



MICROSOFT ADVERTISING

Father's Day

What to expect this season

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Sporting Apparel reported the strongest YoY clicks gains over the Father's Day season, up 26%

Be mindful of top growing sub-categories this holiday season



Historically, Father's Day queries emerge over 30 days out

Ensure Father's Day promotions, offers and campaigns are enabled as relevant searches begin 30 days prior to the event



Despite recent lockdown orders, consumers continue to celebrate their loved ones, but are doing so "virtually"

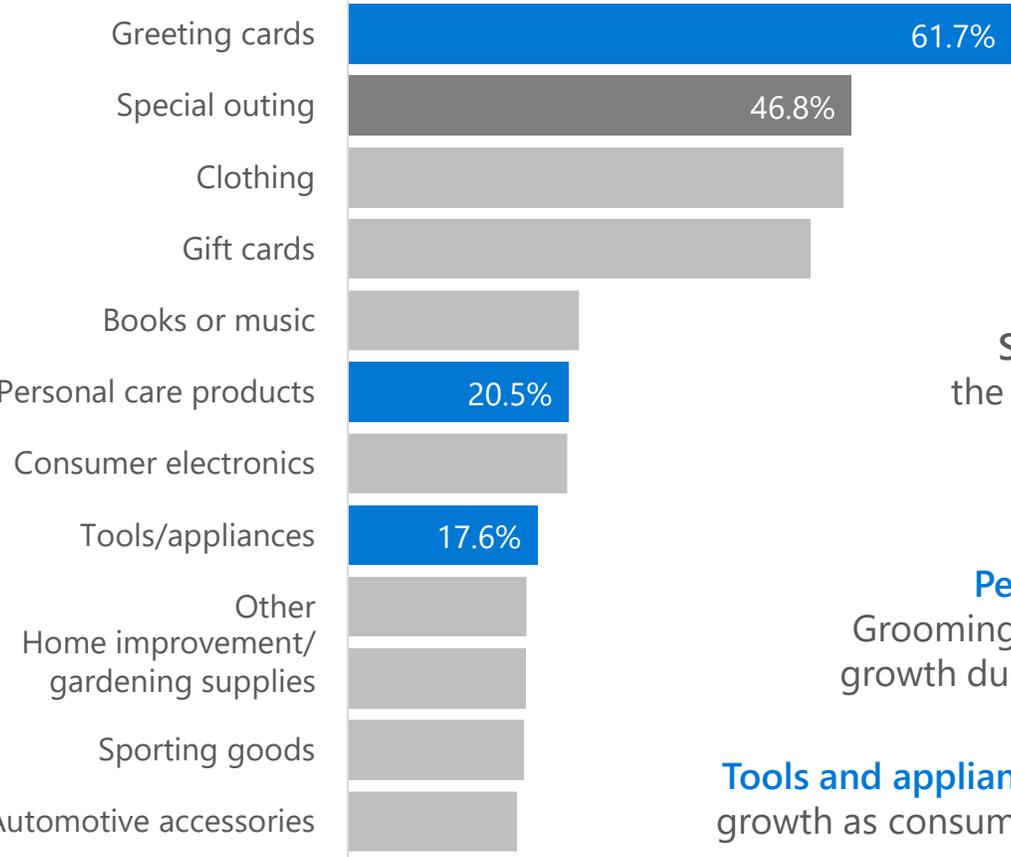
Add terms like "virtual" or "video" when marketing holiday planning regardless of occasion

Father's Day 2019 lookback



Deliverable gifts primed to rise, while experiences are likely to fall

Types of gifts users plan to purchase for Father's Day, % of respondents



Greeting cards are taking a more virtual approach than ever before with the growing popularity of eCards or group birthday videos to celebrate loved ones

Special outings will likely fall to the bottom of the ranking list year in accordance with recent consumer buying behaviors

Personal care, namely Shaving & Grooming, recently reported unseasonal growth due to shelter in place limitations

Tools and appliances have also seen unseasonal growth as consumers are eager tackle home and hobby-based projects

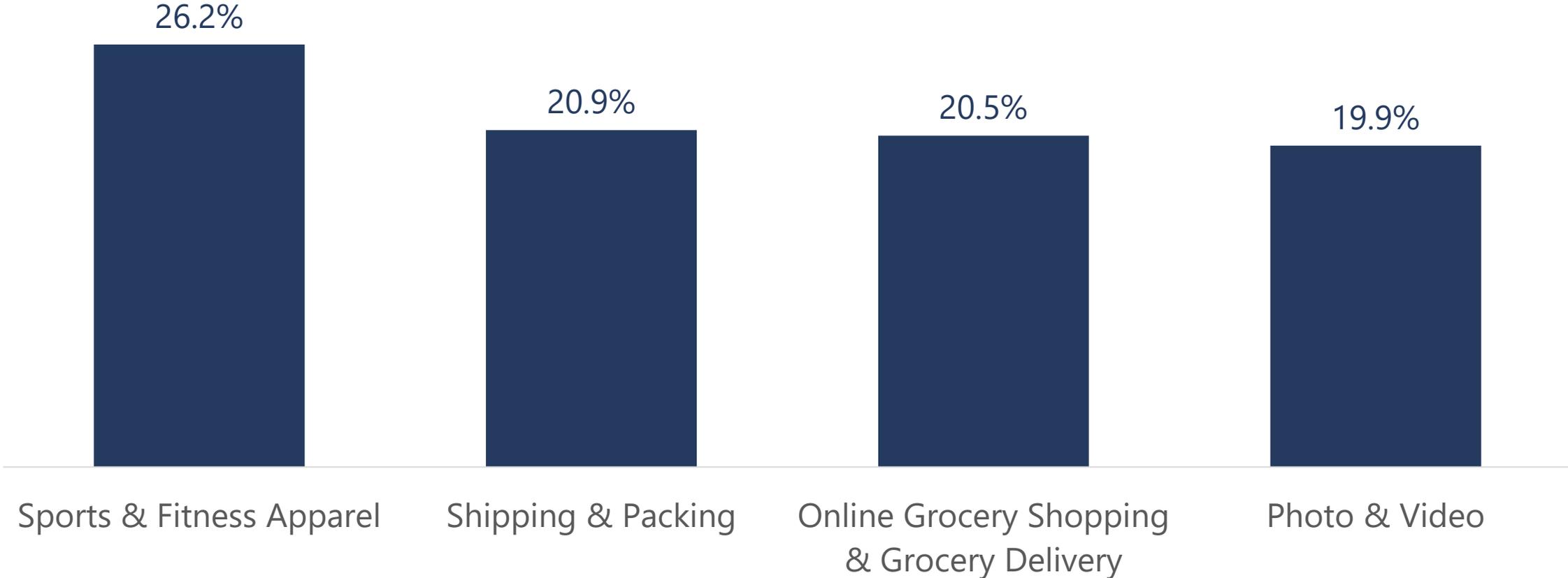


National Retail Federation (NRF), "Father's Day Spending Survey" conducted by Prosper Insights & Analytics as cited in press release, May 30, 2019



Gifters showed a growing interest in specific sub-categories

Year-over-year (YoY) click growth by retail sub-category



Consumers seek inspiration and ideas when it comes to shopping for dad

Top searched queries containing "father's day"



"father's day gift baskets"



"father's day deals"

"father's day gift ideas"

"father's day cards"

"father's day presents"

"unique father's day gifts"

"father's day card"

"father's day crafts"

"best father's day gifts"

"printable father's day cards"

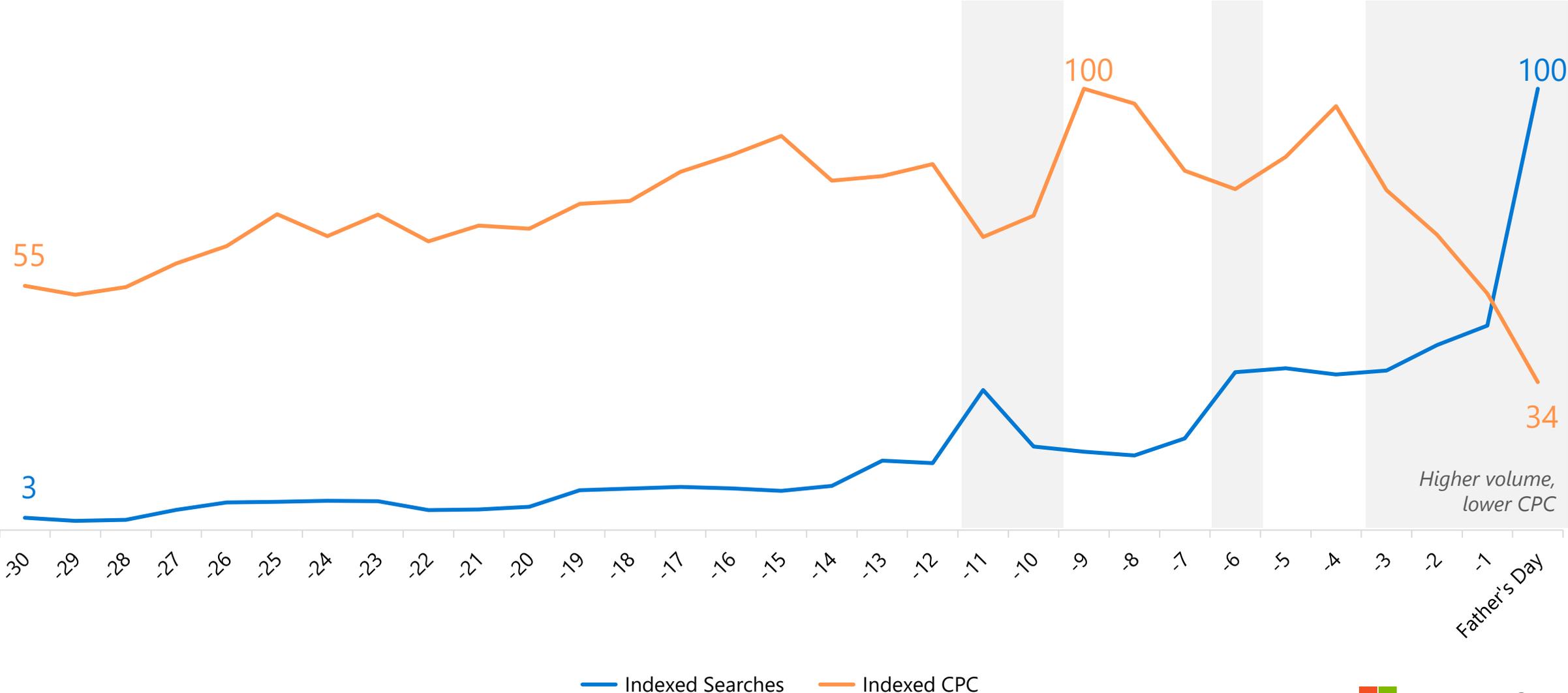
"father's day sale"

"cheap father's day gifts"

"personalized father's day gifts"

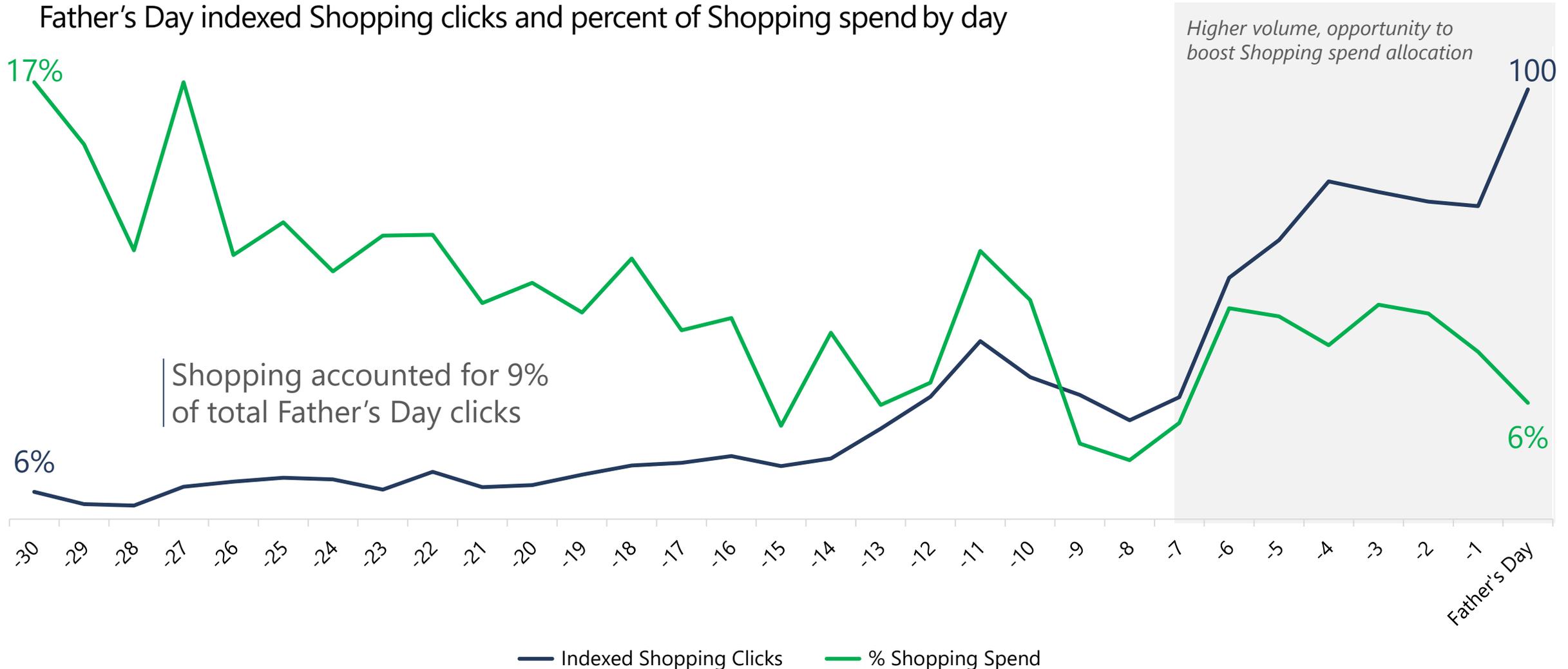
Last year, searches started over 30 days out, peaking on Father's Day

Father's Day indexed searches and cost-per click (CPC) by day



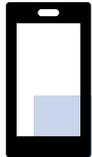
Although Microsoft Shopping Campaigns drove more clicks as the holiday approached, spend allocation diminished

Father's Day indexed Shopping clicks and percent of Shopping spend by day



Mobile searches begin uptick the month prior to Father's Day

Father's Day mobile searches by day



Above average search days

Top search days

May 2019							June 2019						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	2	3	4	5	6	7	8
5	6	7	8	9	10	11	9	10	11	12	13	14	15
12	13	14	15	16	17	18	Father's Day	17	18	19	20	21	22
19	20	21	22	23	24	25	23	24	25	26	27	28	29
26	27	28	29	30	31	1	30						

More recent considerations

Relevant categories with
unseasonal growth

Analysis compares pre vs. post timeframes

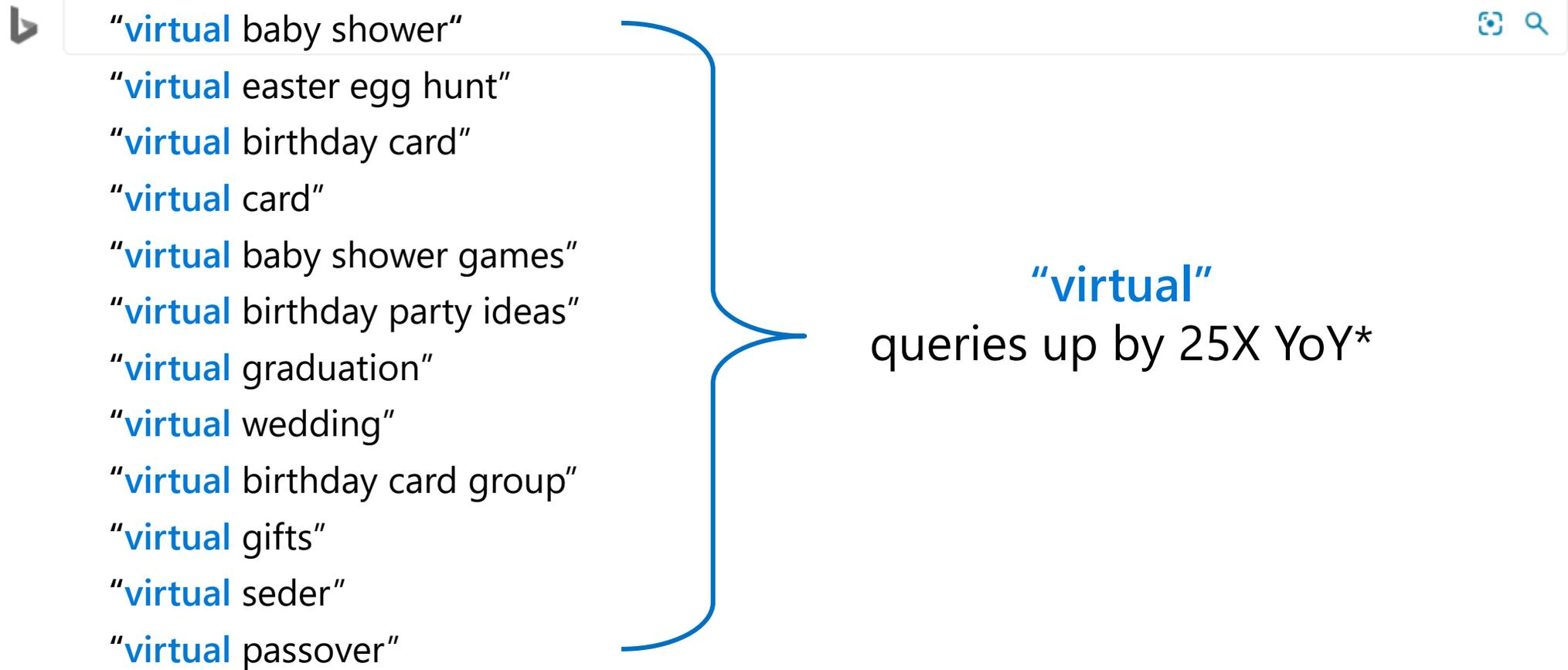
Determined by the U.S. COVID-19 National Emergency Declaration date

Pre = January 1st – March 13th

Post = March 14th onward

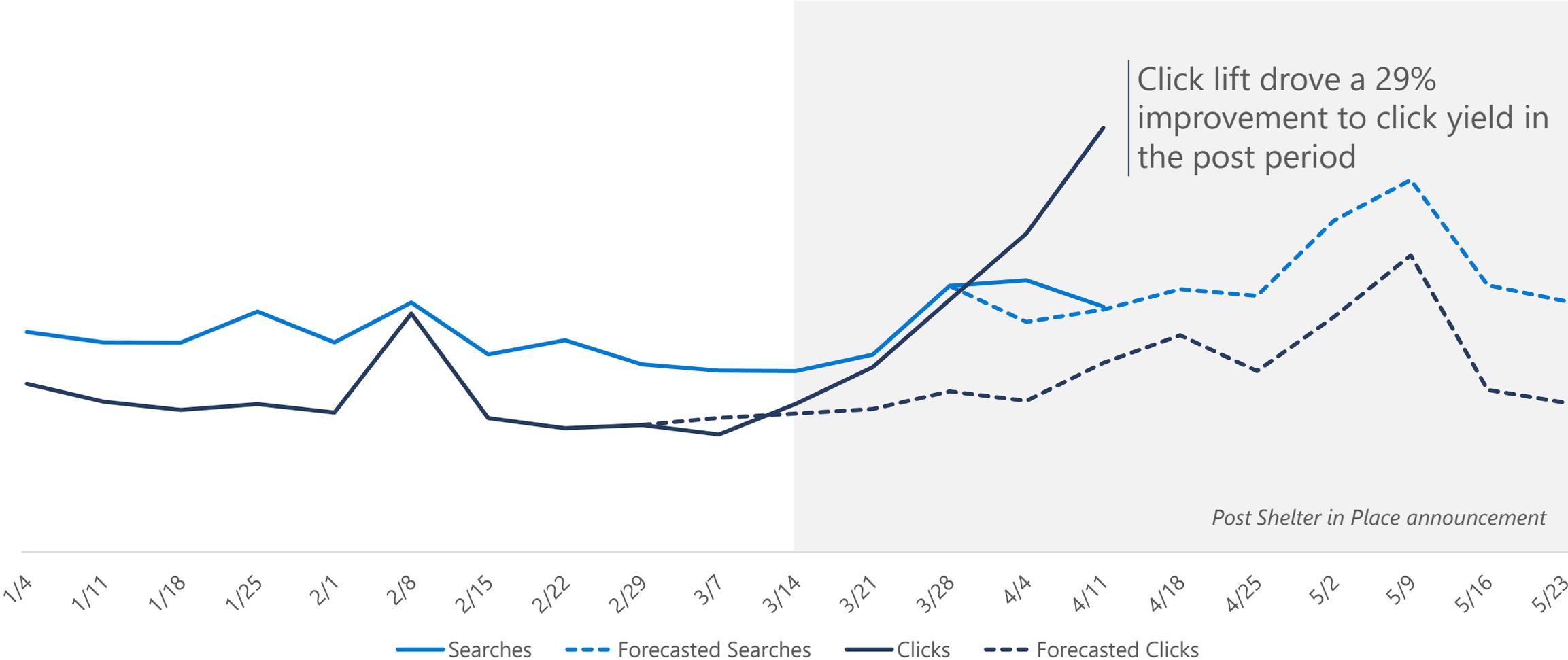
Consumers continue to celebrate special events “virtually”

Top searched Occasions & Gifts queries containing “virtual”



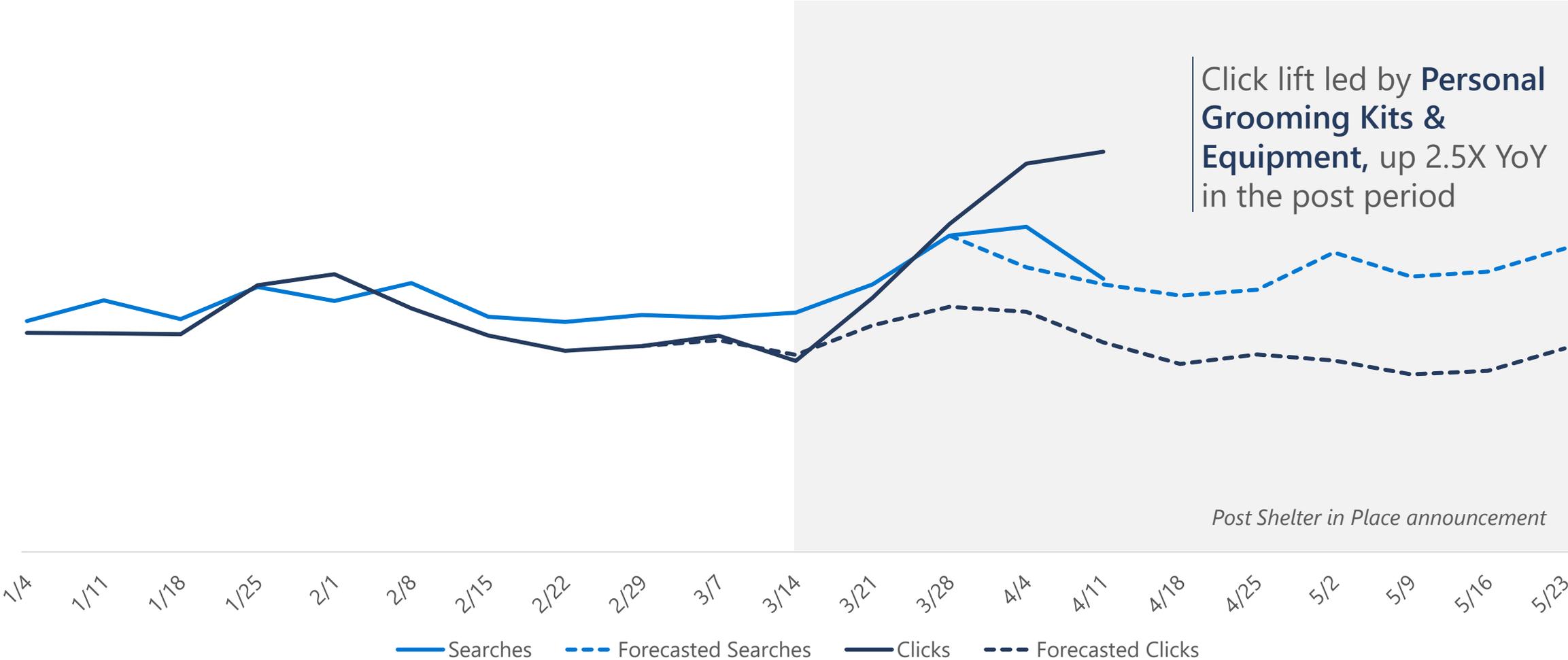
Cards & Greetings clicks reported a 70% lift to forecast post shelter in place

2020 weekly indexed searches AND clicks, actuals and pre COVID-19 forecast



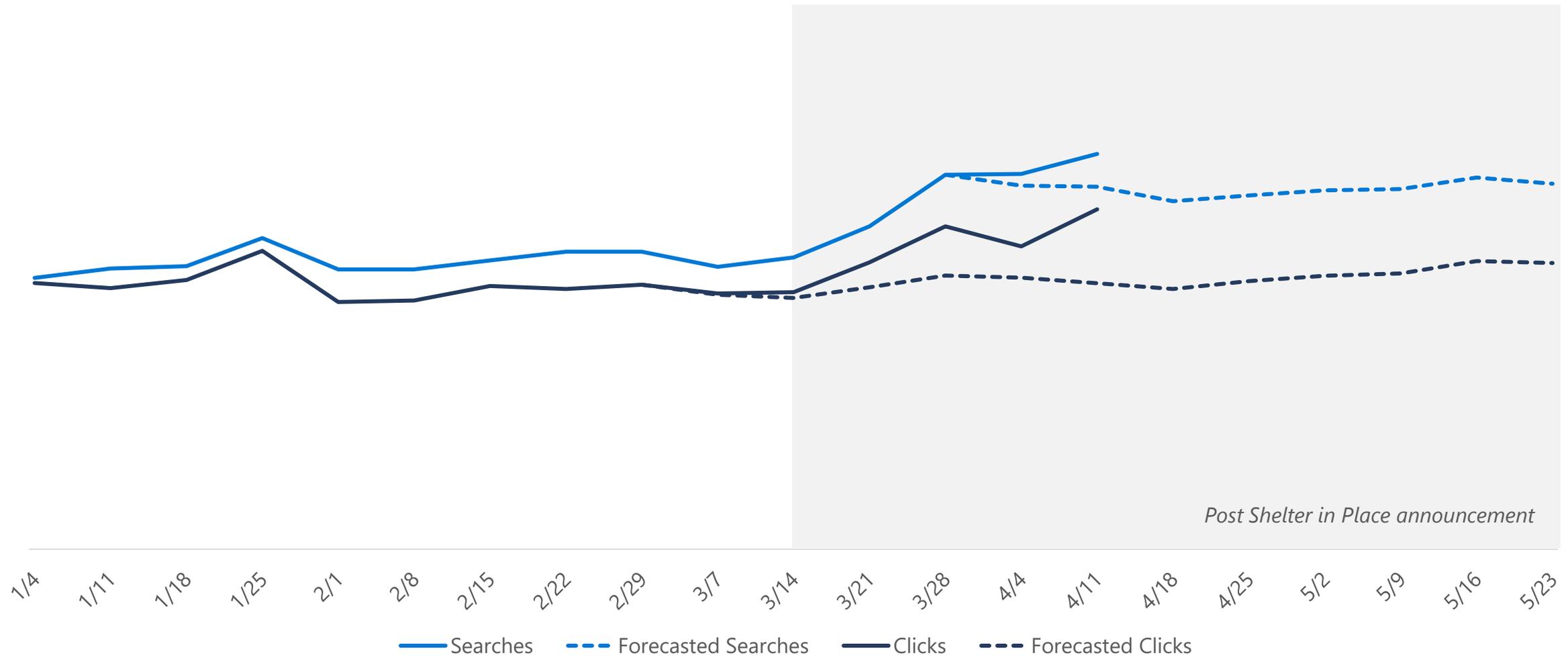
No barber, no sweat! Consumers take Shaving & Grooming into their own hands

2020 weekly indexed searches and clicks, actuals and pre COVID-19 forecast



Tools & Appliances clicks outpaced forecast at the start of the post period

2020 weekly indexed searches and clicks, actuals and pre COVID-19 forecast



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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