



MICROSOFT ADVERTISING

# COVID-19 Office Furniture trends (U.S.)

Microsoft Advertising. Intelligent connections.



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

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

\*





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*



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

*Enable and implement competitive bids with Microsoft Shopping Campaigns*

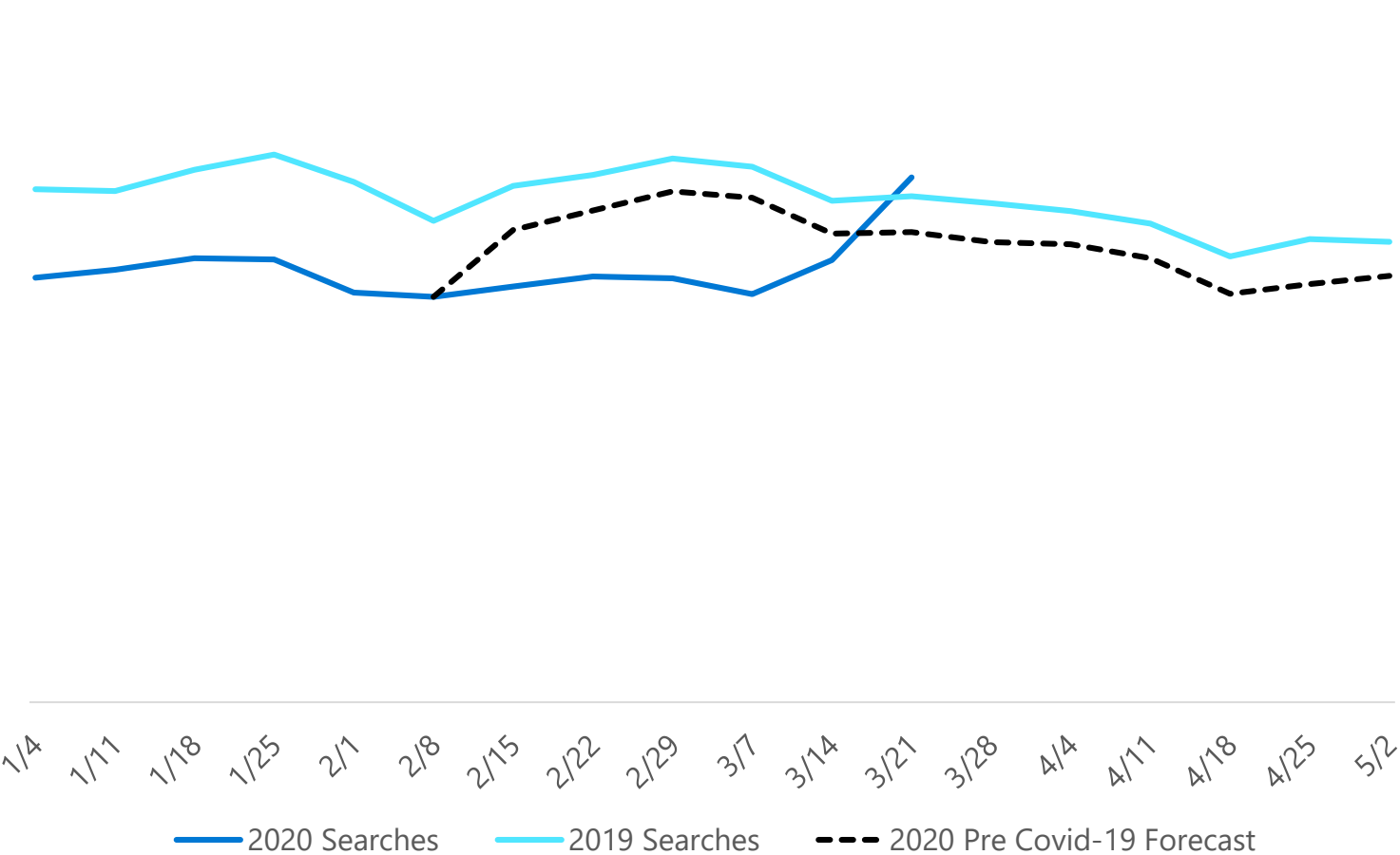


Price sensitivity appears to be a growing concern across consumer queries

*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



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

## Office Furniture searches

**+3%**

to forecast, post timeframe

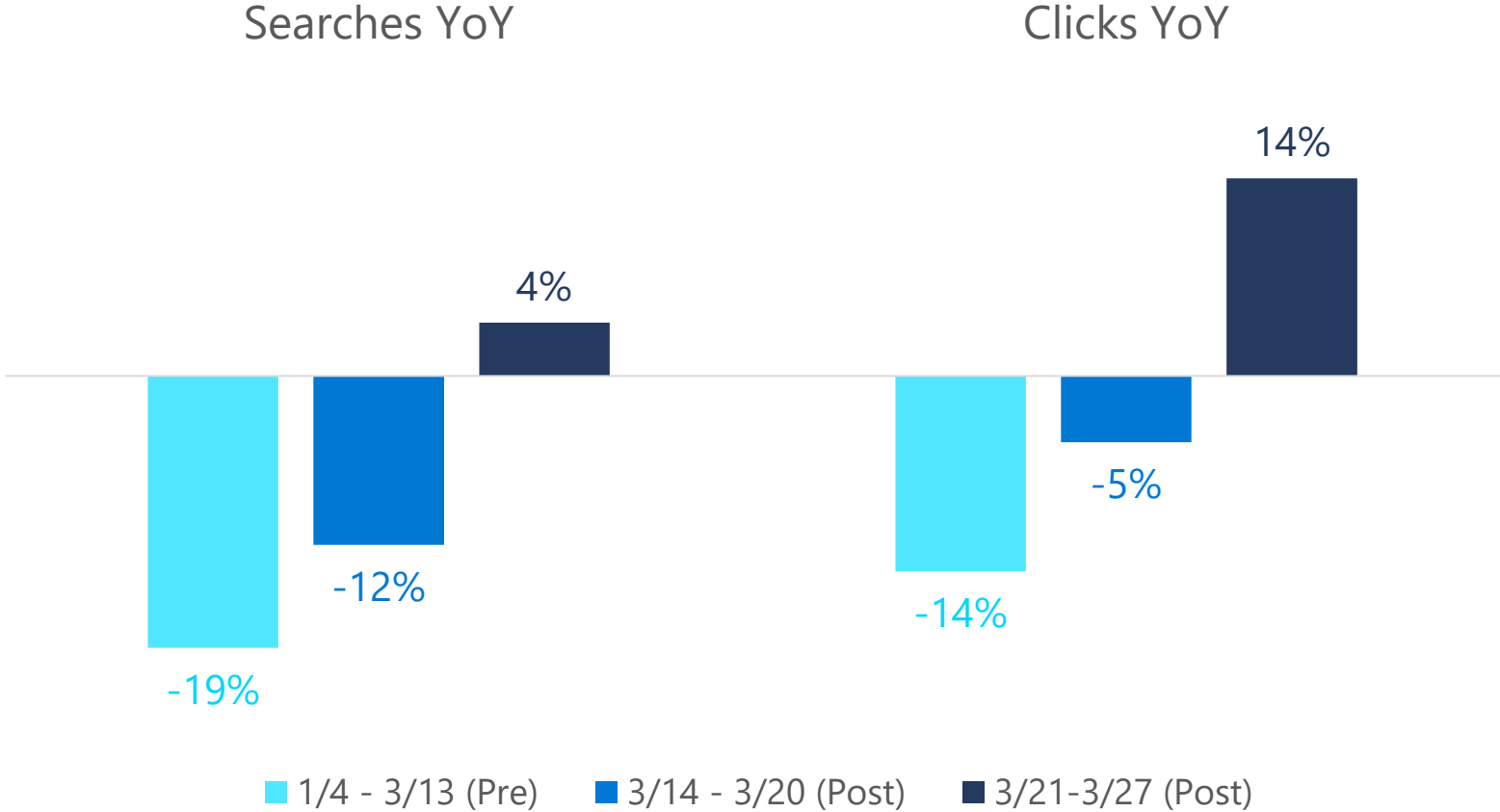
**-4%**

YoY, post timeframe  
(-19% during baseline)



# 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

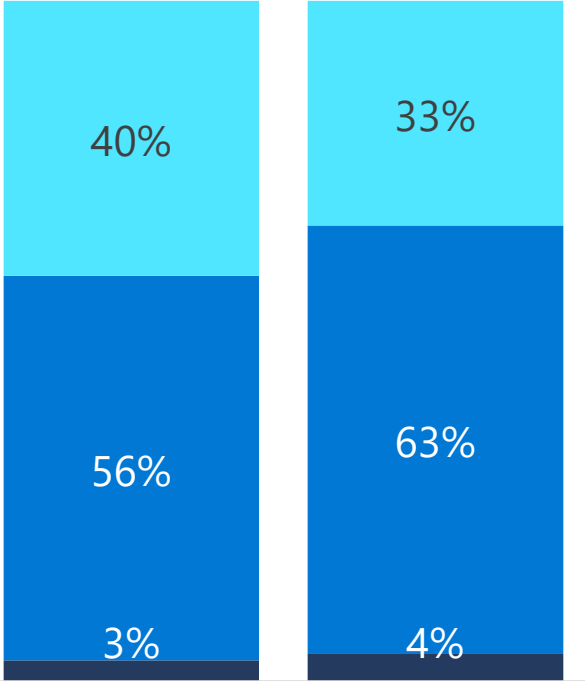
Source: Microsoft Advertising Internal Data, Jan - Mar 2019 vs. 2020



# Office Furniture clicks have shifted toward Shopping Campaigns and mobile devices

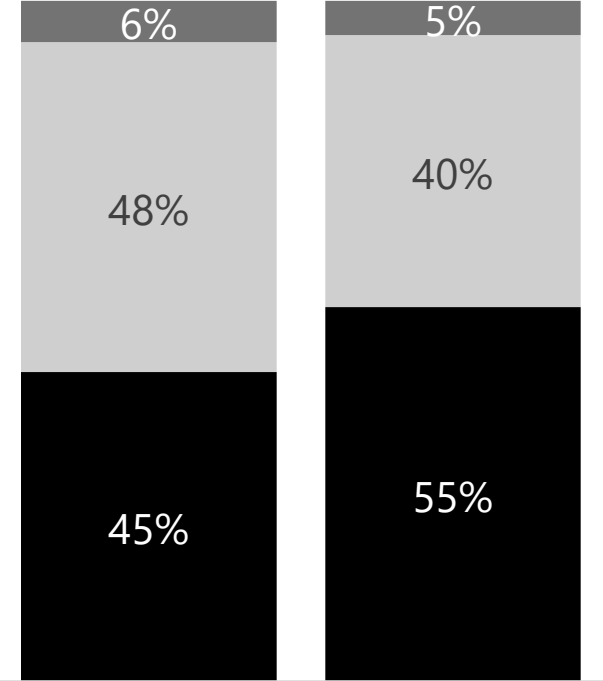
Share of clicks, pre vs. post timeframe

### Click share by ad type



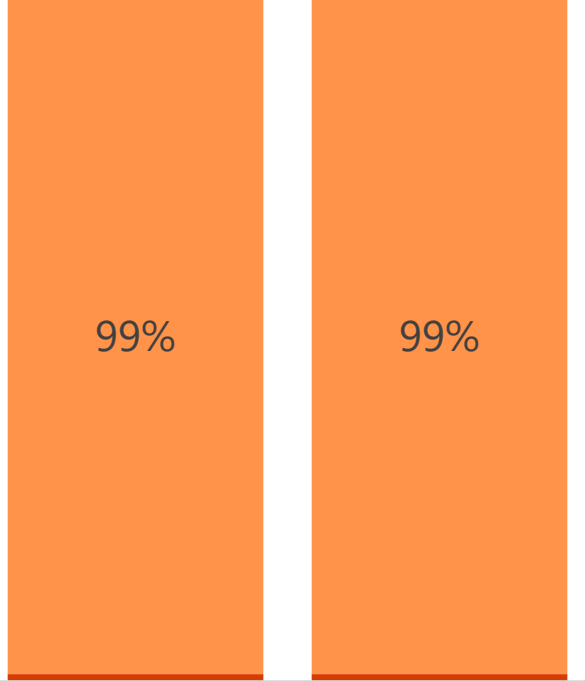
Pre Post  
■ Audience ■ Shopping ■ Text

### Click share by device



Pre Post  
■ Mobile ■ PC ■ Tablet

### Brand vs. non-brand clicks



Pre Post  
■ Brand ■ Non-Brand

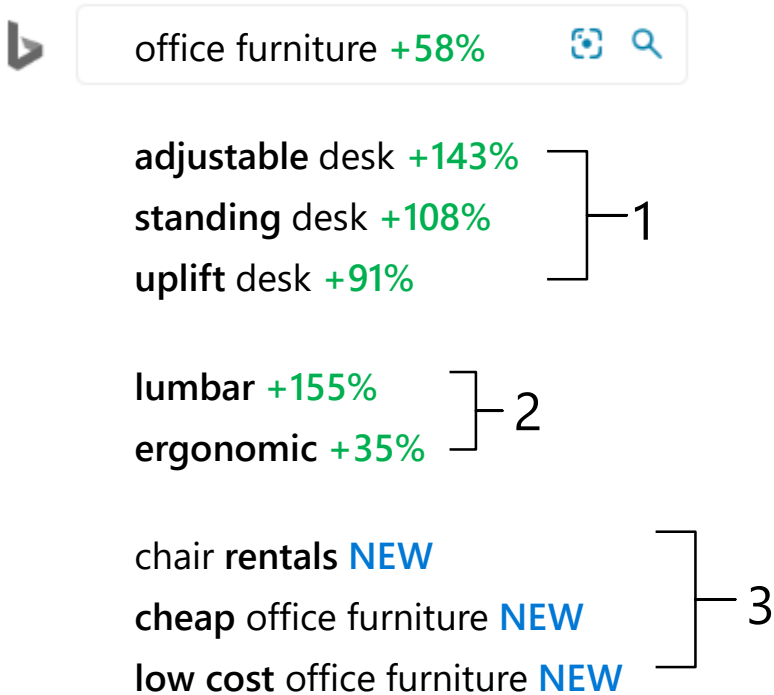
Source: Microsoft Advertising Internal Data, Jan – Mar 2020



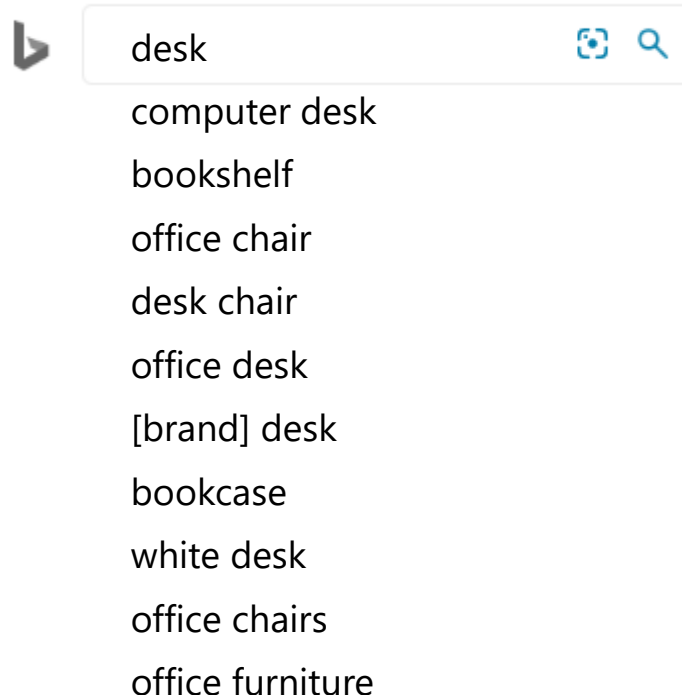
# More price-sensitive queries are emerging

Top YoY Office Furniture searches by query bucket; top searches by query

## Top YoY query growers Queries Containing



## Top queries by volume Queries Equal To



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



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