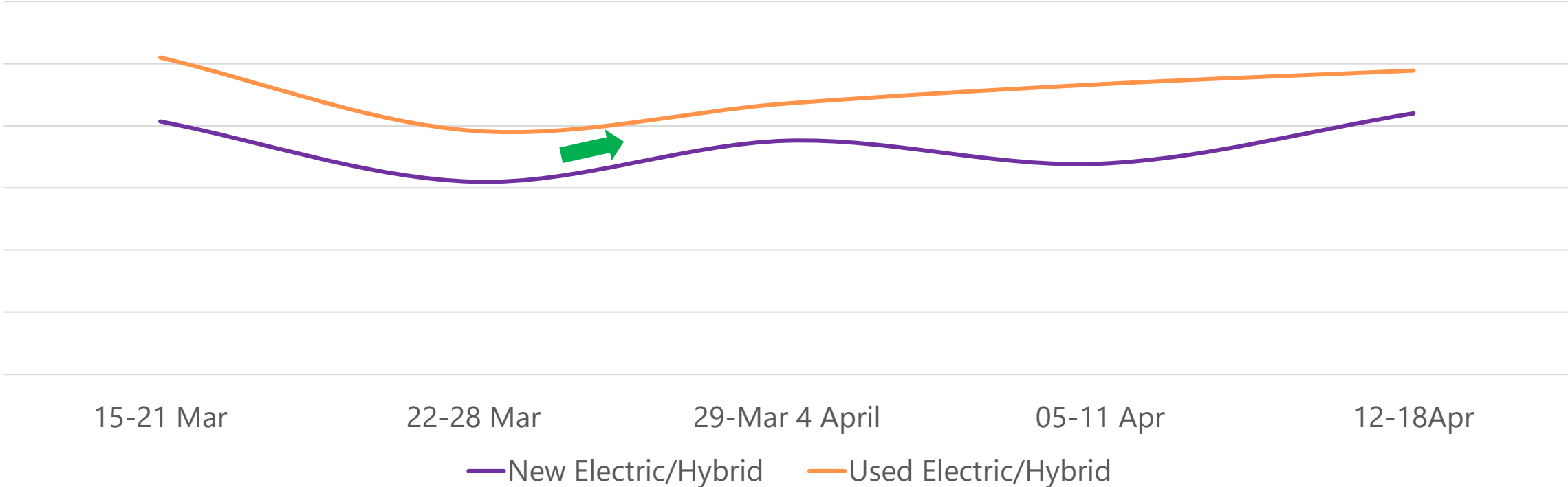
Searches NEW VS USED Cars



Source: Microsoft Internal Data, March-April 2020, France
Queries list : see methodology slide

Rise on Electric-Hybrid vehicles searches to place earlier

Searches Electric or Hybrid USED VS NEW Cars

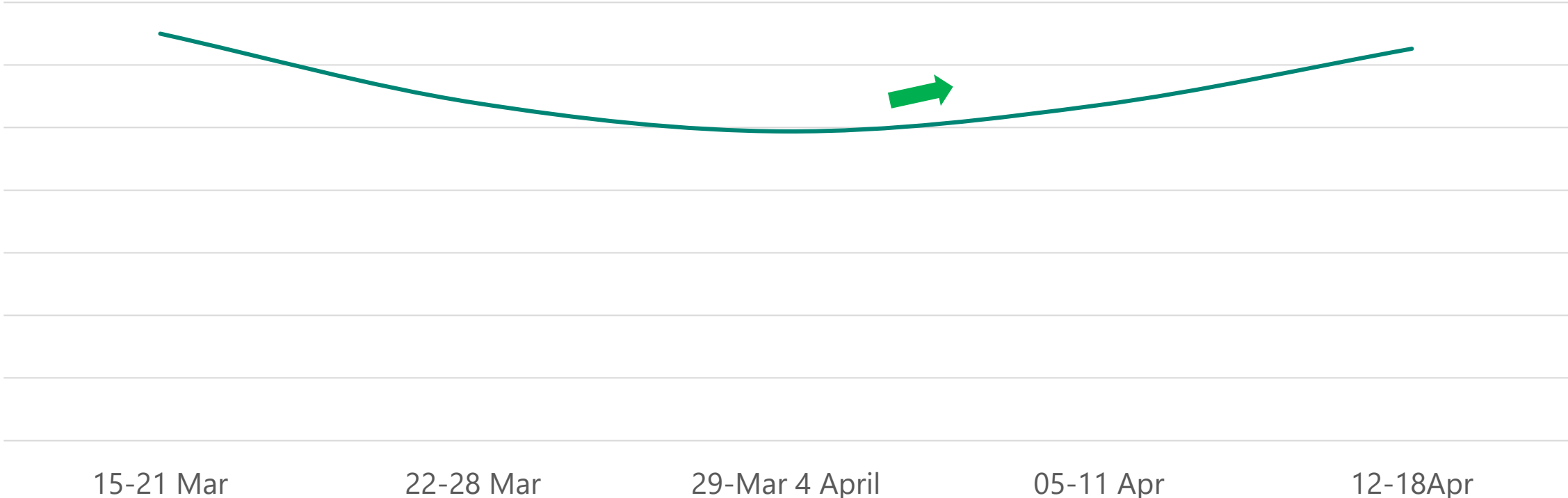


Source: Microsoft Internal Data, March-April 2020, France
Queries list : see methodology slide



For European Manufacturers, the rise of Electric-Hybrid vehicles searches is confirmed, but took place later (well into lockdown)

EUROPEAN Manufacturers - Searches Electric or Hybrid



Source: Microsoft Internal Data, March-April 2020, France
Queries list : see methodology slide



CONCLUSION

The search volatility since lockdown started, is higher for new cars than for used cars. Searches for new cars increased again more recently (mid-April).

A rise in searches happened earlier for Electric/Hybrid Cars. This happened a bit later for European Manufacturer, compared to global average.

Methodology

Market : France only, All Microsoft Advertising Network, All devices

The queries list observed is made of :

- **"Generic"** ("voiture », « auto », « SUV », « citadine », ... alone or combined with cost related terms like « offre », « prix », ...)
- And **Manufacturer / Manufacturer + Model / Model / Model + Manufacturer**

New VS Used : the queries have been classified using a clear intent about New or Used with these qualifying terms:

- **"New"** included: "neuve", "neuf", "2020"
- **"Used"** included: "2019" -> "2012", "occasion", "2nd main", ...



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