

CPG Microsoft
Audience Network
trends by category
(global)



Analysis compares pre vs. post timeframes

Determined by the COVID-19 National Emergency Declaration date

"Pre" timeframe

"Post" timeframe

11-Jan 18-Jan 25-Jan 1-Feb 8-Feb 15-Feb 22-Feb 29-Feb 7-Mar 14-Mar 21-Mar 28-Mar 4-Apr 11-Apr 18-Apr 25-Apr 2-May 9-May



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

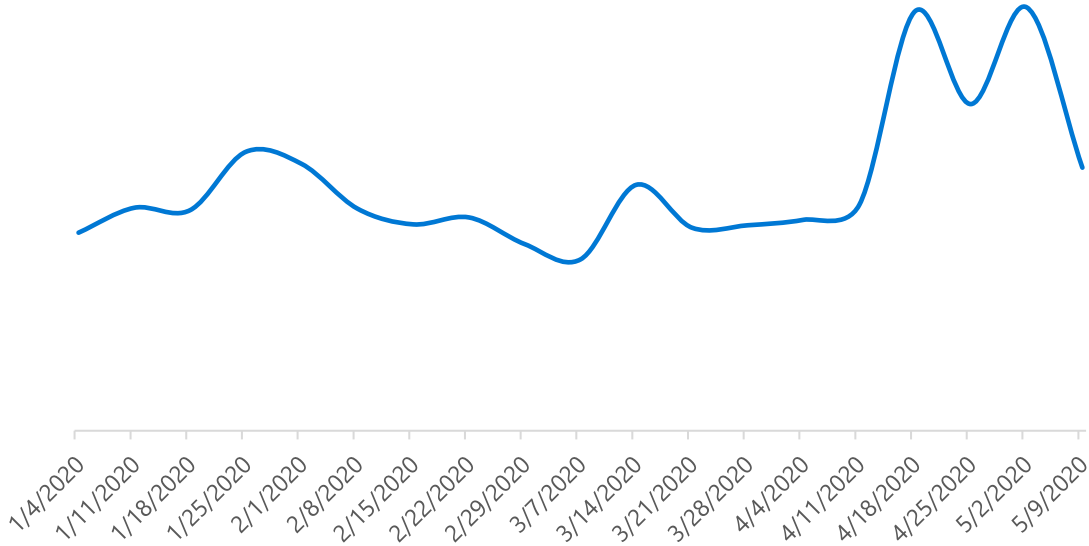


Advertisers running on the Microsoft Audience Network are seeing improvements in Paid Search campaigns

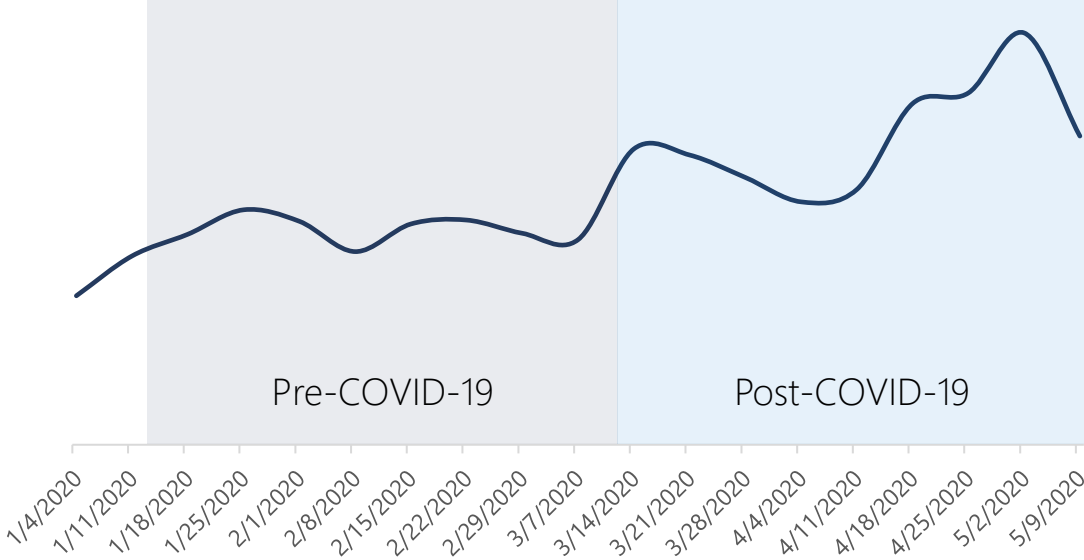
Microsoft Audience Network click volume for CPG is up 50% post-COVID-19

All-up CPG performance

Impressions

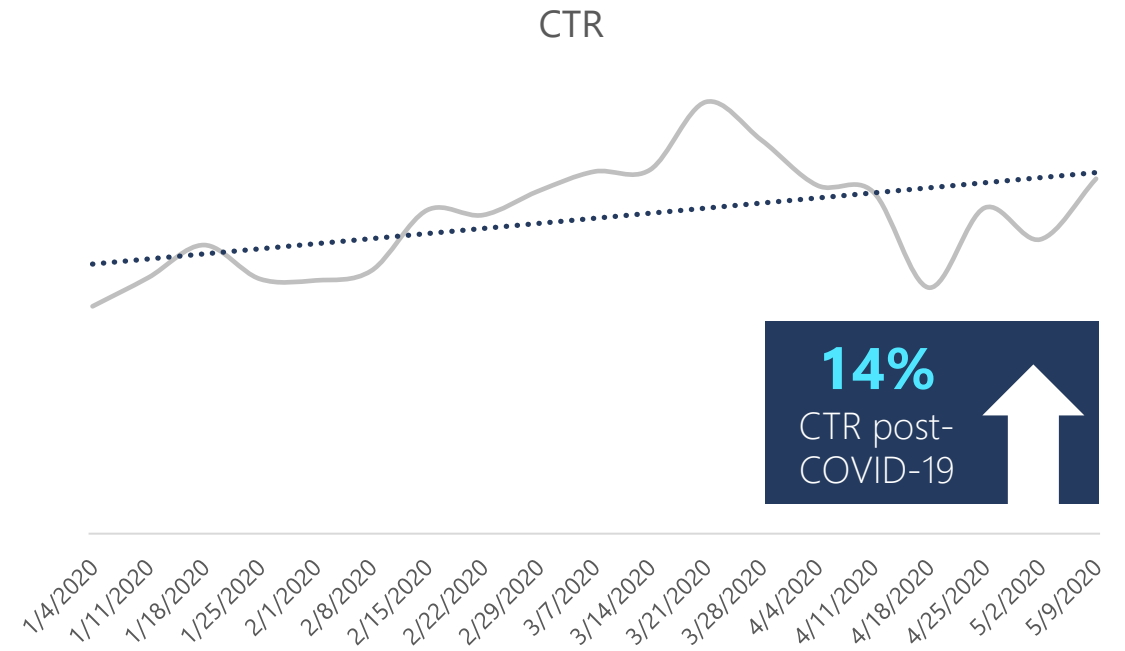
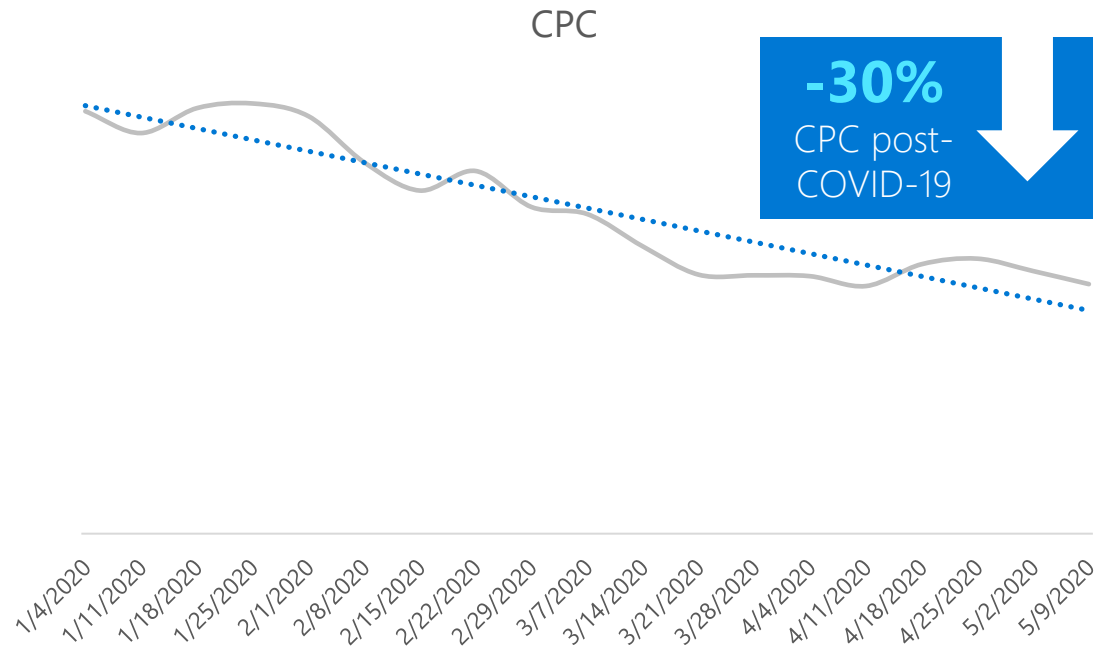


Clicks



Click-through rate (CTR) and cost per click (CPC) KPIs continue to improve due to marketplace improvements and increase in user engagement

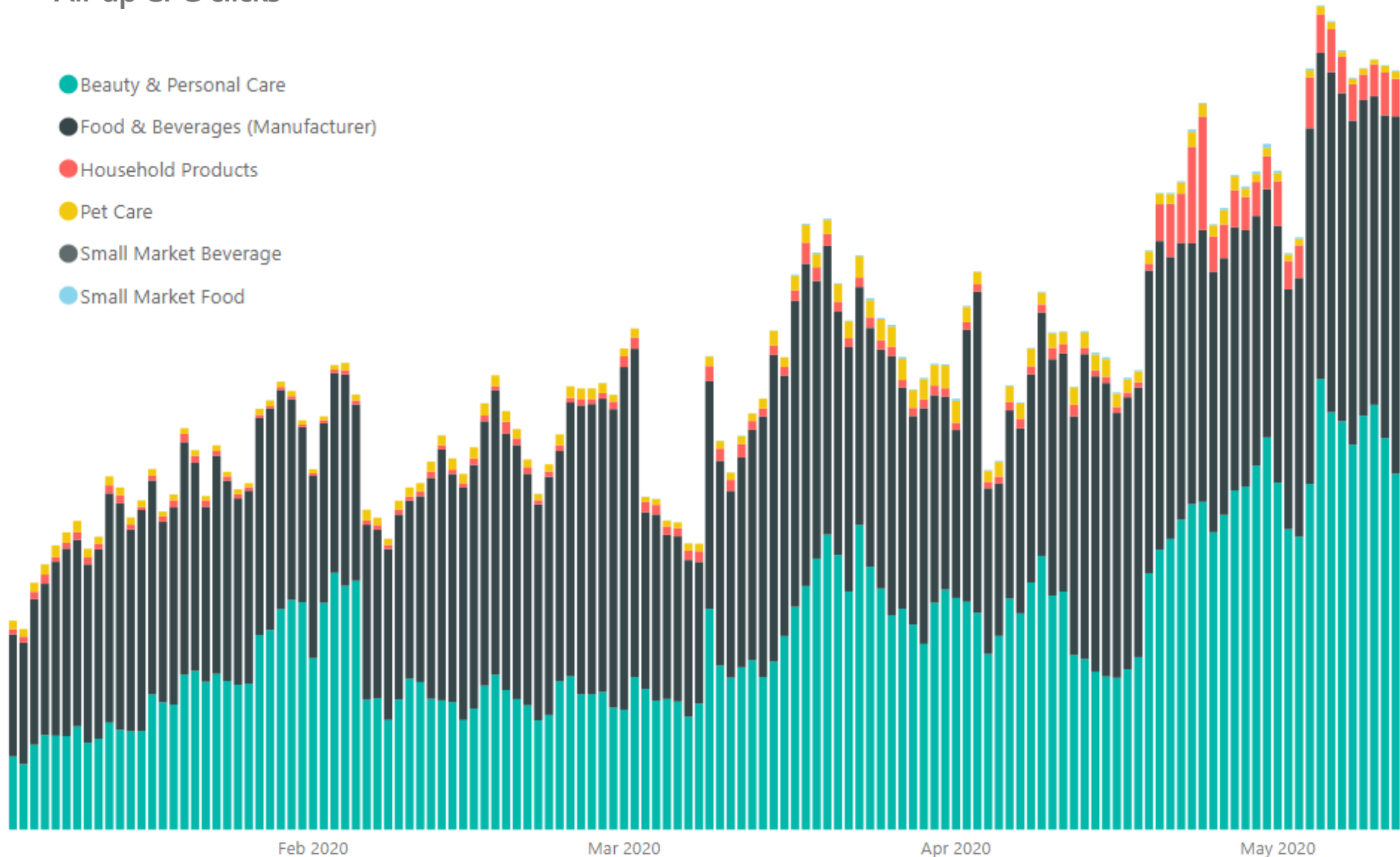
All-up CPG performance



All CPG categories are seeing growth post-COVID-19

All-up CPG clicks

- Beauty & Personal Care
- Food & Beverages (Manufacturer)
- Household Products
- Pet Care
- Small Market Beverage
- Small Market Food



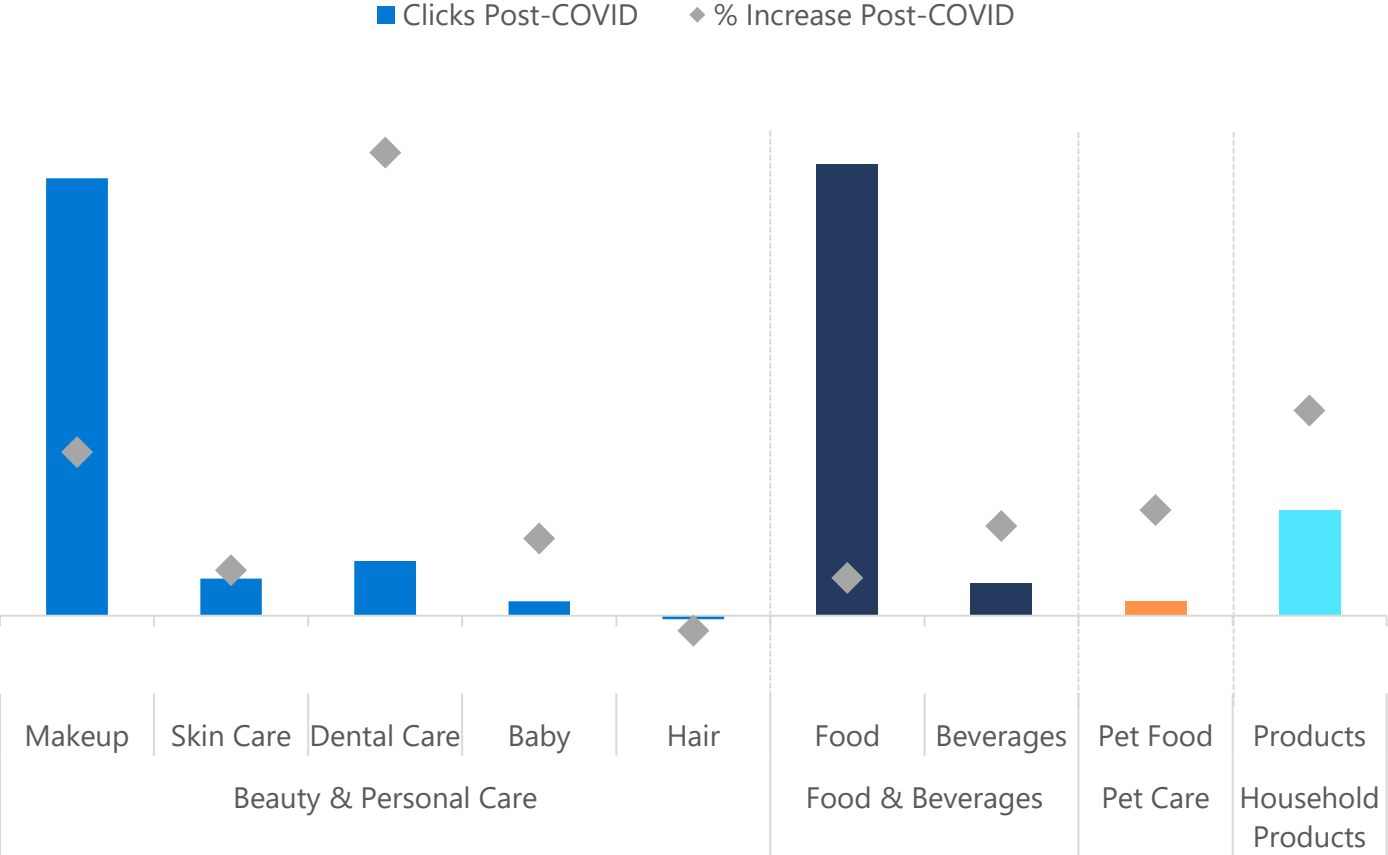
Clicks for Household Products have more than doubled post-COVID-19

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

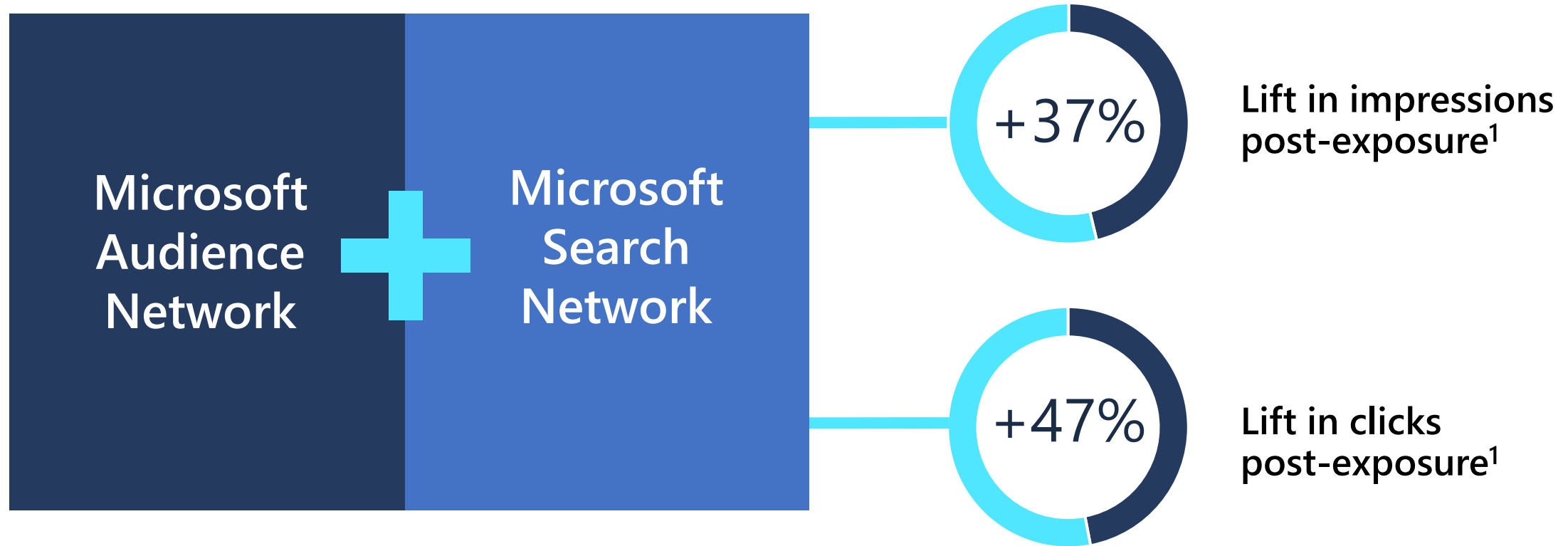


During a 3-month study, advertisers running on the Microsoft Audience Network saw improvements in their Paid Search campaigns

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



1. Jan 2019 – Mar 2020; 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. This is based on a **sample of our pilot advertisers** and is not a marketplace lift. The experienced lift is on a **per-user basis for the exposed users**, not the advertisers' full search program.

Three ways to leverage the Microsoft Audience Network today



Corporate responsibility
messaging for wide reach



Highlight products with
increased demand



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



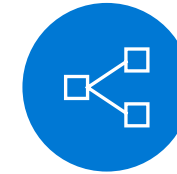
Product Audiences



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](#)



Microsoft Advertising. Intelligent connections.