Graduation gifting trends
Analysis compares pre vs. post timeframes

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

Pre = January 1\textsuperscript{st} – March 13\textsuperscript{th}  
Post = March 14\textsuperscript{th} 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”

Source: Microsoft Advertising Internal Data, Mar. 2020 – Apr. 2020
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)

- Gifts: 29% (Post clicks), 93% (Post searches)
- Apparel & Accessories: -4% (Post clicks), 3% (Post searches)
- Jewelry: 259% (Post clicks), 171% (Post searches)
- Invitations & Décor: -14% (Post clicks), -27% (Post searches)

Microsoft Advertising Internal Data, Jan 4 – Apr 25, 2019 v. 2020
Gift related clicks are shifting to Audience, Shopping and non-brand

Share of clicks pre vs. post

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Shopping</td>
<td>87%</td>
<td>81%</td>
</tr>
<tr>
<td>Text</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Device type</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>PC</td>
<td>69%</td>
<td>71%</td>
</tr>
<tr>
<td>Tablet</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand or non-brand</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>Non-brand</td>
<td>13%</td>
<td>10%</td>
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</table>
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” Ö 430%
“best graduation gifts boys” Ö 112%
“custom graduation caps” Ö 141%
“etsy graduation gifts” Ö 52%
“graduation announcement ideas” Ö 269%
“graduation lawn signs” Ö 200%
“graduation party dress” Ö 600%
“great graduation gift” Ö 1060%
“high school graduation cap gown” Ö 151%
“personalized graduation gifts” Ö 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