

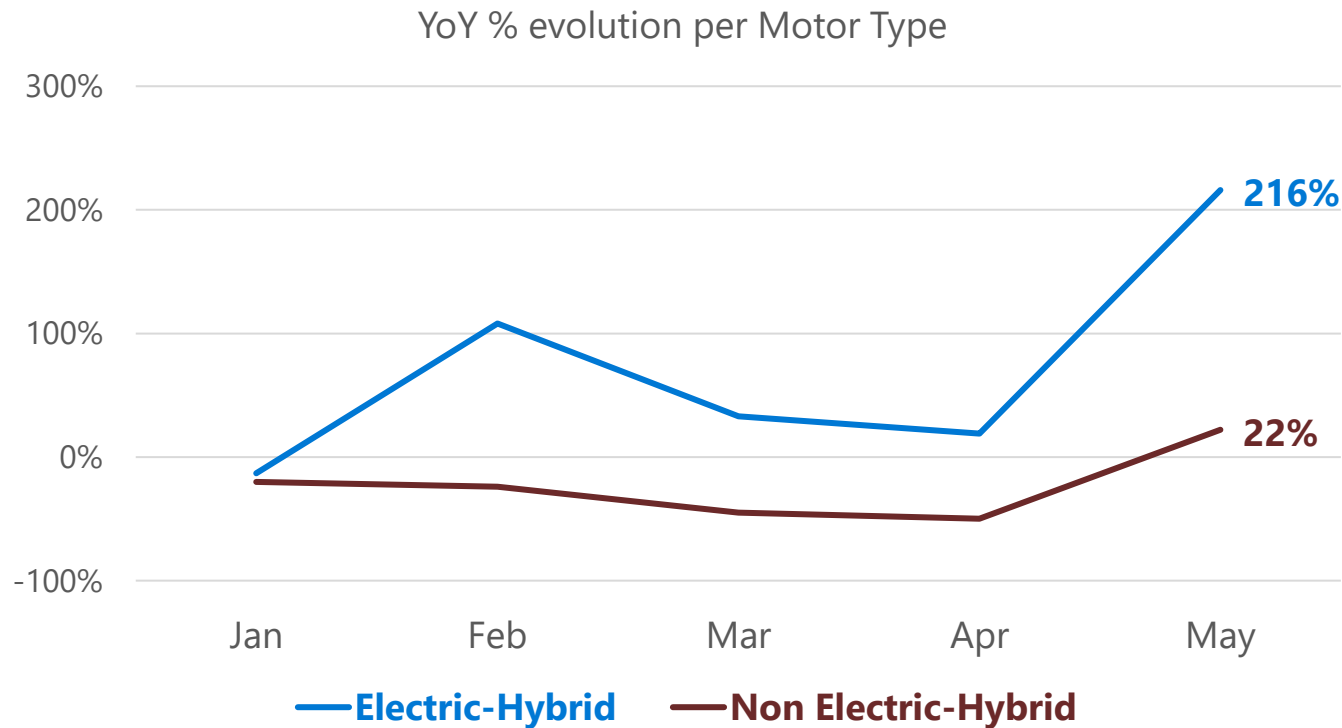


Auto Overview

France



After a slower growth in March & April, the Electric-Hybrid search volume has more than X3 in May 2020 versus May 2019



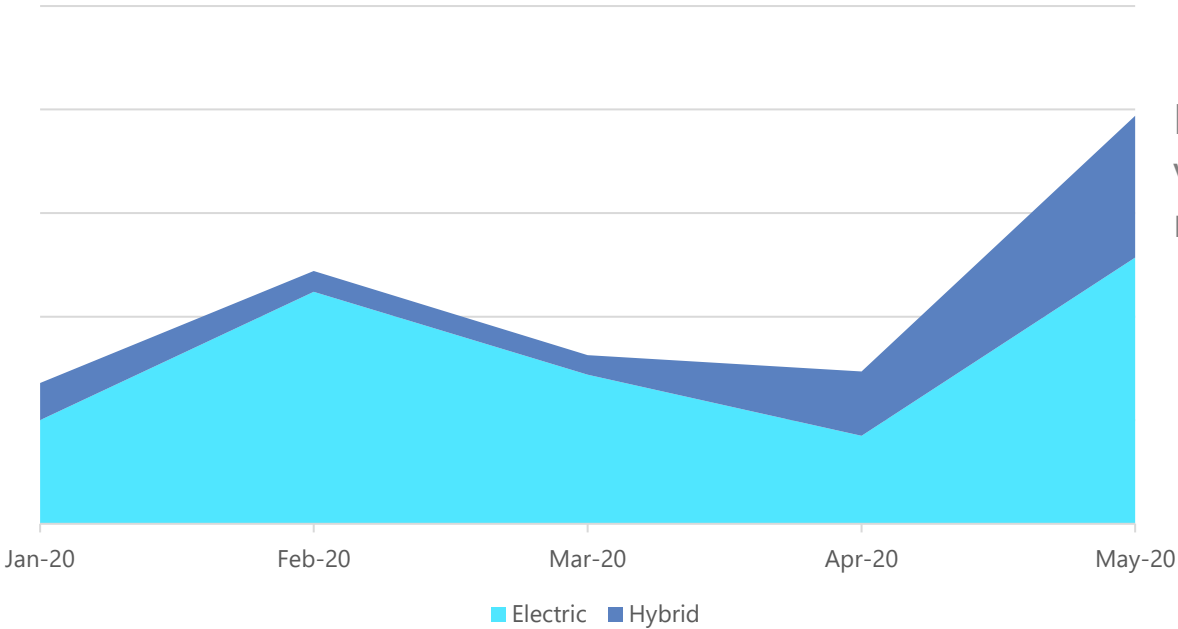
Reading :

For **Electric-Hybrid** queries, there was a **+216% year on year growth** in searches in May 2020 vs May 2019.

The volume of searches was **more than X3**.

Hybrid recently grew to reach 1/3 of "Alternative Fuel Vehicle" searches

Hybrid VS Electric searches volume over time



In January, of the 'alternative fuel vehicle' searches, **1/4⁽¹⁾** were made on **Hybrid**

In May, of the 'alternative fuel vehicle' searches **1/3⁽²⁾** were made on **Hybrid**

Microsoft Internal - France – Jan-May 2020/2019
Queries list : Generic (voiture occasion, petites voitures citadines, voitures familiales,...), OEM (Brand names), Model (Model names) Electric-Hybrid (Model names), Generic Electric-Hybrid (voiture hybride, voiture électrique, prix voiture électrique,...), Generic Electric-Hybrid incentives (prime voiture électrique, prime véhicule électrique, prime voiture hybride,...)
Alternative Fuel Vehicule : Electric, Hybrid, GPL
(1) 26%, (2) 35%

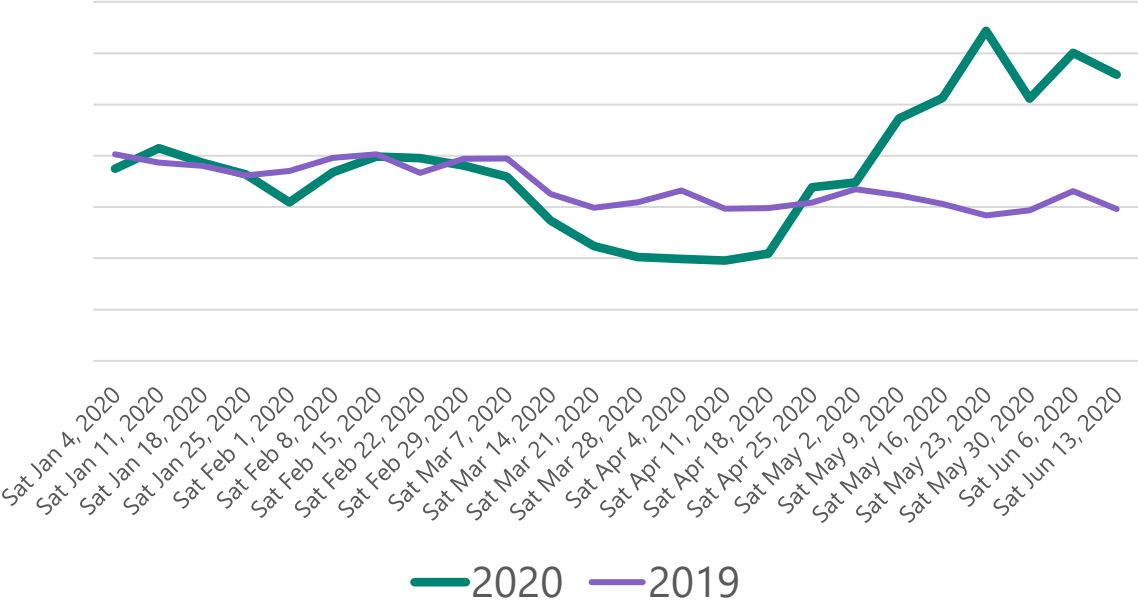


Since mid-April the Auto OEMs clicks volume grew fast and CPC remain low

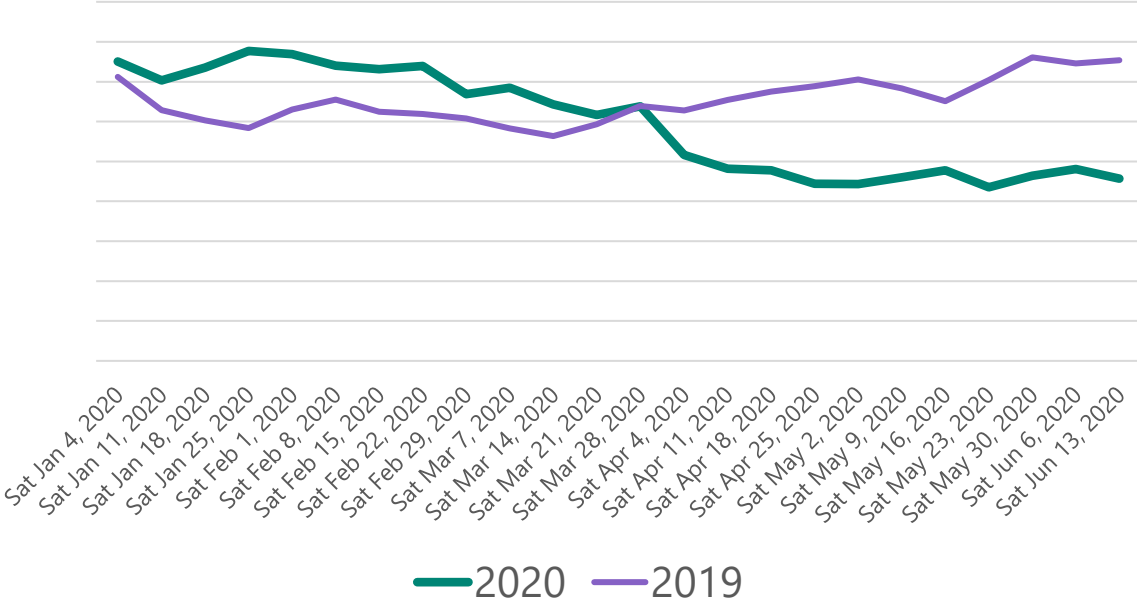
Since mid-May the **clicks volume** is **almost X2**⁽¹⁾ versus 2019.

Since mid-April⁽²⁾ the **CPC** is **1/4 to 1/3 lower** than last year

Clicks by Week



Cost per Click YoY



Microsoft Internal - France - Jan 4th to June 19th 2020 vs similar week in 2019 – Marketplace
 (1) May 16th to June 19th 2020 click volume X 1.87
 (2) April 11th to June 19th 2020 CPC was -26% to -39% vs similar week in 2019





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