



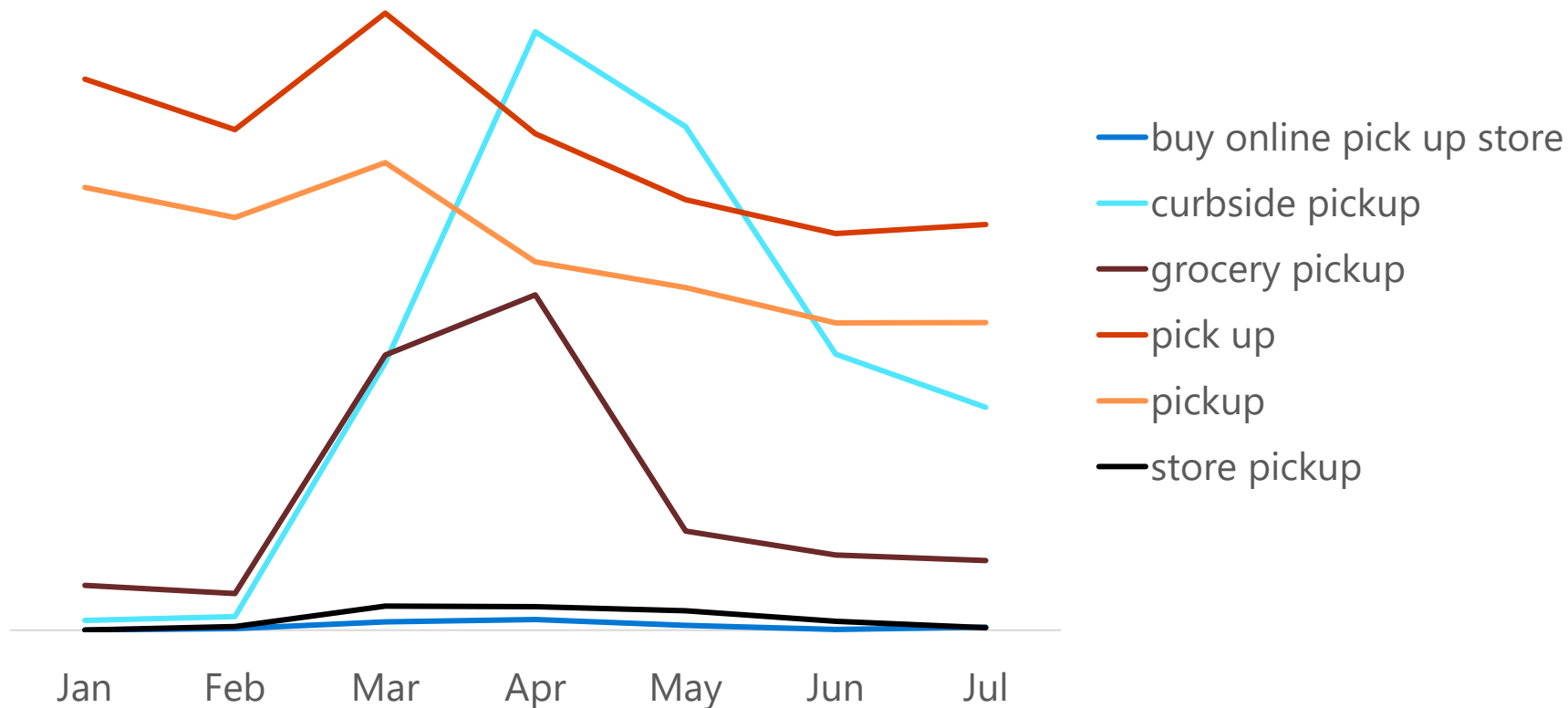
Buy online, pick up in-store (BOPIS) trends

U.S. trends



Top BOPIS generic queries

Volume trends for 2020



Source: Microsoft Advertising; Bing Internal Data from Jan 2020 – July 2020

- Both 'pickup' or 'pick up' were popular BOPIS terms
 - 'pickup' queries should exclude 'trucks', 'ford' and 'jeep'
 - 'pick up' queries should exclude 'lines', 'fedex' and 'ups'
- 'curbside' and 'grocery' pickup were the next two most popular generic terms

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](#)