COVID-19 Office Furniture trends (U.S.)
This analysis compares “pre” vs. “post” timeframes*
(determined by the COVID-19 national emergency declaration date)

*
Price sensitivity appears to be a growing concern across consumer queries

Microsoft Shopping Campaigns presently account for 63% of total Office Furniture clicks

Weekly Office Furniture searches and clicks are pacing ahead of last year for the first time

Shift focus from spring seasonal Home Furnishing categories to Home Office products to capture new consumer demand

Enable and implement competitive bids with Microsoft Shopping Campaigns

If possible, offer rental options and add discount terms, such as “cheap” or “low cost,” to your keyword portfolio and copy where applicable
Searches gained significant momentum in the most recent reporting week. Year-over-Year (YoY) search trends with pre-coronavirus forecast.

Office Furniture searches

+3% to forecast, post timeframe

-4% YoY, post timeframe
(-19% during baseline)

Source: Microsoft Advertising Internal Data, Jan – Mar, 2019 vs. 2020
Office Furniture weekly searches and clicks recently paced ahead of last year

Pre vs. post timeframe searches and clicks

Office Furniture performance had paced behind YoY year to date (YTD) until the most recent reporting week.

Week over week (WoW), searches and clicks both substantially grew by 19% and 23%, respectively.

Source: Microsoft Advertising Internal Data, Jan – Mar 2019 vs. 2020
Office Furniture clicks have shifted toward Shopping Campaigns and mobile devices

*Share of clicks, pre vs. post timeframe*

### Click share by ad type

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
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<tbody>
<tr>
<td>Audience</td>
<td>56%</td>
<td>63%</td>
</tr>
<tr>
<td>Shopping</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Text</td>
<td>3%</td>
<td>4%</td>
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</tbody>
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### Click share by device

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
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<tbody>
<tr>
<td>Mobile</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>PC</td>
<td>48%</td>
<td>40%</td>
</tr>
<tr>
<td>Tablet</td>
<td>6%</td>
<td>5%</td>
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### Brand vs. non-brand clicks

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
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<tbody>
<tr>
<td>Brand</td>
<td>99%</td>
<td>99%</td>
</tr>
<tr>
<td>Non-Brand</td>
<td>99%</td>
<td>99%</td>
</tr>
</tbody>
</table>

*Source: Microsoft Advertising Internal Data, Jan – Mar 2020*
More price-sensitive queries are emerging
Top YoY Office Furniture searches by query bucket; top searches by query

1. Modifiable desks have grown significantly in popularity with total searches up 123% YoY

2. Support and long-term comfort are a growing concern in this category, with searches up 44%

3. Price sensitivity and rental options are trending as many home office purchases are likely an unanticipated cost for most consumers

Source: Microsoft Advertising Internal Data, Jan – Mar 2020