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COVID-19 vaccine search trends (U.S.)

May 1, 2020

Microsoft Advertising. Intelligent connections.

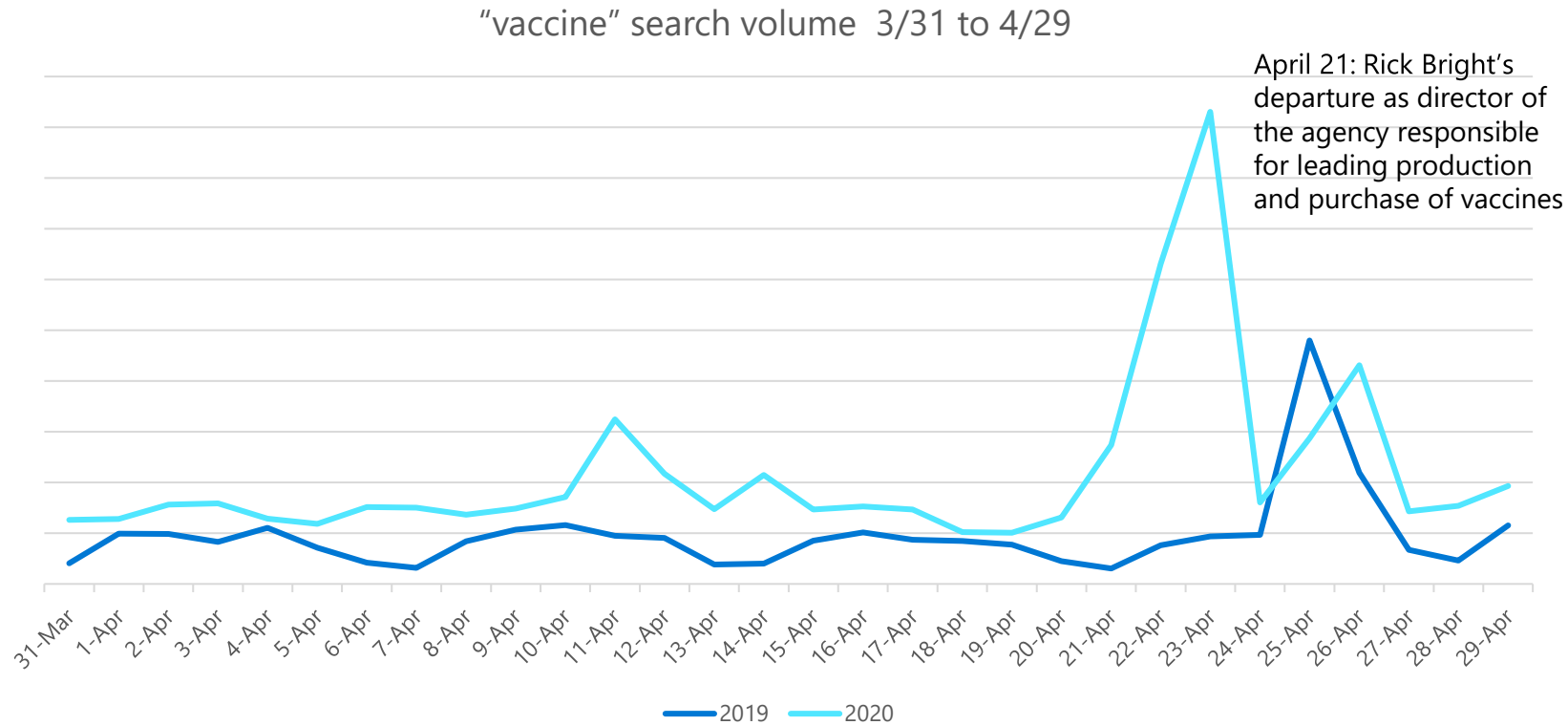


Summary

This deck has insights on search trends for the keywords “vaccine” and “remdesivir”. Remdesivir is a drug that on April 29 was announced has shown promising results as treatment for COVID-19.

Overall, we found year over year (YoY) vaccine searches have increased. Searches for “remdesivir” increased greatly with the announcement of its positive sign for treating COVID-19.

YoY vaccine searches have increased



Top queries

- "rick bright vaccine trump"
- "germany vaccine trial"
- "coronavirus vaccine"
- "oxford coronavirus vaccine"
- "tom hanks vaccine"
- "oxford coronavirus vaccine human trials"
- "vaccine"
- "bcg vaccine"
- "covid 19 vaccine"
- "bill gates vaccine"
- "gsk sanofi vaccine"
- "polio vaccine"

33%

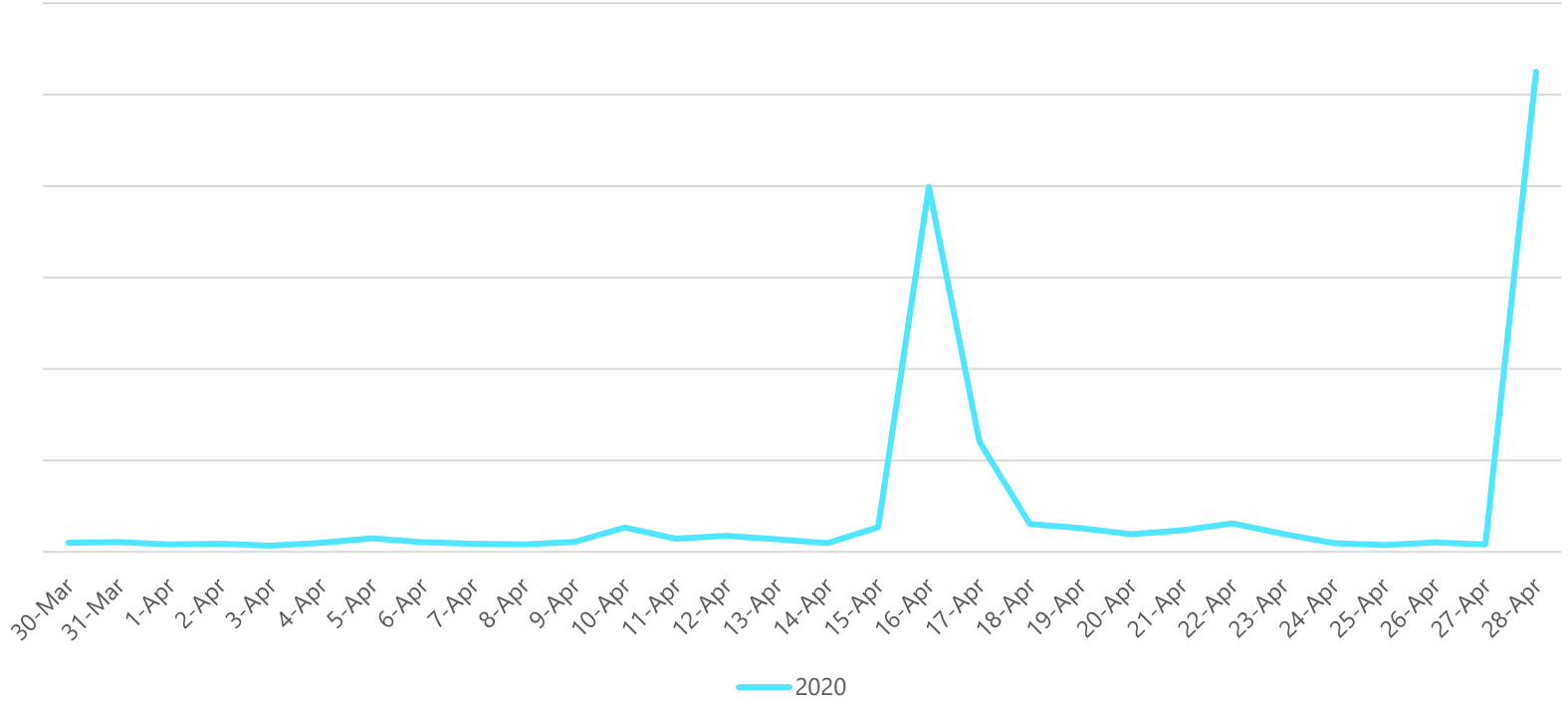
of "vaccine" searches from
March 30 to April 28, 2020
also contained
"coronavirus" or "covid-19"
in the search query

Top queries for coronavirus/COVID-19 and vaccine:

- "coronavirus vaccine"
- "oxford coronavirus vaccine"
- "oxford coronavirus vaccine human trials"
- "vaccine coronavirus"
- "covid 19 vaccine"
- "bill gates coronavirus vaccine"
- "coronavirus vaccine update"
- "covid 19 vaccine progress"
- "bcg vaccine covid 19"
- "there vaccine coronavirus"
- "bcg vaccine coronavirus"
- "canine coronavirus vaccine"
- "johnson johnson coronavirus vaccine"
- "covid 19 vaccine development"
- "tb vaccine coronavirus"
- "coronavirus vaccines"
- "buy generic coronavirus vaccine"
- "buy cheap coronavirus vaccine"
- "covid 19 vaccine news"
- "buy covid vaccine without prescription"
- "pneumonia vaccine coronavirus"
- "upmc coronavirus vaccine"
- "flu vaccine coronavirus"
- "when will there be vaccine coronavirus"

Searches for Remdesivir increased greatly on April 29 with the announcement of its positive signs treating COVID-19

"remdesivir" search volume 3/31 to 4/29



Top queries

- "remdesivir"
- "gilead remdesivir"
- "fda remdesivir"
- "remdesivir coronavirus"
- "remdesivir drug"
- "remdesivir side effects"
- "remdesivir cost"
- "remdesivir side effect"
- "remdesivir brand name"
- "who makes remdesivir"
- "remdesivir trials"
- "remdesivir news"
- "remdesivir stock"
- "remdesivir price"

Microsoft Internal Data 3.31.20-4.29.20
Data include all search queries that had the word "remdesivir" in the query. There were no searches for the term in 2019

8%

of "remdesivir" searches from March 31 to the April 29, 2020 also contained "coronavirus" or "covid-19" in the search query

Top queries for coronavirus/COVID-19 and Remdesivir:

- "coronavirus remdesivir"
- "remdesivir coronavirus trials"
- "remdesivir covid 19"
- "remdesivir coronavirus results"
- "remdesivir corona"
- "remdesivir coronavirus china"
- "remdesivir covid"
- "coronavirus drug remdesivir"
- "remdesivir working coronavirus"
- "coronavirus treatment remdesivir"
- "remdesivir coronavirus testing results"
- "remdesivir coronavirus side effects"
- "latest remdesivir coronavirus news"
- "compassionate use remdesivir patients severe covid 19"
- "covid 19 drug remdesivir"
- "http https www foxnews com science remdesivir know potential"
- "coronavirus treatment"
- "remdesivir coronavirus trial"
- "report covid 19 patients recovering quickly after getting experimental"
- "drug remdesivir"
- "remdesivir coronavirus study"
- "covid treatment remdesivir"
- "fauci remdesivir coronaviruses"

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](#)