Click volume and KPIs* are improving for Home Improvement across the Microsoft Audience Network (MSAN).

Home Improvement categories seeing Audience Network growth include Swimming Pool Services, Home Security, and HVAC.

Home Improvement advertisers running on the Audience Network see improvements in their Paid Search campaigns.

*KPIs = Key Performance Indicators
Audience Network click volume for Home Improvement is up 51% post-COVID-19

All-up Weekly Microsoft Audience Network Home Improvement performance

Microsoft Advertising Data; 2020
Click-through rate (CTR) and cost-per click (CPC) KPIs continue to improve due to marketplace improvements and increase in user engagement.

All-up Weekly Microsoft Audience Network Home Improvement performance

- **CPC**: -26.5% CPC post-COVID
- **CTR**: 12.1% CTR post-COVID

Microsoft Advertising Data; 2020
KPIs = Key Performance Indicators
CTR = Click Through Rate
CPC = Cost Per Click
Majority of categories are seeing growth post-COVID-19

All-up Daily Microsoft Audience Network Home Improvement clicks

- Clicks for Swimming Pool Services have increased over 3X post-COVID-19
- Clicks for Home Security are up 56% post-COVID-19
- Clicks for HVAC are up 86% post-COVID-19
- Clicks for Contractors/Handyman/Remodel are up 14% post-COVID-19

Microsoft Advertising Data; 2020
Swimming Pool Services has seen the largest increase in clicks post-COVID-19

Percent increase in clicks post-COVID-19 by category (Home Improvement)

- Swimming Pool Services: 342% increase in clicks post-COVID-19
- Water Treatment is the only category that has experienced a decrease in clicks

Microsoft Advertising Data; 2020
The Microsoft Audience Network performs well for Home Improvement
During a 3-month study, Home Improvement advertisers running on the Microsoft Audience Network saw improvements in their Paid Search campaigns.

1. Jan 2019 – Mar 2020: Exposed vs. Control lifts for both clicks and searches per user; Searches based on ad flag for selected advertiser and other advertisers in that vertical. On average, those clients saw the reported lift in Search Impressions per user and reported lift Search Clicks per user for exposed users compared to those who were not exposed to an ad on the Microsoft Audience Network.
Users search more on Bing for Home Improvement queries post Microsoft Audience Network-exposure

Average Search lift for Home Improvement

- Lift in impressions post-exposure: +18%
- Lift in clicks post-exposure: +13%

Microsoft Audience Network + Microsoft Search Network

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1. Microsoft internal data, user clusters collected Nov 2018-Jan 2019, Search performance tracked Feb-Apr 2019
2. Lifts in both clickthrough rate and searches are statistically significant at 95% confidence
3. Encompasses related sub-verticals under Home & Garden: Users, 6,932 Impressions: 129,798, Clicks: 7,787
Audience overlap can inform In-Market segments more likely to generate efficient volume

Users belonging to the /Home Improvement In-Market Audience are also in market for...

- /Home Improvement
- /Motor Vehicles by Brand
- /Home Purchase Loans

Microsoft internal data, Nov 2019 – Jan 2020
Leverage the Microsoft Audience Network to highlight services with increased demand

Categorical demand trends for essentials remain strong as the pandemic lingers while other categories show potential signs of rebounding

YoY % change of searches by week by Retail category for pre COVID-19 vs. post COVID-19 time periods

Source: Microsoft Advertising internal data, Jan – Apr 2019 vs. 2020 Retail categories for North America

Home Improvement has also seen an increase in demand on the Search Network and showing no signs of slowing
Takeaways

- Microsoft Audience Network traffic is growing across majority of Home Improvement categories
- Keep budgets high in categories including Swimming Pool Services, HVAC, Home Security, and Remodeling/Contractors
- Users exposed to Audience ads for Home Improvement search more on Bing for related-queries
- Leverage the Audience Network to highlight services with increased demand
Thank you!
Three ways to leverage the Microsoft Audience Network today

1. Corporate responsibility messaging for wide reach
2. Highlight products with increased demand
3. Maintaining brand awareness and future-proofing
Analysis compares Pre vs. Post timeframes
Determined by the COVID-19 National Emergency Declaration date