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

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

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.

Add terms like “virtual” or “video” when marketing holiday planning regardless of occasion.

Be mindful of top growing sub-categories this holiday season.
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** have been the most popular choice, with 61.7% of respondents planning to purchase them.
- **Special outings** will likely fall to the bottom of the ranking list year in accordance with recent consumer buying behaviors.
- **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.
- **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

- Sports & Fitness Apparel: 26.2%
- Shipping & Packing: 20.9%
- Online Grocery Shopping & Grocery Delivery: 20.5%
- Photo & Video: 19.9%
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

Microsoft Internal Data, US Only, 5/17/19 – 6/16/19
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:

- Indexed Shopping Clicks
- % Shopping Spend

Shopping accounted for 9% of total Father’s Day clicks.
Mobile searches begin uptick the month prior to Father’s Day

Father’s Day mobile searches by day

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Above average search days

Top search days

Microsoft Internal Data, US Only, 5/1/19 – 6/31/19
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 1\textsuperscript{st} – March 13\textsuperscript{th}  
Post = March 14\textsuperscript{th} onward
Consumers continue to celebrate special events “virtually”

Top searched Occasions & Gifts queries containing “virtual”

- “virtual baby shower”
- “virtual easter egg hunt”
- “virtual birthday card”
- “virtual card”
- “virtual baby shower games”
- “virtual birthday party ideas”
- “virtual graduation”
- “virtual wedding”
- “virtual birthday card group”
- “virtual gifts”
- “virtual seder”
- “virtual passover”

“virtual” queries up by 25X YoY*
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

Click lift drove a 29% improvement to click yield in the post period
No barber, no sweat! Consumers take Shaving & Grooming into their own hands
2020 weekly indexed searches and clicks, actuals and pre COVID-19 forecast

Click lift led by **Personal Grooming Kits & Equipment**, up 2.5X YoY in the post period
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