



Weekly COVID-19 marketplace  
rebound gauge (global)

Travel

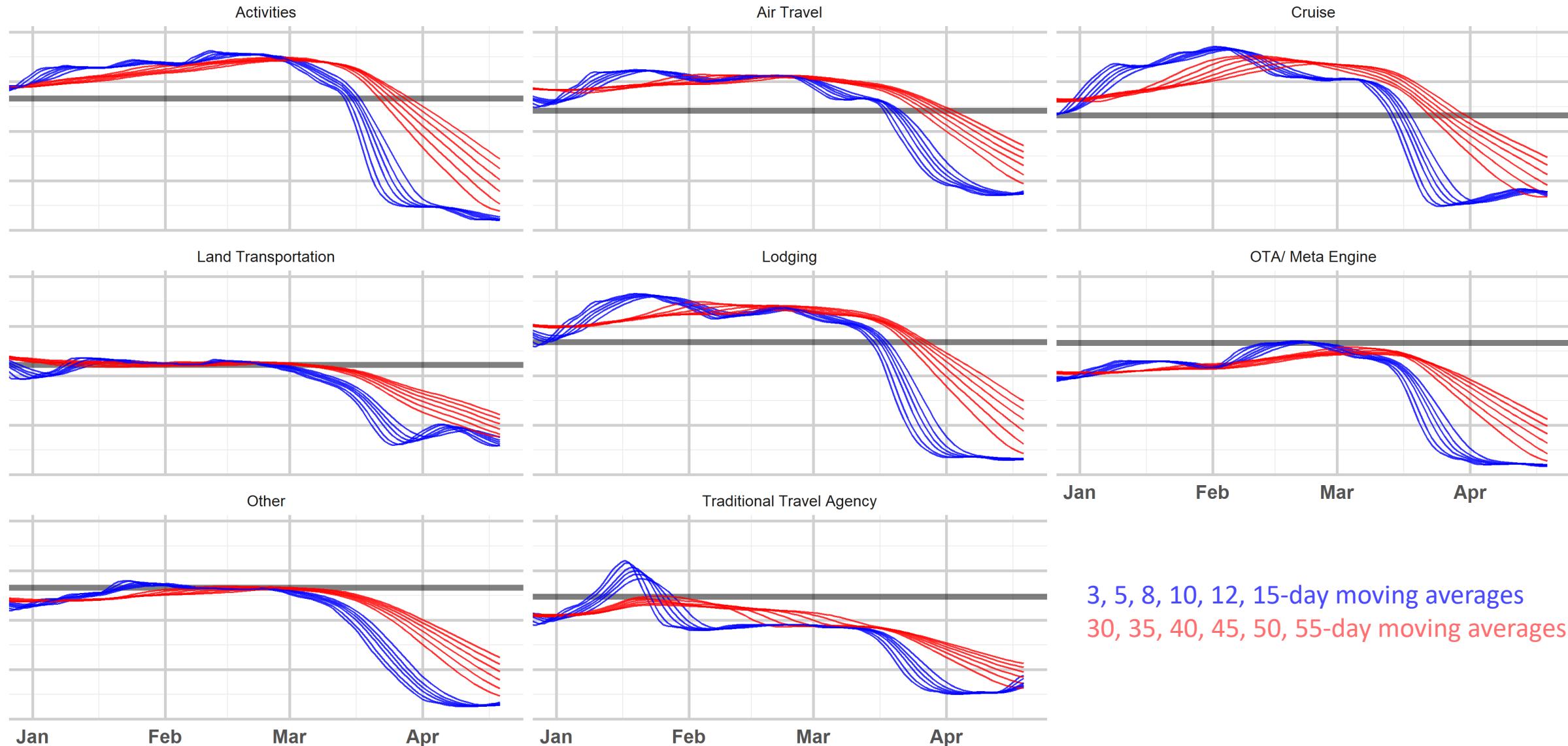
# Marketplace signals – U.S.

Sub-category	Signal	Signal guide
Activities		
Air Travel		Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.
Cruises		
Land Transportation		Marketplace index has reversed its downtrend. Risk tolerant advertisers seeking competitive advantage should re-enter.
Lodging		
OTA/Meta		Marketplace index remains in a downtrend
Traditional Travel Agency		
Other		

Data through:  
4/19/2020

# Marketplace Rebound Gauge, Short Window

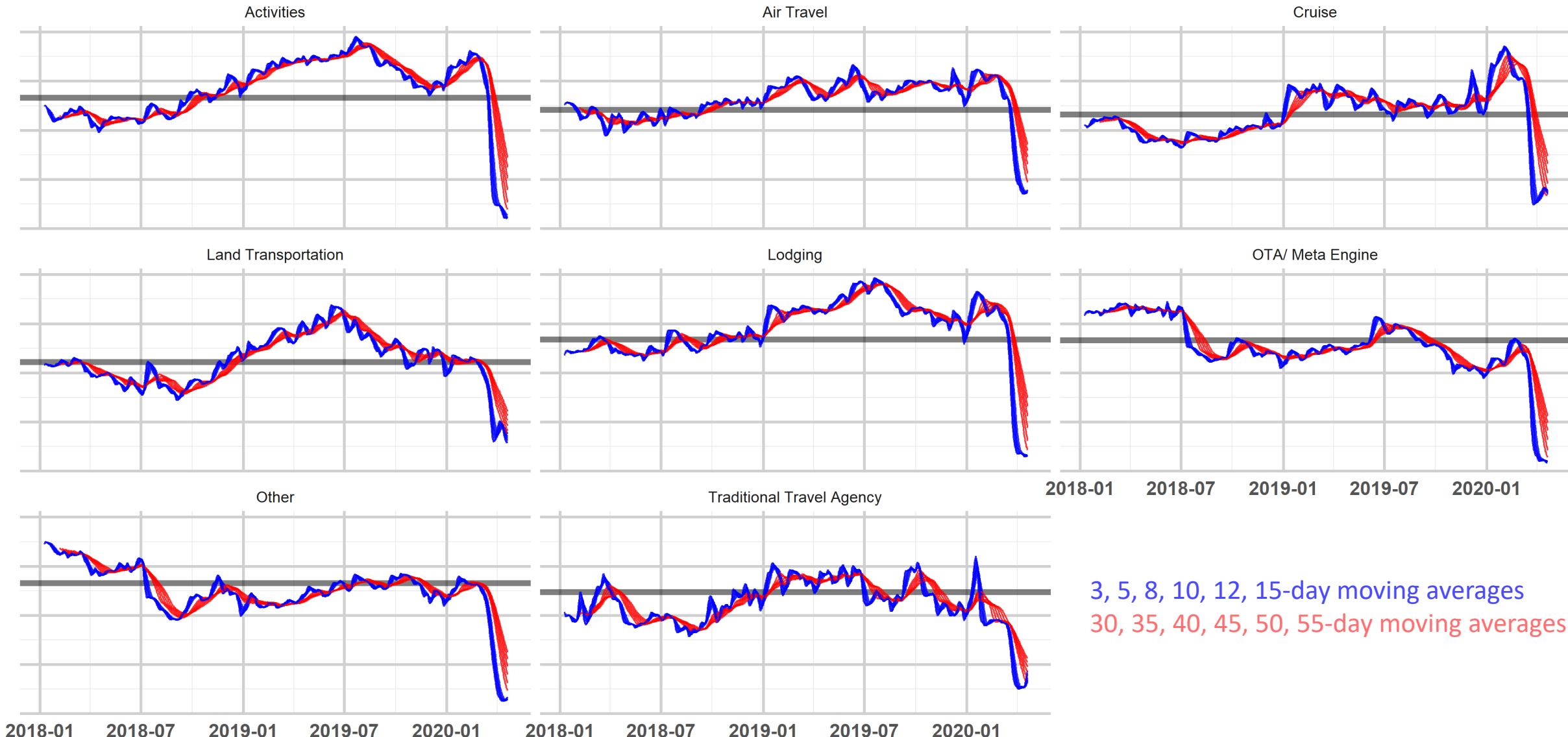
When short term averages crest long term averages, this is a strong signal the marketplace is reversing



3, 5, 8, 10, 12, 15-day moving averages  
30, 35, 40, 45, 50, 55-day moving averages

# Marketplace Rebound Gauge, Long Window

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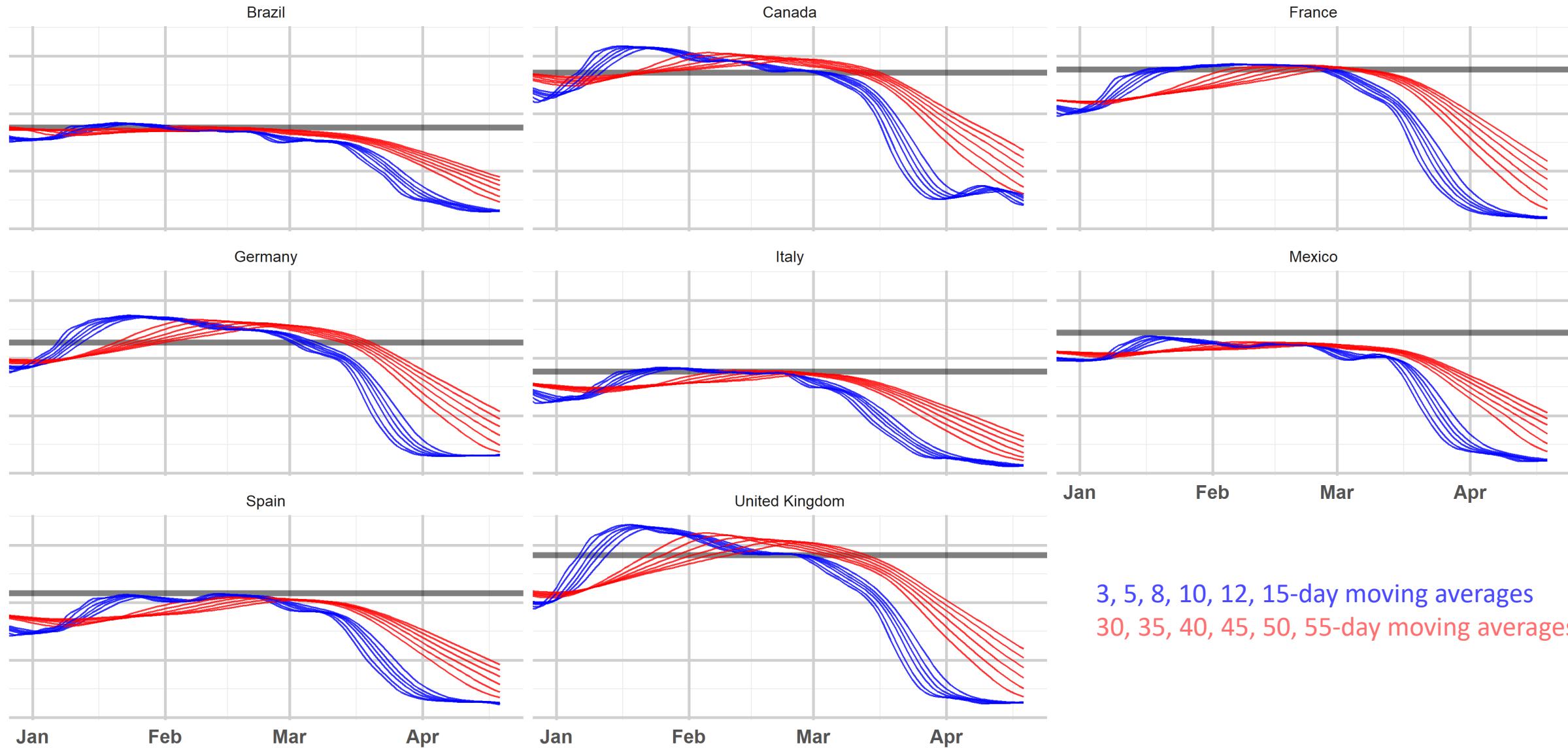
# Marketplace signals - international

Market	Signal	Signal guide
 Canada		 Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.
 France		 Marketplace index has reversed its downtrend. Risk-tolerant advertisers seeking competitive advantage should re-enter.
 Germany		 Marketplace index remains in a downtrend
 Italy		
 Spain		
 United Kingdom		
 Mexico		
 Brazil		

Data through:  
4/19/2020

# Marketplace Rebound Gauge, Short Window

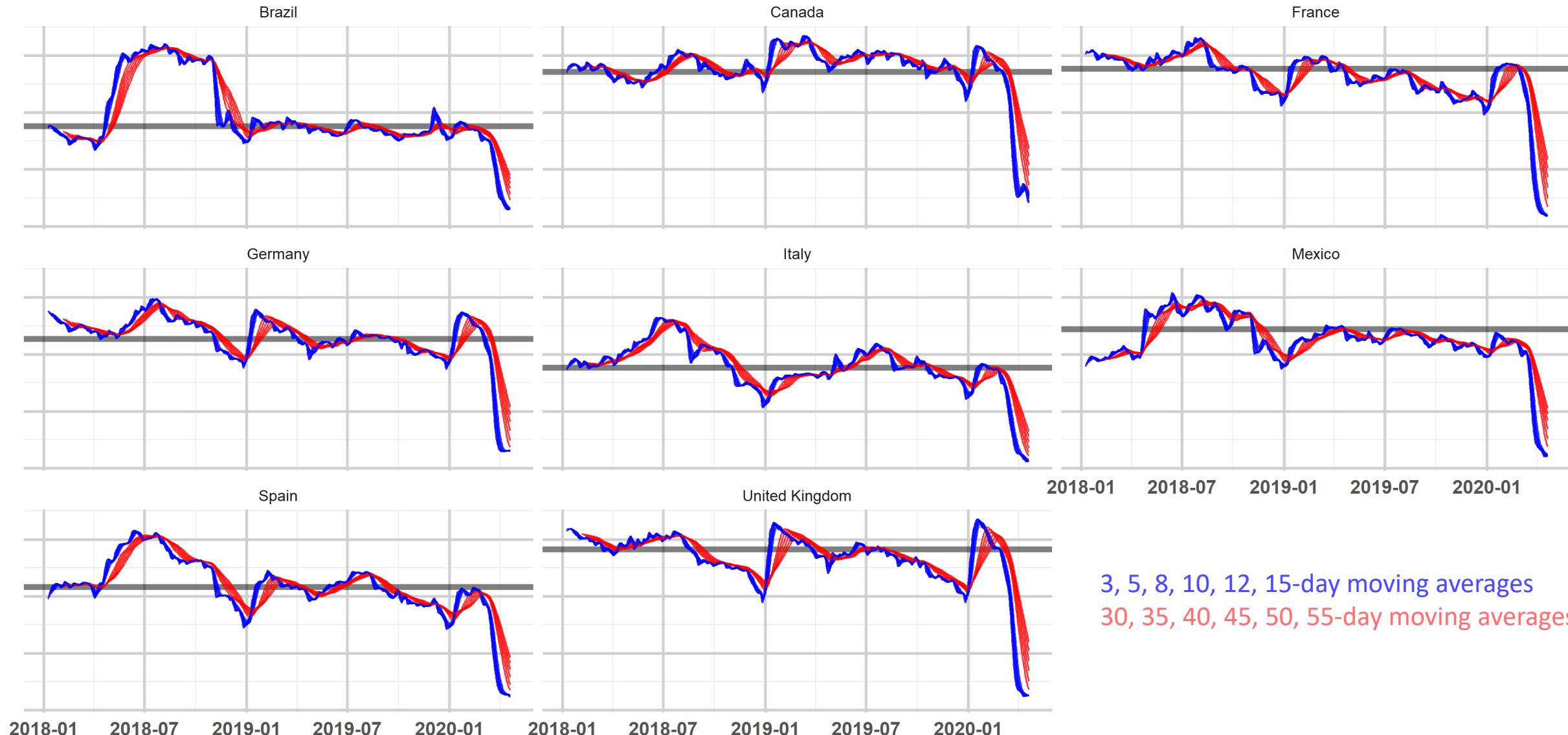
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# Marketplace Rebound Gauge, Long Window

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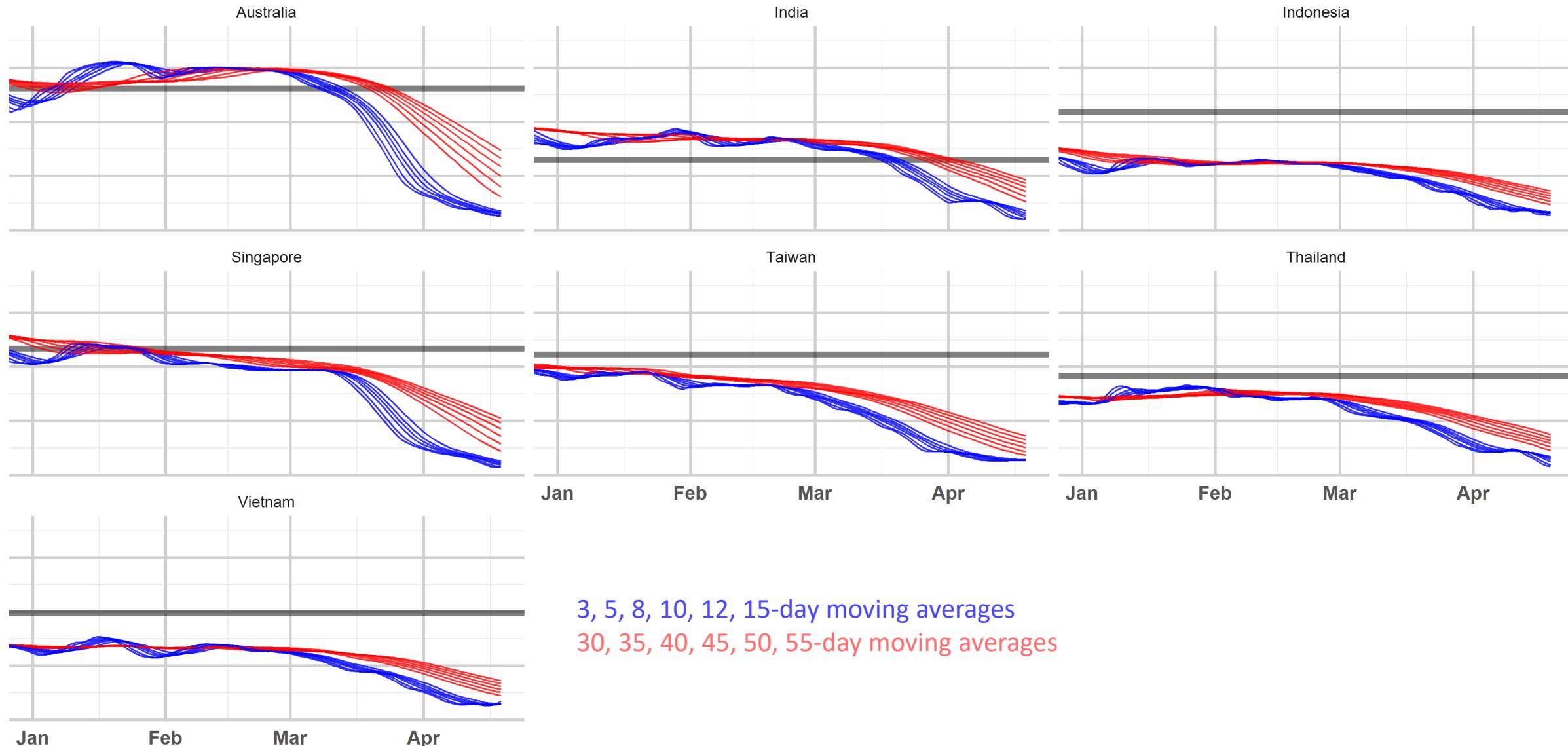
# Marketplace signals - APAC

Market	Signal	Signal guide
Australia		Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.
India		Marketplace index has reversed its downtrend. Risk-tolerant advertisers seeking competitive advantage should re-enter.
Indonesia		Marketplace index remains in a downtrend
Singapore		
Taiwan		
Thailand		
Vietnam		

Data through:  
4/19/2020

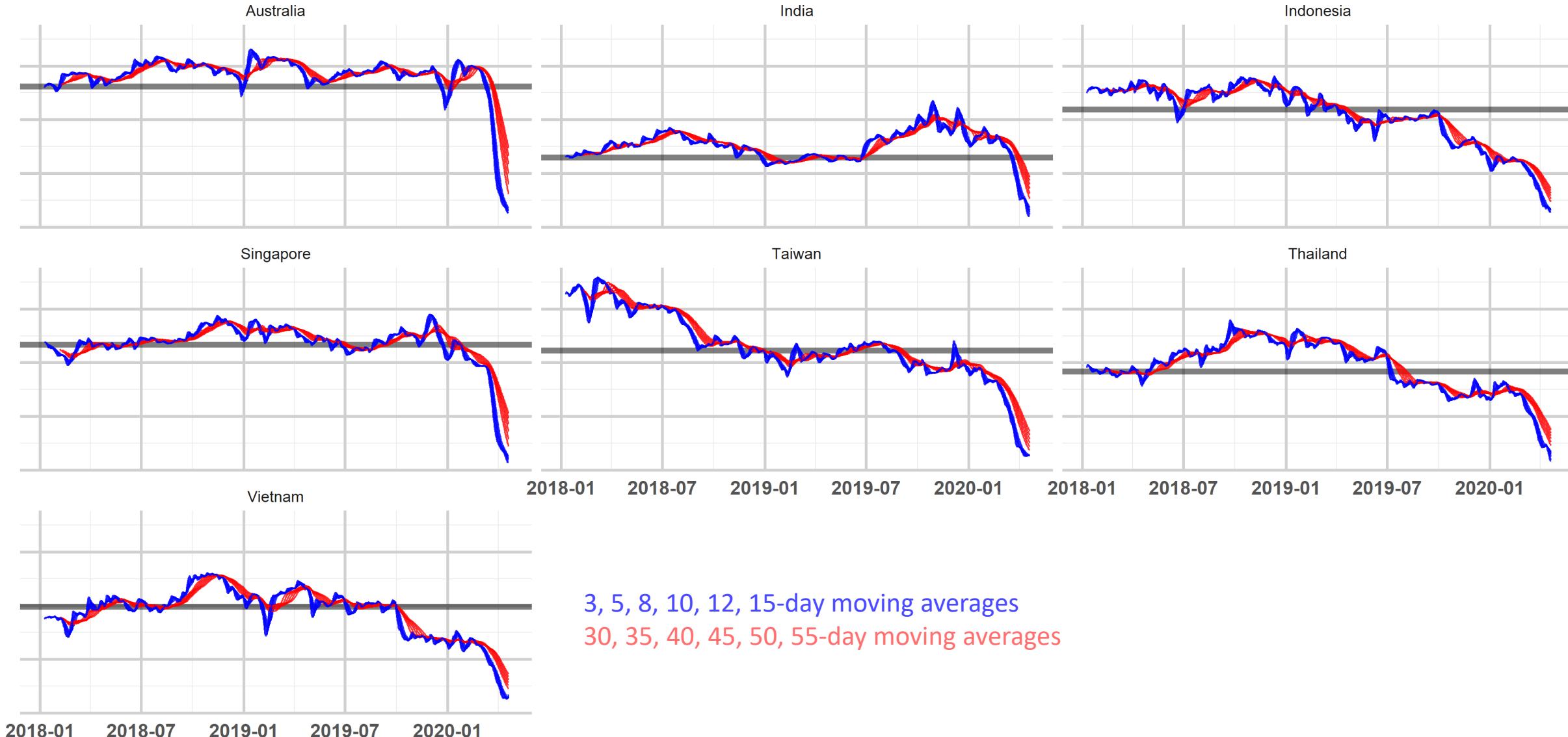
# Marketplace Rebound Gauge, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing



# Marketplace Rebound Gauge, Long Window

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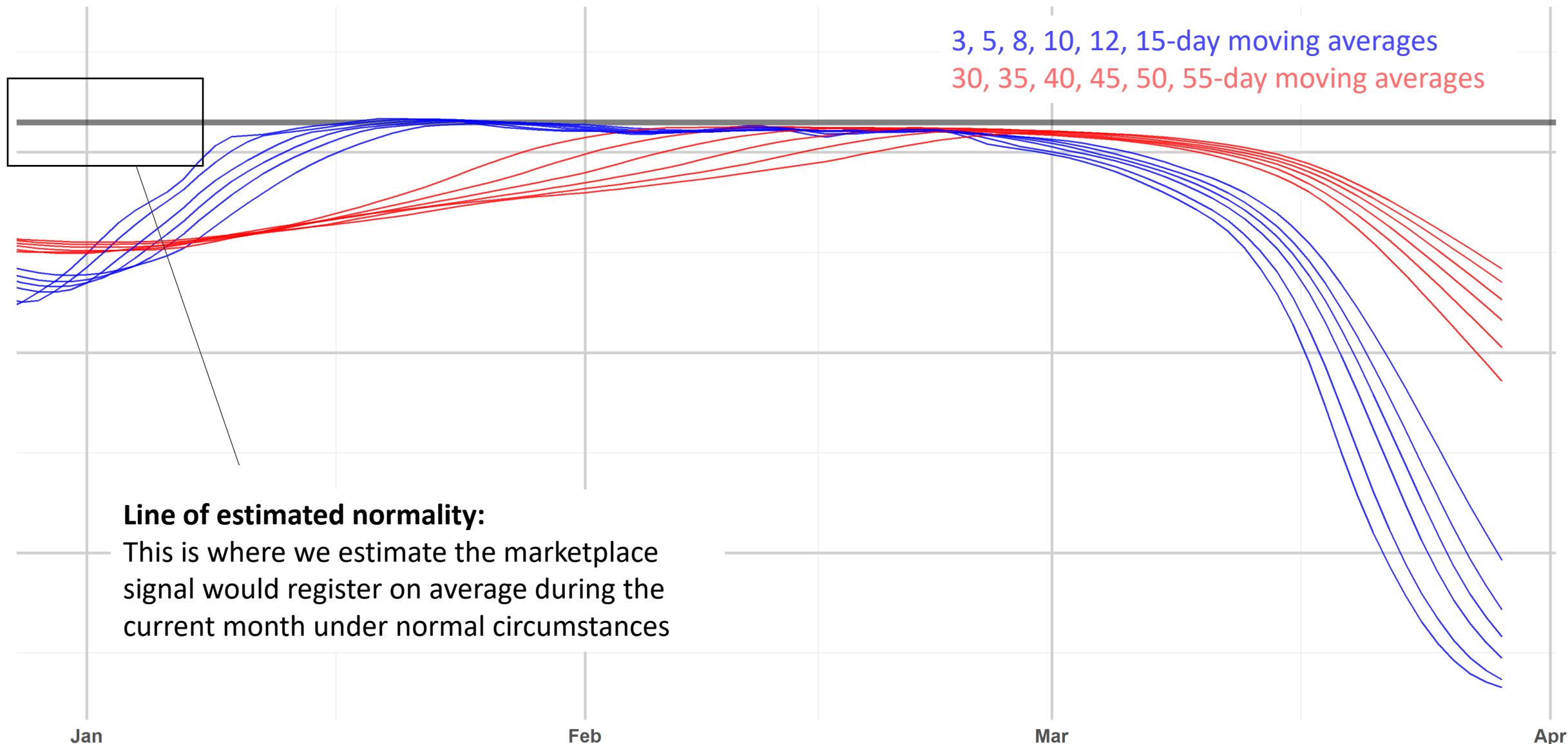
3, 5, 8, 10, 12, 15-day moving averages  
30, 35, 40, 45, 50, 55-day moving averages

*How* the signals are extracted

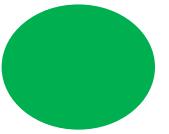
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# Marketplace Rebound Signal Search - United States

Short View

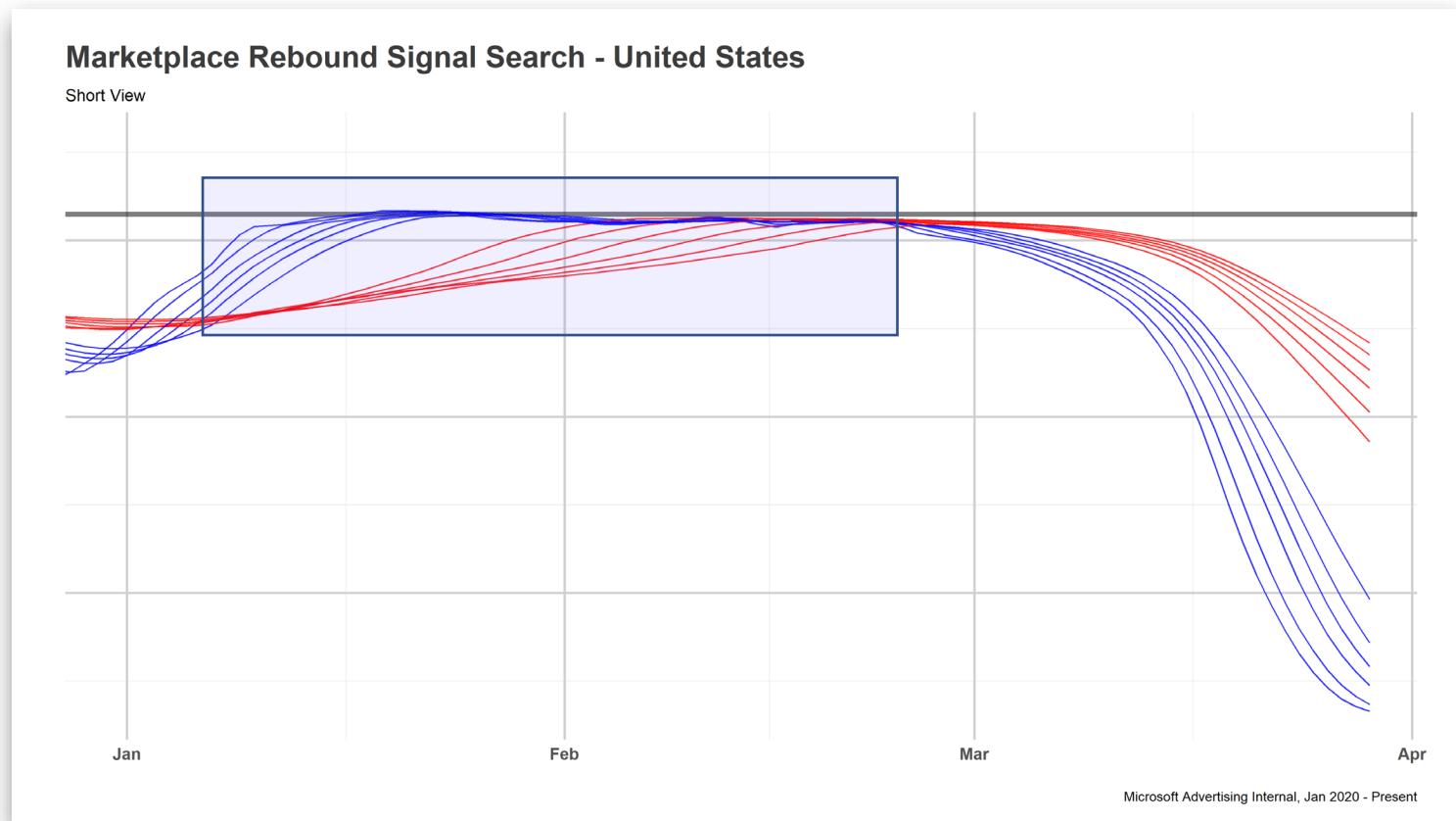


# Signal:



Here our cluster of **shorter-term moving averages** has consolidated around the estimated line of normality, pulling latent **longer-term moving averages** with it

When there is a period with all six **short-term moving averages** above all six **long-term moving averages**, this is a confirmed market uptrend

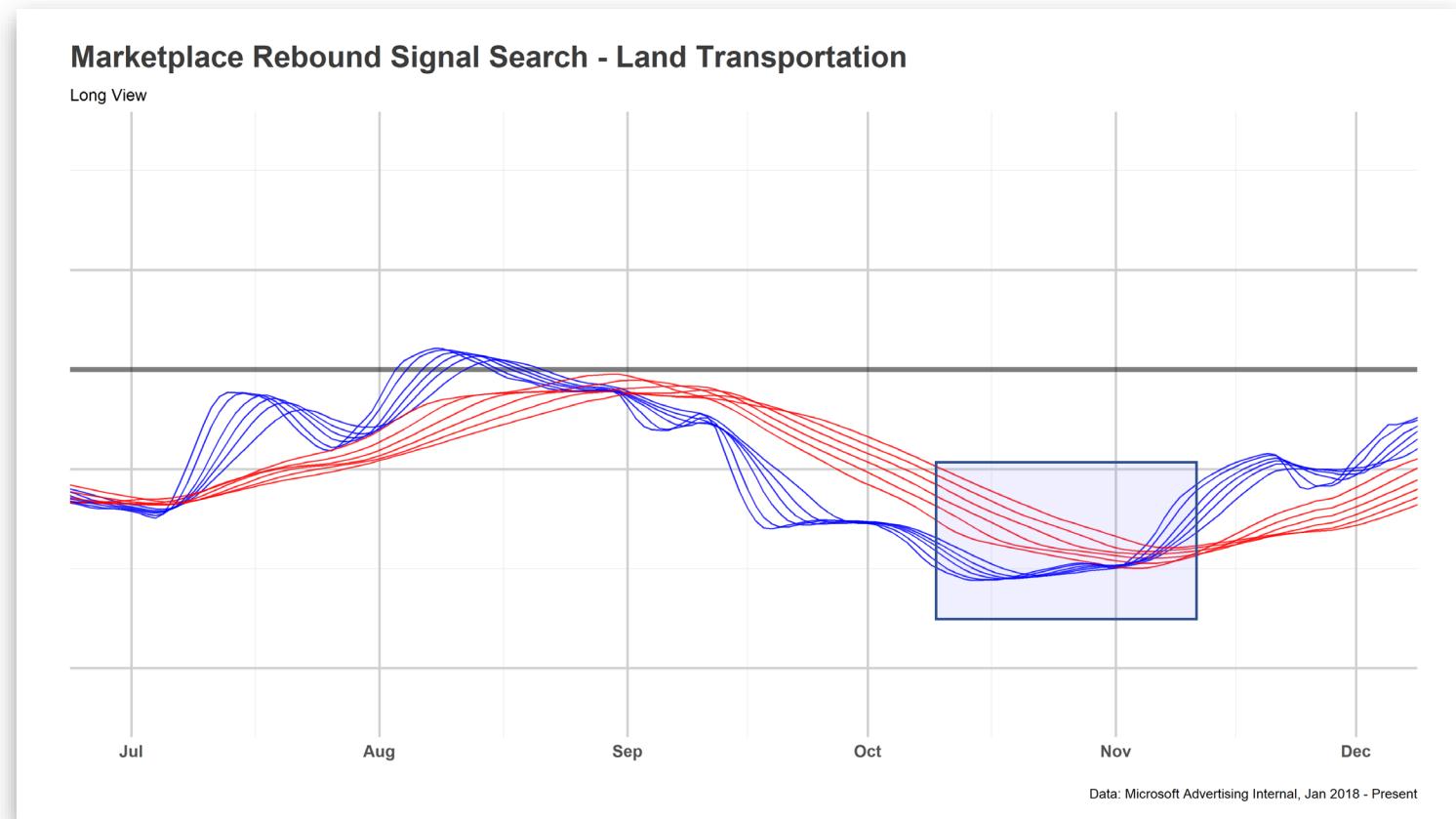


# Signal:



In this example, we see all six **long-term moving averages** floating above all six **shorter-term moving averages**, suggesting a downtrend

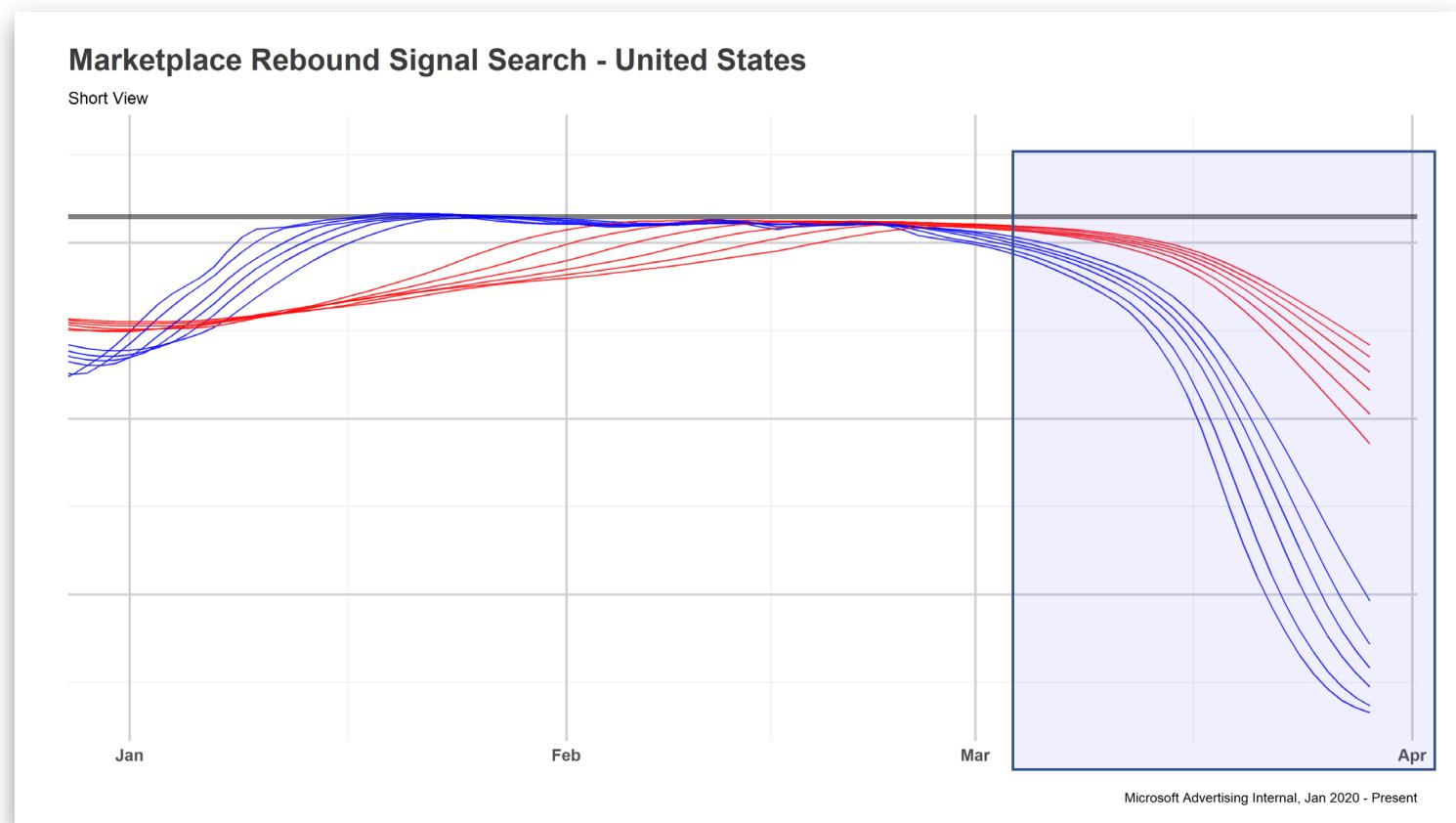
However, the **shorter-term moving averages** begin to reverse course, and move back through the **longer-term moving averages**. This is an indication that the marketplace is possibly turning around, and a good opportunity for advertisers to re-enter.



# Signal:

In this example, there is a clear negative gap between the **long-term moving averages** and the **short-term moving averages**, and that gap is increasing

When the cluster of **short-term averages** demonstrates behavior in the opposite direction, it will be time to think about a yellow signal. Until then, this is firmly a downtrend.



*What* comprises the marketplace index?

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Marketplace index is a composite metric built to reflect the following behaviors:

Search volume



Advertiser participation



Auction activity

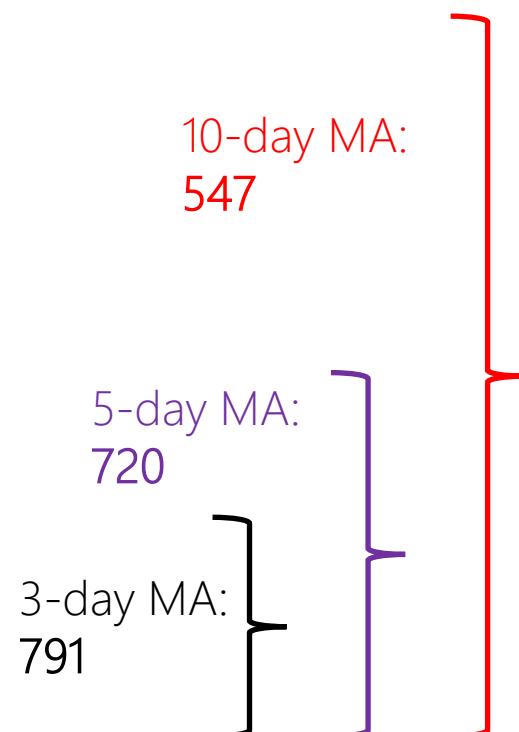


Searcher intent



# A primer on how moving averages (MA)\* work

Date	Value
3/20	500
3/21	650
3/22	700
3/23	400
3/24	250
3/25	300
3/26	425
3/27	500
3/28	525
3/29	700
3/30	650
3/31	825
4/1	900



A **simple moving average** calculates the average of a selected range of values. For instance, the 3-day moving average for the date of 4/1 would be the average of the attendant values for the dates of 4/1, 3/31, and 3/30.

\*Values are arbitrary and used to illustrate the concept

# Strategies and recommendations

- Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the [Digital Advertiser's Guide to COVID-19](#)



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