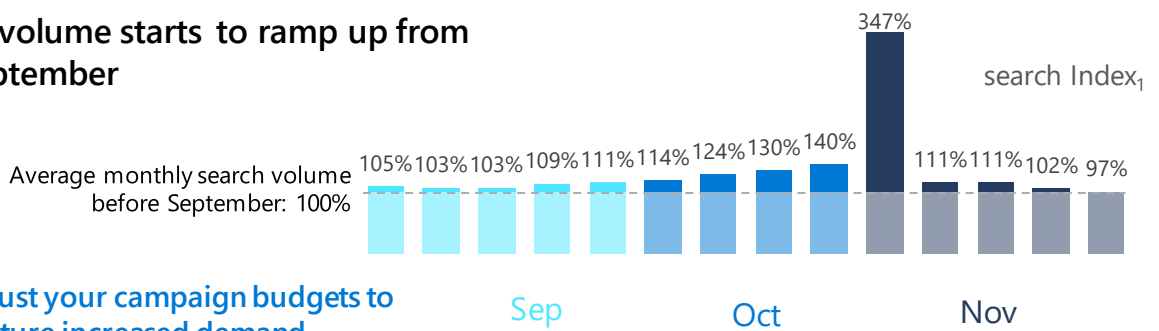




Microsoft Advertising Get ready for Spring Carnival

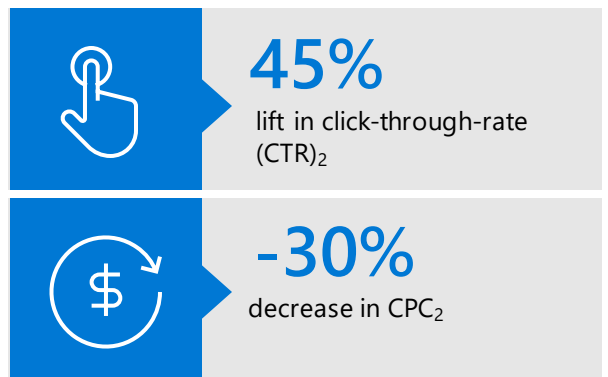
Search volume starts to ramp up from late September



→ Adjust your campaign budgets to capture increased demand

Decrease in cost-per-click (CPC) offers a potential for better advertising efficiency

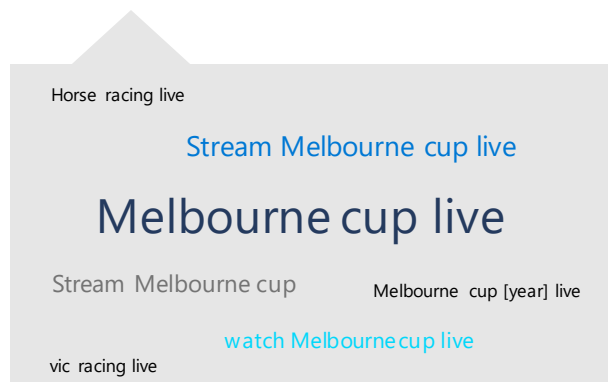
As many businesses reduce marketing budgets due to the pandemic, there is an opportunity for other players to take advantage of the competition softness



→ Take advantage of decreased CPCs and pick up clicks at an efficient rate

Growing interest in live streaming

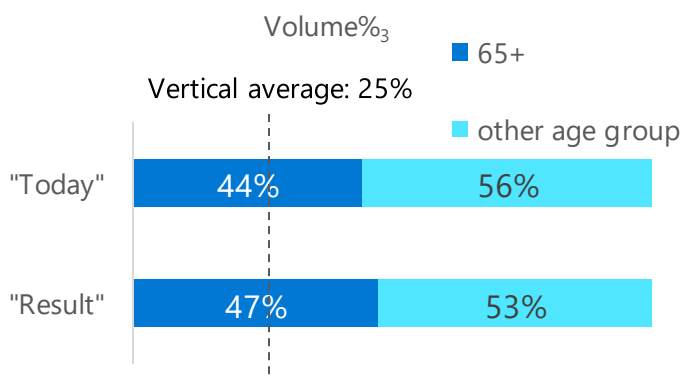
500%+ year-over-year (YoY) click growth on live streaming related searches₂
12.8% of total searches in 2019 are live streaming related terms, compared to 2.14% in 2018₂



→ Expand your coverage with [Broad Match](#) to address users' growing demand

Embracing audience data to deliver the right messages at the right times

Search growth (80% YoY) in the 65+ age group outpaces other groups₂
Seniors over-index on terms such as "result", "today"



→ Apply [Audience targeting bid modifier](#) to capture increasing online activities of the 65+ users



Microsoft Advertising. Intelligent connections.

1. Microsoft internal data, gambling vertical, O&O core, Sep - Nov 2019 compared to Jan - Aug 2019.
2. Microsoft internal data, gambling vertical, O&O core, Sep - Nov 2019 compared to Sep - Nov 2018
3. Microsoft internal data, gambling vertical, O&O core, Aug 2020