



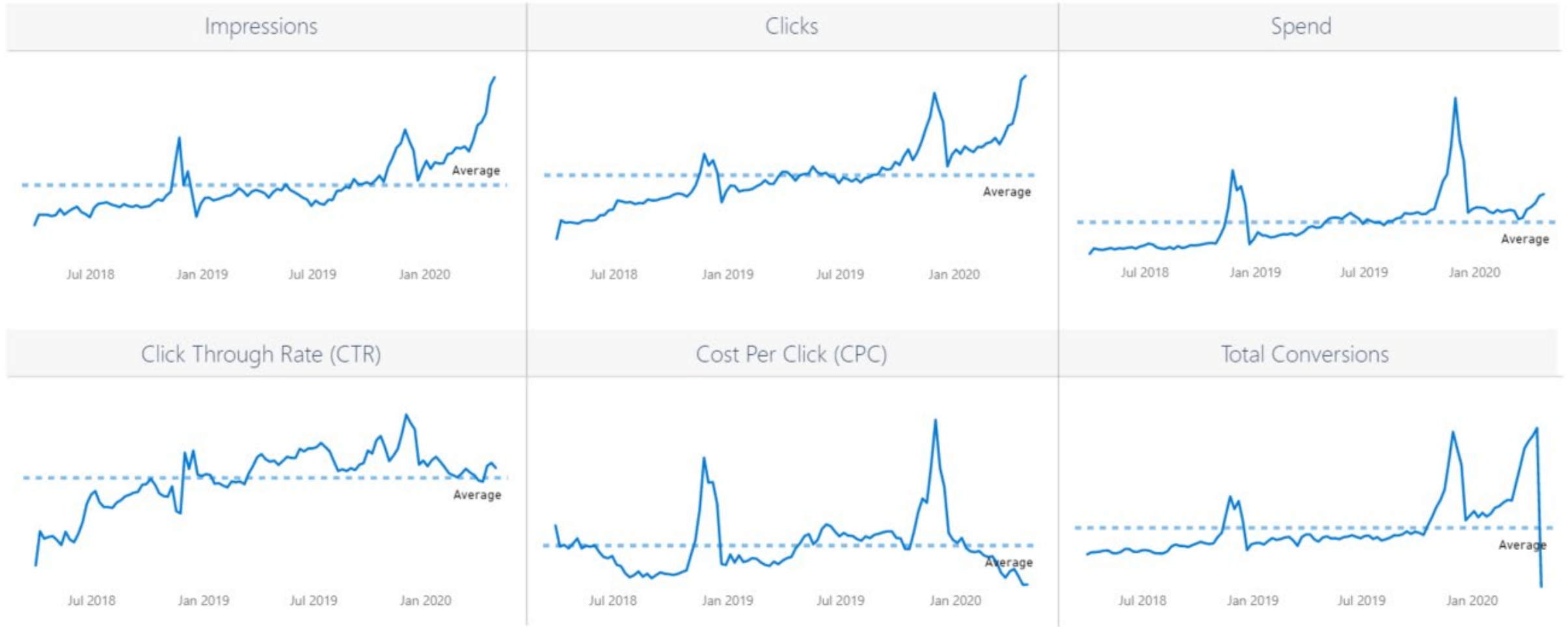
MICROSOFT ADVERTISING

# COVID-19 impact on Product Ads (Shopping Campaigns) for Technology & Telecommunications (U.S.)

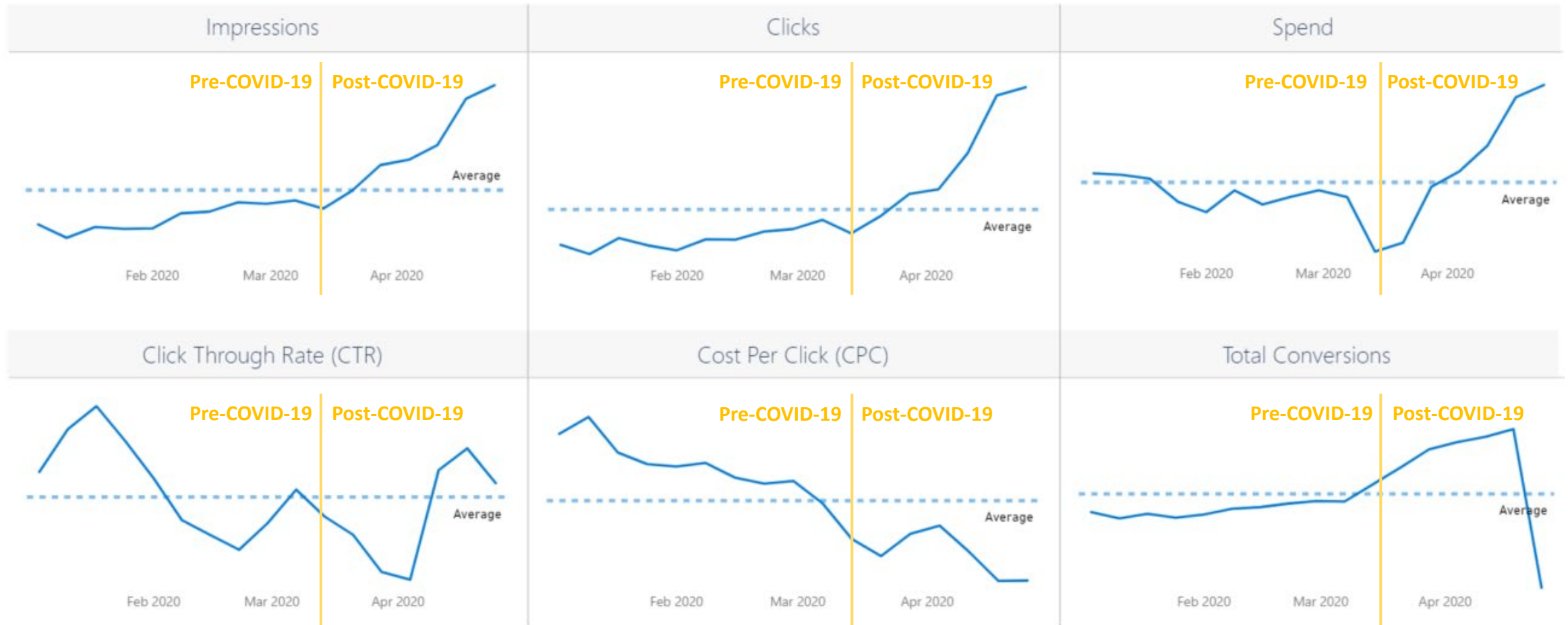
The largest opportunity for Tech & Telco advertisers in Product Ads during this time of uncertainty is **capturing more volume at a much lower cost**, with costs per click (CPCs) down 29% year over year (YoY) and clicks up 61% YoY

Product Ads perform well overall and perform better than Text Ads alone. They have also been successful post-COVID-19, seeing an increased number of clicks and significantly lower CPCs.

# Across metrics, Product Ad performance overall has gradually improved in the past two years

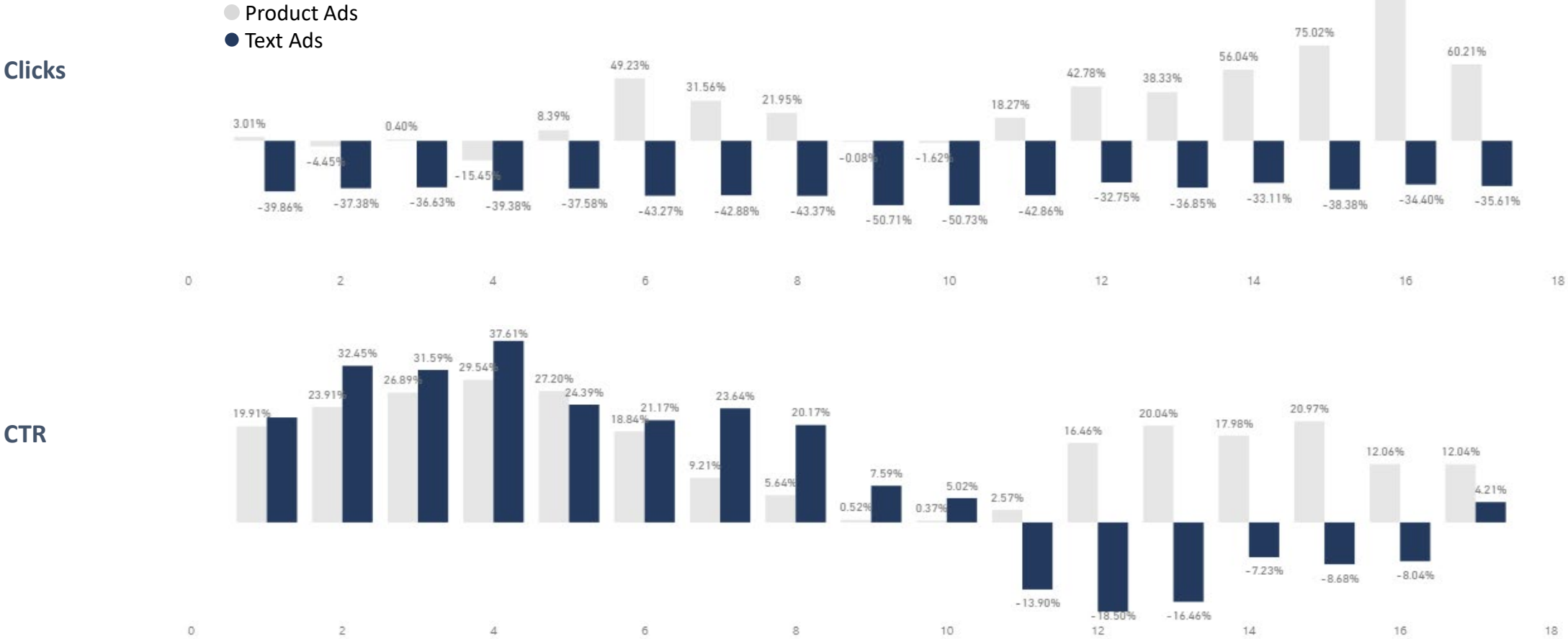


# Product Ad post-COVID-19 performance is especially high, with CPCs significantly lower; advertisers should take advantage of this opportunity



# Clicks and click-through rate (CTR) are up considerably more YoY for Product Ads compared to Text Ads

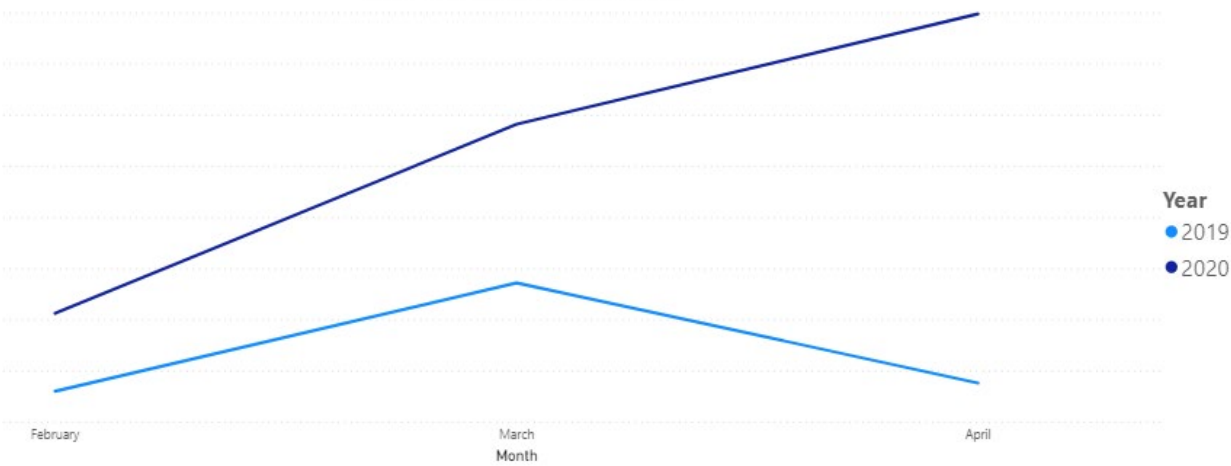
Clicks and CTRs YoY for Tech & Telco, Product Ads vs. Text Ads



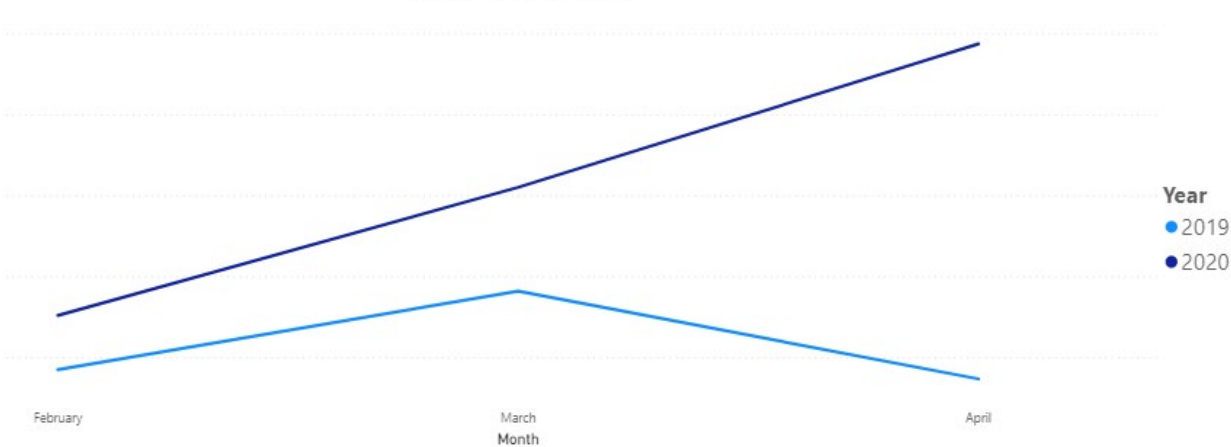
Shelter-in-place expanded across the U.S. in April. As a result, Product Ads saw a boost in CTR and search volume as shopping behaviors changed to online for Tech & Telco.

# Product Ads for Tech & Telco saw a 61% YoY increase in clicks and a 56% increase in impressions YoY in April

Product Ad Impressions



Product Ad Clicks



Microsoft Advertising Proprietary Data Feb 2019-April 2020

3-month trend shows continuous YoY increase in volume and a diverging trend from April 2019

**Other notable metrics for Tech & Telco Product Ads in April:**

## YoY CTR

April 12% (56% impression increase)

## YoY CPC

April 29% decrease

## Opportunities:

- Capture more volume
- Take advantage of lower CPCs
- Higher CTRs with increased volume is an anomaly, showing consumer interest increase



# 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](#)