



MICROSOFT ADVERTISING

COVID-19 Fitness trends (U.S.)

Microsoft Advertising. Intelligent connections.



This analysis compares “pre” vs. “post” timeframes*

(determined by the COVID-19 national emergency declaration date)

*





Fitness searches are up 100% to forecast and 70% year over year (YoY) during the post timeframe

Take advantage of queries and products centered around workouts that can be done at home



Query trends are pointing toward general workout and on demand categories

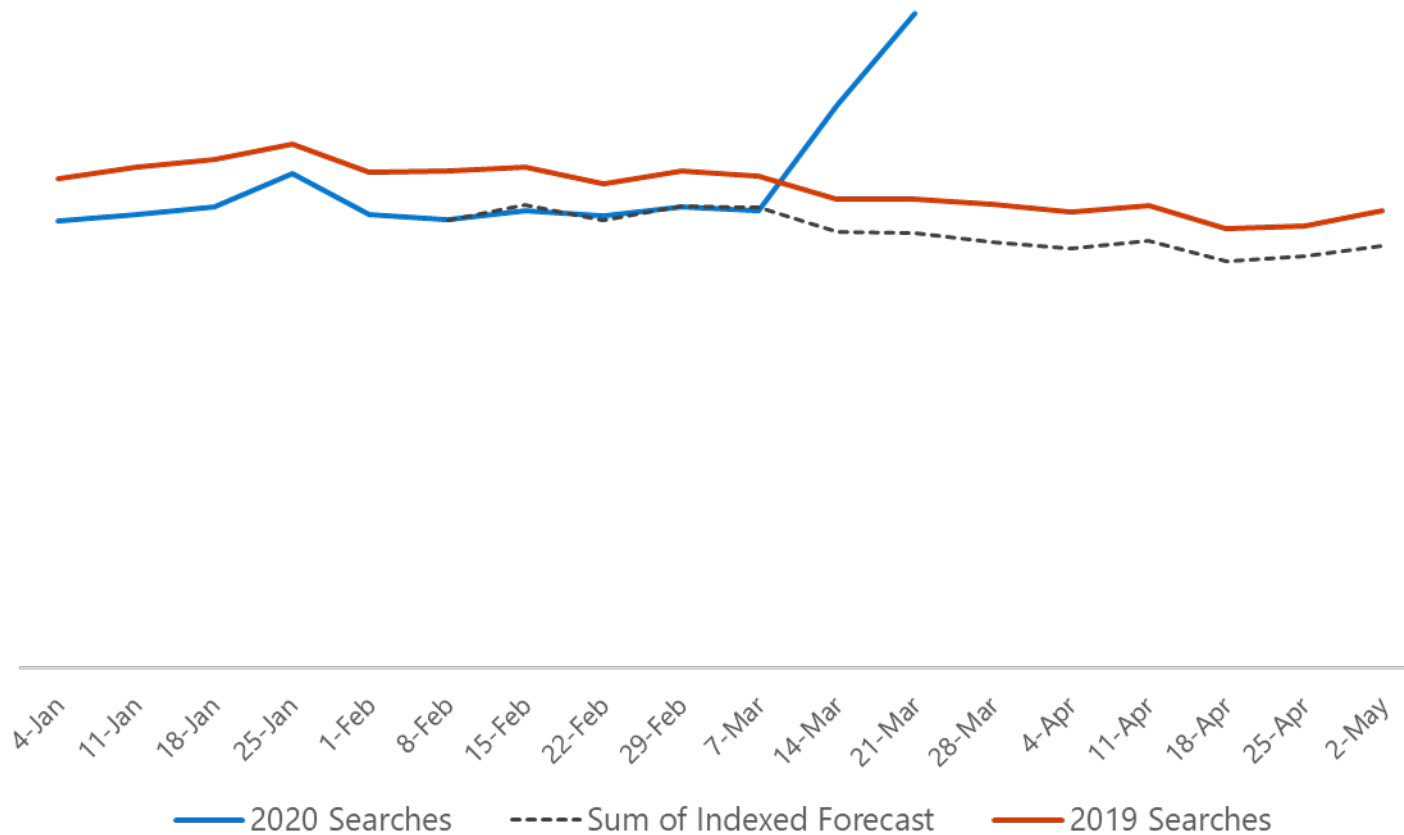


Categories centered around Home Workout ideas and Fitness Equipment & Accessories are seeing strong lifts

Focus your effort on these categories, especially in Shopping Campaigns which have seen growth in traffic

Fitness searches are trending up

YoY search trends with pre-coronavirus forecast



Source: Microsoft Advertising Internal Data, Jan – Mar, 2019 vs. 2020

Fitness searches

+100%

to forecast, post timeframe

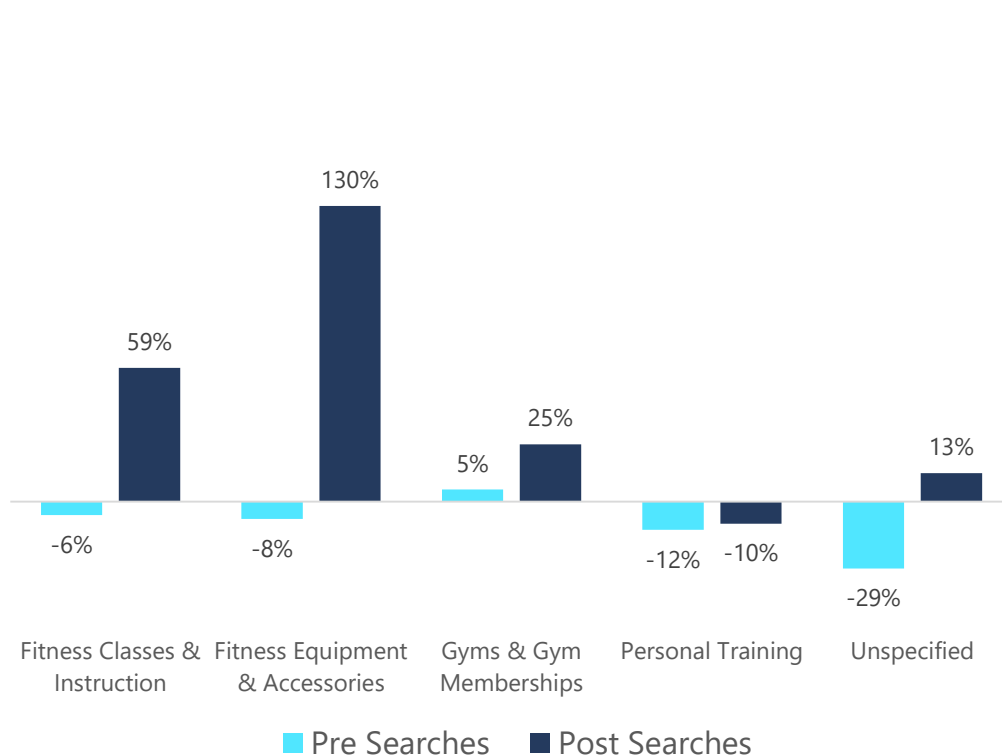
+70%

YoY, post timeframe
(-13% during baseline)

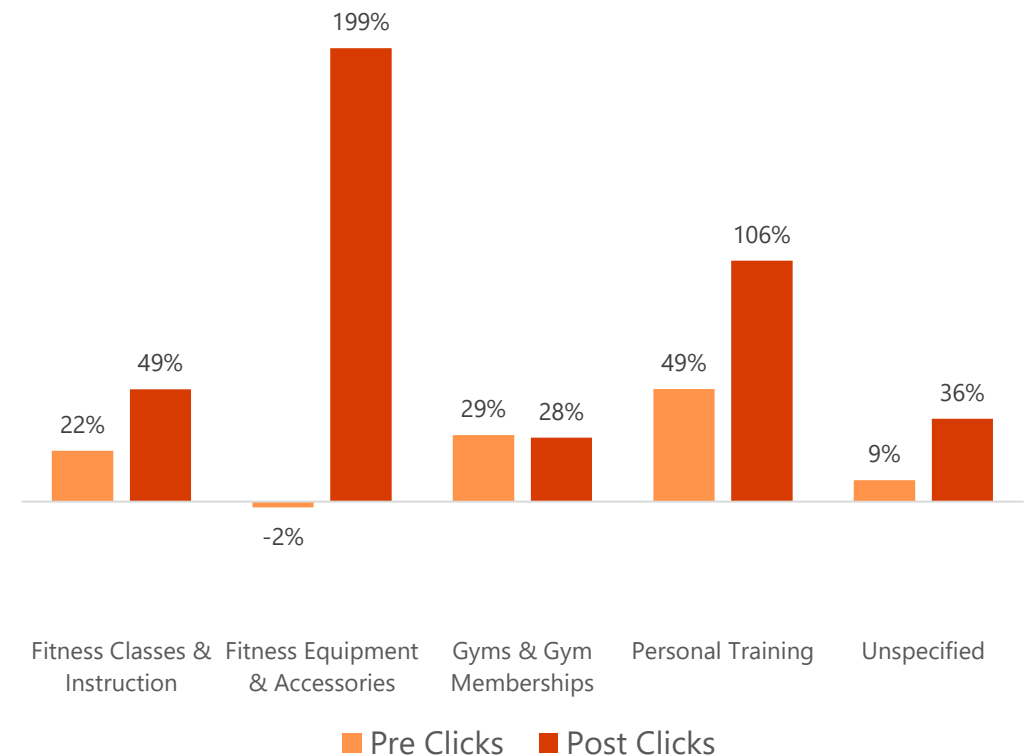
The Fitness sub-vertical is seeing strong growth in the post timeframe

Pre vs. post timeframe searches and clicks

YoY searches, pre vs. post timeframe



YoY clicks, pre vs. post timeframe

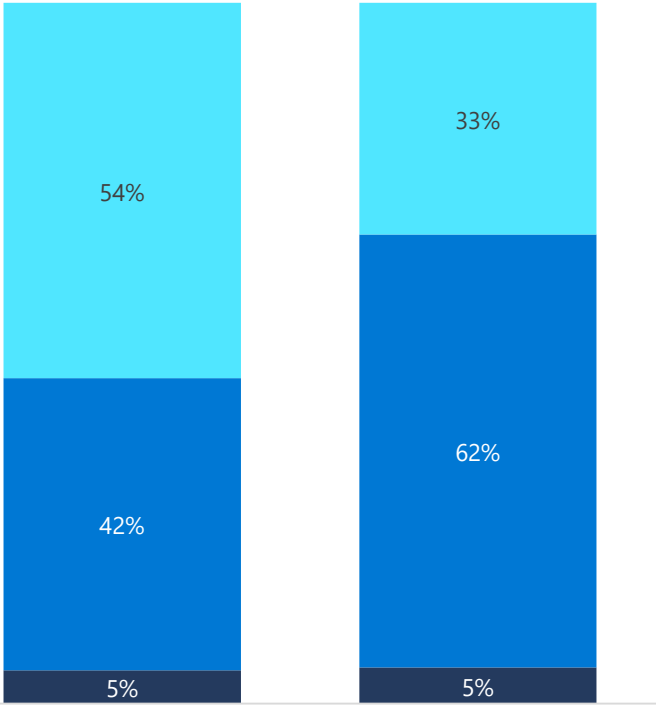


Source: Microsoft Advertising Internal Data, Jan – Mar 2019 vs. 2020

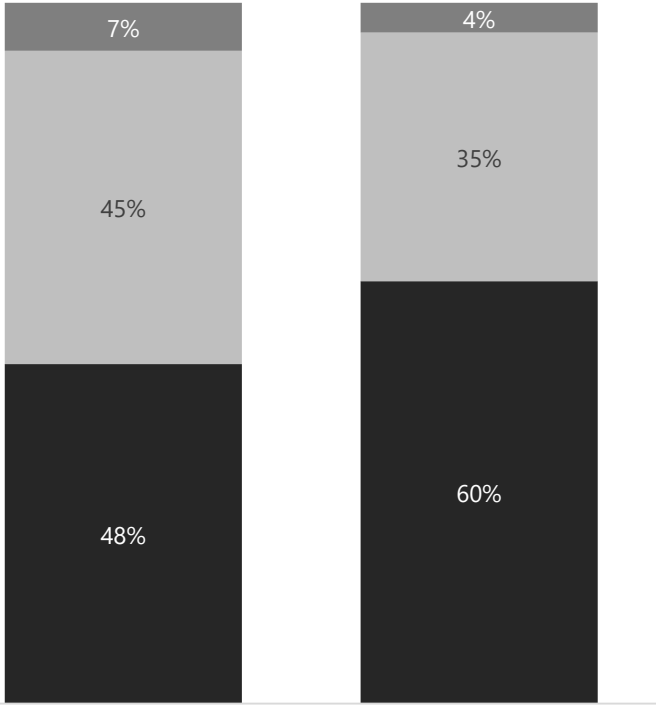
Fitness clicks have shifted toward Shopping Campaigns and mobile devices

Share of clicks, pre vs. post timeframe

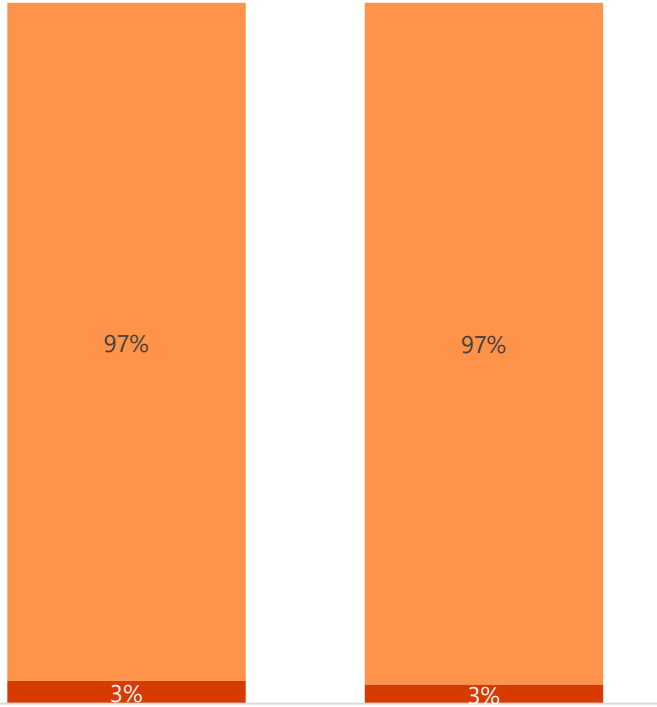
Click share by ad type



Click share by device



Brand vs. non-brand clicks



■ Audience ■ Shopping ■ Text

■ Mobile ■ PC ■ Tablet

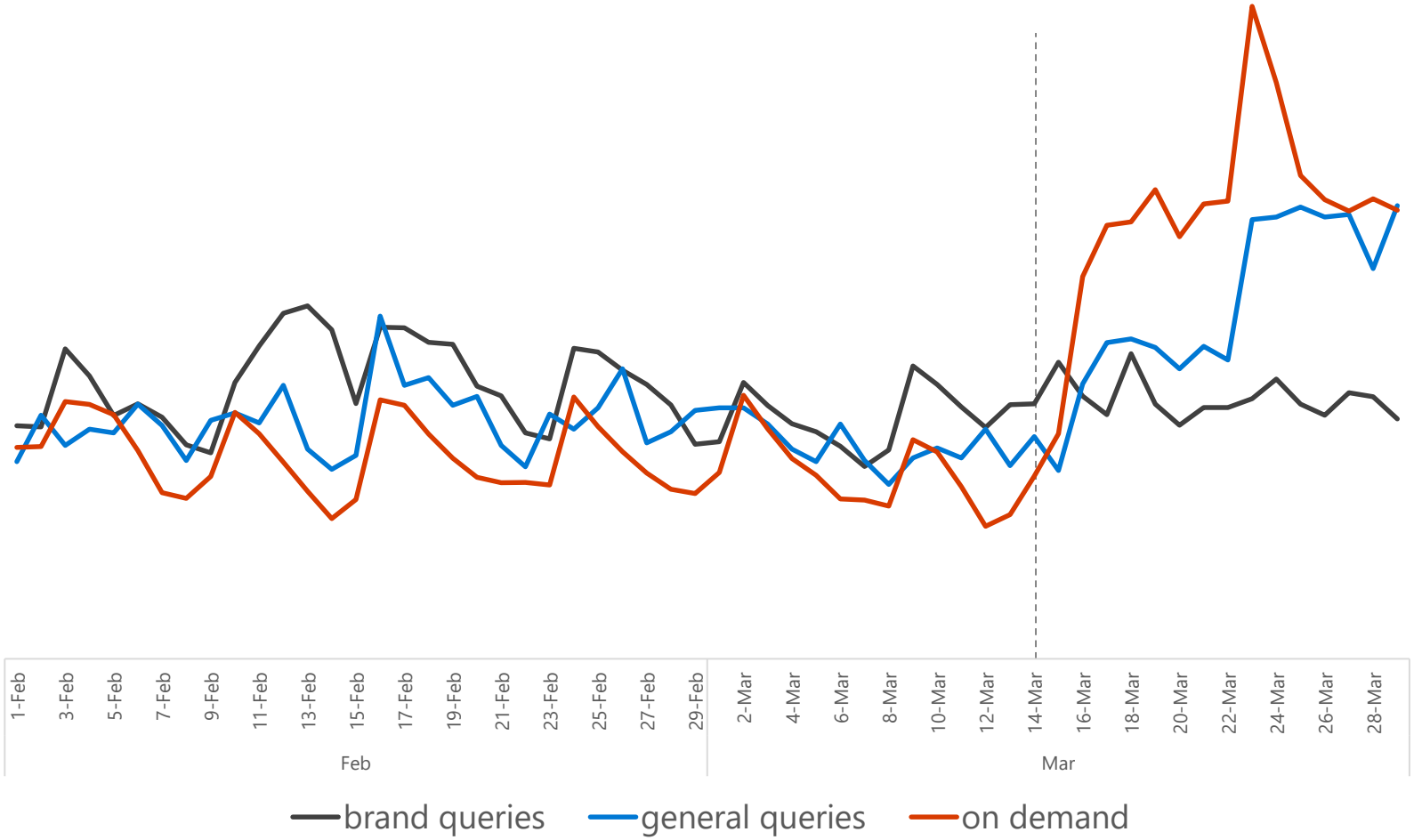
■ Brand ■ Non-Brand

Source: Microsoft Advertising Internal Data, Jan – Mar 2020



On-demand queries are growing

Top 20 Fitness queries categorized into groups; trended by day



Source: Microsoft Advertising Internal Data, Feb – Mar 2020





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