

Create smarter customer journeys this holiday season with Microsoft Advertising.



Set your brand apart with in-depth audience understanding and marketplace insights.

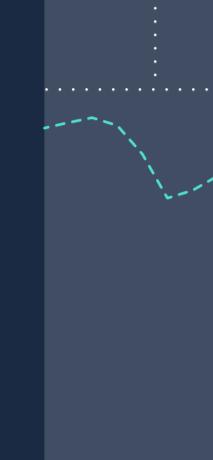


Holiday insights for Canada



Average spending per customer:¹

\$1,563



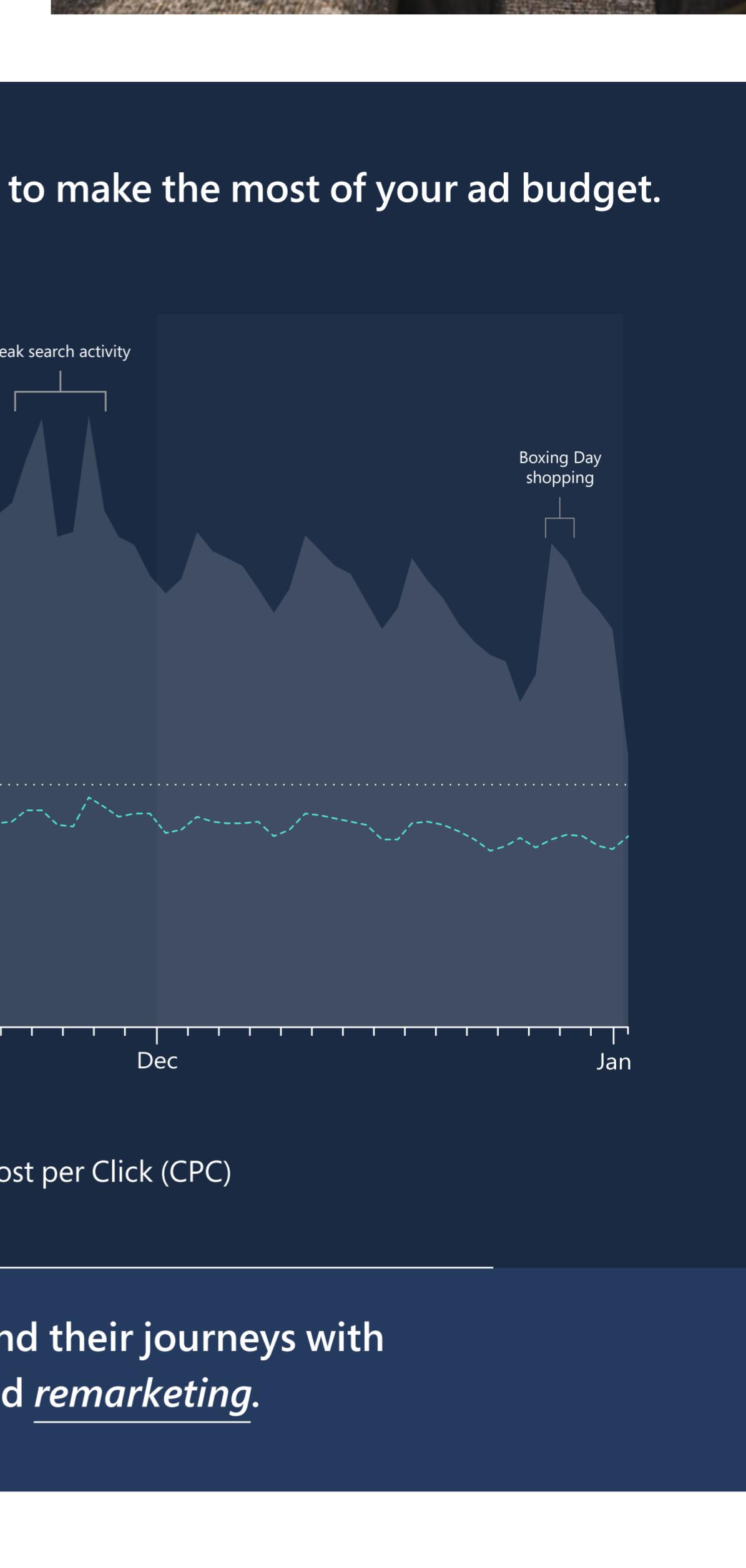
2019 cross-border e-commerce expectations:²

>\$700B



% of shoppers who use search to discover brands:³

42%



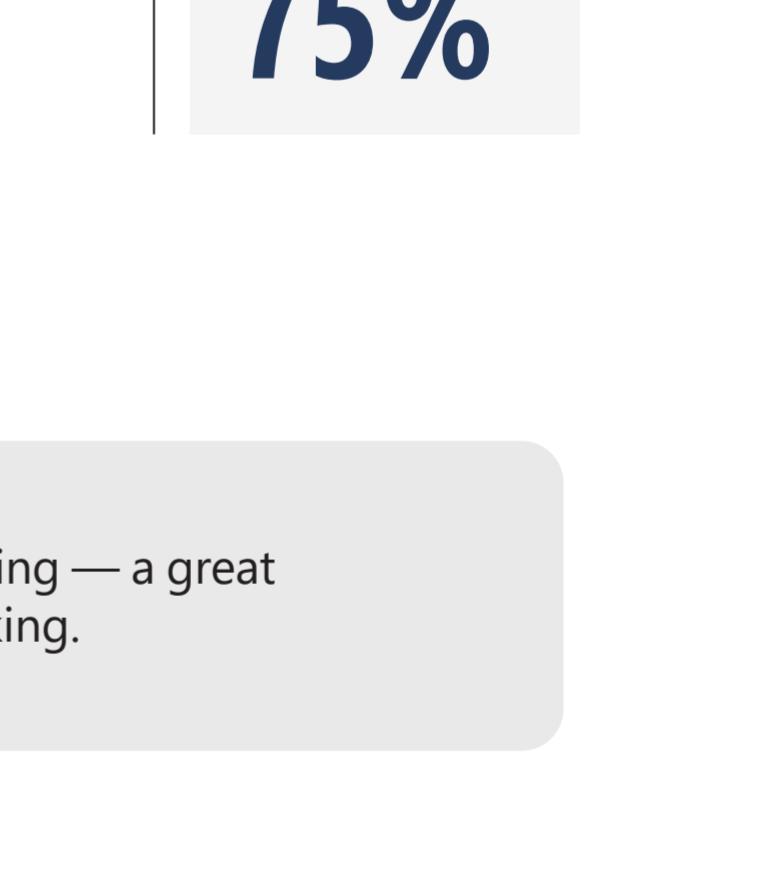
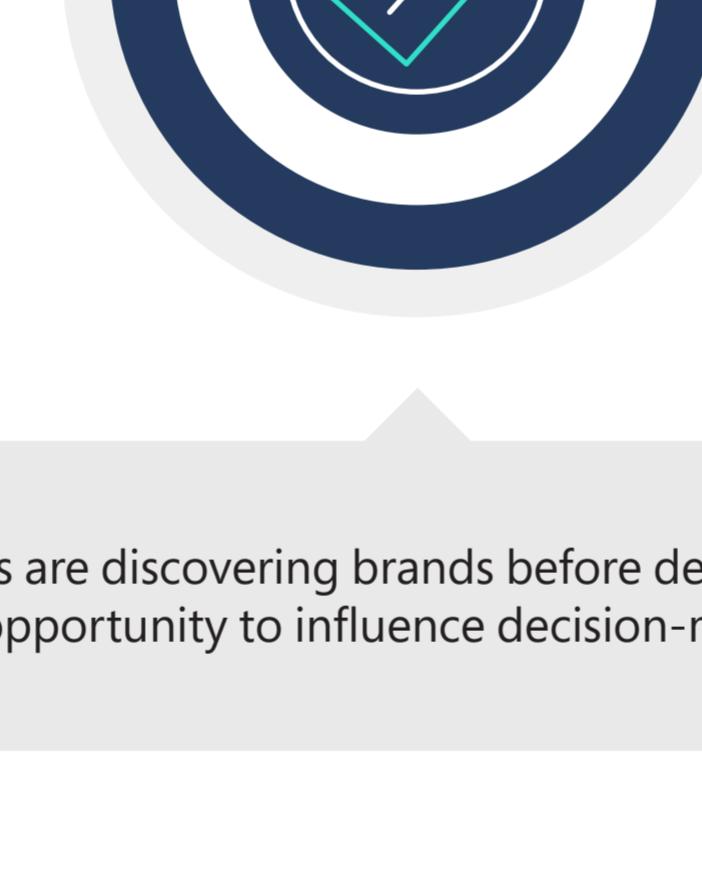
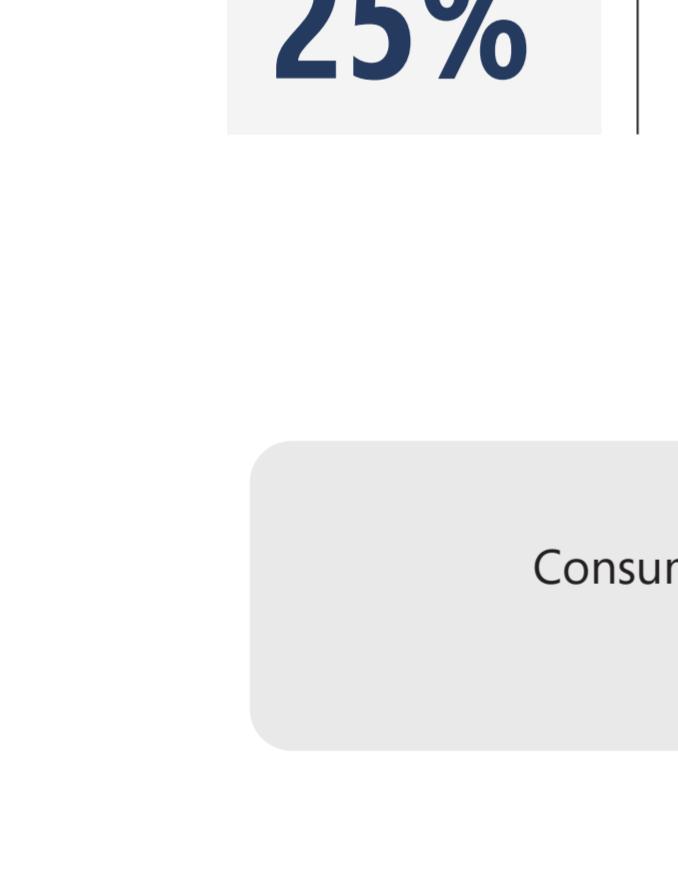
Understand how and when shoppers search to make the most of your ad budget.

Search trends during the holiday season⁴



Understand your customers and their journeys with Conversion Tracking and remarketing.

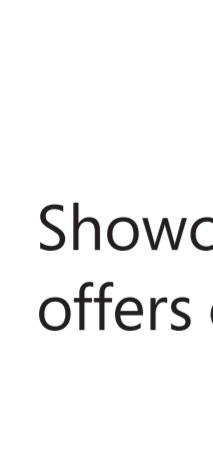
Top 3 product categories consumers look for on the Microsoft Search Network⁴



Reach curated lists of users with In-market Audiences and drive more customers to your products through Shopping Campaigns.

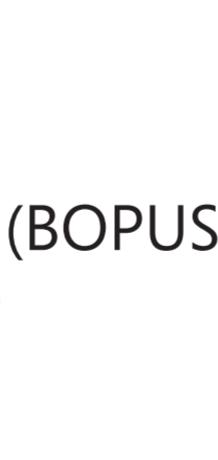
Reach your target audiences on the Microsoft Search Network, and give shoppers more opportunities to find your ads on the Microsoft Audience Network.

Microsoft Search Network shoppers are *searching*.⁵



14M

Total unique monthly searchers⁵



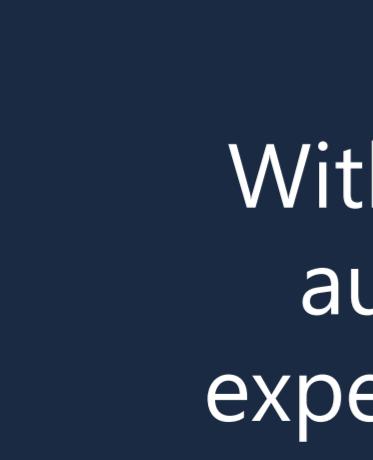
296M

Total unique monthly searches⁵

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

Microsoft Audience Network shoppers are *purchase-oriented*.^{*3}

*Compared to the total internet population



20%

more likely to discover brands with online personalized purchase recommendations



12%

more likely to be driven to make a purchase when Buy Online, Pick Up In-Store (BOPUS) is offered

Increase the reach of your ad campaigns with Microsoft Audience Ads.

Searchers are looking for unique items, so make sure to showcase what sets your products apart.⁴

Search query types

Brand

25%

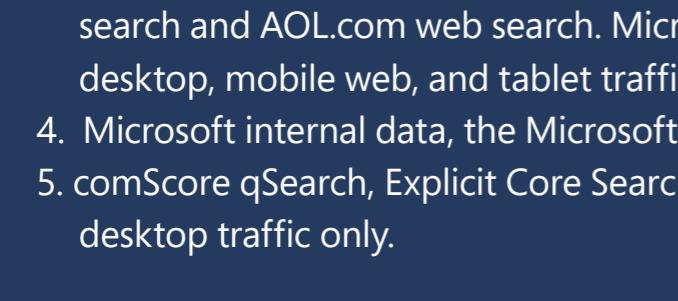
Nonbrand

75%

Consumers are discovering brands before deciding — a great opportunity to influence decision-making.

Improve your business's visibility with ad extensions.

Knowing what customers want can help inform keyword and bidding strategies.⁴



Big-ticket furniture and appliances

↗ Kitchen appliance packages

↗ Coffee table set

↗ Entertainment stand

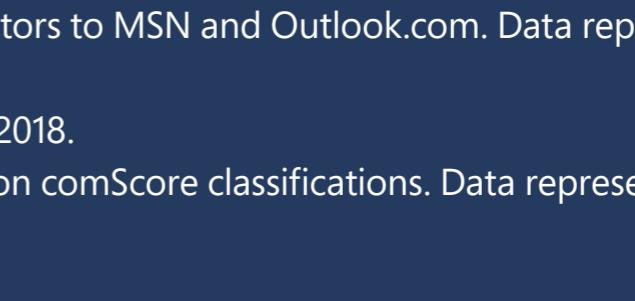


Fitness gear

↗ Kids bike

↗ Workout equipment

↗ Skateboards



Latest tech goods

↗ Wireless earbuds

↗ Best laptops for college

↗ Gaming computer

↗ Trending year over year

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