



MICROSOFT ADVERTISING

Graduation gifting trends

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Analysis compares pre vs. post timeframes

Determined by the U.S. COVID-19 National Emergency Declaration date

Pre = January 1st – March 13th

Post = March 14th onward



Graduation searches are up **428%** as consumers look to celebrate this milestone in unique ways



Jewelry and Gifts categories are seeing the strongest search lift post **+264%**

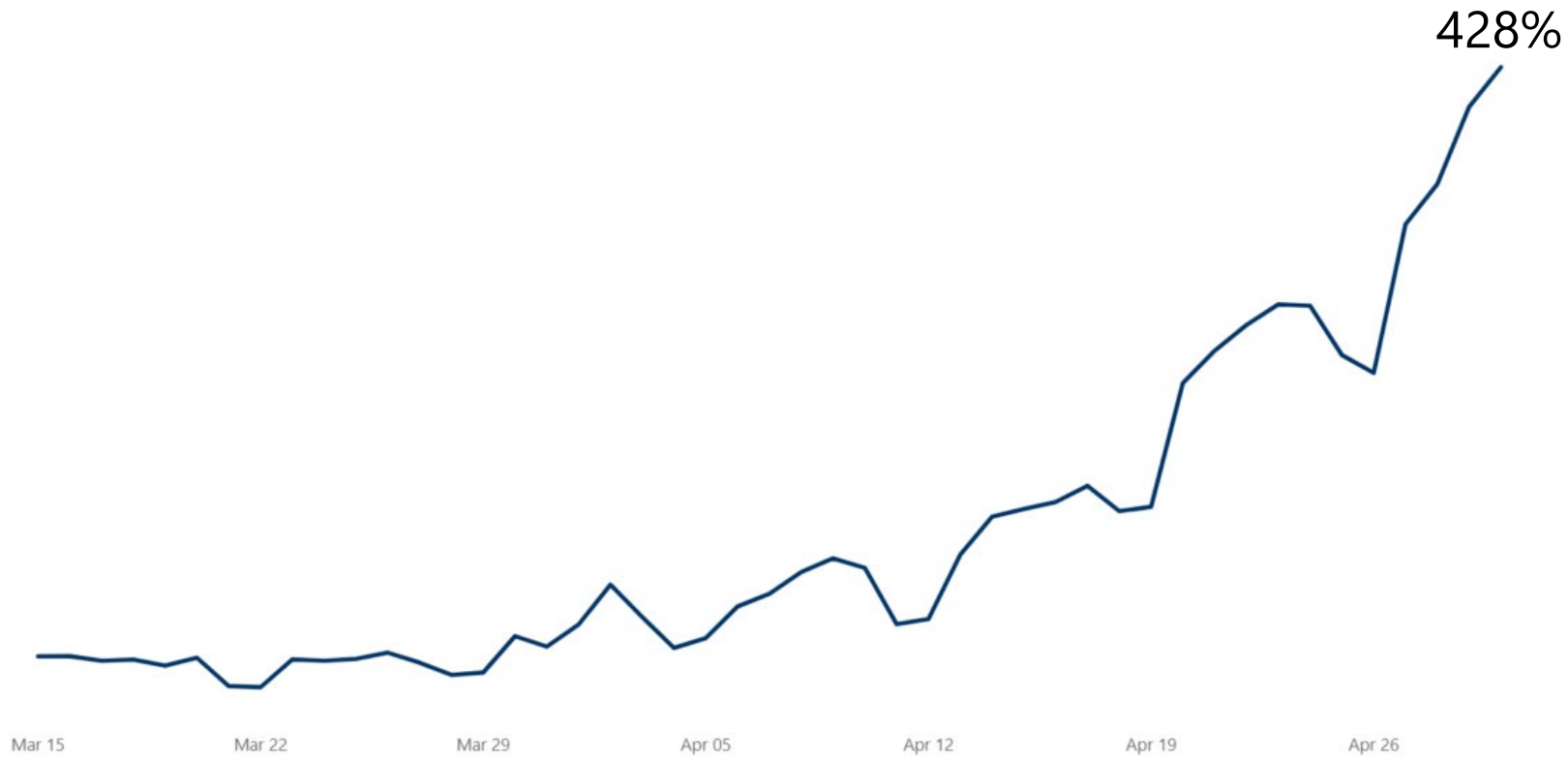


Click traffic is shifting to **Audience Ads, Shopping,** and **non-brand** queries

Graduation-related search volume has steadily increased since mid-March



% volume for "graduation" queries since COVID-19 National Emergency Declaration



Top queries

"cap gown"

"graduation gifts"

"graduation gifts ideas"

"2020 graduation gifts"

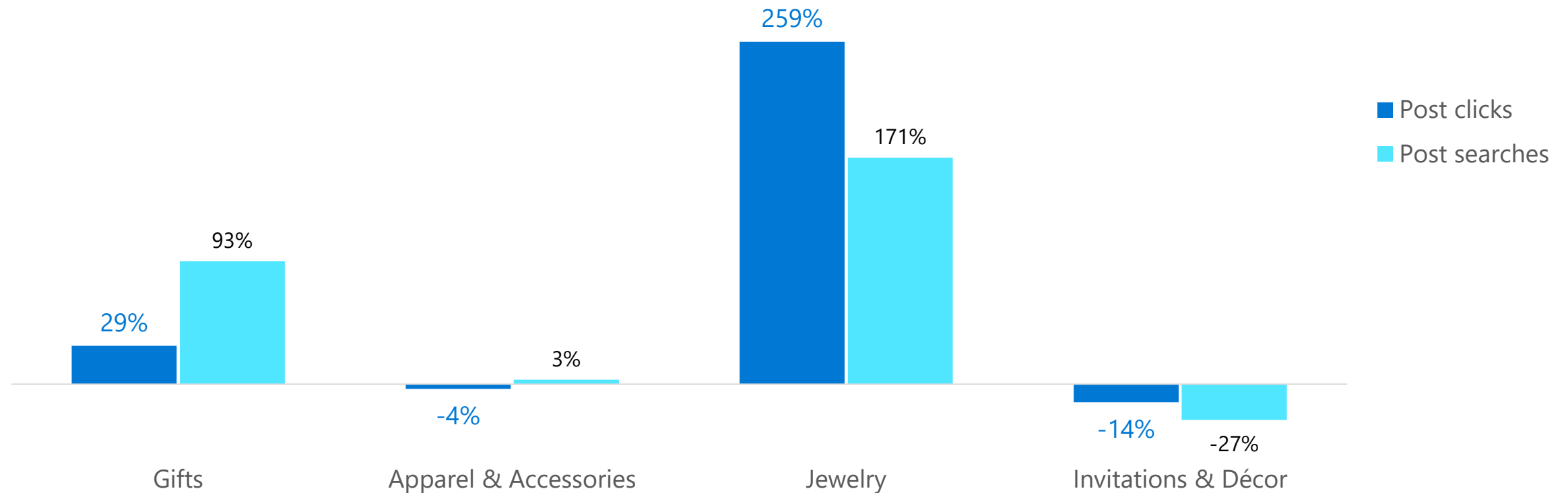
"college graduation gifts"

"graduation dress"

"high school graduation gifts"

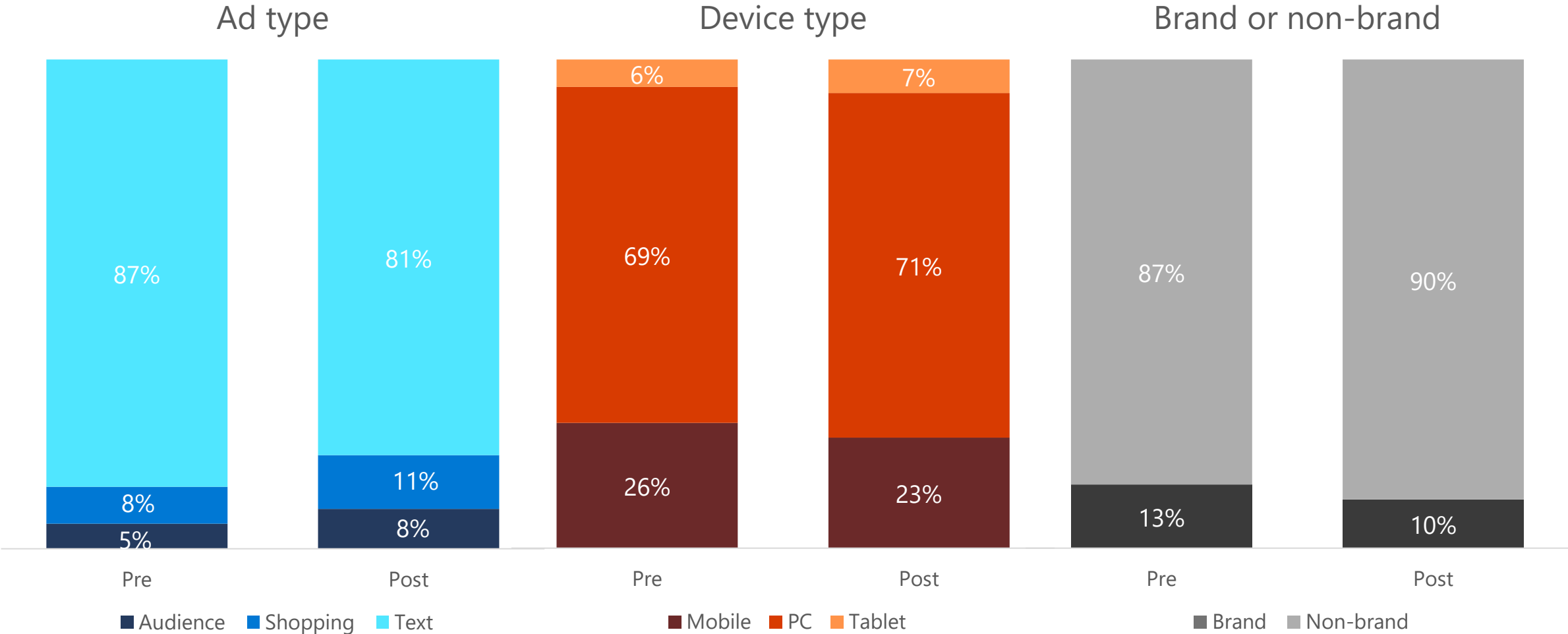
Jewelry and Gifts queries related to graduation reported search and click growth across top volume categories

Post searches and clicks (1/4/20 – 3/13/20 vs. 3/14/20 – 4/25/20)



Gift related clicks are shifting to Audience, Shopping and non-brand

Share of clicks pre vs. post



Queries containing "graduation + gifts," "caps," "announcements," "signs," "dress and {retail brand}," are seeing the strongest lift

Top searched graduation queries containing the following tokens



- "amazon graduation gifts"
- "best graduation gifts boys"
- "custom graduation caps"
- "etsy graduation gifts"
- "graduation announcement ideas"
- "graduation lawn signs"
- "graduation party dress"
- "great graduation gift"
- "high school graduation cap gown"
- "personalized graduation gifts"

Ó 430%
Ó 112%
Ó 141%
Ó 52%
Ó 269%
Ó 200%
Ó 600%
Ó 1060%
Ó 151%
Ó 26%

Total search volume for targeted graduation queries up **62%** year over year (YoY)

Key takeaways



Graduation searches are on the rise capture these shoppers early and ensure adequate budget throughout the season



Increase keyword coverage across top graduation gift queries with token modifiers and superlatives e.g. "best graduation gift"



Leverage In-Marketing Audiences and remarketing

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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