Search is more important than ever (EMEA)
What’s in
Forecast and actuals
Search is the least affected media channel

Search Ads remain a safe option for many advertisers

<table>
<thead>
<tr>
<th></th>
<th>Moderate France</th>
<th>Severe France</th>
<th>Moderate Germany</th>
<th>Severe Germany</th>
<th>Moderate United Kingdom</th>
<th>Severe United Kingdom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Ad</td>
<td>-7.8</td>
<td>-14.9</td>
<td>-8.2</td>
<td>-17.8</td>
<td>-6</td>
<td>-13</td>
</tr>
<tr>
<td>Display Ad</td>
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<td>-20</td>
<td>-12.2</td>
<td>-23.5</td>
<td>-8.5</td>
<td>-15.6</td>
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<tr>
<td>TV Ad</td>
<td>-14.7</td>
<td>-23.1</td>
<td>-12.4</td>
<td>-21</td>
<td>-22.5</td>
<td>-30.5</td>
</tr>
<tr>
<td>OOH Ad</td>
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<td>-27.2</td>
<td>-17.9</td>
<td>-24.3</td>
<td>-31</td>
<td>-43</td>
</tr>
</tbody>
</table>
Paid Search: “A steady ship in stormy waters”

Paid Search has been the least impacted media in many cases where budgets have been shifted from other media to search.
Consumers are looking for alternatives

As physical stores closed, search volume increased

Source: Microsoft Advertising internal data; Indexed search volume with first week = 100; January 5 to May 8, 2020
Impact of COVID-19 by verticals

Vertical trends during pandemic show Internet and Telecom verticals leading the way

Source: Microsoft Advertising internal data; Indexed search volume with first week = 100; January 5 to May 8, 2020
Impact of COVID-19 by vertical

Source: Microsoft Advertising internal data; search volume year over year; Feb - May, 2019/2020
What’s there

Benefits of Search
Trust
Search offers safe space for ads
"When times are good, you should advertise. When times are bad, you must advertise"
Massive reach you can trust

Your brand promoted at its best on high-quality native placements and brand-safe properties

- Strict editorial content reviews
- Rigorous partner onboarding process and management
- AI-powered content reviews
- Transparency and user controls

200M+
U.S. monthly unique visitors

Control over supply allows maximum agility

Unique flexibility and control to respond immediately to consumer behaviour

Searches for Mundschutz (face masks) in Germany between March - April

+20.000 % searches year-over-year (YoY)

(1) Microsoft Advertising internal data; March 1 to Apr 27, 2020; compared to same time frame in 2019.
Consumers want the truth

Brand advertising is expected to change
% who agree / disagree that brands should advertise as normal

<table>
<thead>
<tr>
<th>Country</th>
<th>Disagree (Strongly/Somewhat)</th>
<th>Agree (Strongly/Somewhat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td>Germany</td>
<td>24%</td>
<td>60%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>30%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Source: Global Web Index (GWI), Corona Virus Research, March 2020
Search clicks drive higher conversions, especially for Retail

Our multi-touch attribution study found that on average, search clicks are directly followed by a conversion **2.6x** more than clicks from other ad types, including social and video.
Opportunities for local businesses
The Microsoft Audience Network is a very efficient way to add scale and it performs.

Trevor Hettesheimer, Manager of KPI and analytics, search and planning for Volvo Cars USA

A tailored audience to reach

- Variety of targeting options
- New dimensions with LinkedIn
- Remarketing for undecided buyers

Choose one or multiple dimensions

<table>
<thead>
<tr>
<th>User intent targeting</th>
<th>User profile targeting</th>
<th>Location and device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remarketing</td>
<td>LinkedIn Profile Targeting* (company, industry, job function)</td>
<td>Location targeting</td>
</tr>
<tr>
<td>In-market Audiences</td>
<td>Age and gender targeting</td>
<td>Device targeting</td>
</tr>
<tr>
<td>Custom Audiences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Audiences*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Similar Audiences*</td>
<td></td>
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</tr>
</tbody>
</table>

*Available in select countries and languages.
Automation and measurement

Automated bidding

Sophisticated tools

Maximum control over advertising spend
What could be
Post-pandemic perspectives
Retaining new customers
Shift to sustainable products

Importance of sustainability aspects for online shopping in Germany 2019 (in %)

- Reduced packaging waste: 94%
- Eco-friendly packaging: 73%
- Fair wages and work hours (for transport and delivery staff): 68%
- Reselling/reusing returns: 63%
- Low CO2-Emission during transport: 87%
- Climate neutral shipping: 82%

Source: YouGov; Trusted Shops, August 2019
Adapting the new way of life

Shift in Travel from international to domestic destinations

Shift in Retail to local products & services

Shift in Automotive to Renewable energies

Shift in Finance to safe investments
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