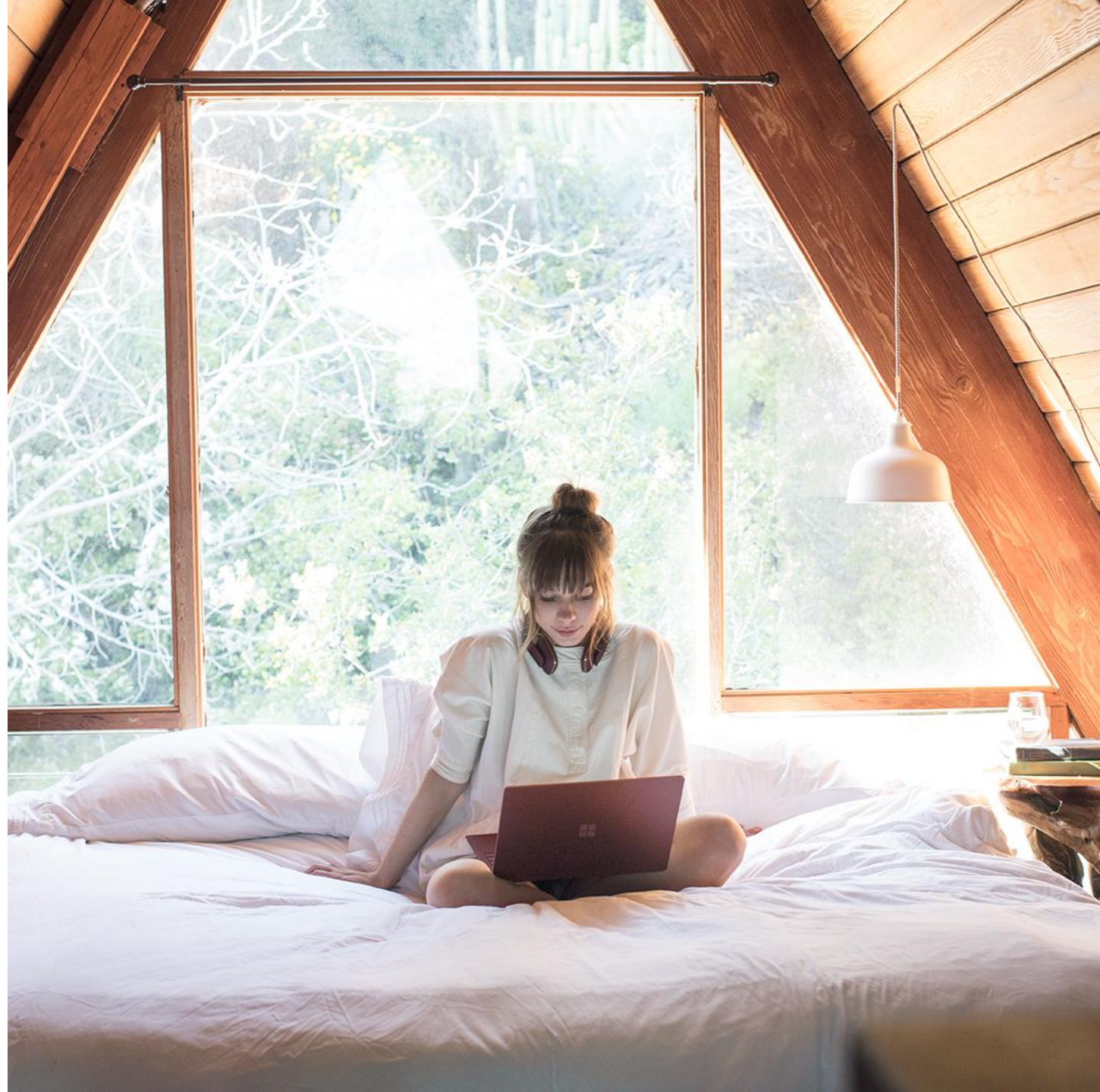




Real Estate

A New **perspective**

France – May 2020



Goal and methodology



Goal

The goal of this analysis is to identify **changes** and **trends** in **real estate searches**, using **SEA data**.



Methodology

Market: France

Period: April-May 2020/2019.

Scope: sample of top 30 advertisers accounts in all real estate categories.

The whole marketplace is observed on some slides (in this case it is mentioned in footer notes)

Key findings and actions



Key Findings

Search volume is slightly down year-on-year but web user **engagement (CTR) is higher** this year.

We see a shift in the searched cities which get the highest **% of clicks: Paris is down, Toulouse and Bordeaux are up**. And some **suburbs**, attract people who may be moving away from big cities.

Having a **"garden"** seems to be a more important criteria now, as lockdown experience may have change people priorities.

The visual aspect plays a big role in real estate journeys. And adoption of **image extension** drives high CTR uplift.



Recommended Actions

As real estate marketplace CPC are currently low, and web user engagement high, you could seize opportunities in optimizing your **share of voice** (via bid and budgets) and be at the **start of people real estate journey**.

As lockdown experience and financial crisis have changed people's priorities and behaviours, you may consider using **DSA** (Dynamic Search Ads) campaigns to address **changing searched cities trends** in an agile way.

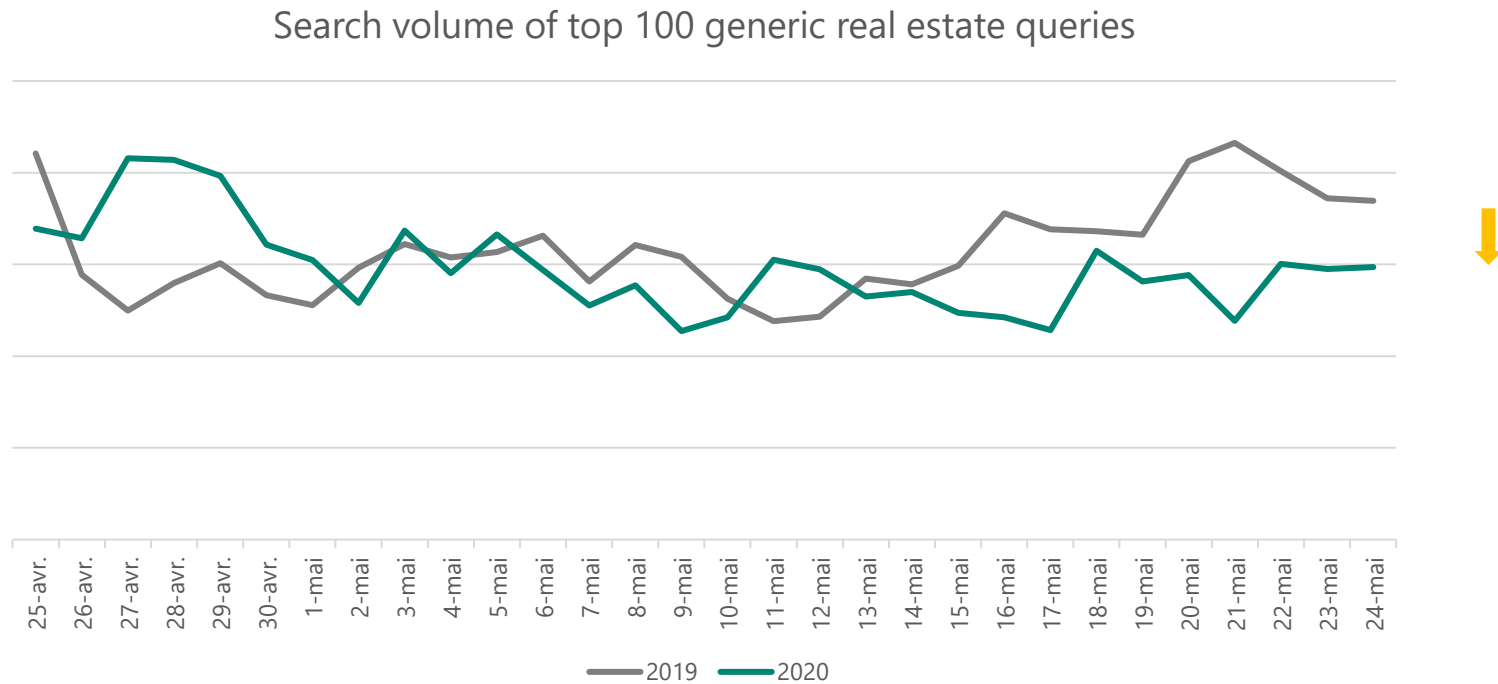
Make sure you embrace the new **"garden"** / perspective need in both your **keyword** and **ad copy** tactics.

Image extension drives the biggest uplift and is worth considering. And have you discussed the MSA **native** offer with your Account Team ?

Higher engagement

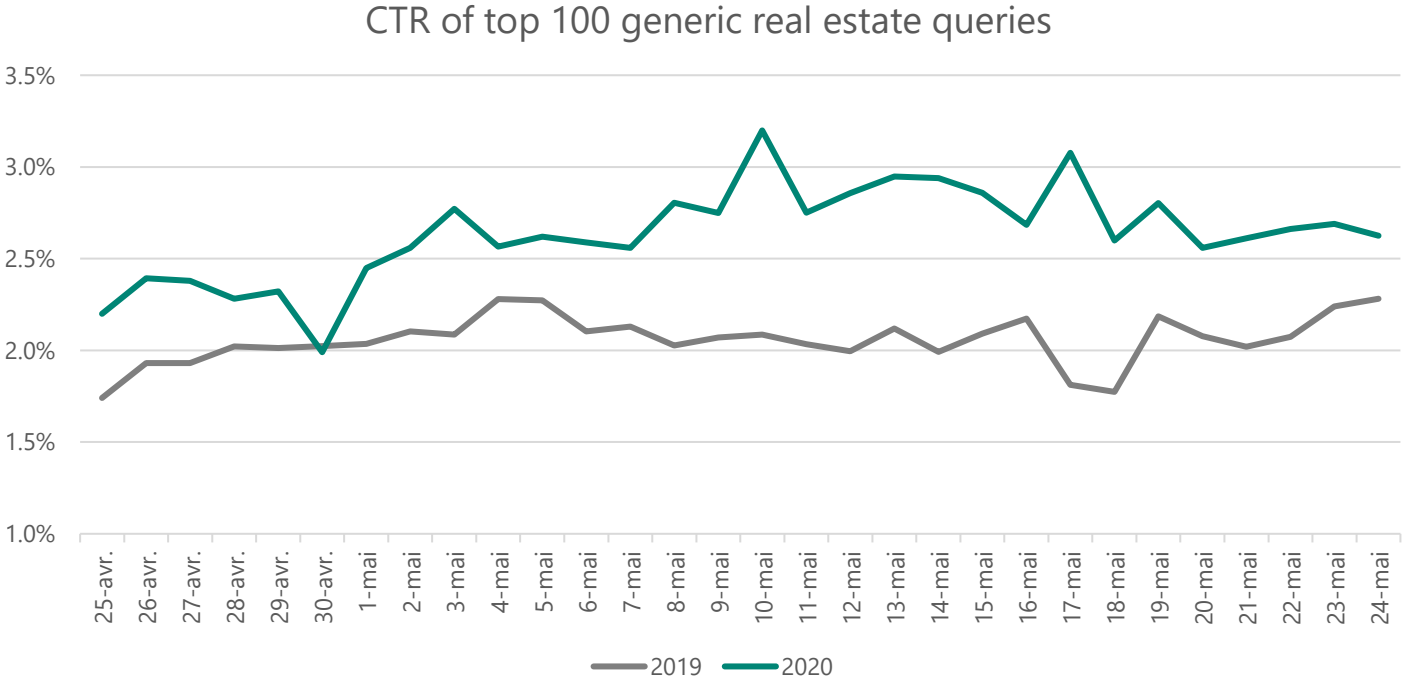
For generic queries the search volume is slightly down year on year

In 2020, the search volume on top 100 generic terms is down **-6%** vs 2019



However, engagement is higher with CTR rising

The CTR on top 100 generic terms is up **+0.5 pt**



Period : April 25th – May 24th 2020/2019
Scope : top 100 generic search terms

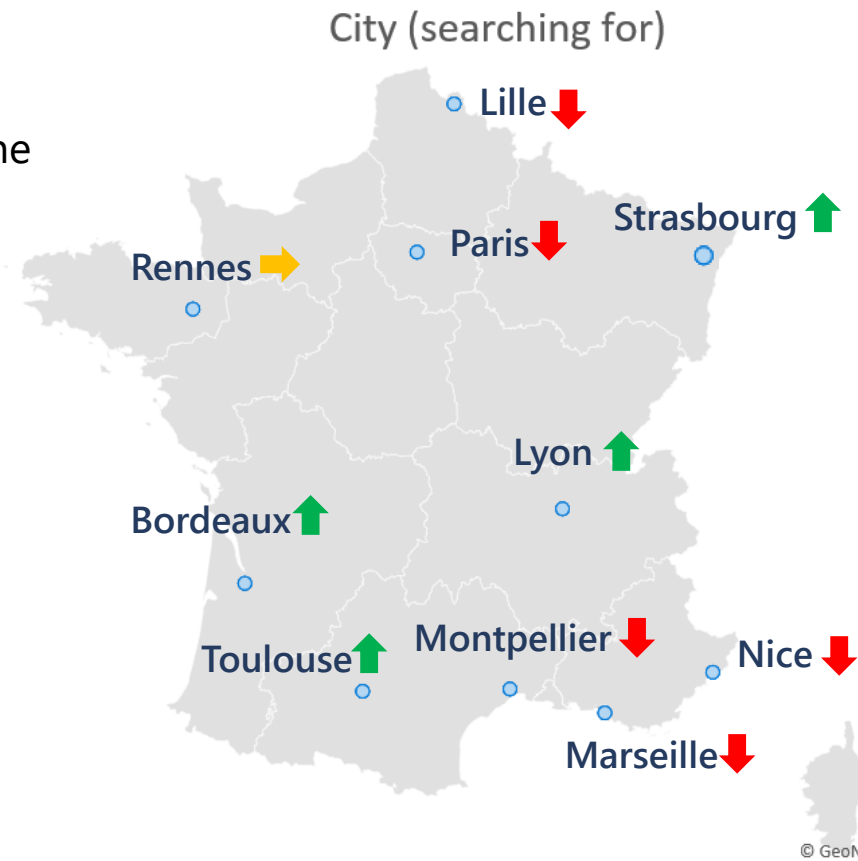


The shift in searched cities

These top 10 cities get the highest % of SEA clicks

Searches containing "Paris" drove 16.4% of the clicks in May 2019 and only 9.8% of the clicks in May 2020⁽¹⁾.

- The % of clicks driven by searches containing "**Paris**" **decrease**.
- On the other hand the % of clicks on searches containing "**Toulouse**" and "**Bordeaux**" both **increase** year-on-year. These two cities are in the south west, a region less impacted ⁽²⁾ by Covid-19.
- From a big city perspective there is no clear correlation between geo pandemic spread and % of click evolution, as we see Strasbourg and Lyon growing, even though these places were impacted.



Ranking year-on-year

City (searching for) 2020	% of Clicks 2019	% of Clicks 2020	Evol YoY
Paris	16.4%	9.8%	↓ -6.6
Lyon	3.7%	3.8%	↑ 0.2
Toulouse	2.4%	3.1%	↑ 0.7
Bordeaux	1.3%	2.1%	↑ 0.8
Marseille	2.4%	1.9%	↓ -0.5
Rennes	1.7%	1.7%	→ 0
Nice	1.7%	1.5%	↓ -0.2
Strasbourg	1.3%	1.4%	↑ 0.1
Montpellier	1.8%	1.4%	↓ -0.4
Lille	2.1%	1.4%	↓ -0.7

Search term scope :

- Generic + city OR Brand + city OR Brand + Generic + city

- Include searches with city name and for which the user location is known

(1) Period : 2019 May and 2020 May 1st-26th. Volumes are not compared, only % of overall clicks.

(2) <https://dashboard.covid19.data.gouv.fr/vue-d-ensemble?location=FRA>

Powered by Bing
© GeoNames, Microsoft, TomTom

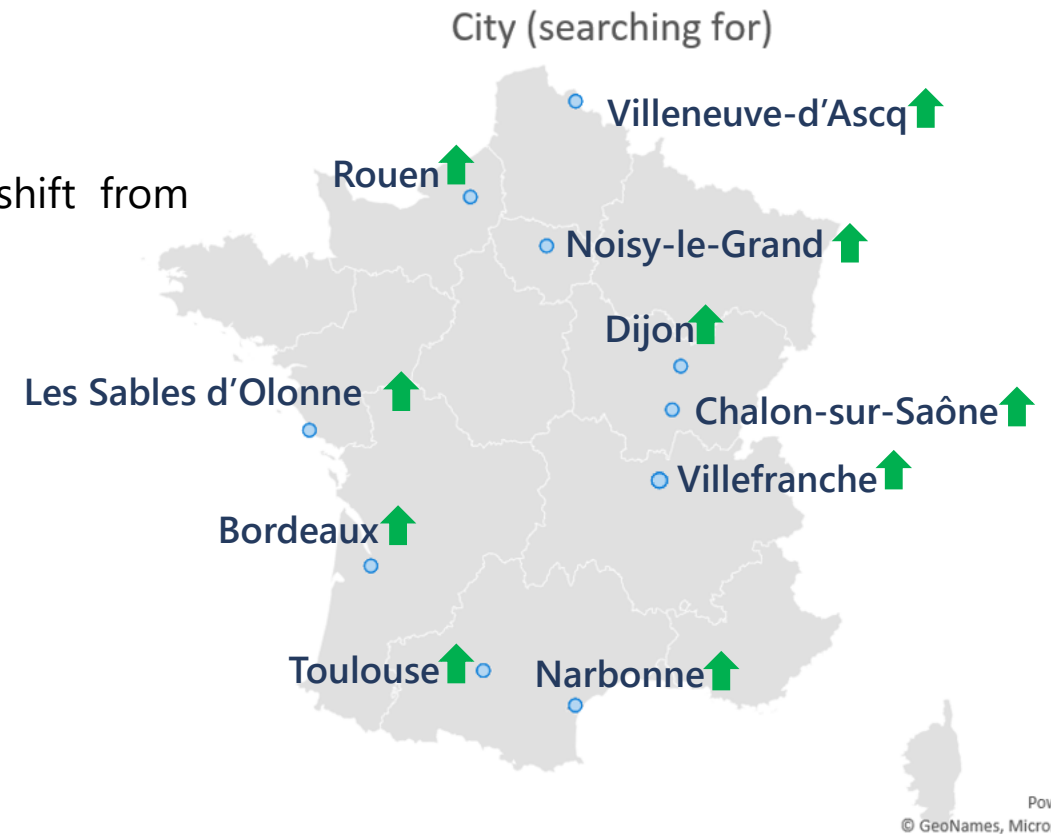
These top 10 cities get the highest % of SEA clicks evolution

Searches containing "Bordeaux" drove 1.3% of the clicks in May 2019 and 2.1% of the clicks in May 2020⁽¹⁾.

- Most of the cities in this top ten are "mid-size" cities
- Some are suburbs of major cities.
- We can hypothesize that "Noisy-le-Grand" benefit from a shift from "Paris" and "Villeneuve-d'Ascq" from "Lille"

Ranking by year-on-year

City (searching for) 2020	% of Clicks 2019	% of Clicks 2020	Evol	↓↑
Bordeaux	1.3%	2.1%	↑	0.8
Toulouse	2.4%	3.1%	↑	0.7
Les Sables-d'Olonne	0.0%	0.6%	↑	0.6
Dijon	0.0%	0.4%	↑	0.4
Villefranche	0.0%	0.3%	↑	0.3
Noisy-le-Grand	0.1%	0.4%	↑	0.3
Narbonne	0.2%	0.5%	↑	0.3
Villeneuve-d'Ascq	0.0%	0.3%	↑	0.3
Rouen	0.8%	1.1%	↑	0.3
Chalon-sur-Saône	0.1%	0.3%	↑	0.2



Search term scope :

- Generic + city OR Brand + city OR Brand + Generic + city

- Include searches with city name and for which the user location is known

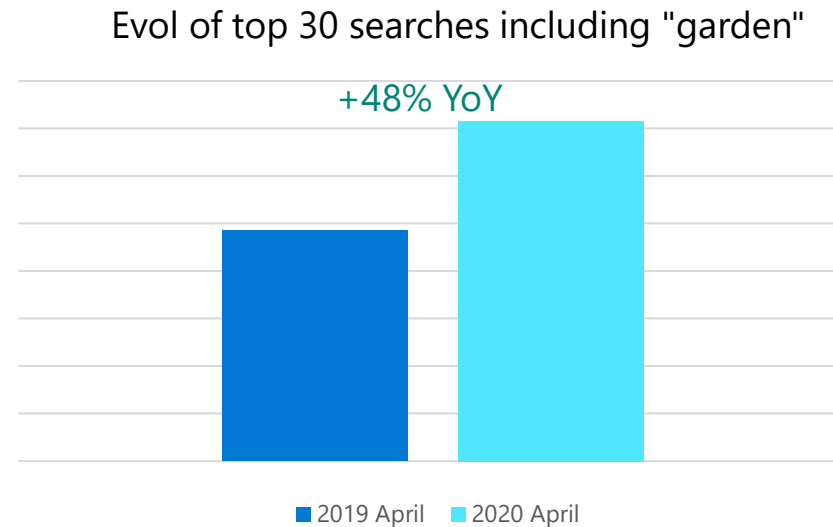
(1) Period : 2019 May and 2020 May 1st-26th. Volumes are not compared, only % of overall clicks.

(2) <https://dashboard.covid19.data.gouv.fr/vue-d-ensemble?location=FRA>

The need for green space

The « Garden » criteria has seen a rise in importance

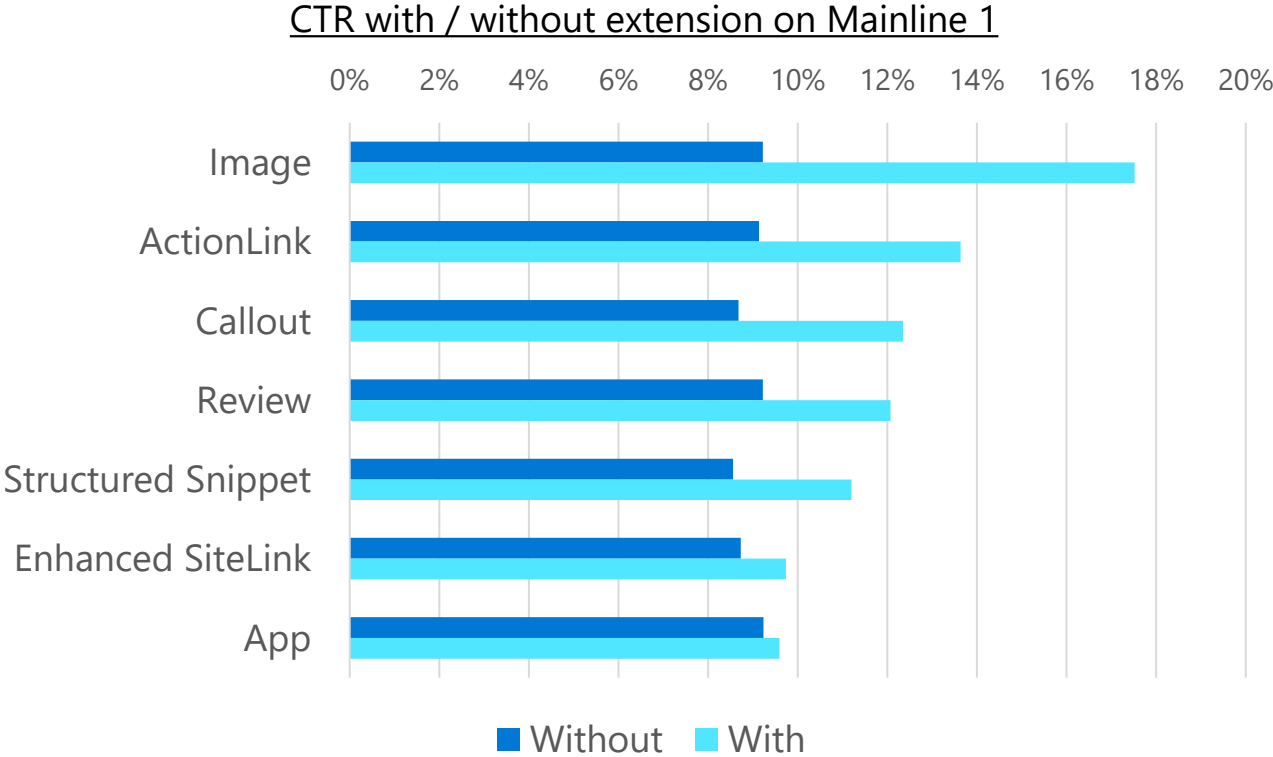
After weeks stuck home, having a garden appears to be of greater importance when looking at criteria



A PICTURE is worth 1 000 (key)words

Images drive the highest engagement uplift

Looking at ads on Mainline 1, we observed the benefit of each ad extensions throughout April. Image extensions have the highest uplift.



Mainline 1 ads **with** an Image Extension have on average a CTR of 18% . Versus 9% for ads having any other(s) extension(s) combinations.

An example of an image extension

You can use this extension with a logo or photography.

Coho Winery

Ad [contoso.com](#) - Official site

All red wines on sale! Award winning wines delivered right to your door. Wholesale prices & free shipping.

Award winning Cabernet

Starting at only \$14.95

Pinot Noir

Starting at only \$12.95

Chardonnay

Starting at only \$12.95.

Award winning Zinfandels

Starting at only \$9.95





Microsoft Advertising. Intelligent connections.