CPG Microsoft Audience Network trends by category (global)
Analysis compares pre vs. post timeframes

Determined by the COVID-19 National Emergency Declaration date
Microsoft Audience Network click volume and KPIs* are improving for CPG

Food & Makeup are the sub-categories seeing the most Microsoft Audience Network growth post-COVID-19

Advertisers running on the Microsoft Audience Network are seeing improvements in Paid Search campaigns

*KPIs = Key Performance Indicators
Microsoft Audience Network click volume for CPG is up 50% post-COVID-19

All-up CPG performance

Microsoft Advertising Data; 2020
Click-through rate (CTR) and cost per click (CPC) KPIs continue to improve due to marketplace improvements and increase in user engagement.

Microsoft Advertising Data; 2020
KPIs = Key Performance Indicators
CTR = Click Through Rate
CPC = Cost Per Click

-30% CPC post-COVID-19
14% CTR post-COVID-19
All CPG categories are seeing growth post-COVID-19

Clicks for Household Products have more than doubled post-COVID-19

Clicks for Food & Beverage are up 14% post-COVID-19

Clicks for Beauty & Personal Care are up 69% post-COVID-19
Food & Makeup sub-categories have seen the largest increase in clicks post-COVID-19

CPG subcategories by clicks and % increase in clicks post-COVID-19

Microsoft Advertising Data; January – April 2020

*Household Products sub-category breakout currently unavailable
During a 3-month study, advertisers running on the Microsoft Audience Network saw improvements in their Paid Search campaigns.

1. Jan – Mar 2019: Exposed vs. Control lifts for both clicks and searches per user; Searches based on ad flag for selected advertiser and other advertisers in that vertical. On average, those clients saw the reported lift in Search Impressions per user and reported lift Search Clicks per user for exposed users compared to those who were not exposed to an ad on the Microsoft Audience Network.
Users **searched more on Bing** after being exposed to Microsoft Audience Network ads

Average search lift across multiple advertisers & multiple verticals

- Lift in impressions post-exposure: +37%
- Lift in clicks post-exposure: +47%

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Three ways to leverage the Microsoft Audience Network today

1. Corporate responsibility messaging for wide reach
2. Highlight products with increased demand
3. Maintaining brand awareness and future-proofing
Layer additional audience targeting solutions for a deeper connection with your customers across the Microsoft Audience Network.

Choose one or more targeting tools to reach your ideal customer:

**User and intent targeting**
- Remarketing
- In-market Audiences
- Custom Audiences
- Product Audiences
- Similar Audiences
- Customer Match
- Custom Combination Lists

**User profile targeting**
- LinkedIn Profile Targeting
- Age and gender targeting

**Location and device**
- Location targeting
- Device targeting

*Three LinkedIn profile dimensions available at pilot kickoff: company, industry and job function, with more to follow.*
Takeaways

• Post-COVID-19 online user activity has led to an increase in Microsoft Audience Network engagement for CPG

• Search lift post ad exposure is high for advertisers running on the Microsoft Audience Network

• Keep budgets high in sub-categories seeing the most growth, including Food & Makeup

• Layer additional audience target solutions for more granular targeting across the Microsoft Audience Network
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