Get ready for Spring Carnival


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 searches. 12.8% of total searches in 2019 are live streaming related terms, compared to 2.14% in 2018.

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 groups. 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.