Create smarter customer journeys this holiday season with Microsoft Advertising.

**Holiday Insights for Australia**

- **2019 online shopping sales expectations:** $23.7B
- **Average order value:** $115
- **2019 expected ecommerce order growth:** 19%

Understand how and when shoppers search to make the most of your ad budget.

**Conversion Rate**

<table>
<thead>
<tr>
<th>Avg. search volume</th>
<th>Dial up your cross sell and upsell campaigns to capture back-to-school seasonality</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Black Friday and Cyber Monday drive a 12% month-over-month lift in clicks</td>
</tr>
</tbody>
</table>

**Search trends throughout the year**

- November
- December

**Top 3 product categories consumers look for on the Microsoft Search Network**

- Apparel & Accessories
- Home & Garden
- Consumer Electronics

**Consumer Electronics**

- Smartphones & tablets
- Gaming consoles
- Cameras

**Miscellaneous**

- Beauty & personal care
- Jewelry & watches
- Books

**Reach your target audiences on the Microsoft Search Network, and give shoppers more opportunities to find your ads on the Microsoft Audience Network.**

**Microsoft Search Network shoppers are searching**

- **137M** Total monthly PC searchers
- **8M** Total unique monthly PC searchers

**25% YoY retail click growth**

**Import campaigns directly from Google Ads to save time, and get your Microsoft Advertising campaigns online faster with Google Import.**

**Sources:**

2. eMarketer, Retail Ecommerce Performance Metrics, AU, Q1 2019.
5. comScore qSearch, Explicit Core Search (custom), AU, June 2019. Industry categories based on comScore classifications. Data represent desktop traffic only.