



MICROSOFT ADVERTISING

Ad Copy Adaptation

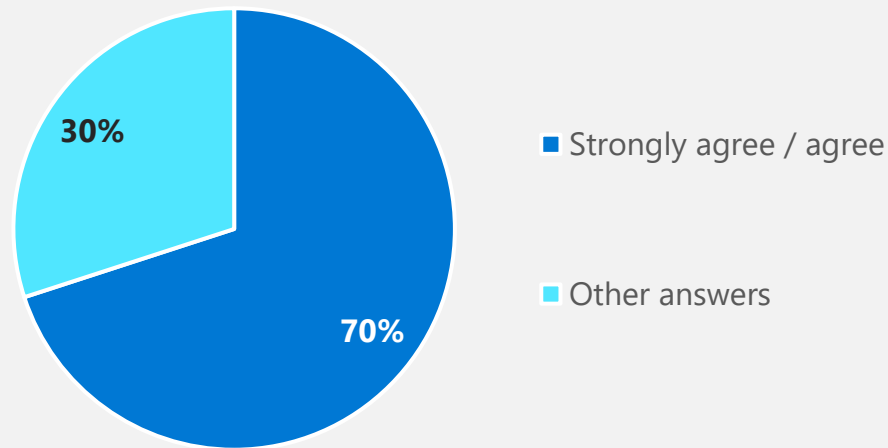
France

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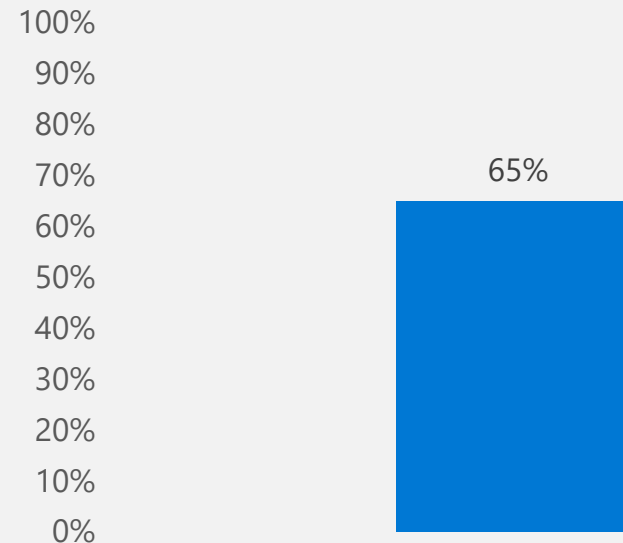


Consumers think that **the way brands respond** to the crisis is critical

Brands should show how they are responding to Covid - France ⁽¹⁾



Brand's response in the crisis will have a huge impact on the likelihood of purchasing it in the future - Global ⁽²⁾

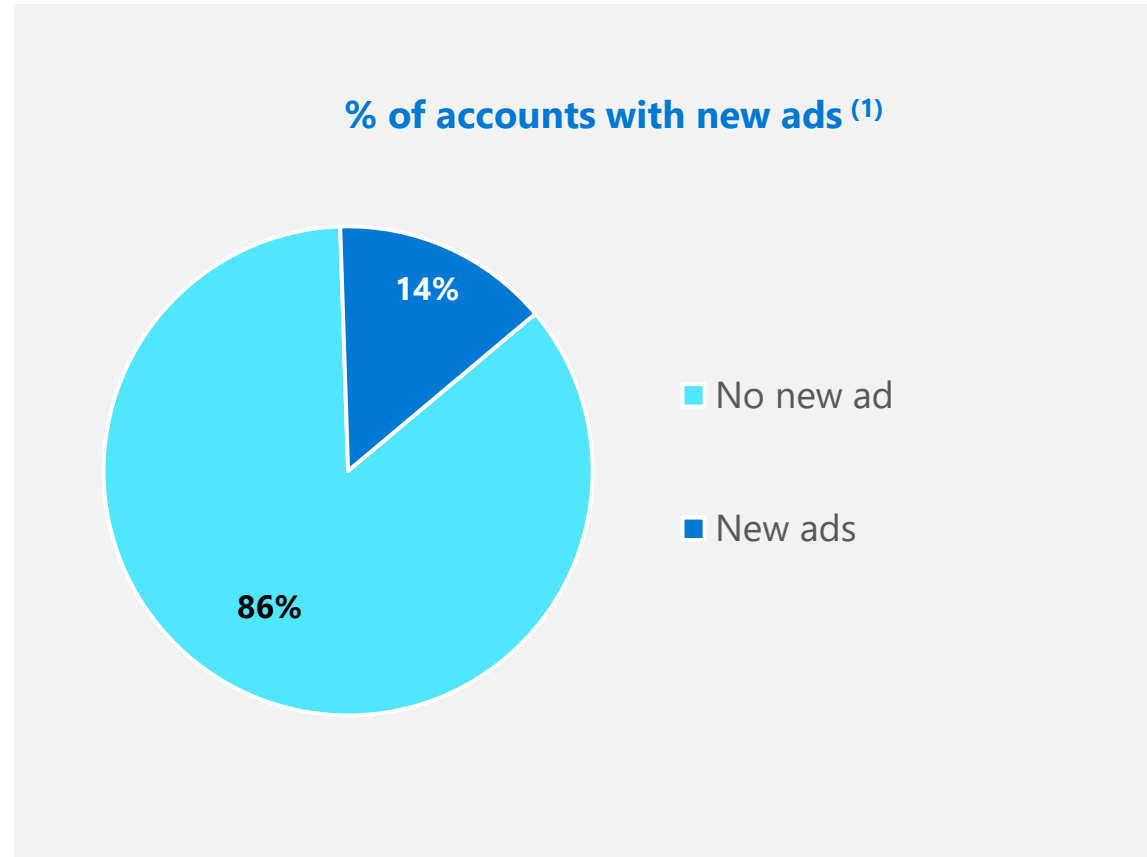


Sources :

(1) Global Web Index Wave 2 COVID Tracker

(2) Edelman Trust Barometer Special Report "Brand Trust and the Coronavirus Pandemic" March 30th 2020

But only 14% of accounts in France have updated ads to respond to changing consumer needs



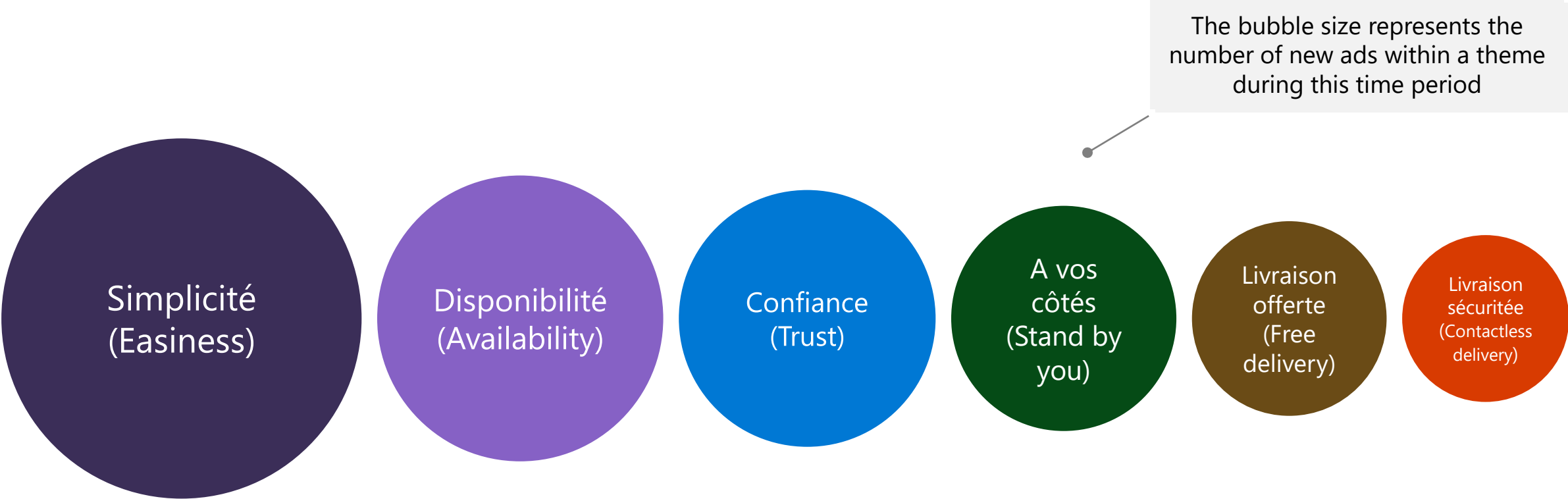
Source: Microsoft Internal Data; France March 25th 2020 to April 23rd 2020.

(1) On a sample of 2 770 accounts observed, only 399 accounts have new ads during the period.

How should brands think about adaptation when it comes to ad copy?



6 new ad copy themes emerge



Source: Microsoft Internal Data; France March 25th 2020 to April 23rd 2020
The bubble size highlight the ranking, not the volume itself.

**Let's explore the
themes**



1. Simplicité, depuis chez vous (Easiness, stay home)

Top 5 terms in new ad copy titles

1. « livraison pendant confinement » (delivery during lockdown)
2. « sans sortir de chez soi » (no need to go out)
3. *NomBoutique* « vous livre » (*StoreName* deliver)
4. « boutique en ligne » (online store)
5. « livraison à domicile » (deliver home)

Advertiser recommendation

- Advertisers are highlight the « stay home » aspect, as they clealy show they are still selling throughout lockdown.
- For people not familiar with online shopping - create a sense of familiarity /highlight brand opportunities, such as « your ususal brick and mortar store also sells online».

2. Disponibilité (Availability)

Top 5 terms in new ad copy titles

- « votre produit en stock » (your product available)
- « nouveaux modèles en stock » (new models available)
- *NomProduit* « en stock » (*ProductName* available)
- « formats disponibles » (sizes available)
- « + *Nombre* produits en stock » (+ *Number* products available)

Advertiser recommendation

- With the logistics concern highlighted by media, people may think that the product they want is not available.
- There is an opportunity for advertisers to address this in their ad copy, where they **can** ensure stock

3. Confidence (Trust)

Top 5 terms in new ad copy titles

- « site officiel » (official website)
- « satisfait ou remboursé » (satisfied or refunded)
- « fabriqué en France » / « made in France » (made in France)
- « expédié depuis la France » (shipped from France)
- « X% de clients satisfaits » (X% of clients satisfied)

Advertiser recommendation

- People's habits change: if they don't find what they need in their usual online store, or if they can't access brick & mortar stores, they may visit and purchase from never tested before online stores.
- Show the stamp of trust such as, testimonials, 'Made in France', 'shipped from France'. All these can reassure people that they can rely on this product or service, and that the quality and service will be good.

4. A vos côtés (Stand by you)

Top 5 terms in new ad copy titles

- « service client disponible » (hotline remains available)
- « reste à vos côtés » (stay by your side)
- « restons à votre écoute » (keep listening to you)
- « vous accompagne » (support you)
- « équipes restent mobilisées » (teams stay mobilized)

Advertiser recommendation

- This is the empathy aspect that will resonate the most with consumers at their time of need. Show how your brands can respond to the crisis through facts and communication.
- It also addresses the topics of « solidarity », « fight loneliness » and « reliability » (people still may contact a real person even with stores closed)

5. Livraison offerte (Free delivery)

Top 5 terms in new ad copy titles

- « livraison offerte » (free shipping)
- « livraison offerte dès X€ » (free shipping since X€)
- « livraison gratuite dès X€ » (free shipping since X€)
- « livraison offerte en boutique » (free shipping in store)
- « livraison offerte en magasin » (free shipping in store)

Advertiser recommendation

- The obvious intent is promotion - to sustain activity, and ease shift from brick & mortar to online purchase.

6. Livraison sécurisée (Contactless delivery)

Top 3 terms in new ad copy titles

- « livraison sans contact » (contactless delivery)
- « livraison à domicile sécurisée » (at home contactless delivery)
- « livraison sécurisée chez vous » (safe delivery at home)

Advertiser recommendation

- It can be surprising that this aspect is not used more, as contactless delivery is the new norm.
- Do advertisers / consumers think it is obvious ?

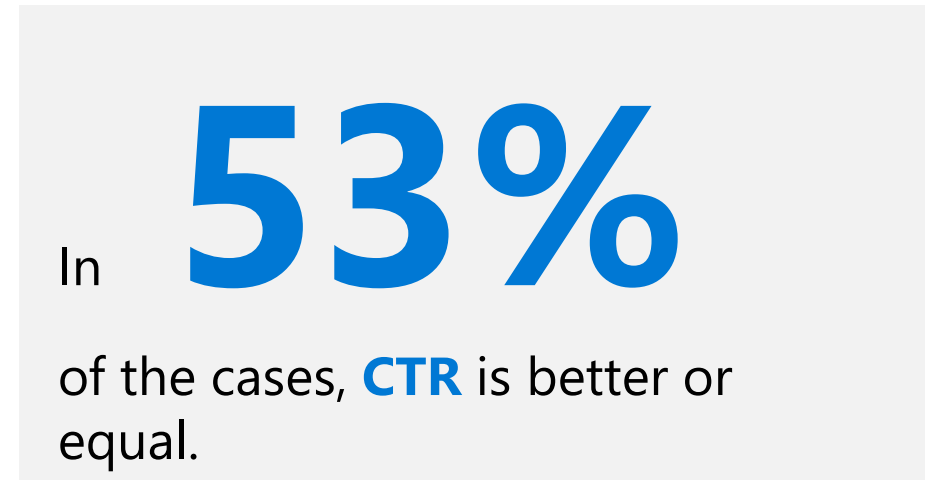
**Adapted new ads
have performing Click
Through Rates (CTRs)**



New ads with adapted semantic have performing CTRs

When we compare the CTR of new ads (described in the above analysis) to existing ads, within the same campaign, in 53% of the cases the new ads have a higher or equal CTR.

So even with a very short history, from a quality score perspective, in more than 1/2 cases the new ads with adapted semantic perform better (or at least the same) than ads with a longer running time.



Source: Microsoft Internal Data; France April 29 to May 12 2020

Comparison of new ads (created during period March 25th 2020 to April 23rd 2020, and with the semantics in titles described previously) VS existing ones within the same campaign.

For proper CTR comparison, only ads with at least 1 click during period were taken into account, leading to more than 1,600 campaigns being observed within the accounts list sample of analysis.

Implications for advertisers

1. **Importance:** things are changing rapidly. Consumers think that the way brands respond to the crisis is critical. But, only 14% of the accounts have updated ads to respond to changing consumer needs.
2. **Relevance:** as the effects of the Covid-19 pandemic will likely last for months, these themes will remain relevant in the short to medium term.
3. **Performance:** newly created ads with adapted semantic have better or at least equal CTR than existing ads within the same campaign.
4. **How to prioritise:** it may be challenging to address several of these topics while also including the « must have texts » of your ad copy. So, we suggest you leverage Responsive Search Ads (RSA) using the themes semantics mentioned in this deck. With RSA, you can provide up to 15 headlines and 4 descriptions and Microsoft Advertising will create and match the most optimal combinations to create effective ads for your potential customers. The best performing ad combinations are automatically identified and reported to you, while the underperforming ads aren't shown again.



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