



MICROSOFT ADVERTISING

# Parts & Service supply analysis

Brand, non-brand and make

As of March 20, 2020

Microsoft Advertising. Intelligent connections.



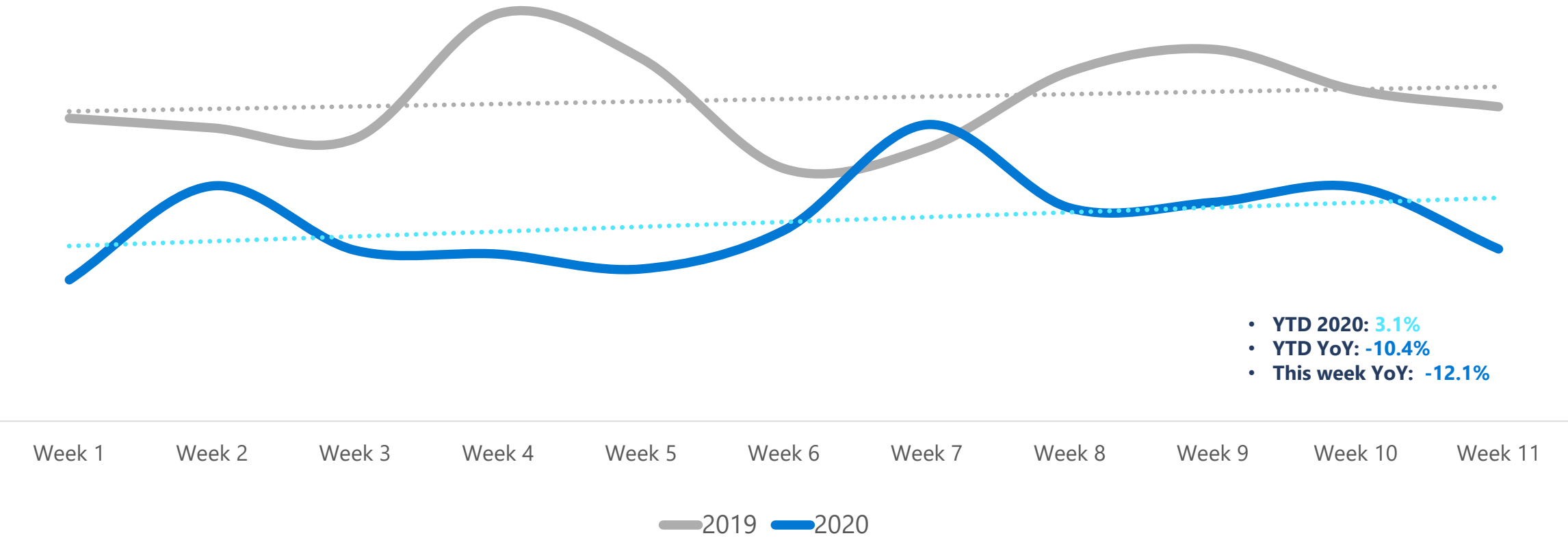
# Key takeaways Parts & Service supply trends

- All-up Parts & Service search volume is down 10.4% on the year but modestly up 3.1% year to date (YTD)
- Based on YTD growth, opportunity query categories are non-brand, Sedans, and Luxury Makes
- Declining YTD categories include brand queries and SUVs, Trucks, and Economy Makes
- March search results page view (SRPV) and click declines have occurred across brand/non-brand, vehicle segment and vehicle class, signaling prospective weakening as fewer vehicles are on the road





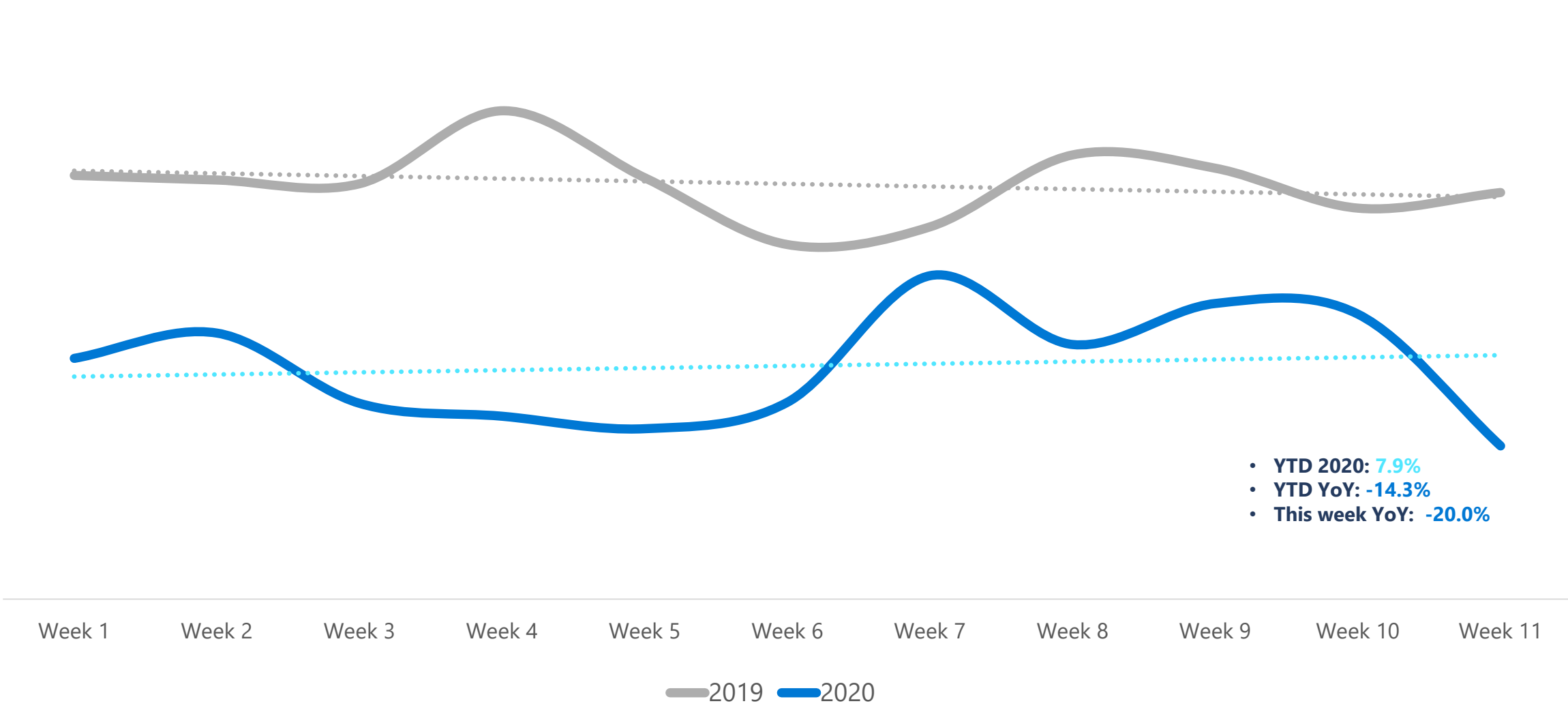
# Parts & Service (P&S) SRPVs are down 10.4% year over year (YoY) but modestly up 3.1% YTD



Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan 4, 2020 – Mar 20, 2020



# Parts & Service clicks are down 14.3% YoY and 7.9% YTD

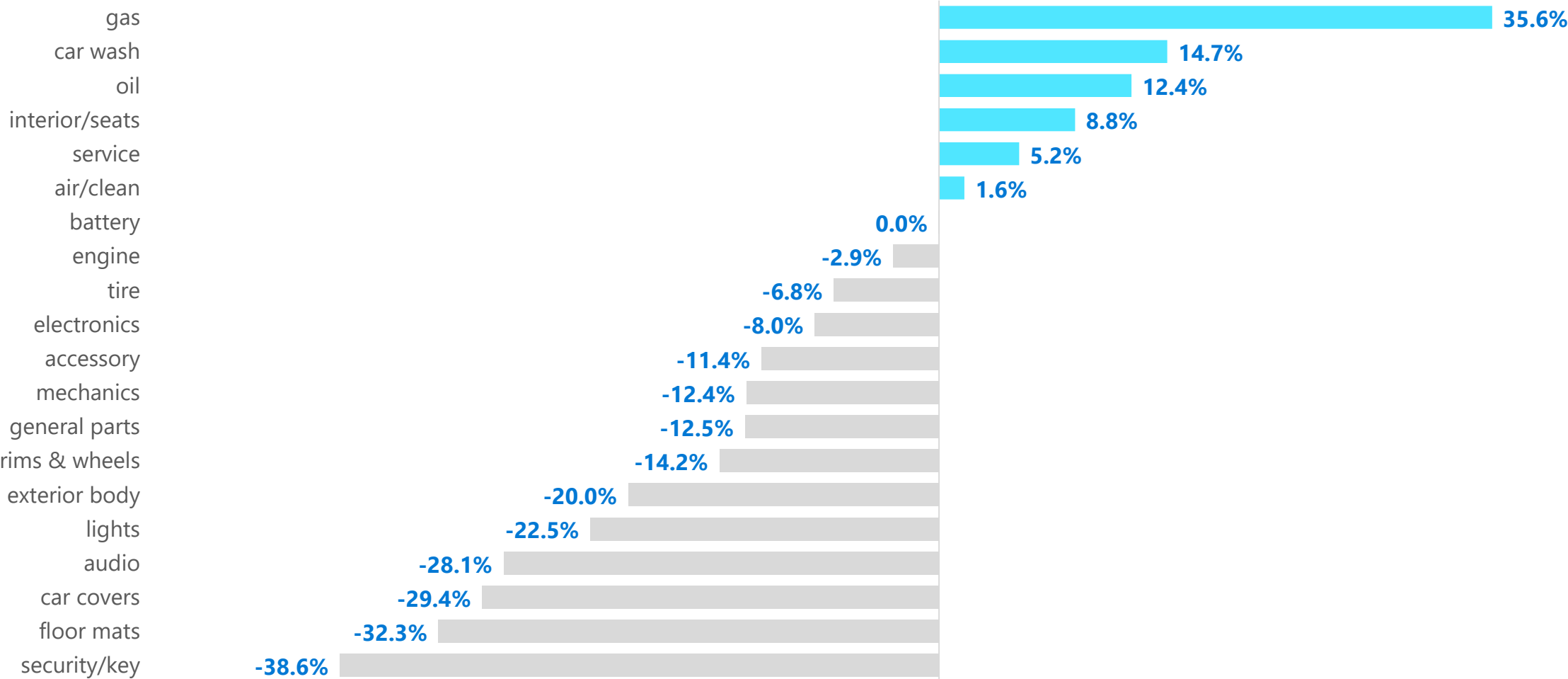


Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020



# Queries for Gas, Car Washes, Oil, Interior Car Parts, Services and Cleaning are up YoY

% YoY change in SRPVs for Weeks 9, 10 and 11

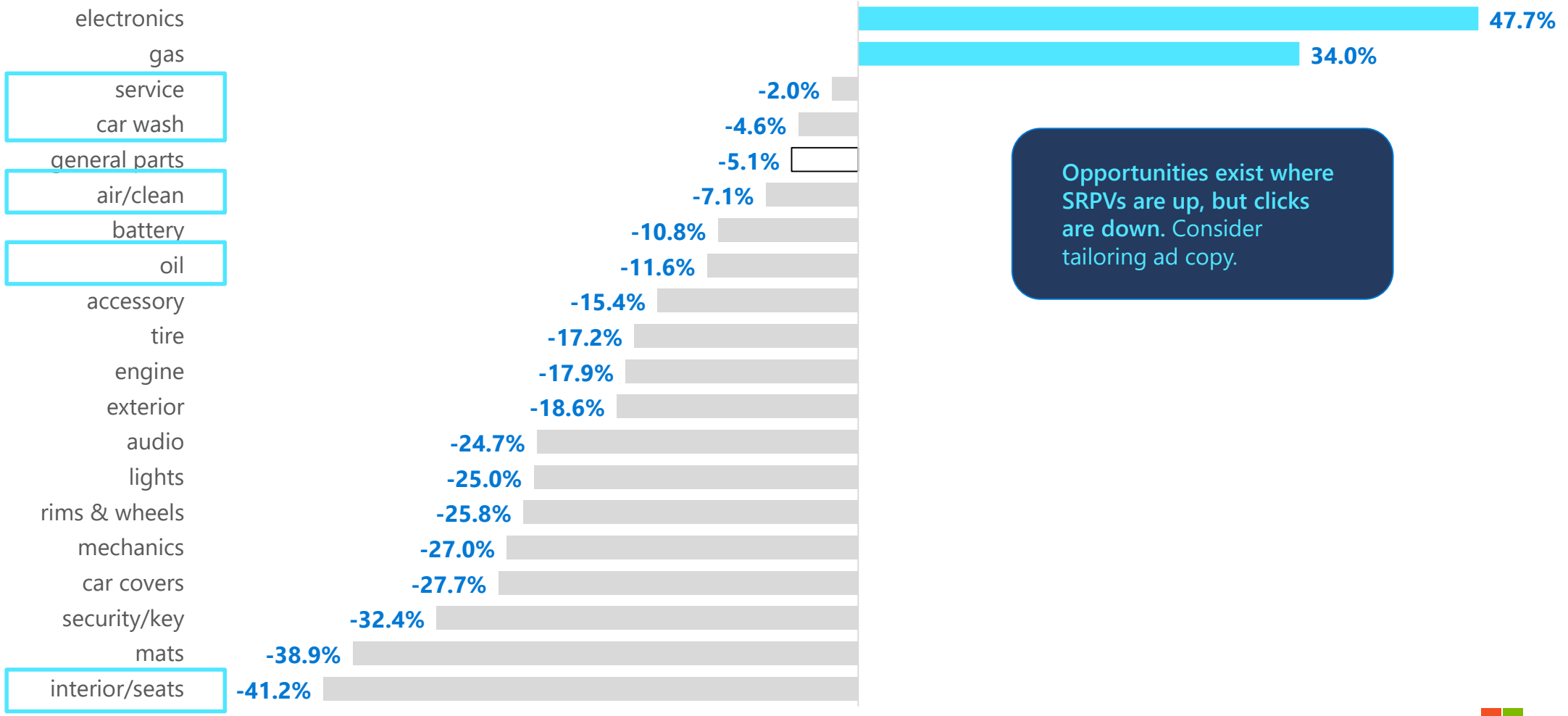


Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020



# Clicks were down in March for all Parts & Services categories except Electronics and Gas

% YoY Change in clicks for Weeks 9, 10 and 11



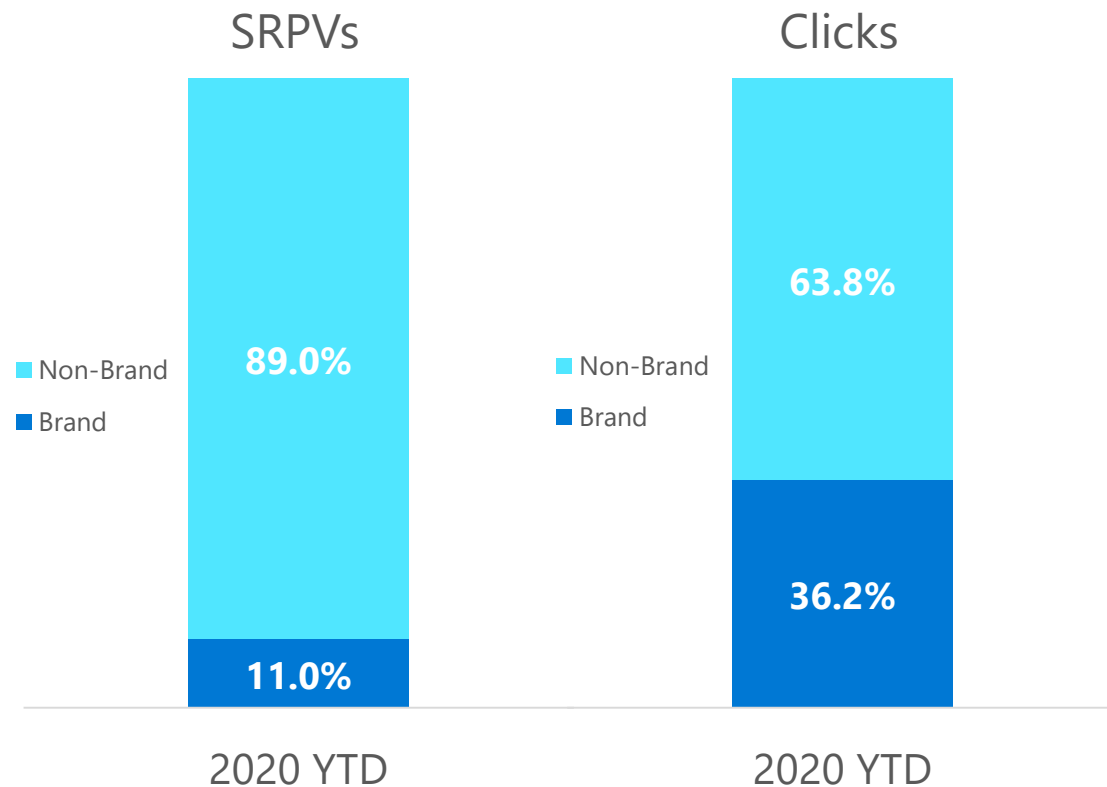
Opportunities exist where SRPVs are up, but clicks are down. Consider tailoring ad copy.

Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020



# 89% of SRPVs and 64% of clicks for Parts & Service are non-brand/non-retailer related

Brand and non-brand distribution by SRPVs and clicks for 2020 YTD

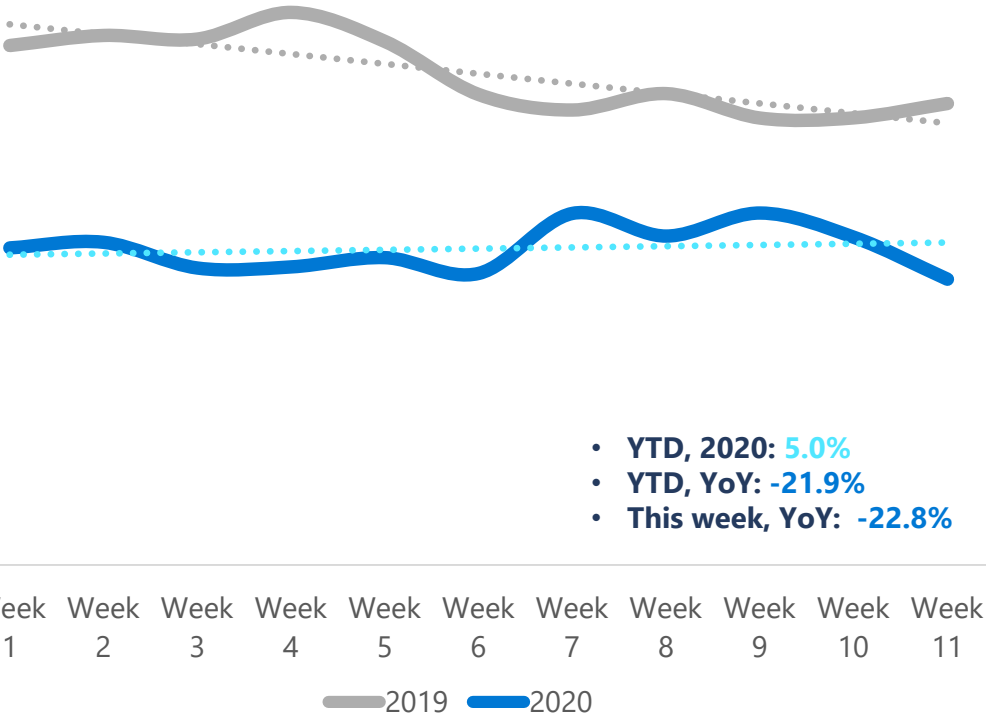


## Sample non-brand queries

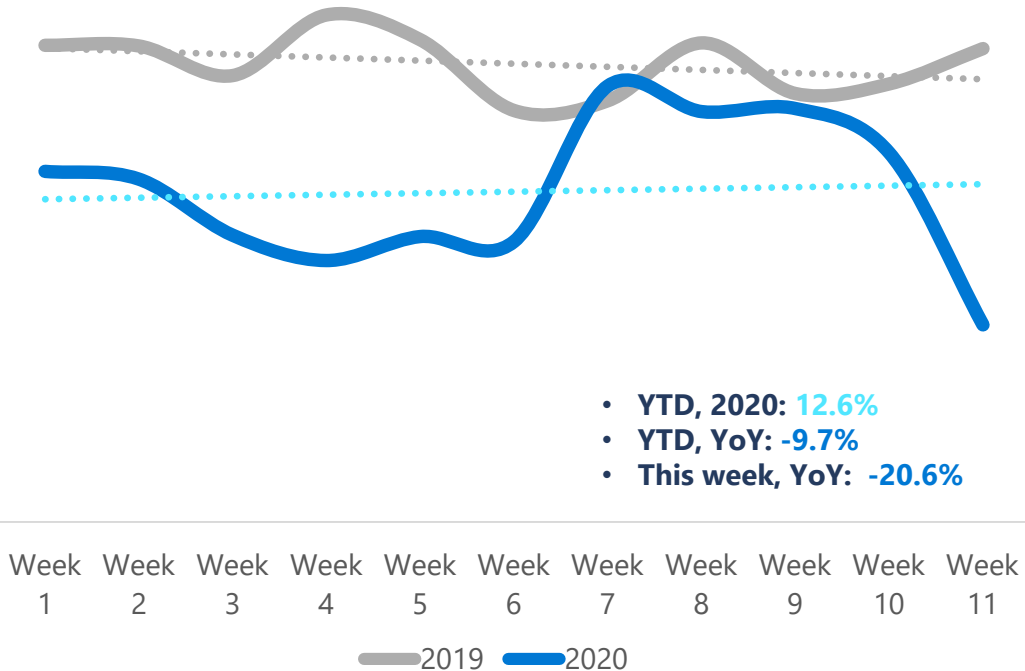
- gas stations near me
- headlights
- car batteries
- rims and wheels
- oil change
- truck bed covers

# Brand SRPVs and clicks are down YoY; moreover, the YTD click growth has materially fallen off in the past week

Brand P&S SRPVs



Brand P&S clicks



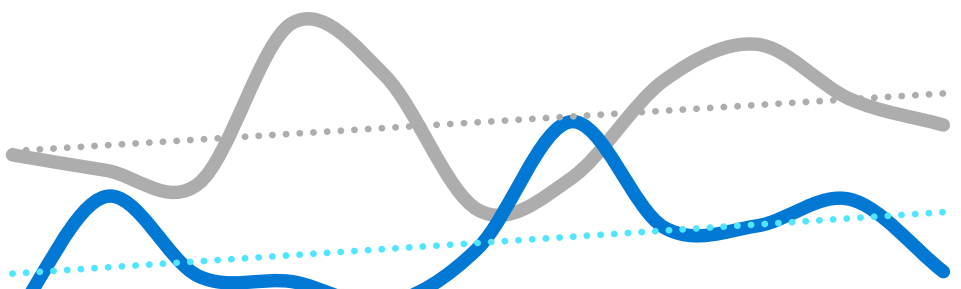
Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020





# Non-brand SRPVs and clicks are down YoY but SRPVs are seeing modest 4.1% gains YTD

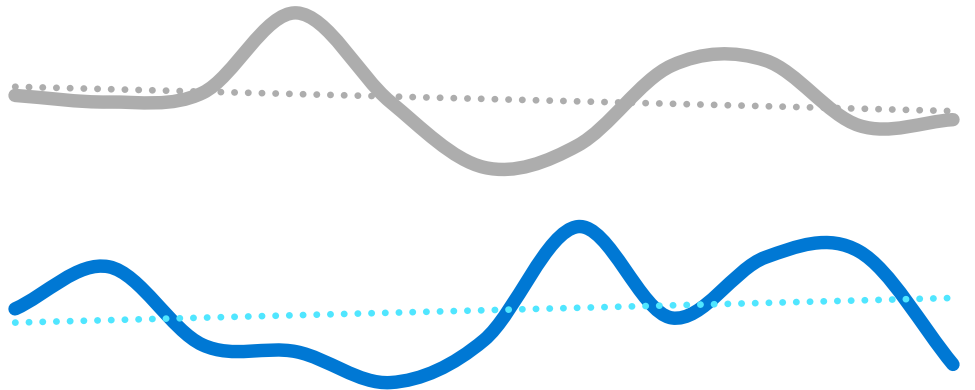
Non-brand P&S SRPVs



- YTD, 2020: 4.1%
- YTD, YoY: -8.7%
- This week, YoY: -10.6%



Non-brand P&S clicks



- YTD, 2020: 5.3%
- YTD, YoY: -16.7%
- This week, YoY: -19.6%

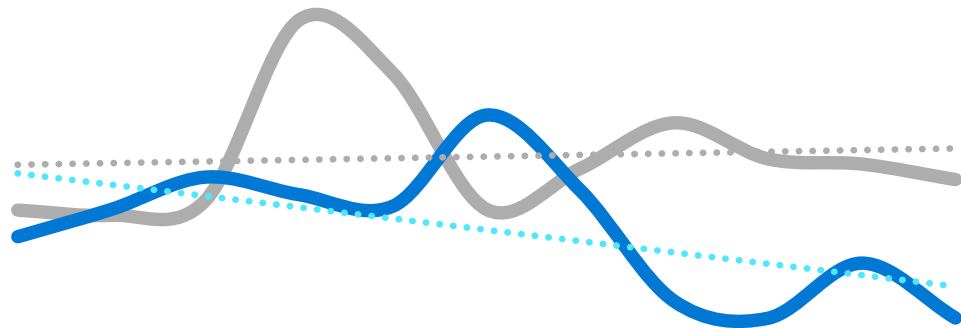


Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020



# SUV SRPVs and clicks are trending down, both YoY and YTD

## SUV P&S SRPVs

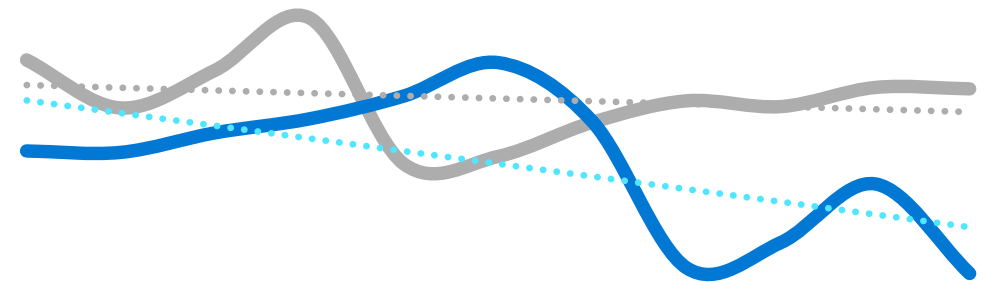


- YTD, 2020: **-12.1%**
- YTD, YoY: **-9.8%**
- This week, YoY: **-19.0%**

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8 Week 9 Week 10 Week 11

— 2019 — 2020

## SUV P&S clicks



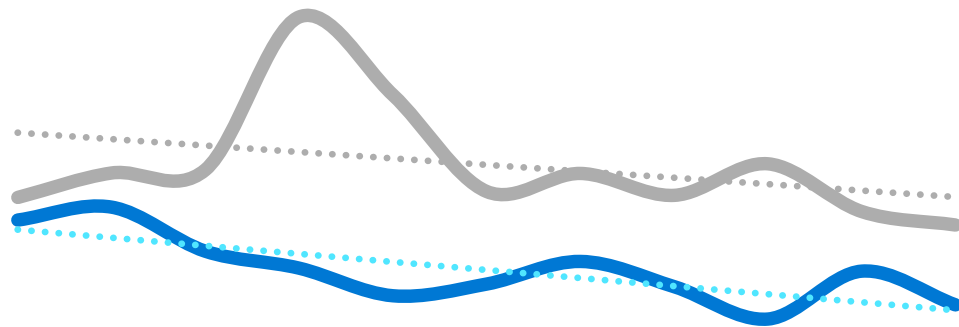
- YTD, 2020: **-15.2%**
- YTD, YoY: **-7.6%**
- This week, YoY: **-21.3%**

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8 Week 9 Week 10 Week 11

— 2019 — 2020

# Truck SRPVs and clicks are trending down both YoY and YTD

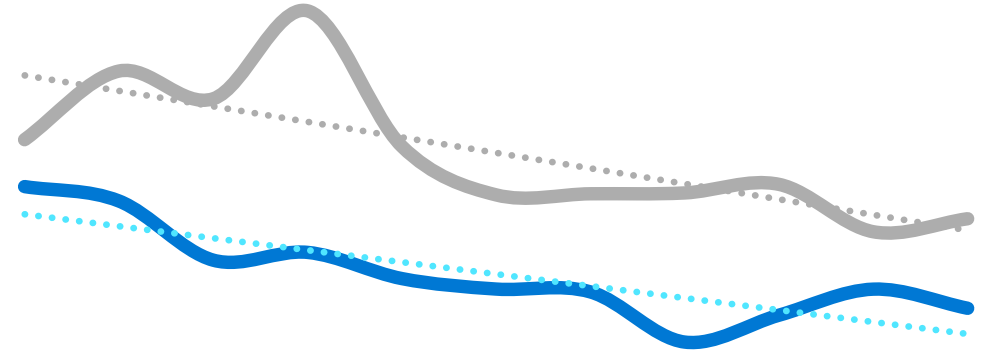
## Truck P&S SRPVs



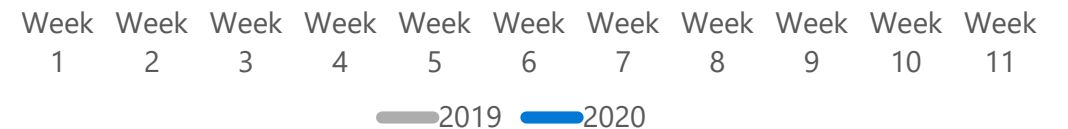
- YTD, 2020: **-14.1%**
- YTD, YoY: **-16.0%**
- This week, YoY: **-13.4%**



## Truck P&S clicks

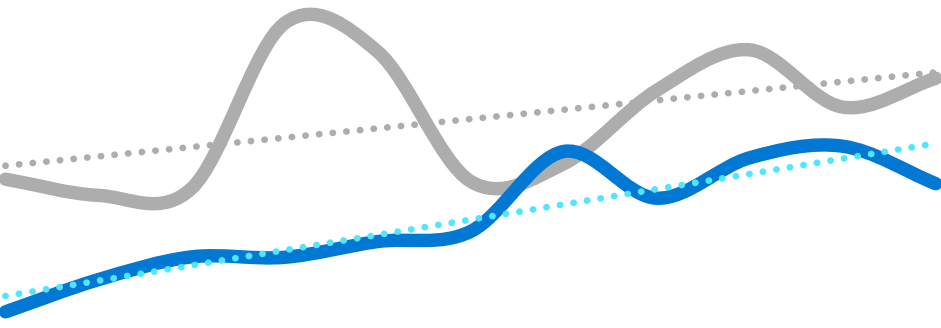


- YTD, 2020: **-22.4%**
- YTD, YoY: **-21.0%**
- This week, YoY: **-17.6%**

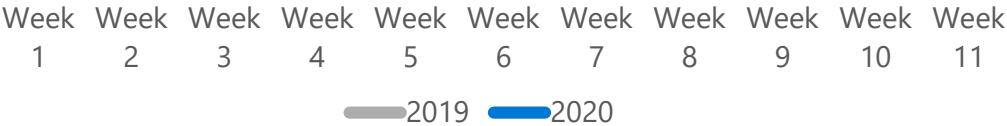


# Car SRPVs are trending down YoY while clicks have closed in on a YoY gap, and both SRPVs and clicks are trending up YTD

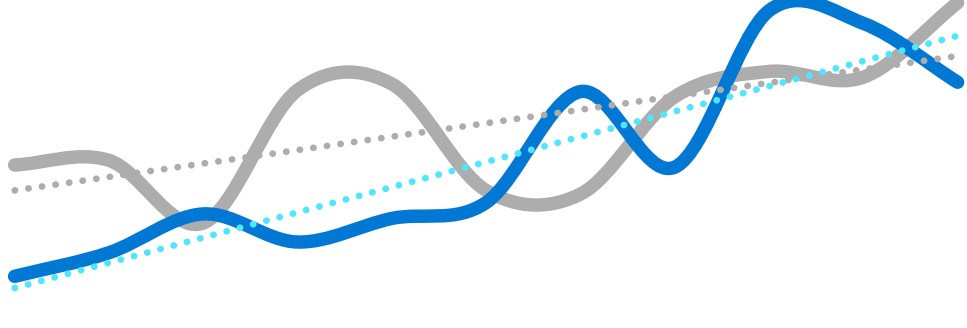
Car P&S SRPVs



- YTD, 2020: 15.8%
- YTD, YoY: -10.0%
- This week, YoY: -10.1%



Car P&S clicks



- YTD, 2020: 18.6%
- YTD, YoY: 3.2%
- This week, YoY: -6.0%

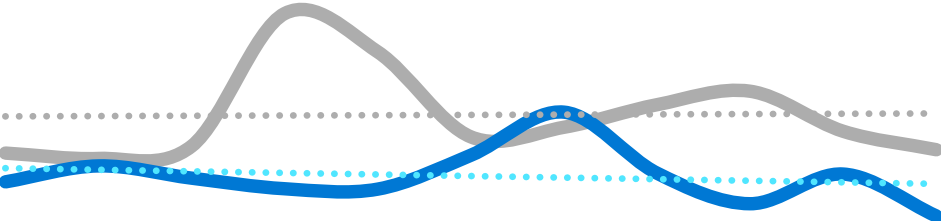


Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020  
Car includes Brand and Non-Brand queries



# Parts & Service searches and clicks for Economy Makes are trending down YoY and YTD

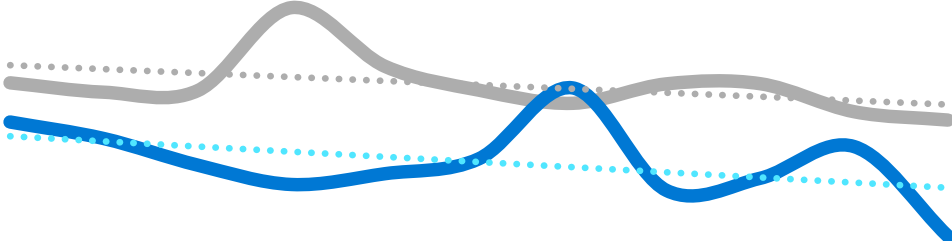
Economy P&S SRPVs



- YTD, 2020: **-6.3%**
- YTD, YoY: **-10.1%**
- This week, YoY: **-11.6%**



Economy P&S clicks



- YTD, 2020: **-14.7%**
- YTD, YoY: **-9.5%**
- This week, YoY: **-14.9%**

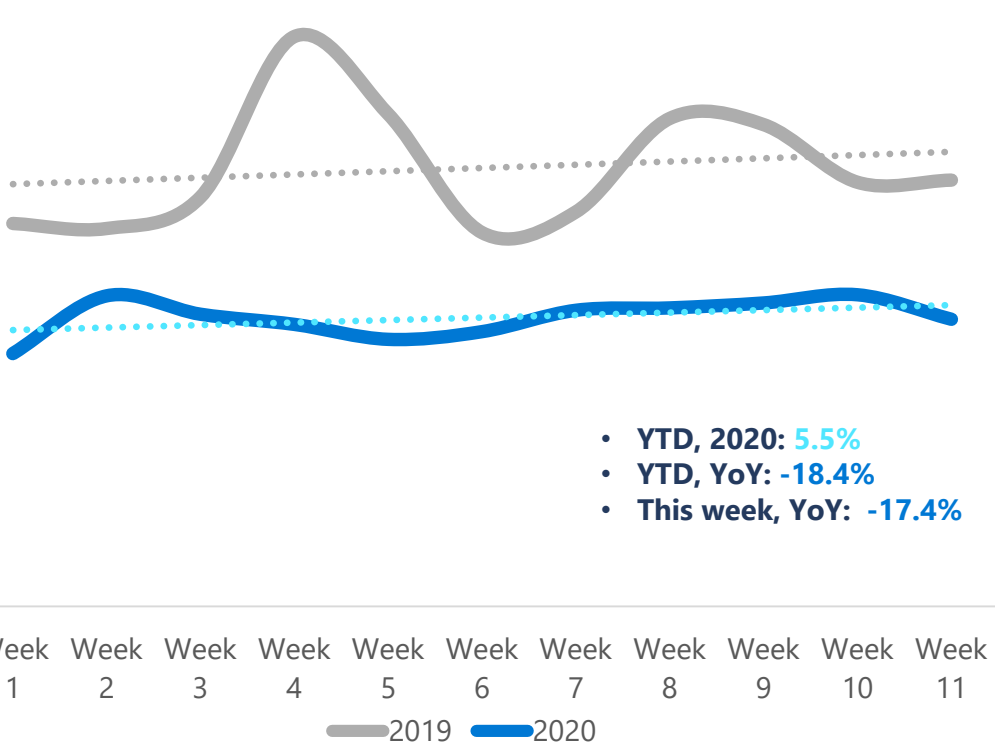


Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020

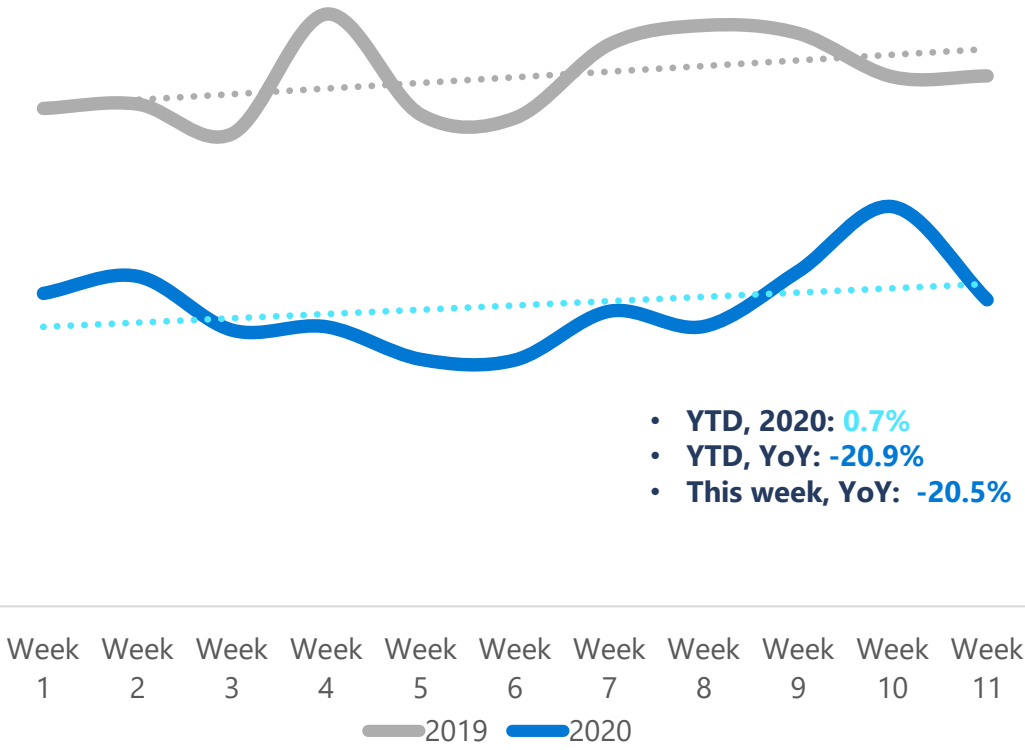


# Parts & Service searches and clicks for Luxury Makes are down YoY, while SRPVs are modestly up, and clicks are flat, YTD

Luxury P&S SRPVs



Luxury P&S clicks



Source: Microsoft Internal Data Jan. 5, 2019 – Mar. 22, 2019 and Jan. 4, 2020 – Mar. 20, 2020





# Closing thoughts for your consideration

- Some Parts & Service retailers are offering assistance programs during this unprecedented time. One advertiser, for example, is offering remote pick-up and delivery for vehicles that need to be serviced, ensuring those who need to be mobile can remain so.
- Consider tailored ad-copy to communicate similar messages to shoppers efficiently
- The current situation may result in disrupted supply chains for auto parts, so help consumers understand their options, and what's available or back-ordered

