



Make the most of upcoming end-of-fiscal-year seasonality

Australia – May 27, 2020

Microsoft Advertising. Intelligent connections.



Summary of findings

As lockdown starts to ease and Australians focus on the road to recovery, end-of-financial-year (EOFY) sales could act as an incentive for price-sensitive customers to shop beyond essential items. Success of Click-Frenzy Mayhem indicate a possible improvement in consumer spending intent.



EOFY seasonality kicks in from May and increased activity lasts until August giving a pocket of opportunity for retailers to move stocks

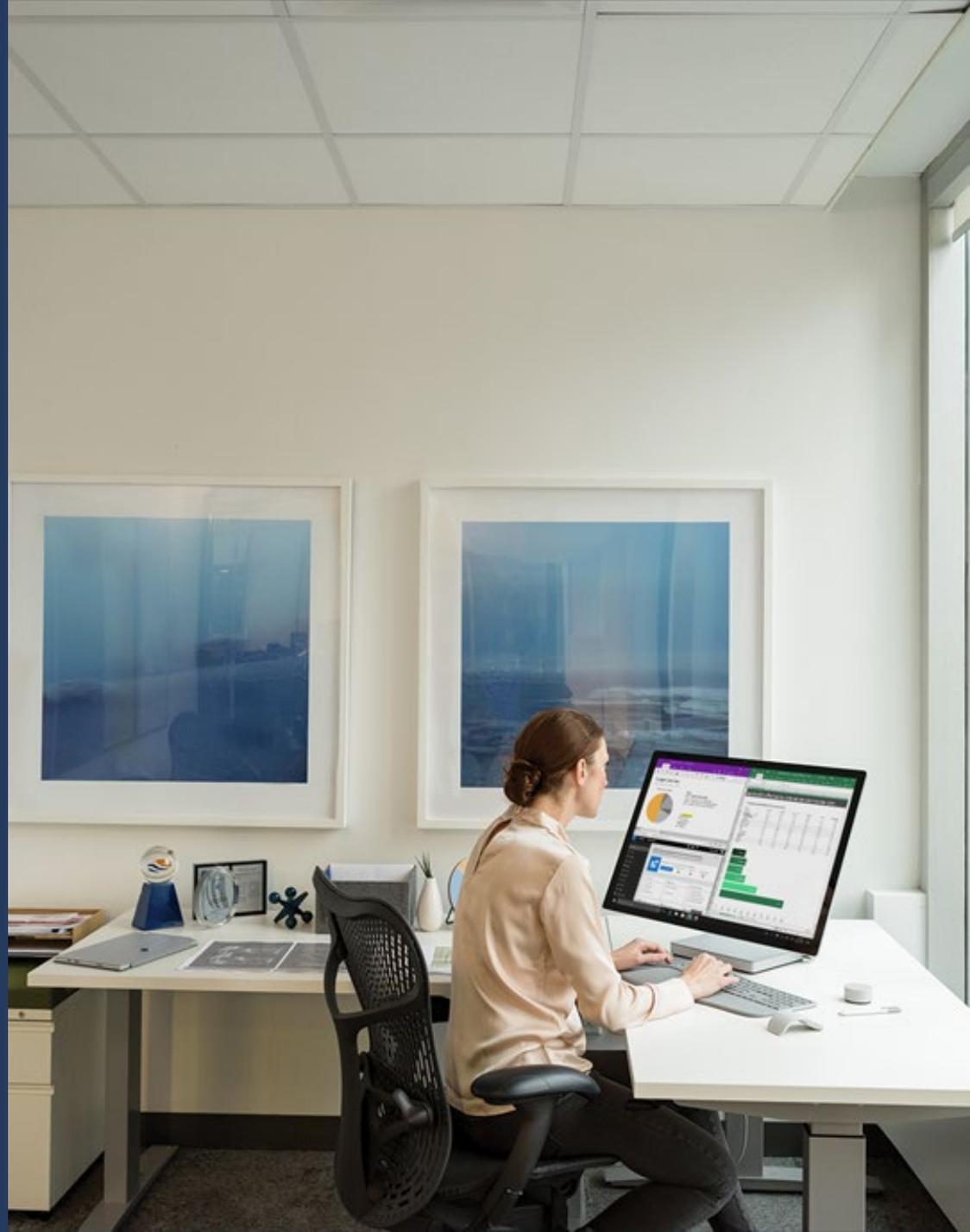


Australians spent **\$82.2b** in the retail sector during 2019 EOFY period* – *ABS data*



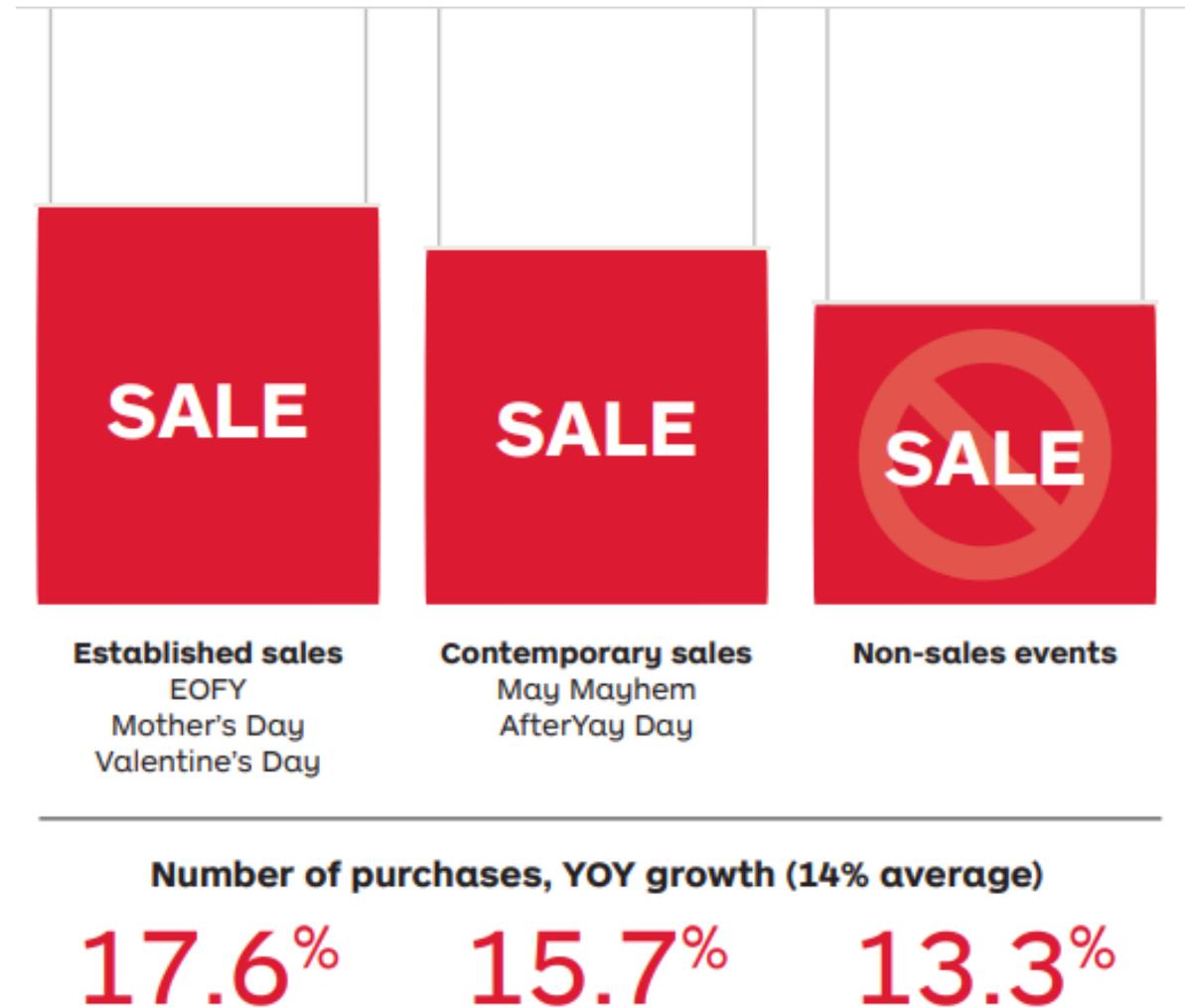
Consumer Electronics and Apparel witness highest growth in searches during EOFY seasonality

Market watch



Established sales events such as EOFY, Mother's Day and Valentine's Day drove strong growth for first half of 2019

These events are becoming popular online, growing by 17.6% in the first half 2019, 3.6 percentage points above the average – *Auspost*



Source: Inside Australian Online Shopping | 2019 eCommerce Industry Update | Auspost



EOFY top 5 products

1. Electric Heaters
2. Washing Machines
3. Televisions
4. Coffee Machines
5. Ovens

Household appliances were the most reviewed products in June 2018, indicating consumer interest in finding the best bargain for these big-ticket items



“Click Frenzy smashed records and created an uplift for retailers across the country” – Power Retail Australia

Click-Frenzy drove a very much needed revenue uplift for retailers

+70%

Year-over-year (YoY) uplift in traffic
(with a peak of 165,000 concurrent visitors on the site)

+173%

Average revenue uplift YoY

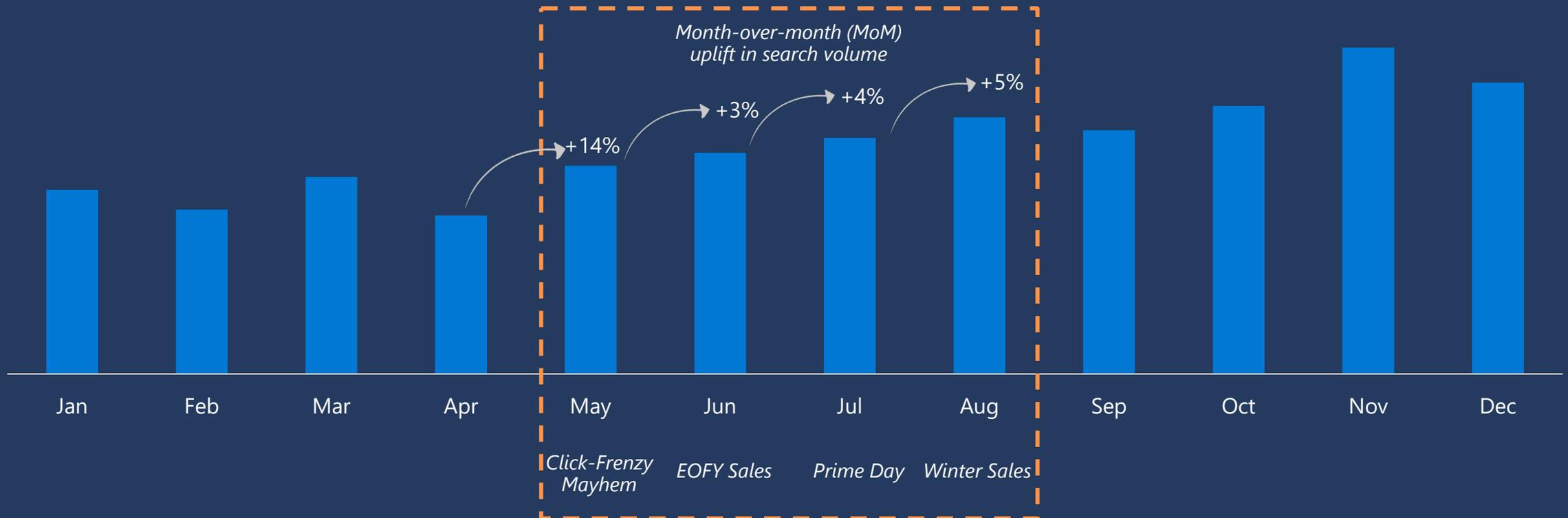
Technology and Sports were the strongest performing categories

Search trends on MSA



EOFY seasonality kicks in from May and continues until August providing a long window of opportunity for retailers to move stocks

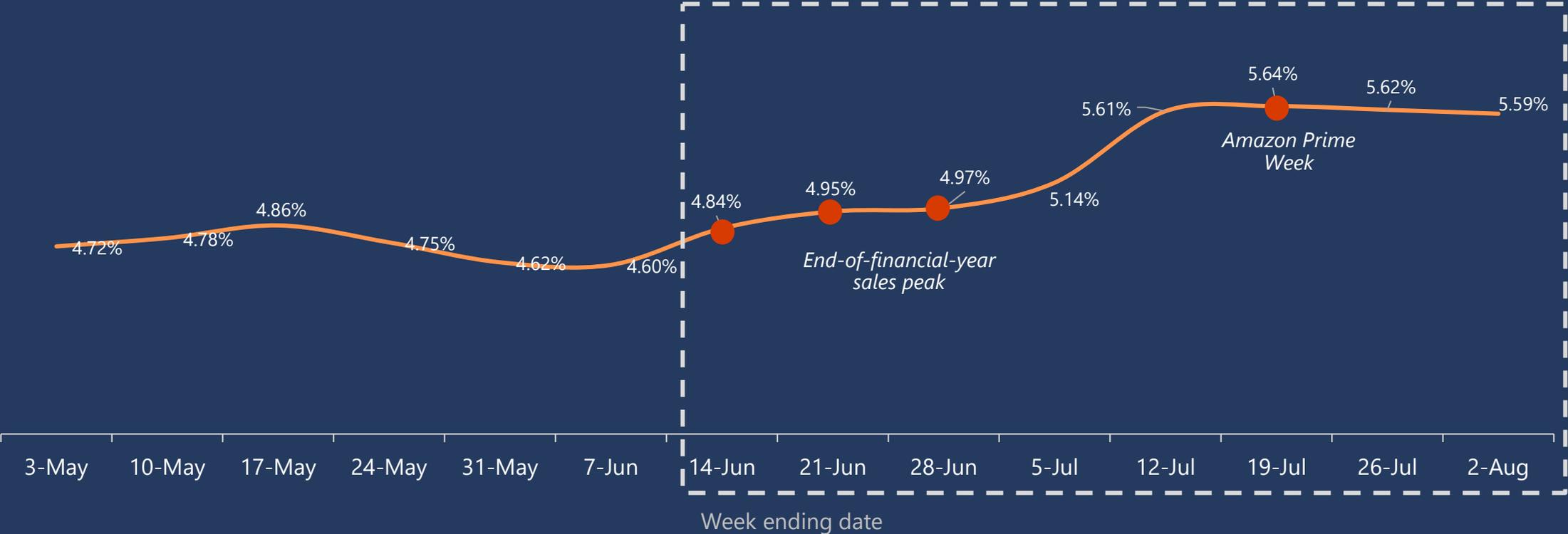
Indexed search volume by month



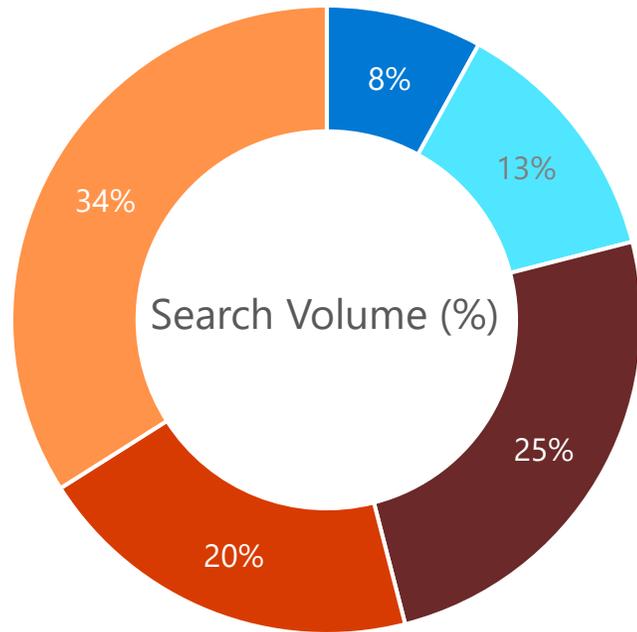
With Amazon postponing its Prime Day to September, we might see a slightly different pattern this year

User engagement intensifies from mid June and continues until August

Weekly CTR Trends

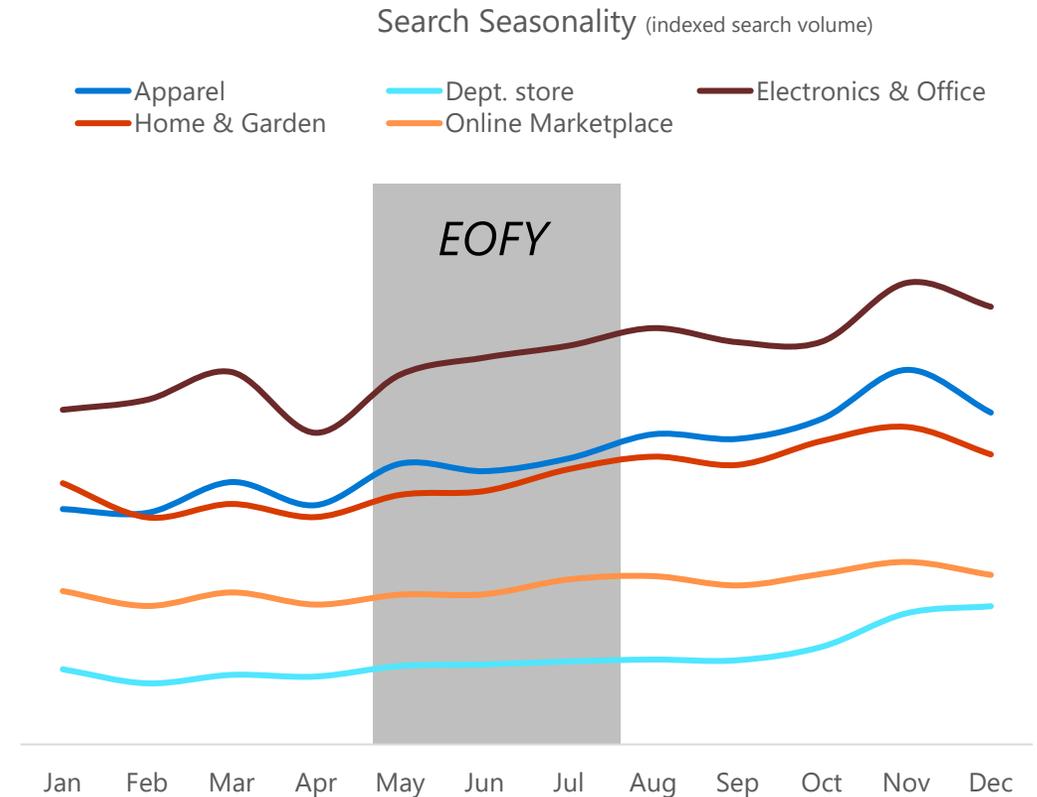


Apparel and Consumer Electronics are most responsive categories to the EOFY seasonality



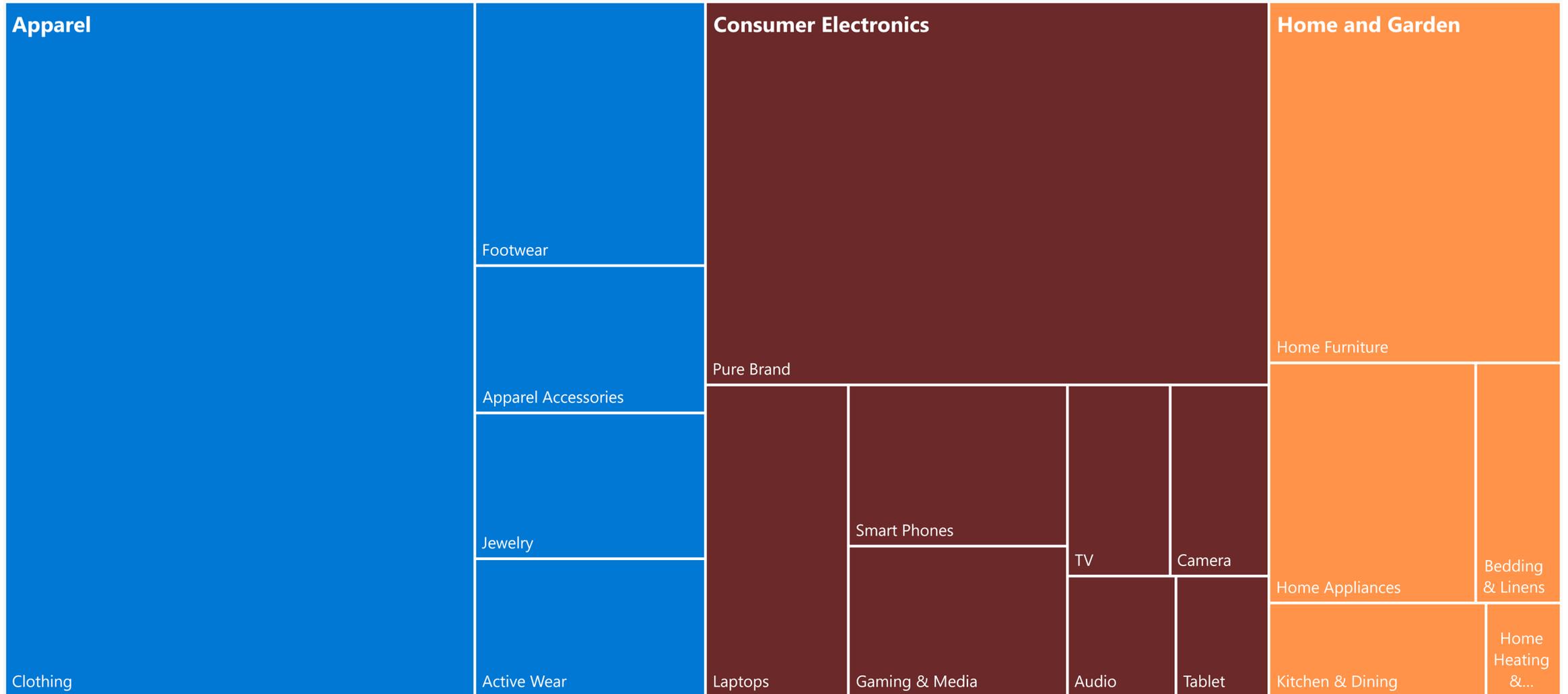
- Dept. Store
- Online Marketplace
- Home & Garden
- Apparel
- Electronics & Office

Microsoft internal data | Retail | Search Volume | Jan – Apr 2020



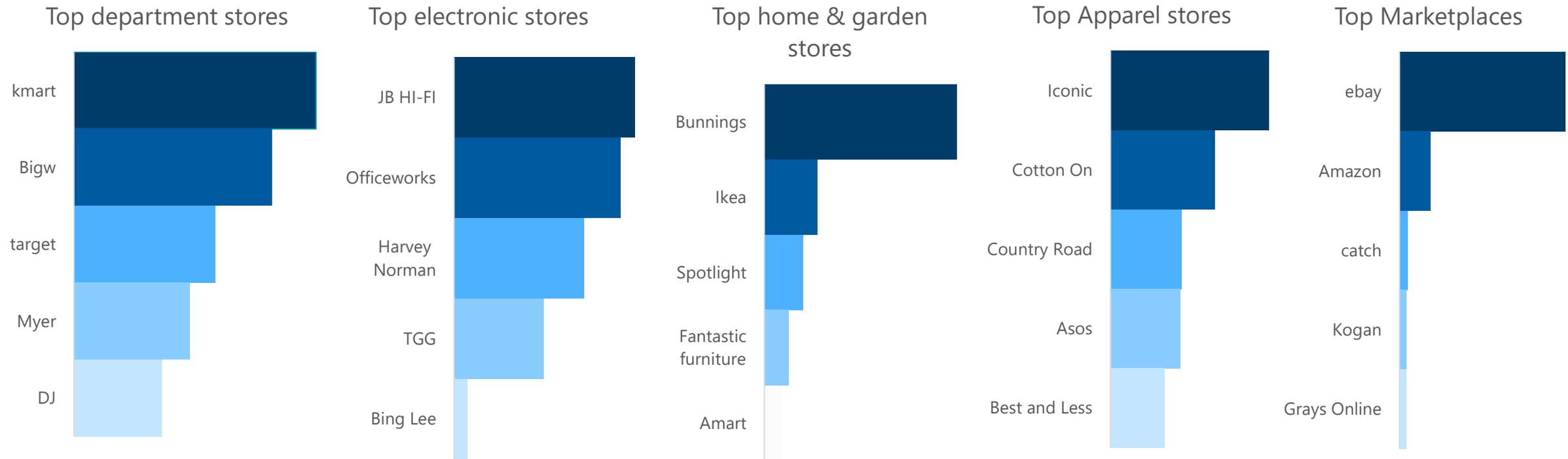
Microsoft internal data | Retail | Search Volume | 2019

Most searched products in EOFY 2019



Not an exhaustive list per category. Only categories important for EOFY are included.

What are the most recognised brands in each category?*



Key Takeaways

With customers shopping increasingly online, Australian retail businesses have increased their eCommerce capability

1. EOFY is a good opportunity for retailers to attract customers from the comfort of their homes.
2. While it will not make up for the losses suffered in past few months, it could offer the much-needed boost
3. Brands should ensure there is strong keyword coverage, capturing increased demand for online retail products & services

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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