RETAIL
Summer Sale
Categories Forecast

France – June 2020
Context and question

• **Context**: COVID-19 has resulted in seasonality purchases being “upside down”.

• **Question**: What **will** the online summer sale period **look like** in France?
Methodology

- We identified queries which had significant volume during 2019 summer sale period and grouped them in categories.
- We applied a sophisticated **forecasting model** on search volume, which takes into account daily data since January 2019.
- The group of queries used to assess volume and trends is made of search terms containing a key term and/or search terms related to the topic (models,...)

(1) No forecast model would
Main takeaways and suggested actions

Main takeaways

The model **forecast** shows a significant growth during the sale period for some products / search terms.

And especially:
- ‘Vêtements’ (clothes)
- ‘Réfrigérateur’/ ‘Congelateur’ (fridge/freezer)
- ‘Plancha’
- ‘Linge de lit’ (Bedding linen)

Suggested actions

We suggest you adapt your campaigns with the following:

- Monitor and adapt **bid / budget** for the categories which have growth/peak potential, especially for **shopping campaigns**
- Adopt **DSA** campaigns for automated adaptation to changes
- Implement **Responsive Search Ads** to deliver the most efficient message for each web user
- Beyond RSA adapt your **ad copy** when applicable, with COVID-19 / post lockdown message (easy purchase experience, safe delivery / Click & Collect etc)

(1) No forecast model would

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Microsoft
Apparel
Forecast model

Our model forecasts:

- Growth through mid-July
- A slow down into mid-August
- Continuous growth towards the end of September of search volume

Top 5 search terms:

- vetement femme
- vetement
- vetements
- vetement bebe
- vetements enfants

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period May 24th to June 22 2020
FR - Lingerie (underwear)

Search volume for top terms containing “lingerie”

Forecast model
- A small bounce mid-July and end of August of search volume
- Followed by growth into and beyond September.

Top search term:
‘Lingerie’ as a stand alone term

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period May 24th to June 22 2020
Computers & Customer Electronics
**FR - Ordinateur portable (Laptop)**

Forecast model
Consistent growth through to mid-September.

Top 5 search terms
- asus rog*
- asus vivobook
- asus zenbook
- ordi portable
- asus vivobook s14

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
*ROG = Republic Of Gamers
FR - Smartphones

Search volume for top terms containing / related to “smartphone devices”

Forecast model
- Small growth in July in search volume
- A flat period in August
- Followed by a faster rise in September.

Top 5 search terms
- iphone
- telephone portable
- iphone x
- iphone xr
- iphone xs

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
FR - Enceinte (speaker)

Forecast model
- Flat volume expected in July
- A small decline in August
- Followed by slow growth in September.

Top 5 search terms
- enceinte
- enceinte jbl
- enceinte bose
- enceinte marshall
- enceinte pc

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
FR - Switch (video game)

Forecast model
We expect:
• A quick growth in early July in search volume
• Followed by a flat period in August
• A small rise in growth in September.

Top 5 search terms
• switch
• jeux switch
• animal crossing switch
• switch lite
• jeu switch

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
Forecast model
- We expect a steep rise in early-mid July
- Followed by a small drop later in July in search volume
- Then consistent growth till end of September.

Top 5 search terms
- electromenager
- bosch electromenager
- electromenager pas cher
- miele electromenager
- whirlpool electromenager

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
FR - Réfrigérateur et/ou Congélateur (fridge/freezer)

Forecast model
- Steep growth in early-mid July,
- A small drop of search volume in August

Top 5 search terms
- frigo
- frigo congélateur
- frigo américain
- congélateur
- réfrigérateur congélateur

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period May 24th to June 22 2020
FR - Aspirateur (Vacuum)

Forecast model
- A quick spike of search volume expected in early July
- Followed by a levelling out through to end of September.

Top 5 search terms
- aspirateur
- aspirateur sans fil
- aspirateur dyson
- aspirateur robot
- aspirateur balai

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
FR - Lave-linge (washing machine)

Search volume for top terms containing / related to “laptop "lave-linge""

Forecast model
• A consistent growth of search volume through to end of September.

Top 5 search terms
• lave linge
• lave linge top
• lave linge sechant
• lave linge bosch
• lave linge pas cher

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period May 24th to June 22 2020
**FR - Seche-linge (Tumble dryer)**

*Search volume for top terms containing “seche-linge”*

**Forecast model**

The model expects:

- A decline through to early August
- Followed by quick growth of search volume in September.

**Top 3 search terms**

- seche linge
- seche linge condensation
- seche linge pas cher

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide

Top terms are top search queries for period May 24th to June 22 2020
Home and Garden
Home Improvement / Garden / BBQ
FR - Abris de jardin, voiture, velo, terrasse (Sheds)

Forecast model
- A consistent growth of search volume through to end of September.

Top 5 search terms
- abri jardin
- abris jardin
- abri jardin bois
- abri jardin métal
- abris jardin bois

Search volume for top terms containing / related to "abris"

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period May 24th to June 22 2020
FR - Abris de piscine (Swimming pool covers)

Forecast model
- Growth in search volume in early July
- A small drop in August
- Followed by more growth in September.

Top 5 search terms
- abri piscine
- abris piscine
- abri piscine hors sol
- abri piscine coulissant tarif
- abris piscine pas cher

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period May 24th to June 22 2020
Forecast model
The model forecasts:
• Steep growth through to late July
• Followed by a steady decline in August
• And a flatter trend of search volume through to the end of September.

Top 5 search terms
• plancha electrique
• plancha gaz
• plancha
• chariot plancha
• barbecue gaz plancha
Forecast model
The model forecasts:
• A small gradual decline of search volume, fluctuating over July, August and September

Top search term: «velux» alone stand out as the top term.

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
Home and Garden
Furniture & Household linen
Linge de lit (Bedding linen)

Forecast model
The model forecast reveals:
• A steady growth in late July
• Followed by a flatter period in August of search volume
• A small rise in September.

Top search term: « linge lit » alone stand out as the top term.

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
Forecast model
We expect:
• a small growth in early July of search volume
• With a flatter period in August and September.

Top search term:
linge maison / linges maison

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020
FR - Portant vetement (Clothing storage)

Forecast model
The model forecasts:
• A drop in search volume in early July
• Followed by a steady growth through to early September.

Top 3 search terms
• portant vetement
• porte vetement
• portant vetements

Source: Microsoft Internal Data, Jan 2019 – June 22nd 2020 and forecast till Oct 4th see methodology slide
Top terms are top search queries for period may 24th to June 22 2020