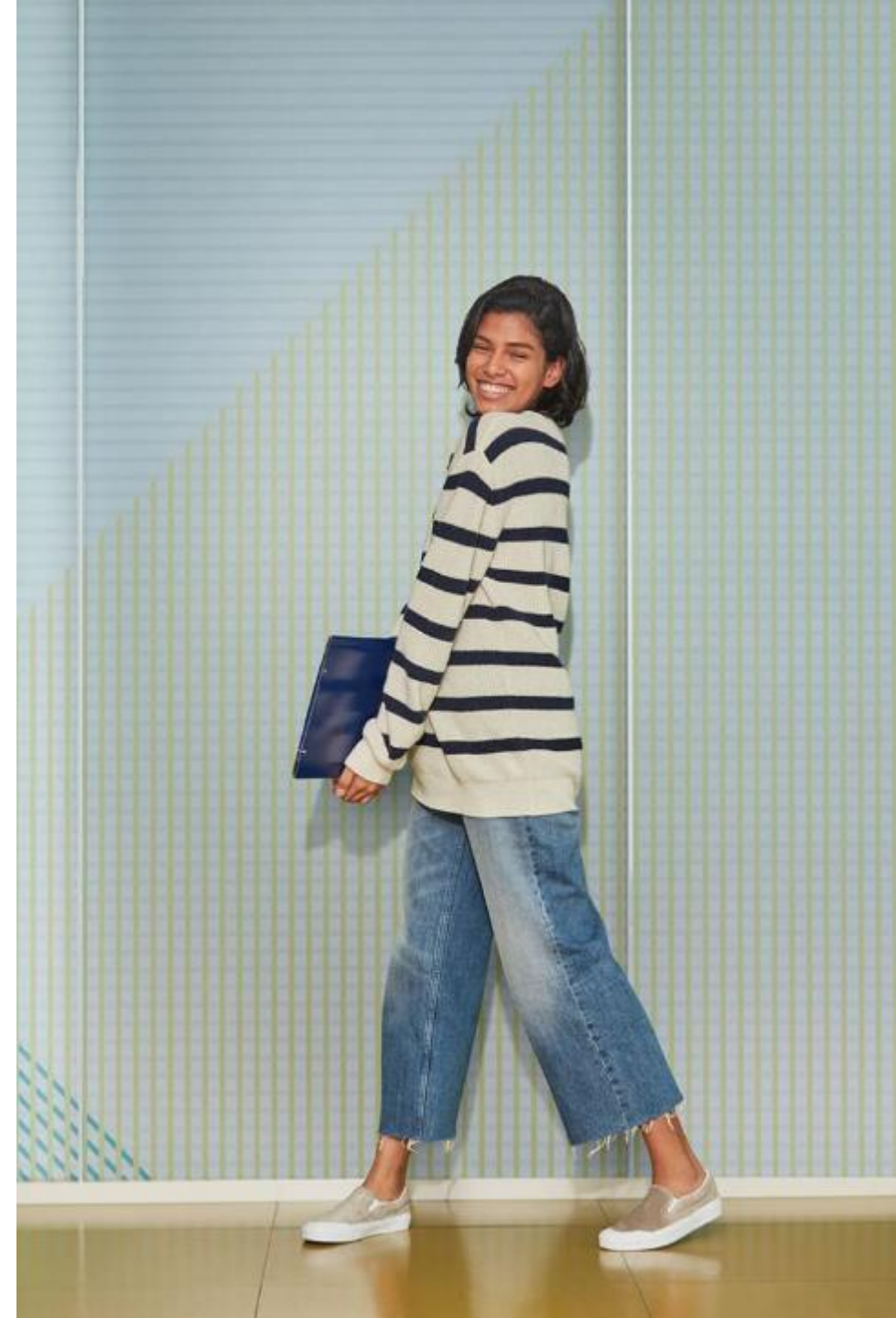




Apparel & Accessories

Top performing audiences for generic searches

France – May 2020



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Goal, Methodology and Categories



Goal

The goal of this analysis is to identify the **top performing audiences and targets** for **generic searches in apparel categories**. The volume of conversions (rank) and CPA (comparison vs average) are used to assess performing audiences and targets.



Methodology

Market: France

Period: April 15th to May 15th 2020

Scope: sample of 50 top advertisers accounts

Campaign type : Search campaign only. Shopping and DSA excluded.

Search Terms: Generic



Categories

- **Clothes :** example of search terms (not full list) = chino, jean, legging, gilet, pull, sweat, t-shirt, blazer, blouse, chemise, robe, blouson, robes de chambre, ...
- **Footwear :** example of search terms (not full list) = ballerine, basket, botte, bottine, chausson, chaussure, escarpin, espadrille, mocassin, mules,...
- **Underwear :** example of search terms (not full list) = body, chaussettes, chemise de nuit, collants, culotte, lingerie, soutien gorge, soutien-gorge, string, maillot de bain,...
- **Accessories :** example of search terms (not full list) = bijou, casquette, ceinture, chapeau, echarpe, eventail, foulard, gant, headband, lunette, montre, parapluie, maroquinerie, sac,...

Key Findings and Actions



Key Findings

Female consumers aged 35-64, are using **computers** and belong to the "**Home & Garden**" and "**Apparel & Accessories**" **in-market audiences**. These profiles have a CPA below average AND drive the highest amount of conversions.



Recommended Actions

Set up campaign **targeting / audiences bid modifications**

Leverage the Microsoft Advertising Graph via **automated bidding**.



Clothes (Vetements)

Female consumers aged 35-64, use computers and belong to the “Home & Garden” in-market audiences. These profiles have a CPA below average AND drive the highest amount of conversions.

Gender & Age

Ranked top converting profiles with a CPA below average ⁽¹⁾

Gender & Age	CPA VS Average
Female 35-49	-19%
Female 50-64	-36%
Male 35-49	-4%

Almost **1/2 of the conversions** for this product category comes from these three profiles (over the total age & gender)

Device

Top converting device with a CPA below average ⁽²⁾

Device	CPA VS Average
Computer	-4%

> **9/10 of the conversions** for this product category comes from this device (over the total devices)

In-Market

Ranked top converting audiences with a CPA below average ⁽³⁾

In Market Audience	CPA VS Average
Home & Garden	-23%
Apparel & Accessories	-27%
Real Estate	-9%

4/10 of the conversions for this product category comes from these three In-market audiences (over the total In-market)

(1) Average for all age and gender combination (unknown included) for this product category

(2) Average of all the devices for this product category

(3) Average of the In-market audiences for this product category



Footwear (Chaussures)

Female consumers aged 25-49, use computers and belong to the “Home & Garden” in-market audiences. These profiles have a CPA below average AND drive the highest amount of conversions.

Gender & Age

Ranked top converting profiles with a CPA below average ⁽¹⁾

Gender & Age	CPA VS Average
Female 35-49	-26%
Female 25-34	-3%
Male 25-34	-4%

> 4/10 of the conversions for this product category comes from these three profiles (over the total age & gender)

Device

Top converting device with a CPA below average ⁽²⁾

Device	CPA VS Average
Computer	-7%

> 9/10 of the conversions for this product category comes from this device (over the total devices)

In-Market

Ranked top converting audiences with a CPA below average ⁽³⁾

In Market Audience	CPA VS Average
Home & Garden	-34%
Business Services	-8%
Beauty Products & Services	-26%

1/2 of the conversions for this category product comes from these three In-market audiences (over the total In-market)

(1) Average for all age and gender combination (unknown included) for this product category

(2) Average of all the devices for this product category

(3) Average of the In-market audiences for this product category



Underwear (Sous Vetements)

Female consumers aged 35-49, use computers and belong to the “Gift & Occasions” in-market audience. These profiles have a CPA below average AND drive the highest amount of conversions.

Gender & Age

Ranked top converting profiles with a CPA below average ⁽¹⁾

Gender & Age	CPA VS Average
Female 35-49	-20%
Female 65+	-11%
Male 65+	-47%

> **4/10 of the conversions** for this product category comes from these three profiles (over the total age & gender)

Device

Top converting device with a CPA below average ⁽²⁾

Device	CPA VS Average
Computer	-12%

> **9/10 of the conversions** for this product category comes from this device (over the total devices)

In-Market

Ranked top converting audiences with a CPA below average ⁽³⁾

In Market Audience	CPA VS Average
Gifts & Occasions	-23%
Apparel & Accessories	-1%
Autos & Vehicles	-40%

Almost **4/10 of the conversions** for this product category comes from these three In-market audiences (over the total In-market)

(1) Average for all age and gender combination (unknown included) for this product category

(2) Average of all the devices for this product category

(3) Average of the In-market audiences for this product category



Accessories (Accessoires)

Female consumers aged 35-49, use computers and belong to the “Business Services” in-market audiences. These profiles have a CPA below average and drive the highest amount of conversions.

Gender & Age

Ranked top converting profiles with a CPA below average ⁽¹⁾

Gender & Age	CPA VS Average
Female 35-49	-25%
Female 18-24	-13%
Male 50-64	-33%

> **4/10 of the conversions** for this product category comes from these three profiles (over the total age & gender)

Device

Top converting device with a CPA below average ⁽²⁾

Device	CPA VS Average
Computer	-7%

> **9/10 of the conversions** for this category comes from this device (over the total devices)

In-Market

Ranked top converting audiences with a CPA below average ⁽³⁾

In Market Audience	CPA VS Average
Business Services	-12%
Apparel & Accessories	-23%
Gifts & Occasions	-23%

Almost **1/2 of the conversions** for this category comes from these three In-market audiences (over the total In-market)

(1) Average for all age and gender combination (unknown included) for this product category

(2) Average of all the devices for this product category

(3) Average of the In-market audiences for this product category

To adapt your campaigns you can :

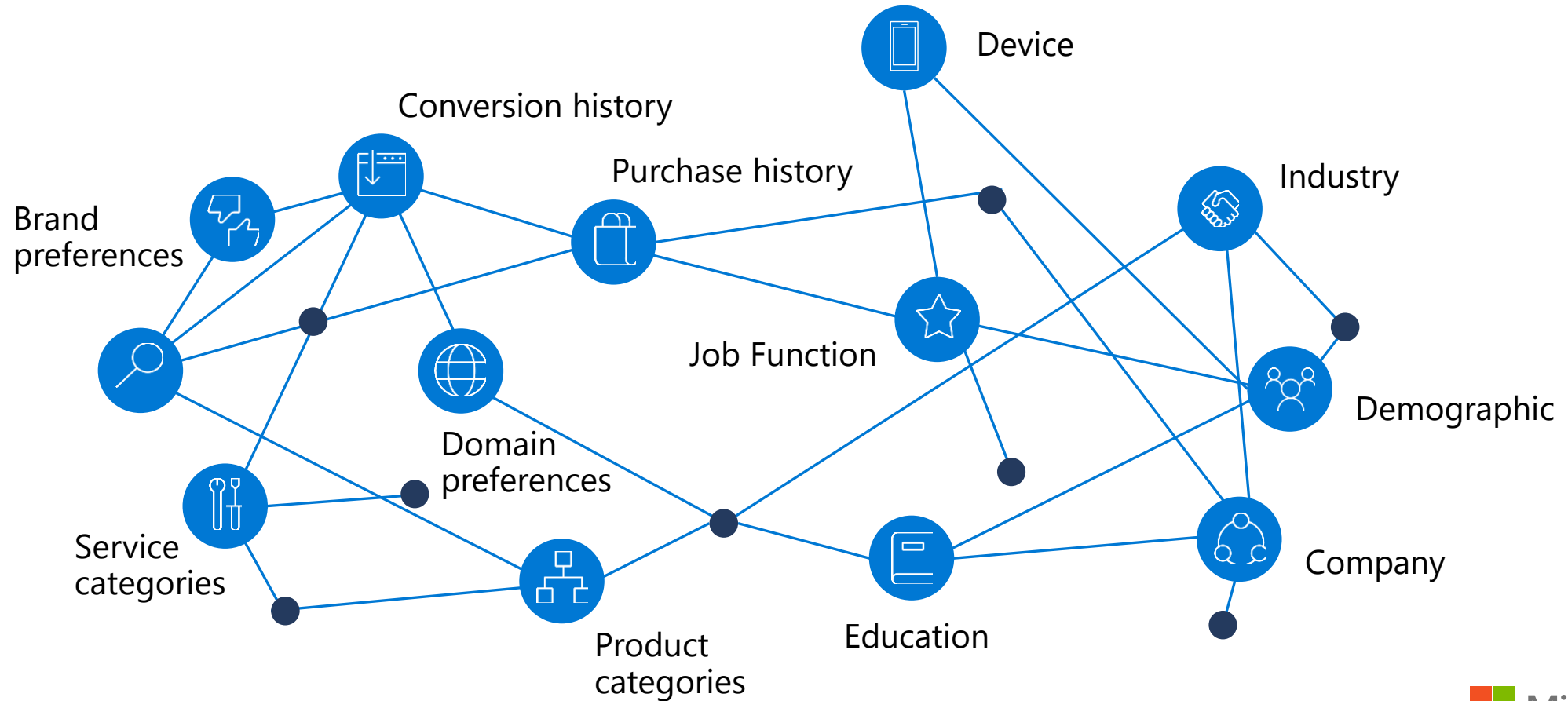
Set up campaign **targeting**
/ audience bid modification

AND/OR

Leverage the Microsoft
Advertising Graph via
automated bidding

With automated bidding leverage the Microsoft Advertising Graph to adapt to audiences & targets

Please reach out to your account Team to know more.





KEY FINDINGS

Female consumers aged **35-64**, are people who use **computers** and belong to the "**Home & Garden**" and "**Apparel & Accessories**" in-market audiences. Their profiles have a CPA below average and drive the highest amount of conversions.

RECOMMENDED ACTIONS

Set up campaign **targeting / audiences bid modification**. Apply bid boost on your campaign, leveraging the best performing audiences / targets for a specific category.

Leverage the Microsoft Advertising Graph via automated bidding. eCPC is a must, but you can also use Max Conversion or Target CPA/ROAS on top of your current bidding tool. Please reach out to your account Team to know more.



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