



# 2016 Election lookback

Microsoft Advertising. Intelligent connections.





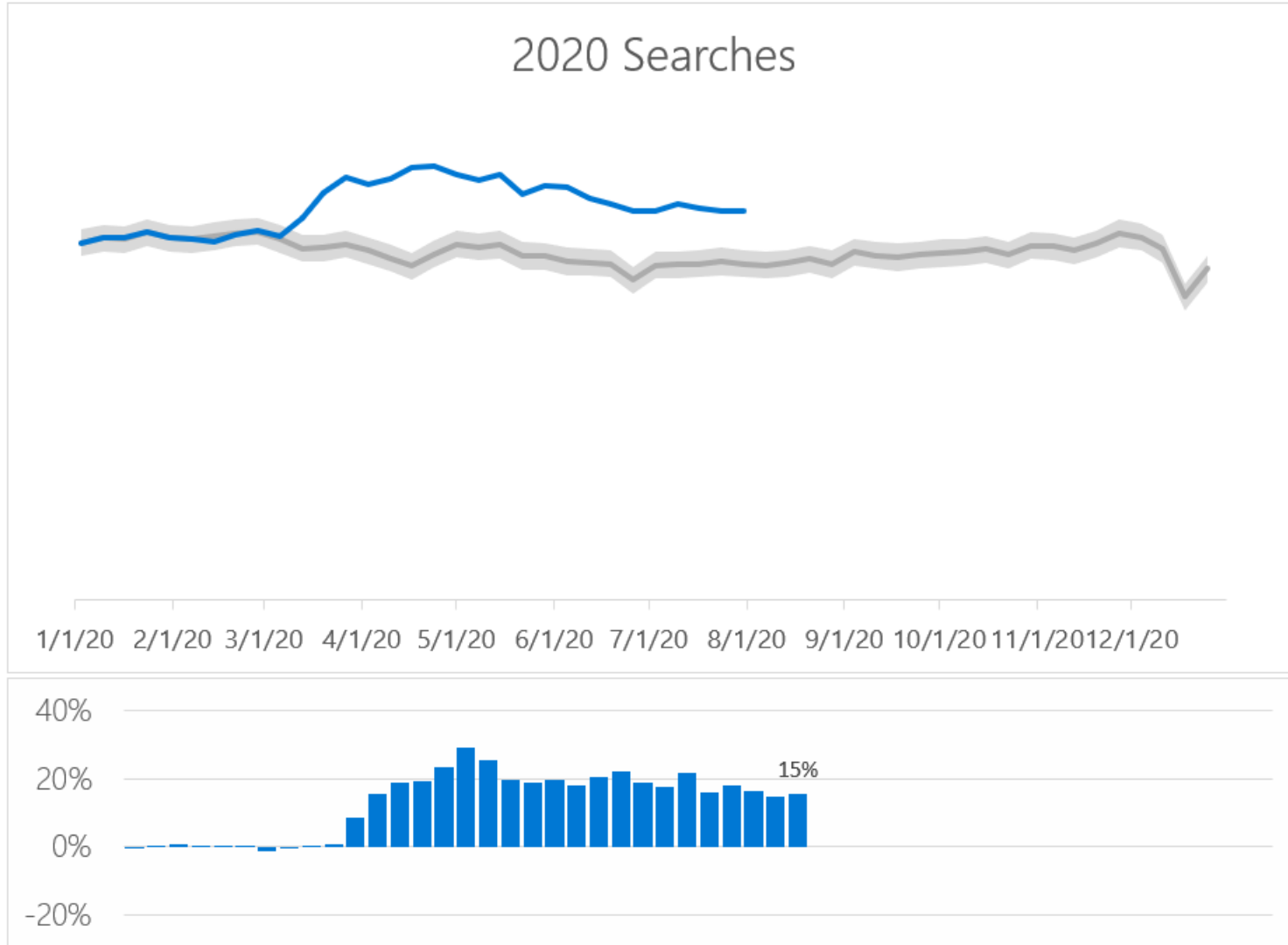
Snapshot of 2020  
What's happening now?



US 2016 Election  
Did this effect clicks and holidays?

# Retail 2020 searches have been elevated since March shelter-in-place orders

Retail searches vs. band of normal seasonality



## Metric Definition:

Range of Normal Seasonality is based off of the past 2 years of volatility within a vertical normalized for 2020.

In a normal year, a vertical should stay within the band for most of the year.

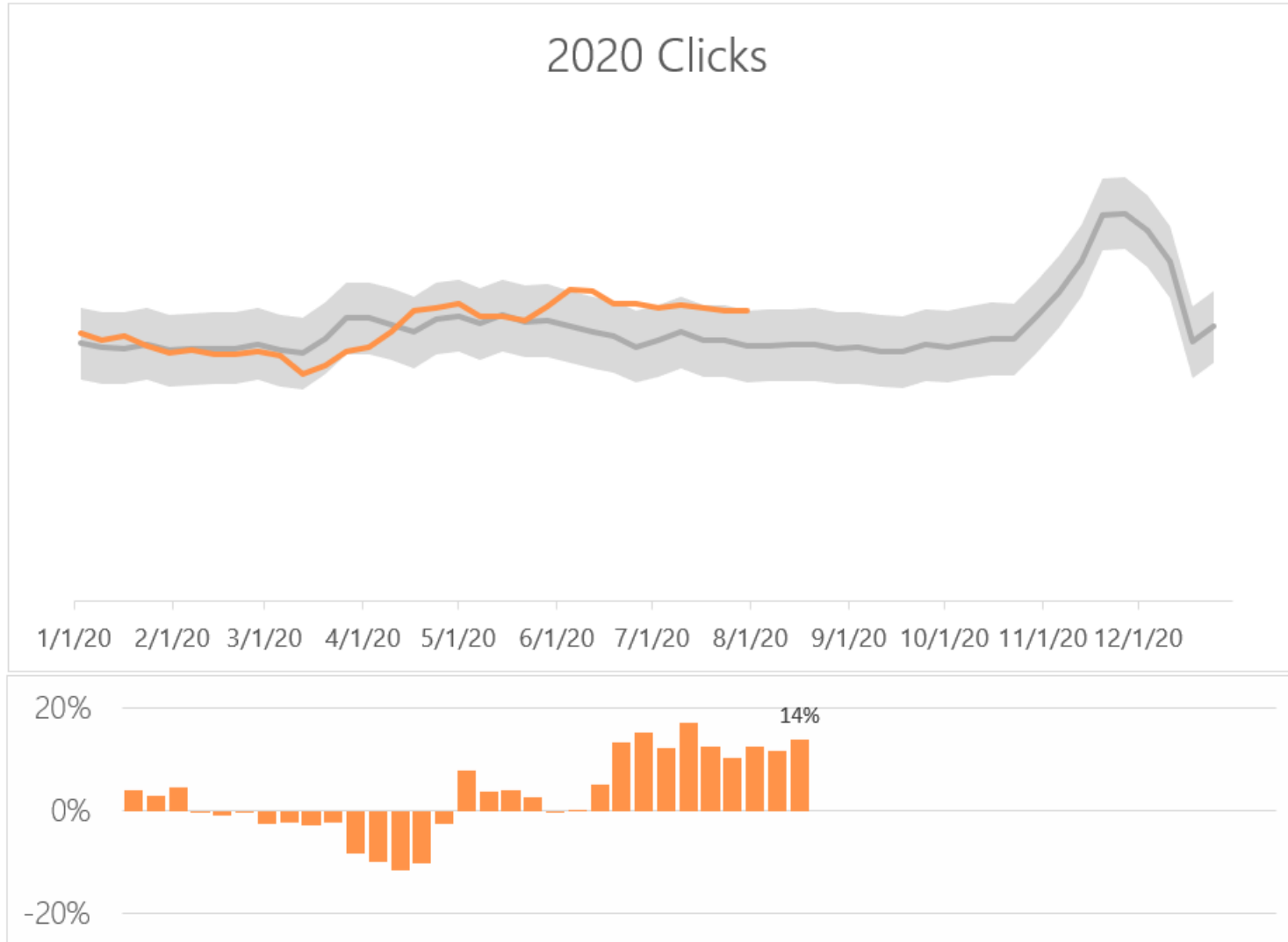
## Interpretation:

Anything above or below is most likely abnormal seasonality, while anything near or within is most likely normal seasonality

A vertical with a tight band means that the historical volatility is low while a vertical with a wide band has higher historical volatility.

# Retail 2020 clicks post-COVID-19 is elevated but within normal seasonality

Retail clicks vs. band of normal seasonality



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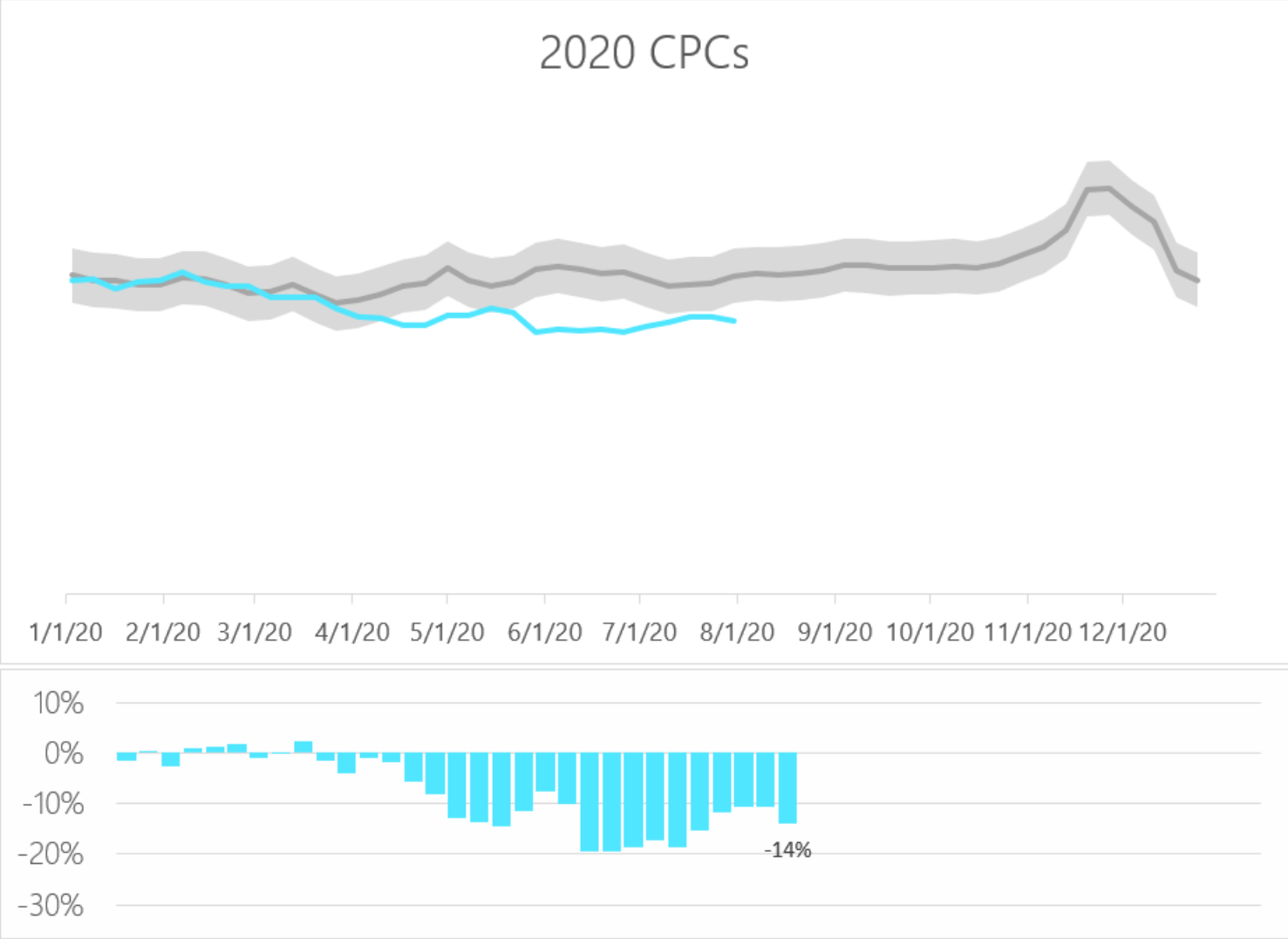
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A vertical with a tight band means that the historical volatility is low while a vertical with a wide band has higher historical volatility.

# Retail 2020 cost-per clicks (CPCs) post-COVID-19 is depressed compared to the past two years

Retail CPC vs. band of normal seasonality



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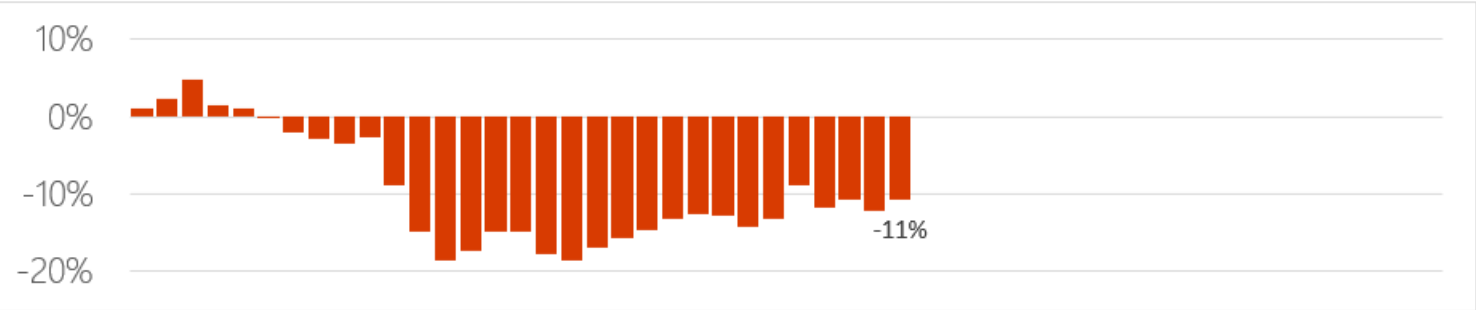
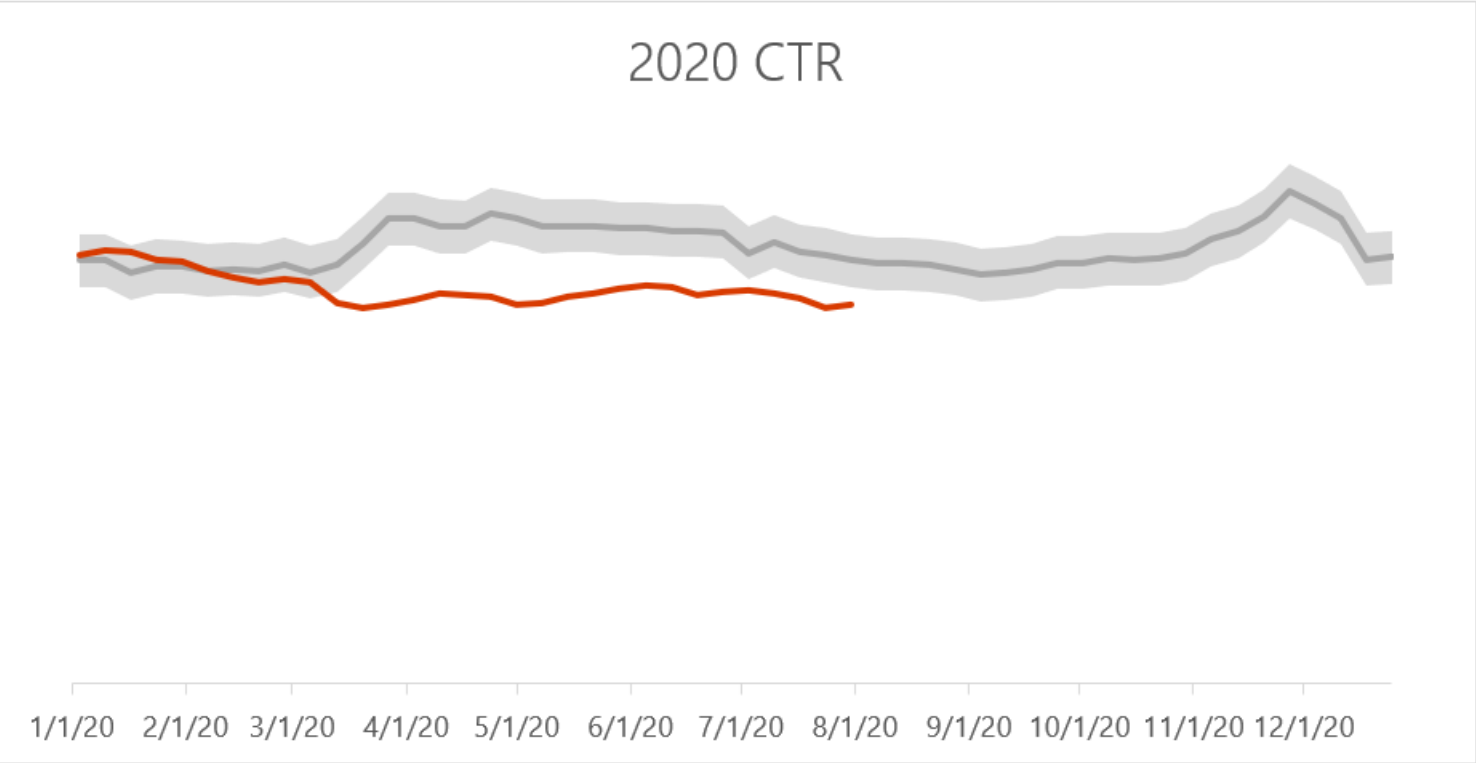
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# Retail 2020 click-through rates (CTRs) post-COVID-19 are much lower than normal due to high volume

Retail CTR vs. band of normal seasonality



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Snapshot of 2020  
What's happening now?

**COVID impacts are still being felt in the marketplace.**

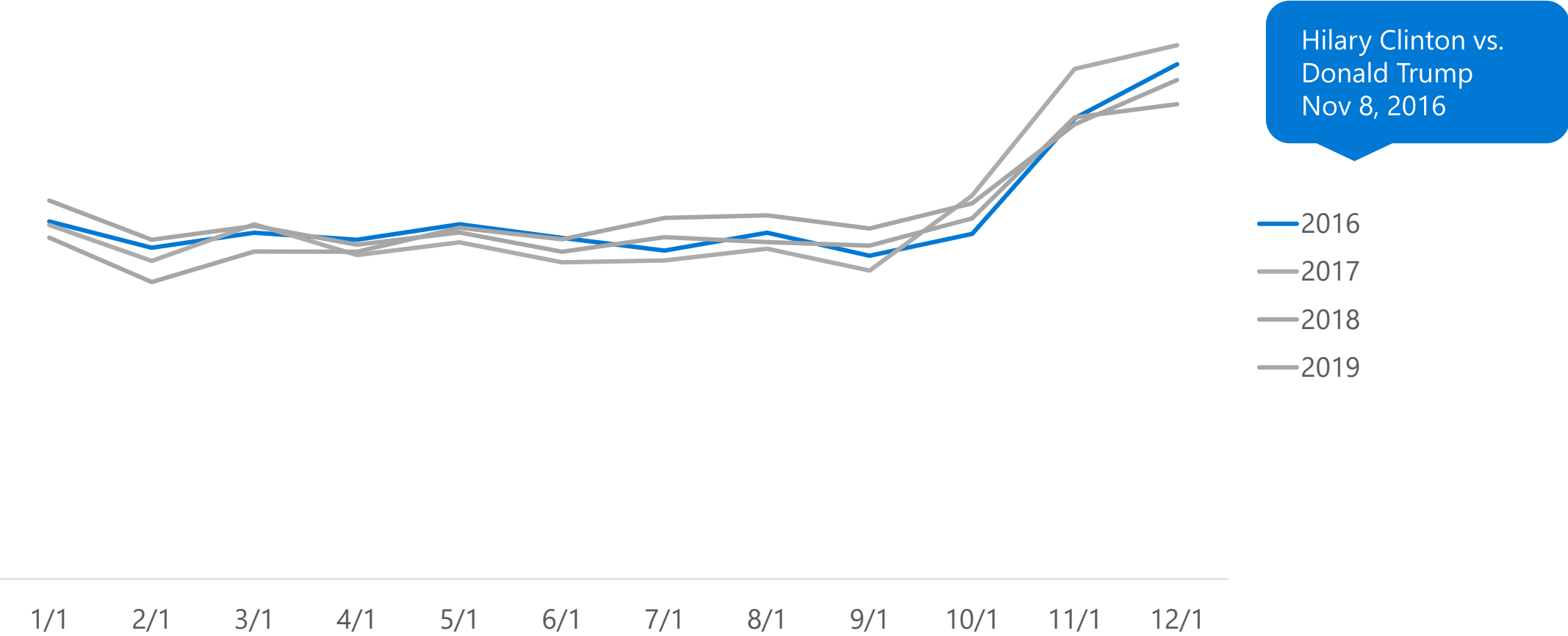
Searches are up  
Clicks are normal  
CPCs are down  
CTRs are down



US 2016 Election  
Did this effect clicks and holidays?

# 2016 clicks trending within normal yearly volatility around November

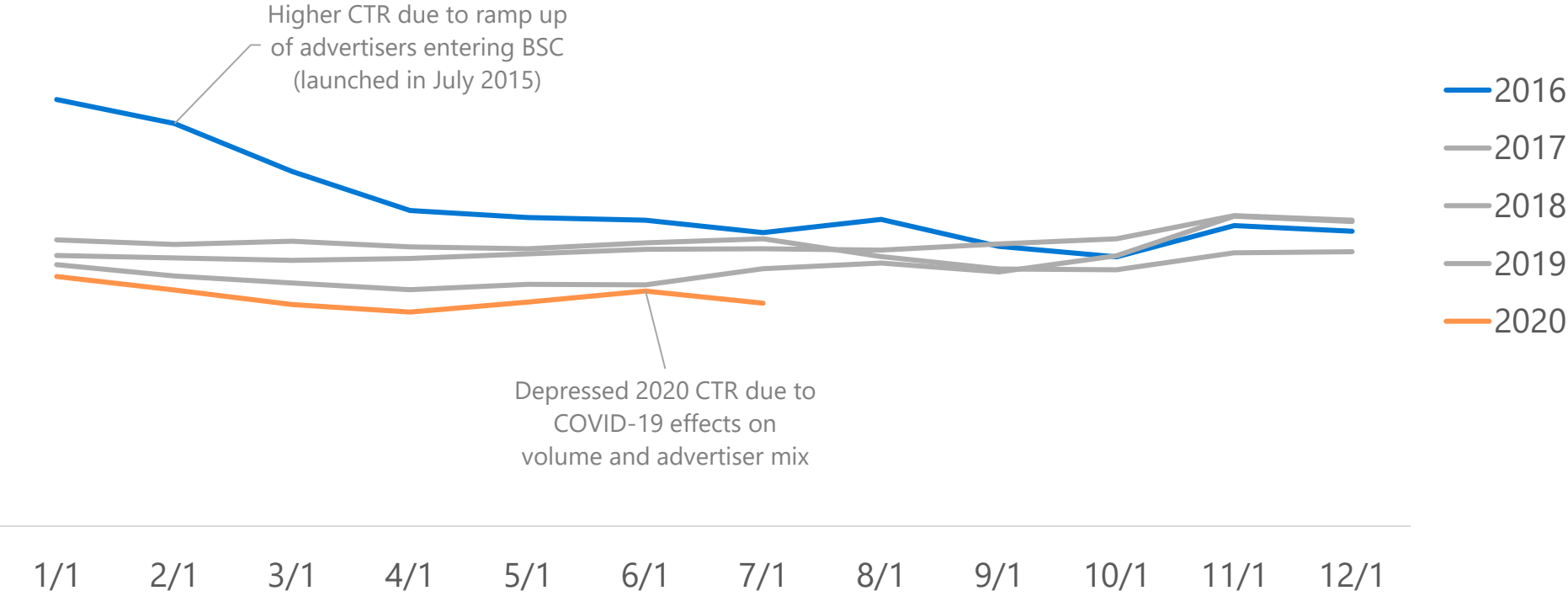
Retail clicks month index by year (2016 election year)





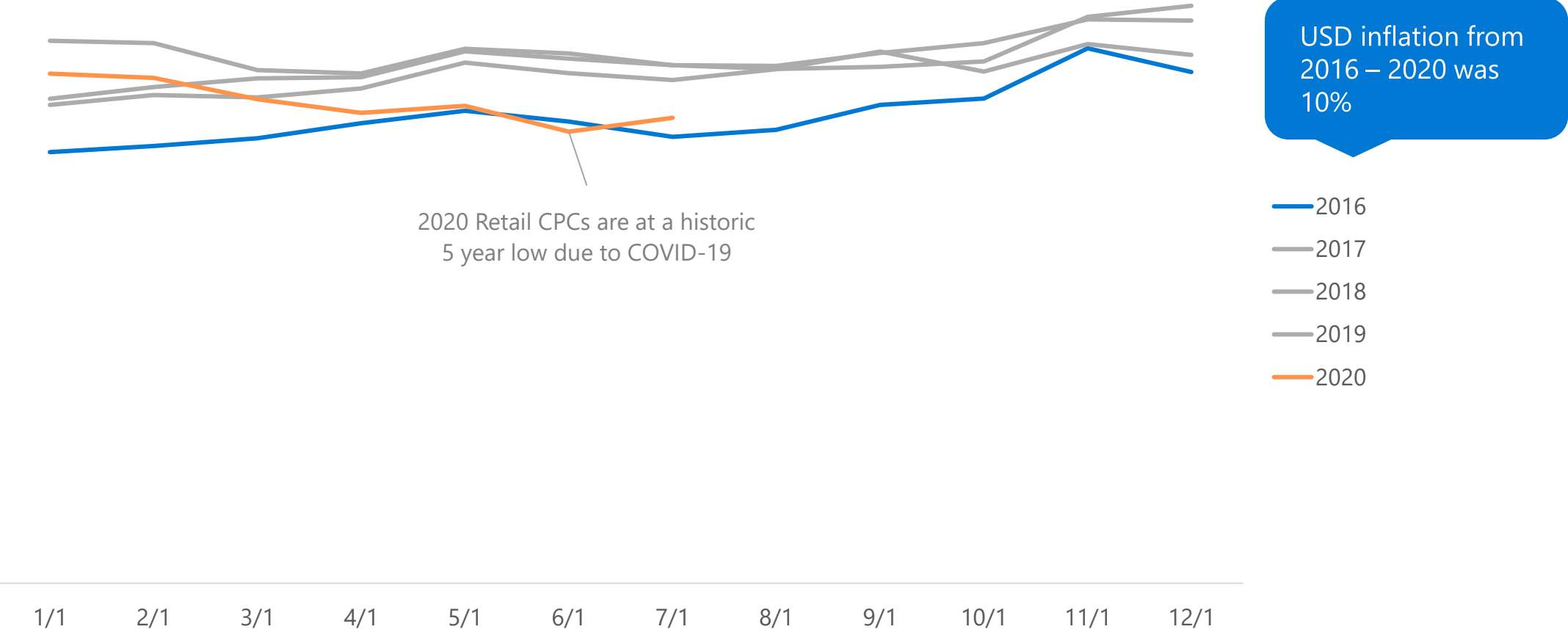
# 2016 CTR trending within normal yearly volatility around November

Retail CTR by year (2016 election year)



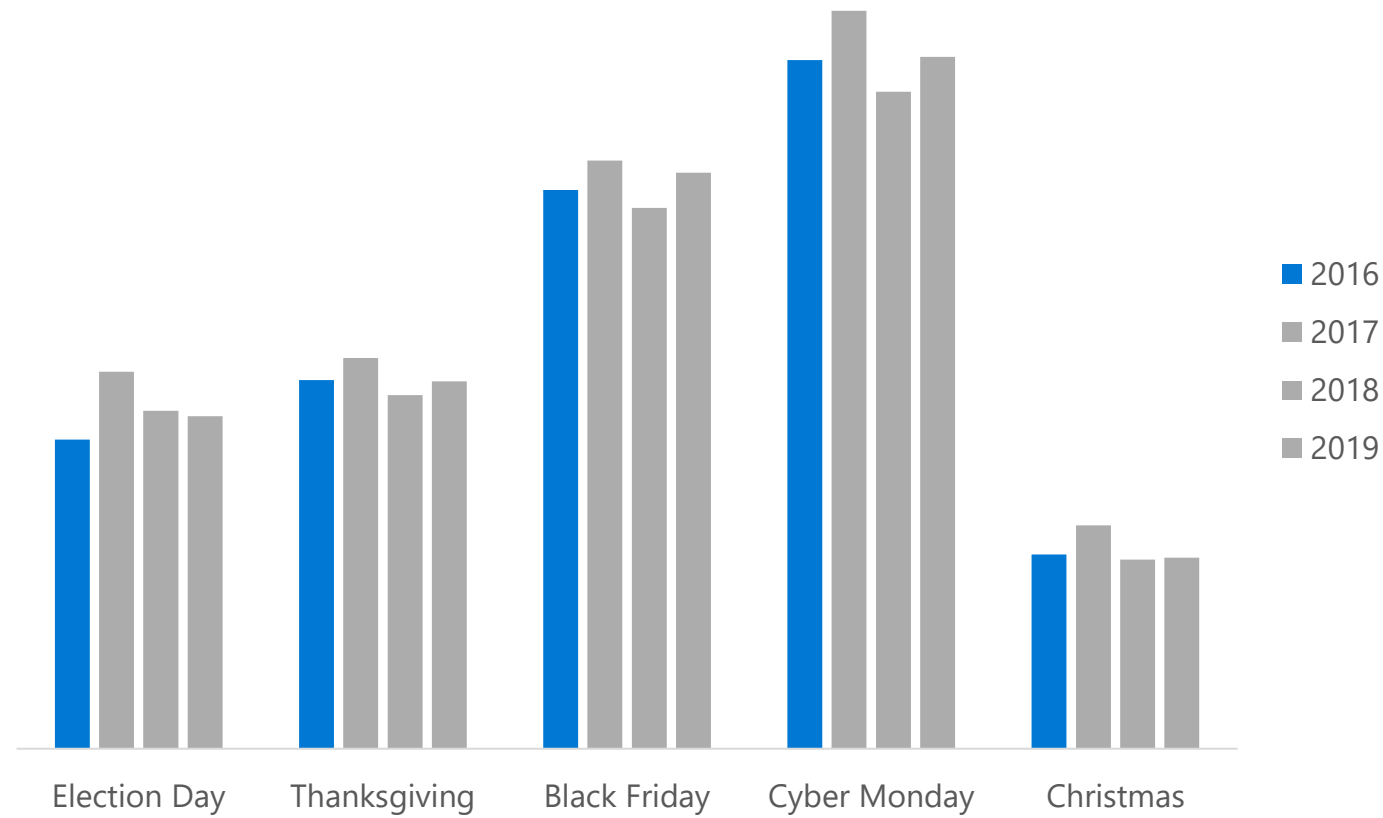
# 2016 CPC was much lower but within bounds of inflation and auction competition

Retail CPC by year (2016 election year)



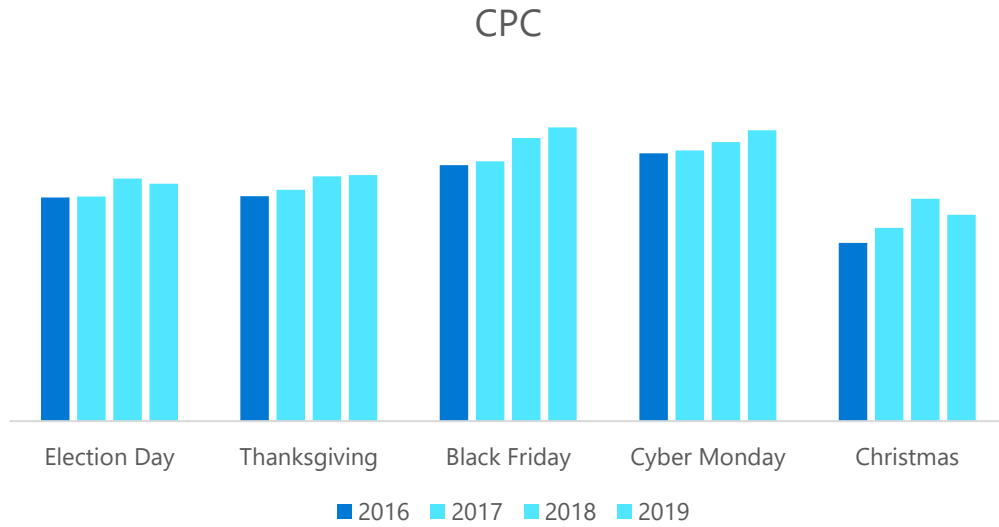
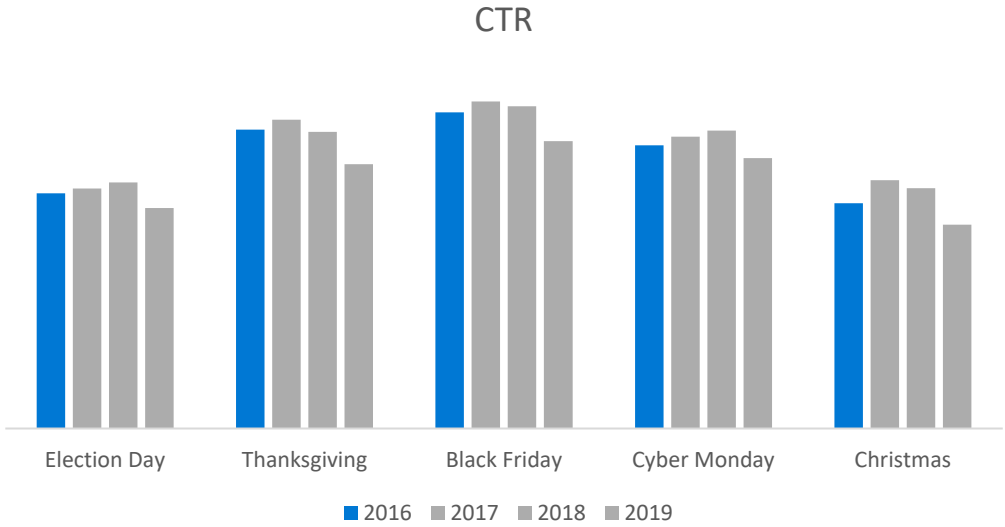
# 2016 clicks across key dates do not appear out of ordinary

Retail key dates click share of year (2016 election year)



# Both CTR & CPC were within normal yearly volatility

Retail key dates click share of year (2016 election year)



Source: Microsoft Advertising Internal Data, 1/1/2016 – 12/31/2019



Snapshot of 2020  
What's happening now?

**COVID-19 impacts are still being felt in the marketplace**

Searches are up  
Clicks are normal  
CPCs are down  
CTRs are down



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**For monthly data and key dates no metrics stood out against normal volatility**

Clicks were normal  
CTR was normal  
CPC was low but within volatility

While the election in 2016 did not impact search, we expect 2020 to be volatile and perform very differently compared to the last few years. Factors that contribute to this could include:

Bigger focus on ecommerce, change in holiday delivery windows, Amazon moving Prime Day, shelter-in-place changes, economic downturn, social unrest, and global supply chain issues.

# 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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