



Home & Garden (UK)

As of April 18, 2020



HYPOTHESIS

Since consumers are currently spending **a lot more time at home**, they might look to invest in more **Home & Garden** products/equipment which will best suit their needs when they are working/spending time at home.

Conclusion & Recommendations

- In the UK, the hypothesis continues to prove correct with all categories experiencing an increase in year on year growth post lockdown announcement
- **Update budgets and use competitive bid strategies for 'Garden & Patio'**
With the increase in searches for 'Garden and Patio' products experienced during the long Easter weekend we expect to see a similar trend in the upcoming **early may bank holiday weekend**
- **Use broad campaign tactics like DSA to catch new query variations**
Several categories are seeing increased year-on-year growth with searcher focus shifting towards garden and furnishing searches. A significant portion of daily queries are new to our network, this may also be accelerated with the accelerated year-on-year growth

'Home & Garden' search volume seeing **70% YoY growth** due to **stay at home restrictions** and **good Easter weather**

Overall 25% YoY

Lockdown announced

Indexed Searches

70% YoY on last week

05/Jan-11/Jan 12/Jan-18/Jan 19/Jan-25/Jan 26/Jan-01/Feb 02/Feb-08/Feb 09/Feb-15/Feb 16/Feb-22/Feb 23/Feb-29/Feb 01/Mar-07/Mar 08/Mar-14/Mar 15/Mar-21/Mar 22/Mar-28/Mar 29/Mar-04/Apr 05/Apr-11/Apr 12/Apr-18/Apr

— 2019 — 2020

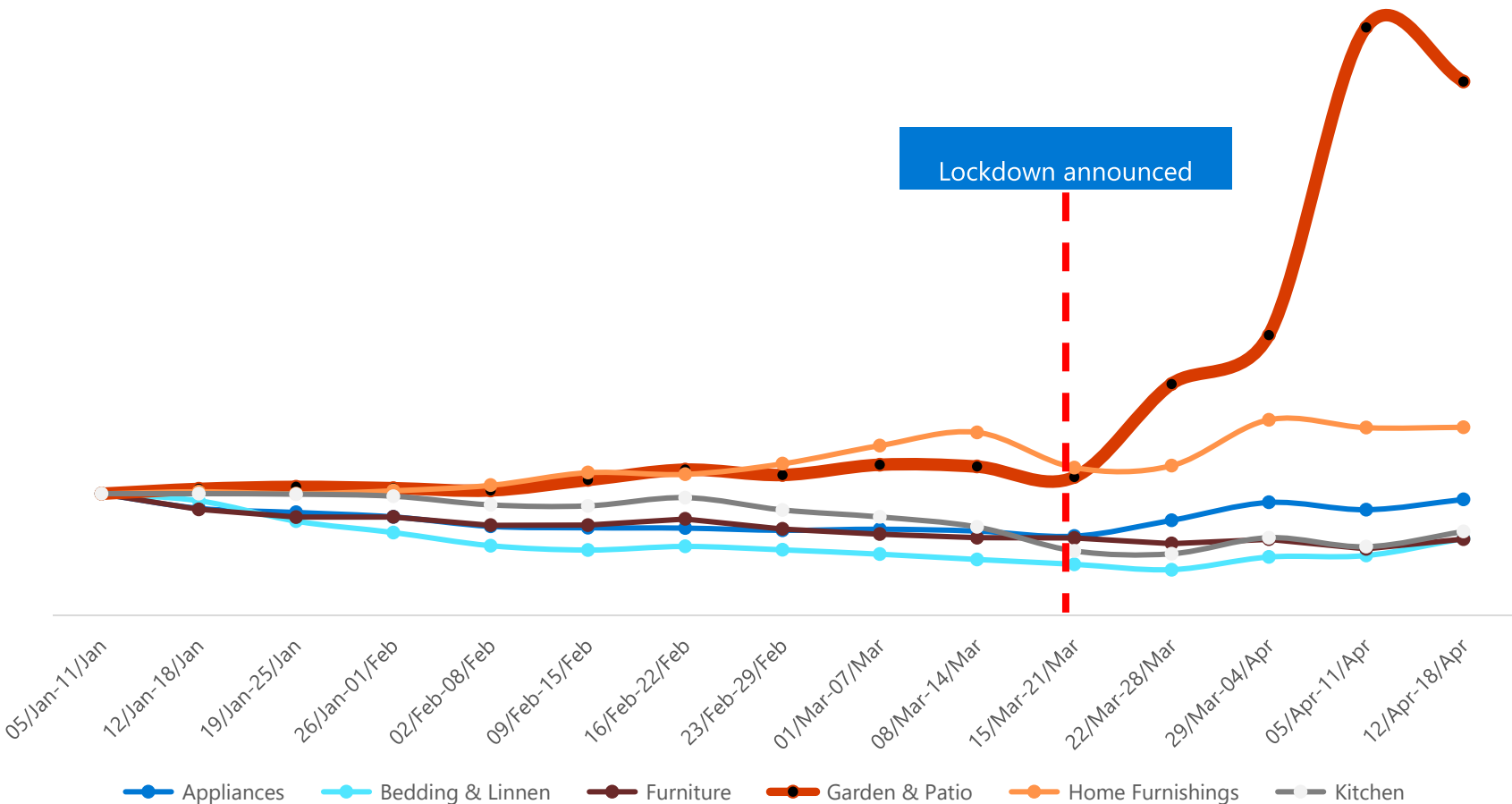
Indexed Clicks

Overall 6% YoY

54% YoY on last week

Spike in 'Garden & Patio' searches during long Easter weekend the same growth is maintaining due to prolonged good weather

Indexed Searches for Home & Garden sub-verticals



Query samples

Appliances: "Blender", "kettle", "microwave", "mini fridge."

Bedding & Linnen: "Mattress", "towels", "bedding", duvet covers."

Furniture: "Sofa", "bedroom furniture", "single beds", "bunk beds."

Garden & Patio: "Pergola", "fire pits", "gas BBQ", "garden sheds."

Home Furnishing: "Clocks", "Blinds", "Candles", "Cushion covers."

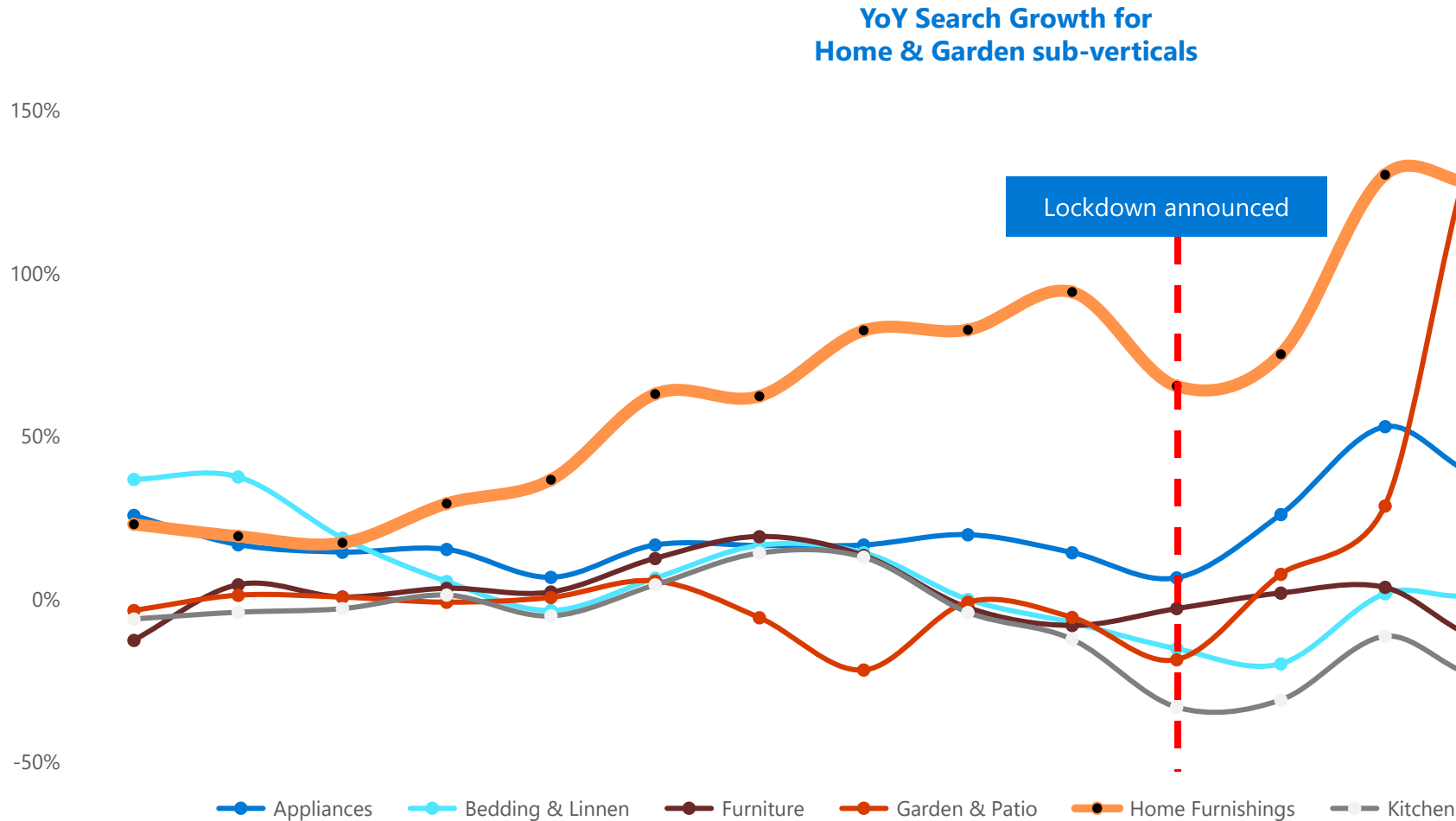
Kitchen: "Kitchen tiles", "Wine glasses", "Wok."



'Home Furnishing' searches have significantly increased YoY

'Garden & Patio', 'Appliances' and 'Bedding & Linen' also

200%

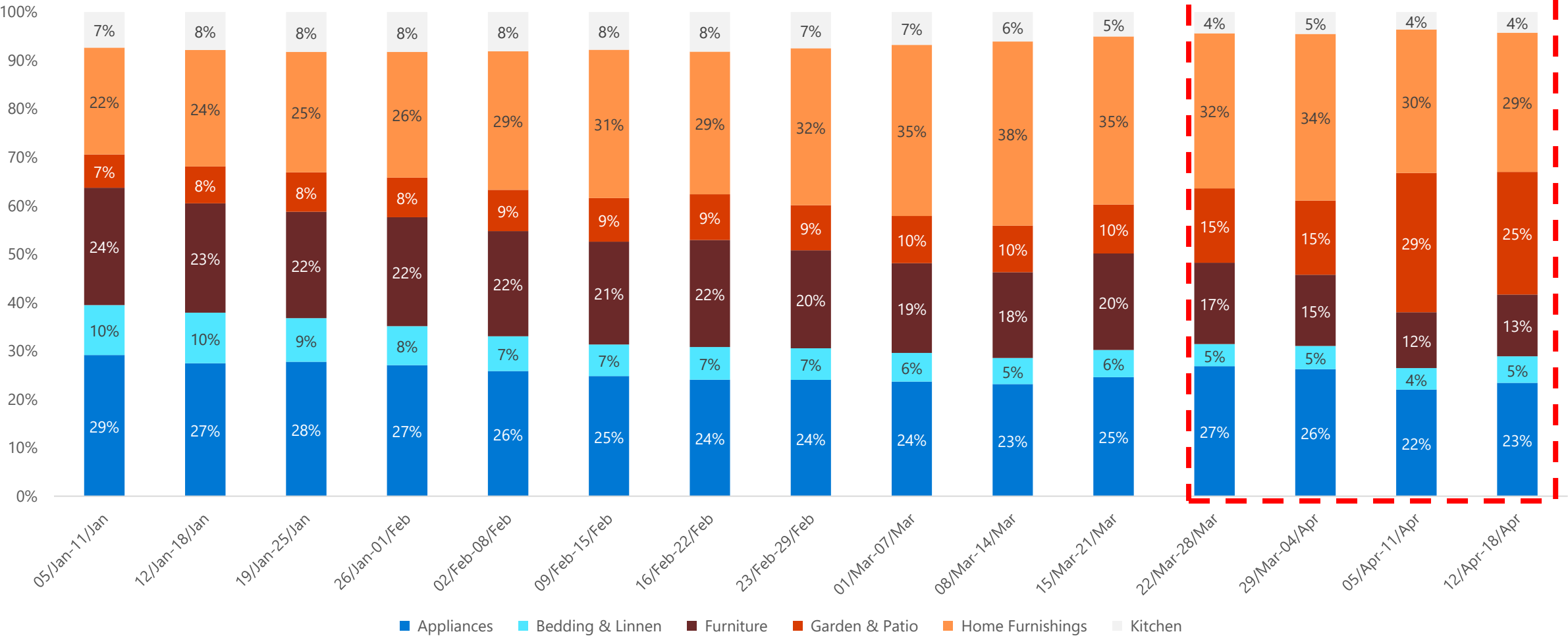


Post Lockdown	
Home Furnishing:	110%
Garden & Patio:	57%
Appliances:	+38%
Bedding & Linen:	+3%
Furniture:	-1%
Kitchen:	-19%



Searcher priorities have shifted since lockdown with more focus on 'Garden & Patio' and 'Home Furnishings' and less on 'Furniture'

2020- Share of Volume Searches



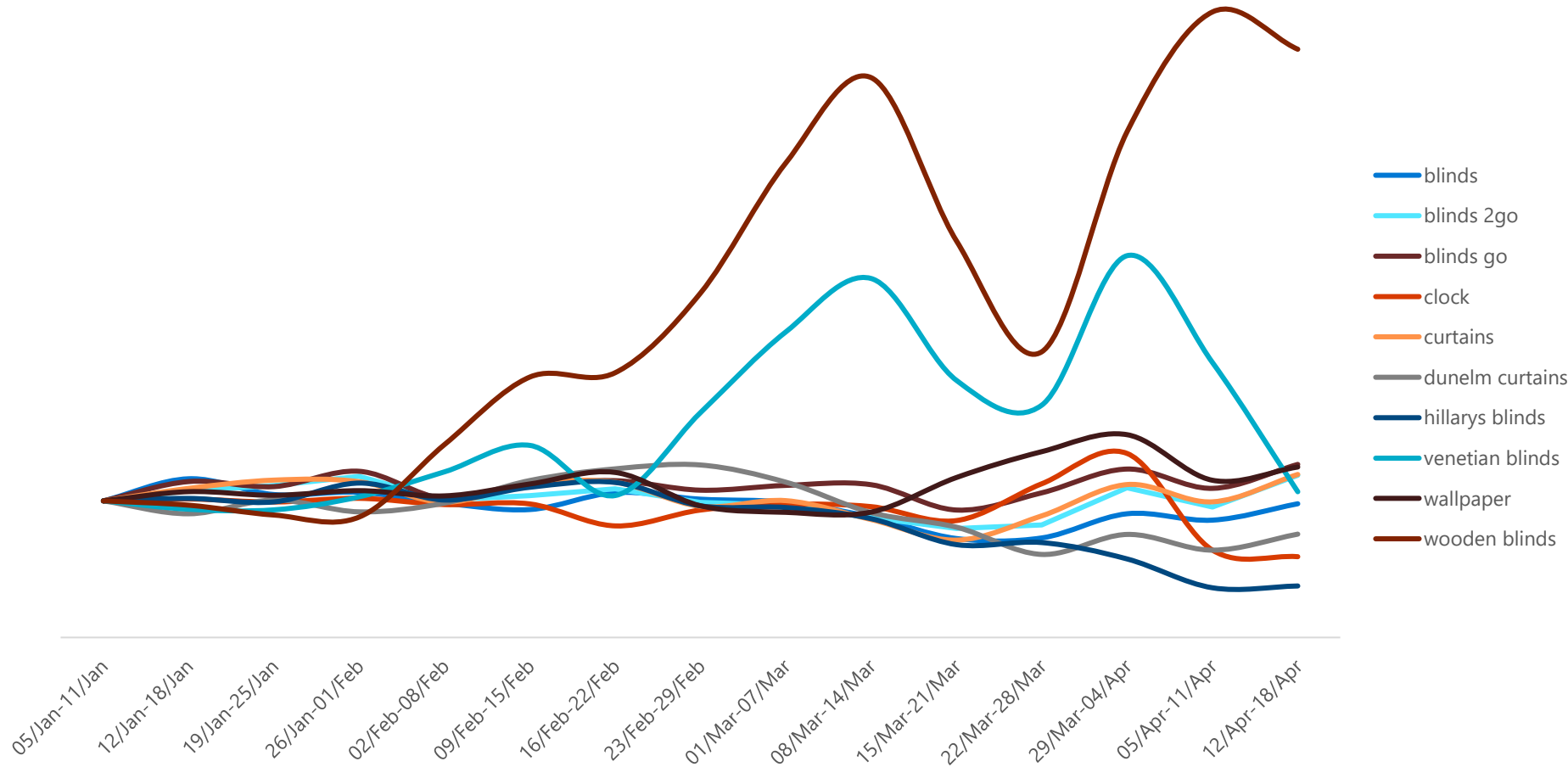
■ Appliances ■ Bedding & Linnen ■ Furniture ■ Garden & Patio ■ Home Furnishings ■ Kitchen



Source: Microsoft Internal Data, Bing, Q&O Traffic, All Devices

'Home Furnishings' search growth is being driven by searches for 'Blinds' and 'Curtains' as people look to update their interiors

Indexed Searches for Top 10 'Home Furnishing' queries



Top Growing Queries YoY

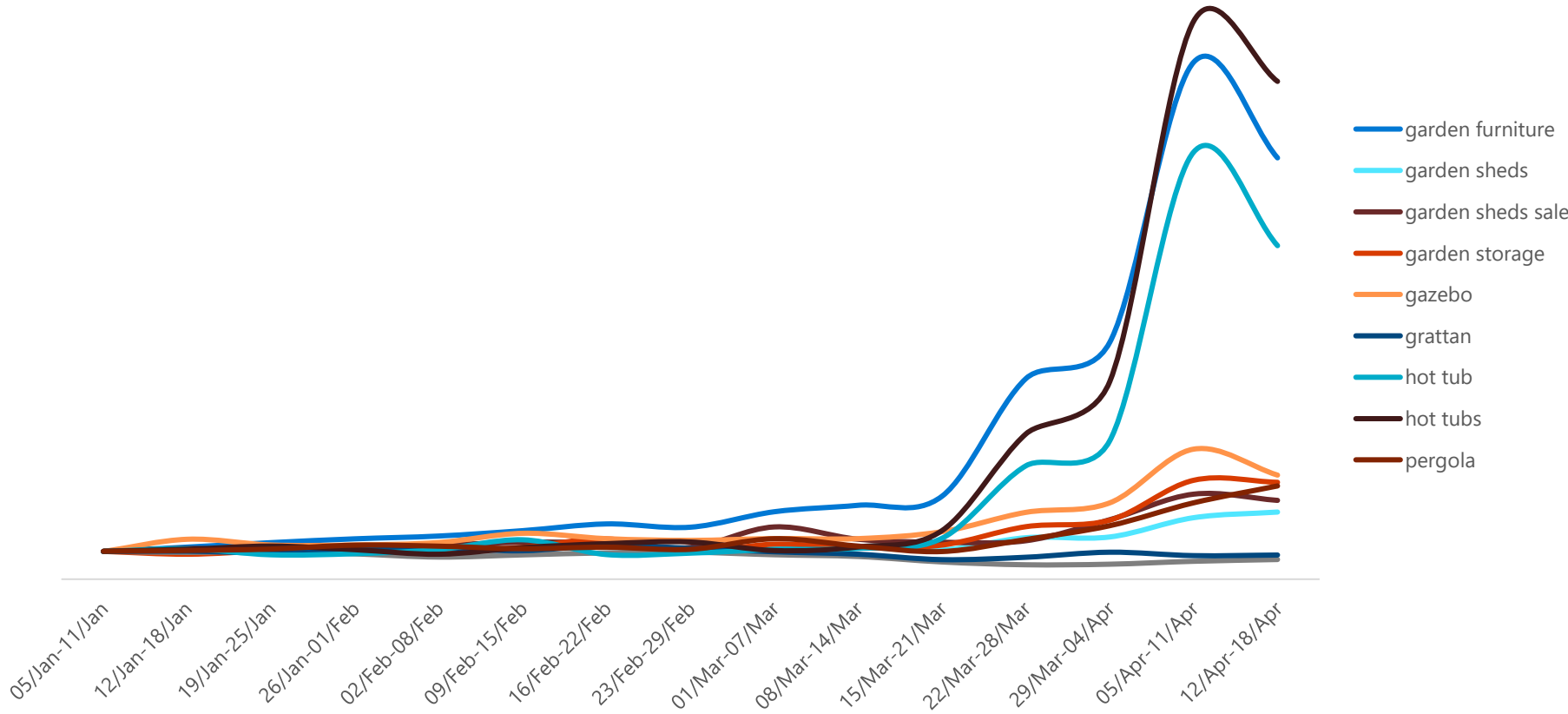
- Wooden blinds
- Venetian Blinds

Source: Microsoft Internal Data, Bing O&O Traffic, All Devices
*Searches indexed to 2nd calendar week in January **YoY Query Calculation based Year to Date 18th April
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The 'Garden & Patio' category's query growth is being driven by searches for **garden furniture** and **hot tubs**

Indexed Searches for Top 10 'Garden & Patio' queries



Top Growing Queries YoY

- Wickes garden sheds sale
- Pergolas gardens

Source: Microsoft Internal Data, Bing O&O Traffic, All Devices
 *Searches indexed to 2nd calendar week in January **YoY Query Calculation based Year to Date 18th April
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Searches with the highest weekly CTR increase

Category	QueryPhrase	WoW CTR	WoW CPC
Appliances	Washers dryers	106%	1094%
Bedding & Linen	Deep fitted sheets	433%	-27%
Furniture	Cheap dining chairs	119%	-15%
Garden & Patio	Metal garden ornaments	147%	-6%
Home Furnishing	Orange curtains	575%	-72%
Kitchen	Shot glasses	299%	-45%

Top 10 Volume Searches by Category

Appliances	Bedding & Linen	Furniture	Garden & Patio	Home Furnishings	Kitchen
dyson	mattress	oak furniture land	Garden furniture	Wooden blinds	wickes kitchen
blender	dunelm bedding	Furniture	grattan	Wallpaper	b&q kitchens
washing machines	emma mattress	Beds	Garden sheds	venetian blinds	Kitchens
best vacuum cleaner	highest rated mattresses	Sofa	Hot tubs	blinds go	Kitchen
Washing machines	bedding	Sofas	Hot tub	clock	ikea kitchens
Shark vacuum cleaner	mattresses	Oak furniture land uk	gazebo	dunelm curtains	kitchen units
Tassimo	Dormeo mattress uk	Sofa beds	Sun loungers	Blinds	Kitchen taps
microwave	Mattress topper	Cotswold furniture	pergola	Blinds 2go	Kitchen designs
Best coffee machine	Duvet covers	Oakland furniture	Parasol	Curtains	Kitchen sinks
Washing machine	Memory foam mattress	Oak furniture	Garden sheds sale	Hillarys blinds	Kitchen tiles

Source: Internal Data, Bing O&O Traffic, All Devices, March 2019 vs March 2020. Until 18th April

Top 10 Volume Searches YoY by Category

Appliances	Bedding & Linen	Furniture	Garden & Patio	Home Furnishings	Kitchen
Capsule coffee machine	Highest rated mattresses	Best leather sofas	Wickes garden sheds sale	Wooden blinds	Casserole dishes
Best coffee pod machine	Silk pillowcases UK	Furniture living room	Pergolas gardens	Venetian blinds	Scoville neverstick pans
Pod coffee machines	Mattress topper double	Oakfurnitureland	Garden storage boxes waterproof	Shutter blinds	wok
Cordless vacuum cleaner	Silk pillowcases	Table top freezer	Trellis fence panels	Window blinds	Dunelm kitchen table chairs
Dyson hair dryer sale	Marks spencer towels	Oak furniture land uk	Solar garden lights outdoor	Roller blinds windows	Tefal pans
Soup maker machines	Pillows neck pain	Table protector	Cloches garden	Ex display dining sets	Latte glasses
Dyson uk	Flannelette bedding	Oakland furniture uk	Hot tubs sale	Door mats indoor	kitchen
Vax vacuum cleaners	Luxury bedding sets clearance	Rise recliner chair	Hot tub	Blinds2go uk	Plant pots
Vacuum cleaner	Bedspreads king size	Gaming chairs uk	Summer houses garden	Curtain rods	aprons
Microwaves currys	Weighted blankets	Leather recliner chairs	Hot tubs	Cushions dunelm	Kitchen waste bins



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