



Travel update

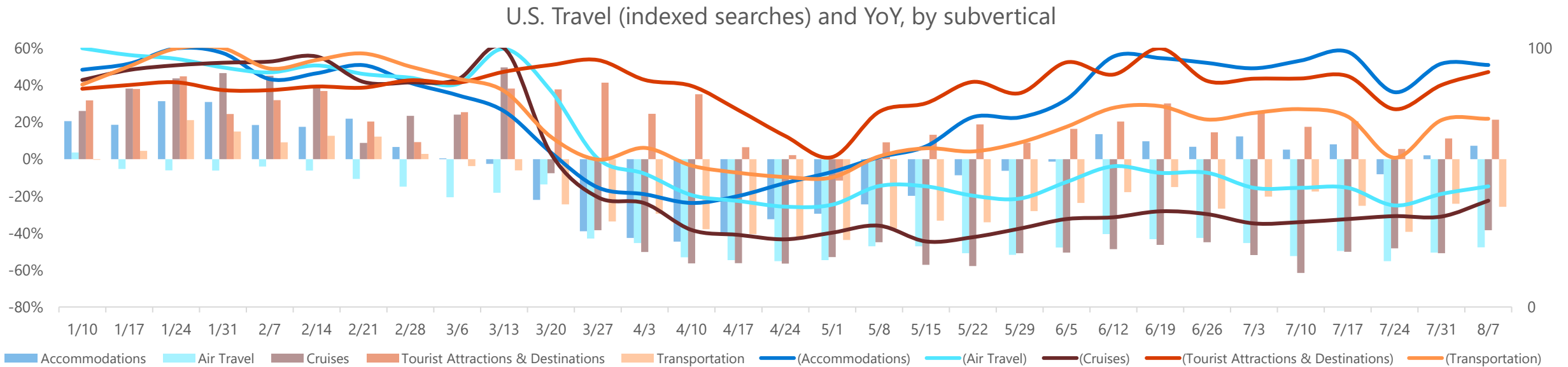
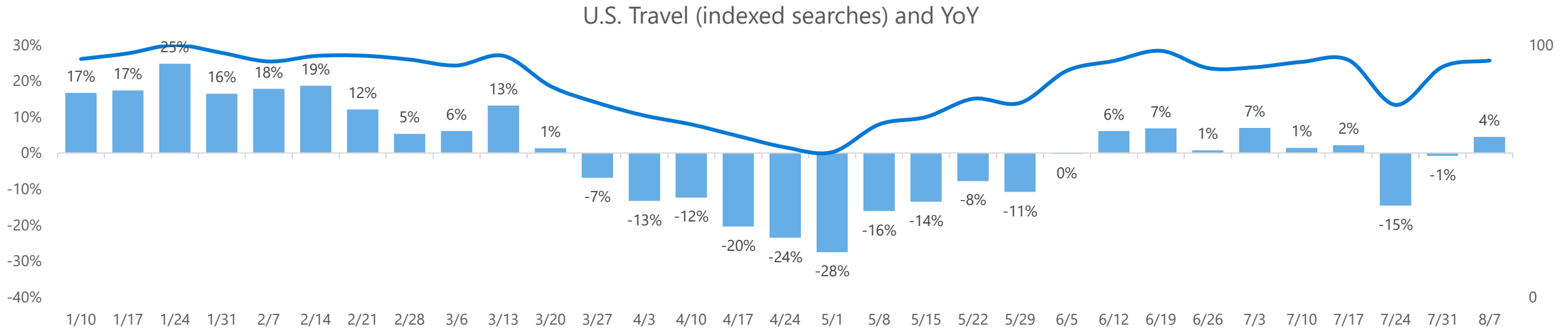
8/11/2020

(data through 8/7/2020)

Microsoft Advertising. Intelligent connections.



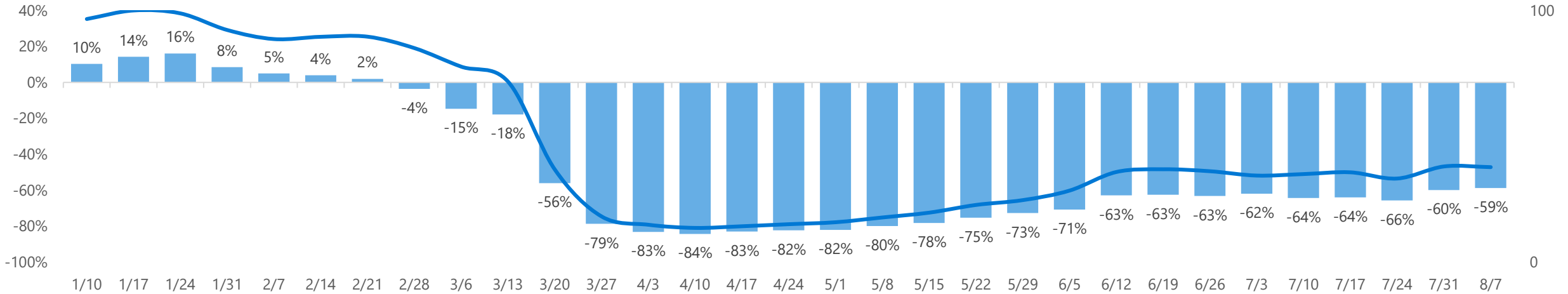
U.S. Travel and subvertical searches, year over year (YoY)



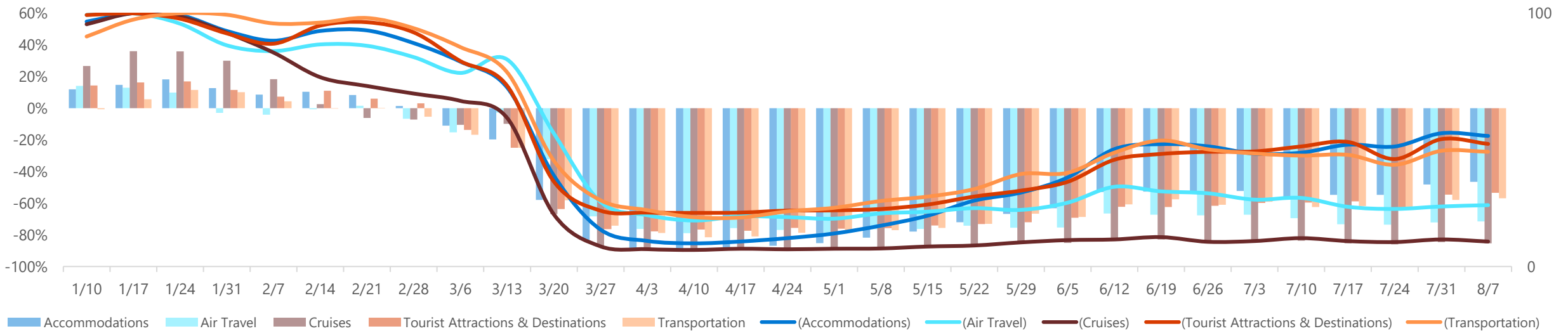
Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).

U.S. Travel and subvertical clicks, YoY

U.S. Travel (indexed clicks) and YoY



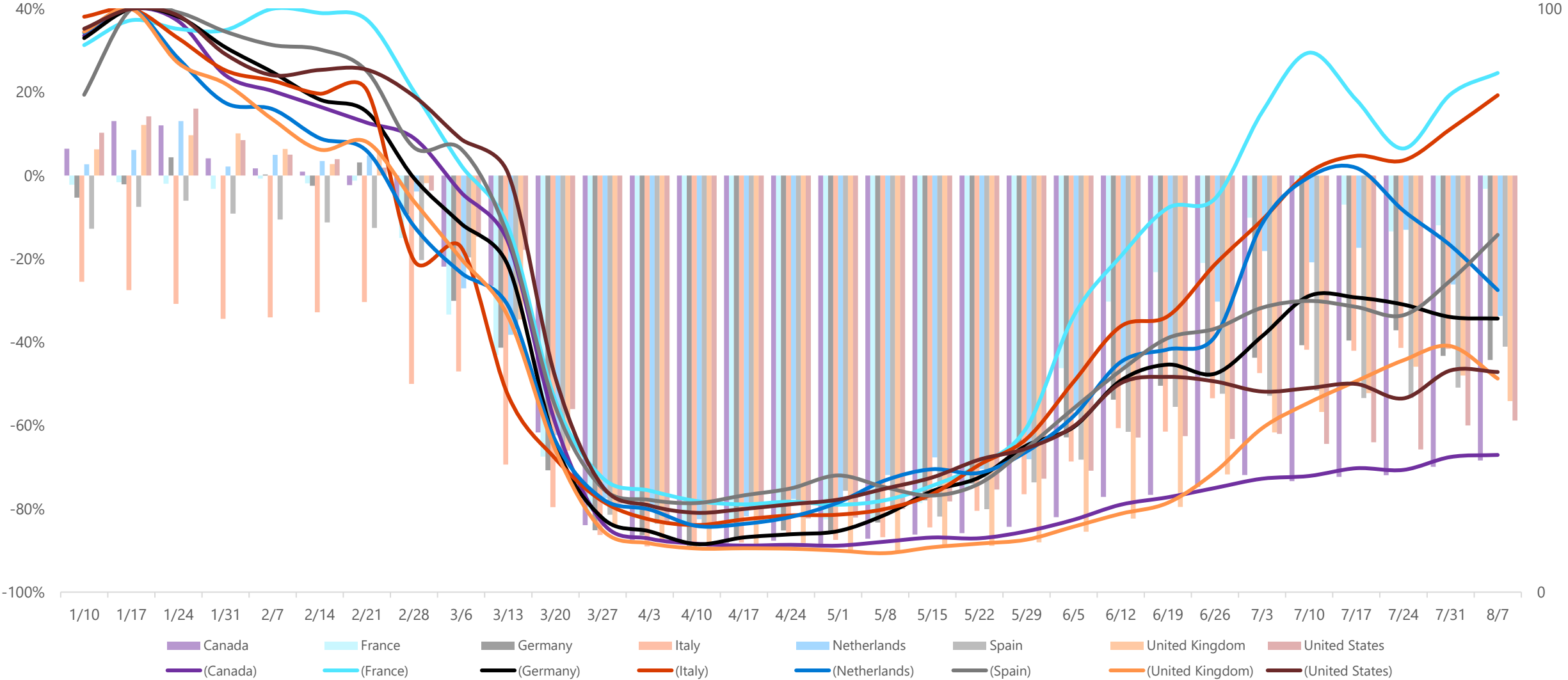
U.S. Travel (indexed clicks) and YoY, by subvertical



Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).

Travel clicks YoY, by marketplace country

Travel (indexed clicks) and YoY, by marketplace country



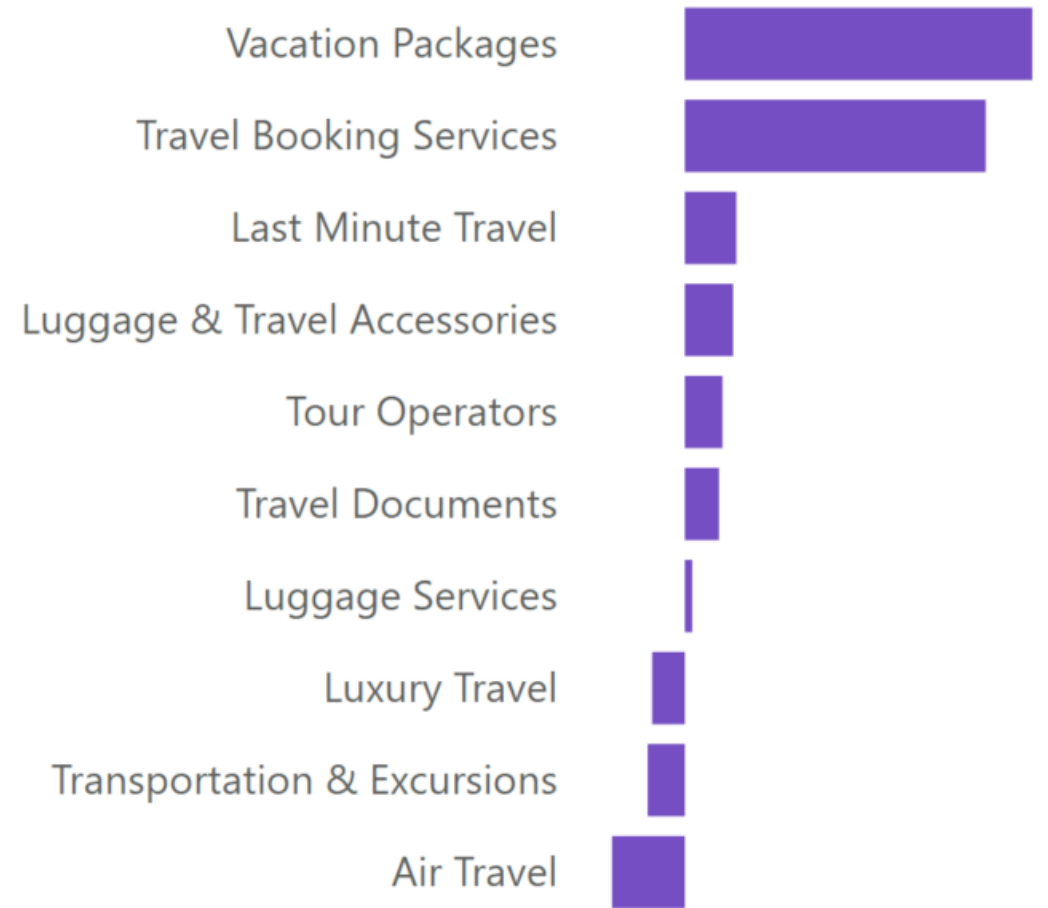
Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).

Trending query categories, top week over week (WoW) and YoY click change

Clicks YoY

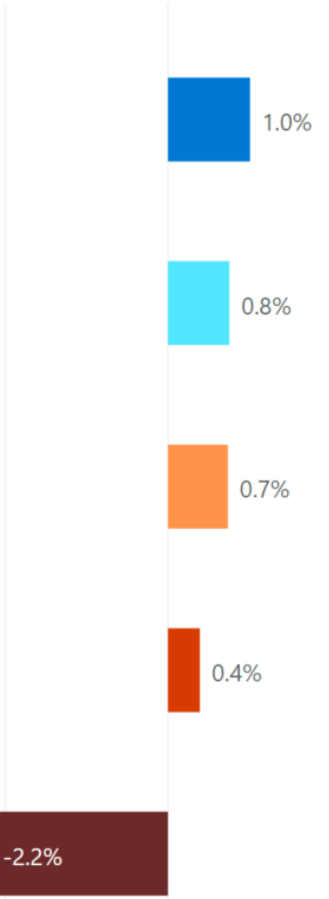


Clicks WoW

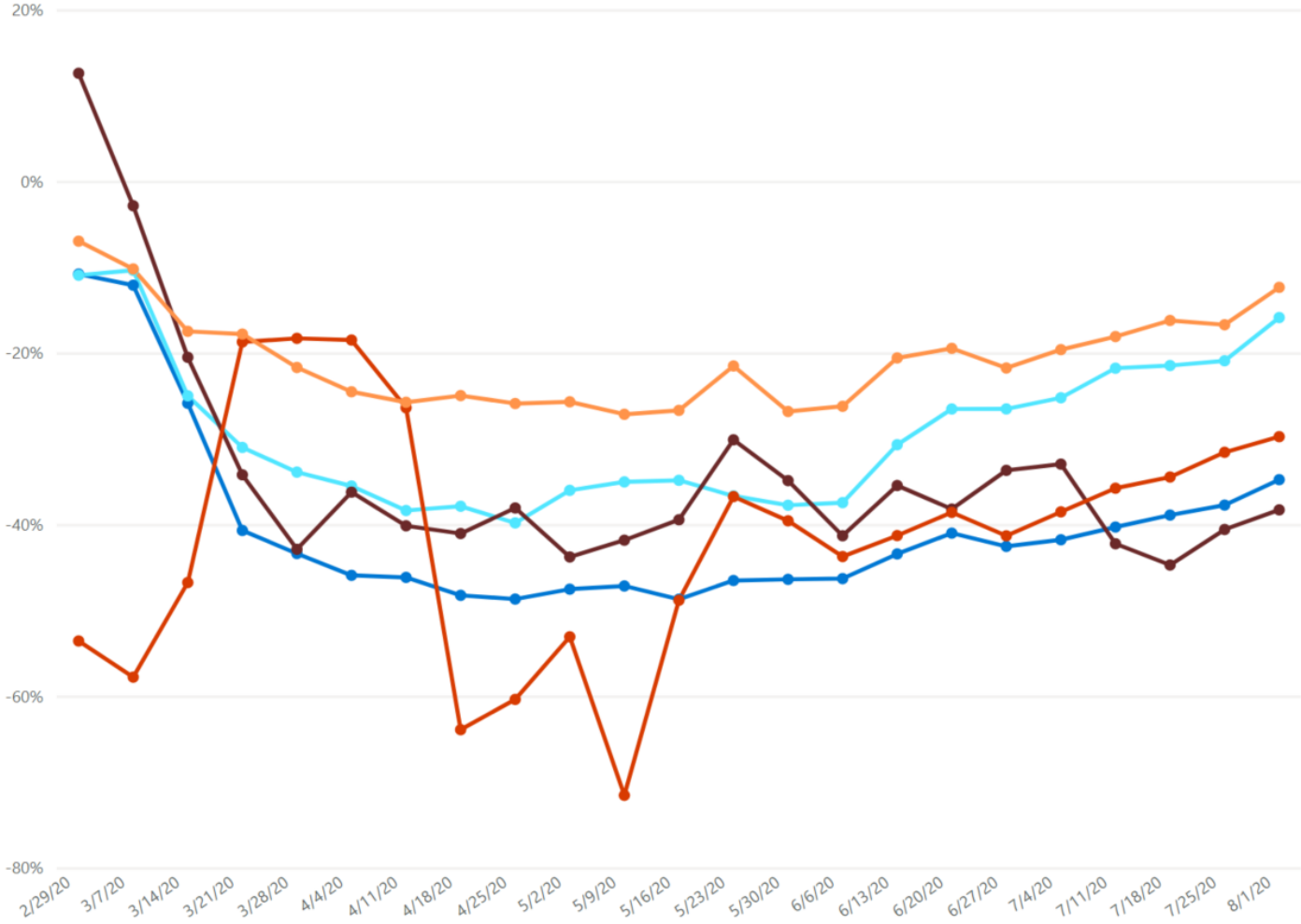


U.S. competition view: trending number of ads per page

U.S. number of ads per page WoW, by subvertical



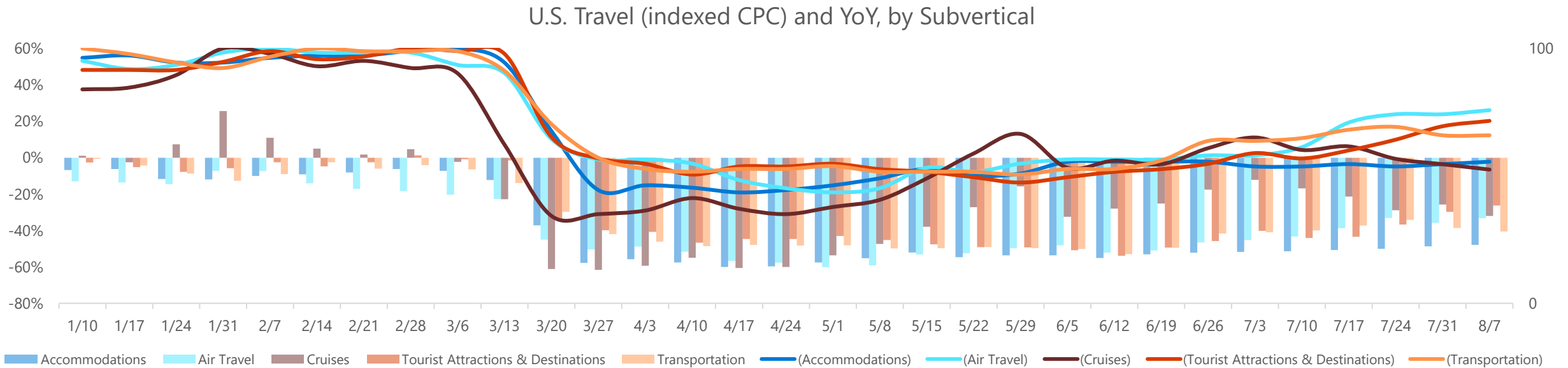
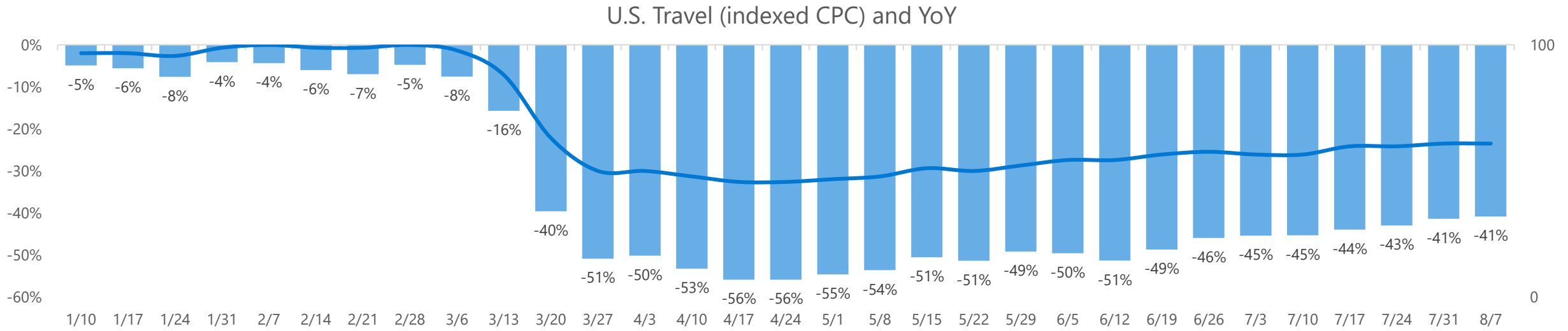
U.S. number of ads per page YoY, by subvertical



Accommodations Air Travel Cruises Tourist Attractions & Destinations Transportation (Accommodations) (Air Travel) (Cruises) (Tourist Attractions & Destinations) (Transportation)

Source: Microsoft Advertising Internal Data; Microsoft/Yahoo O&O sites, PC only. Dates noted are week-ending (based on a Sat-Fri reporting week).

U.S. Travel and subvertical cost per clicks (CPCs), YoY



Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).

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](#)

