

Microsoft Advertising

COVID-19 effects on Gambling trends

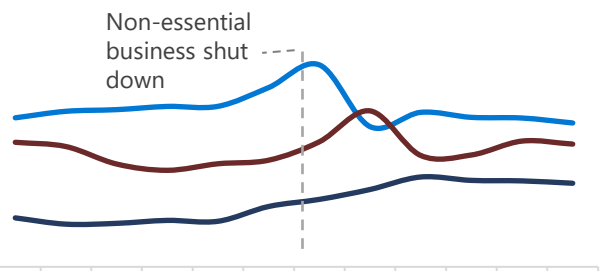


Sports betting, horse racing and lottery searches have softened while online casinos keep trending up.

Growth of online casinos related searches (+81% week over week) is driven by both brand (64%) and generic (101%) terms

→ Adjust your campaign budgets to keep up with the trends

Sports betting/horse racing, lottery and online casino search Index₁

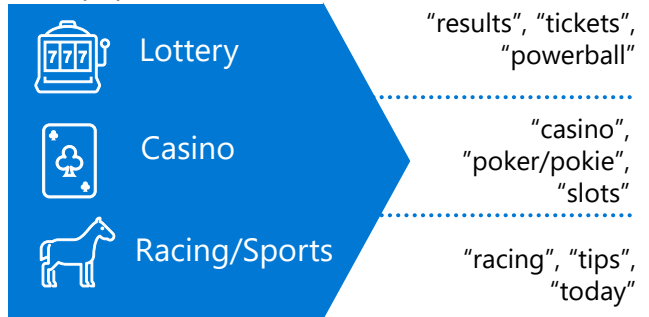


Despite the cancellation of sports events, regular gamblers are gambling more.

25% of regular gamblers who typically bet at least once a week said they were still doing so
28% had increased their activity
11% said they were gambling a lot more²

→ Layer your [Remarketing ads](#) and [Broad Match](#) to focus on the high-quality searcher groups

Most popular terms in searches

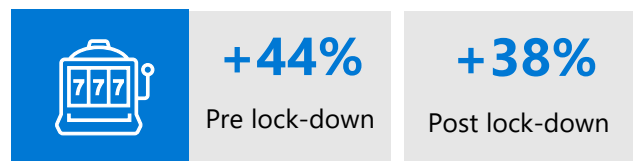


Lottery Wednesday, sports betting Friday

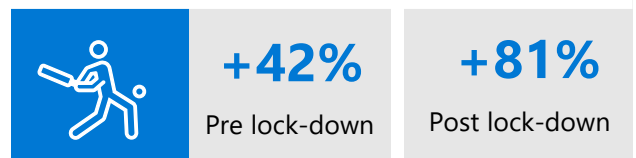
Searches show strong weekly seasonality. Lock down amplifies Friday peaks from 42% to 81% above weekly average. This is mainly driven by sport betting brands and horse racing terms.

→ Maximize your ad's exposure effectively with advanced [Ad targeting](#)

Searches for lottery on Wednesday₁



Searches for sports betting/horse racing on Friday₁



Microsoft Advertising. Intelligent connections.

1. Microsoft internal data, gambling vertical, O&O core, Feb 3rd- Apr 25th.

2. Frequent gamblers betting more despite coronavirus sports lockdown, study says. The Guardian, Apr 25th, 2020