

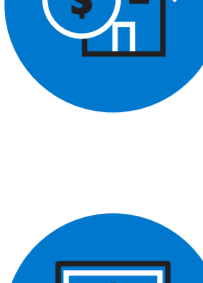
# Create smarter customer journeys this holiday season with Microsoft Advertising.



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

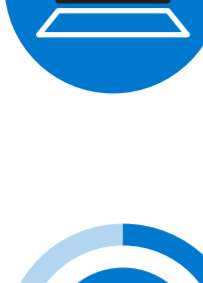


## Holiday insights for Canada



Average spending per customer:<sup>1</sup>

**\$1,563**



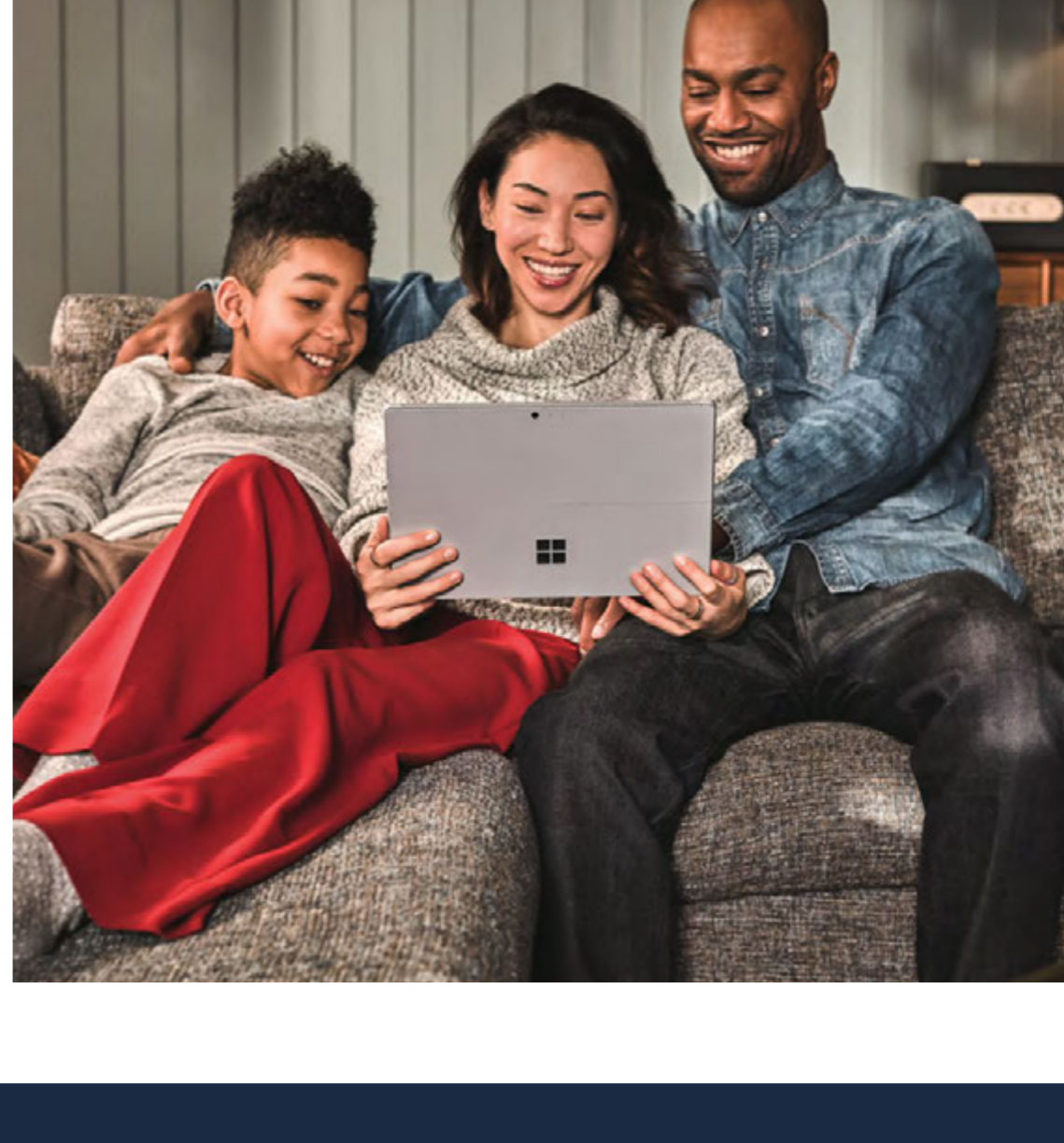
2019 cross-border e-commerce expectations:<sup>2</sup>

**>\$700B**



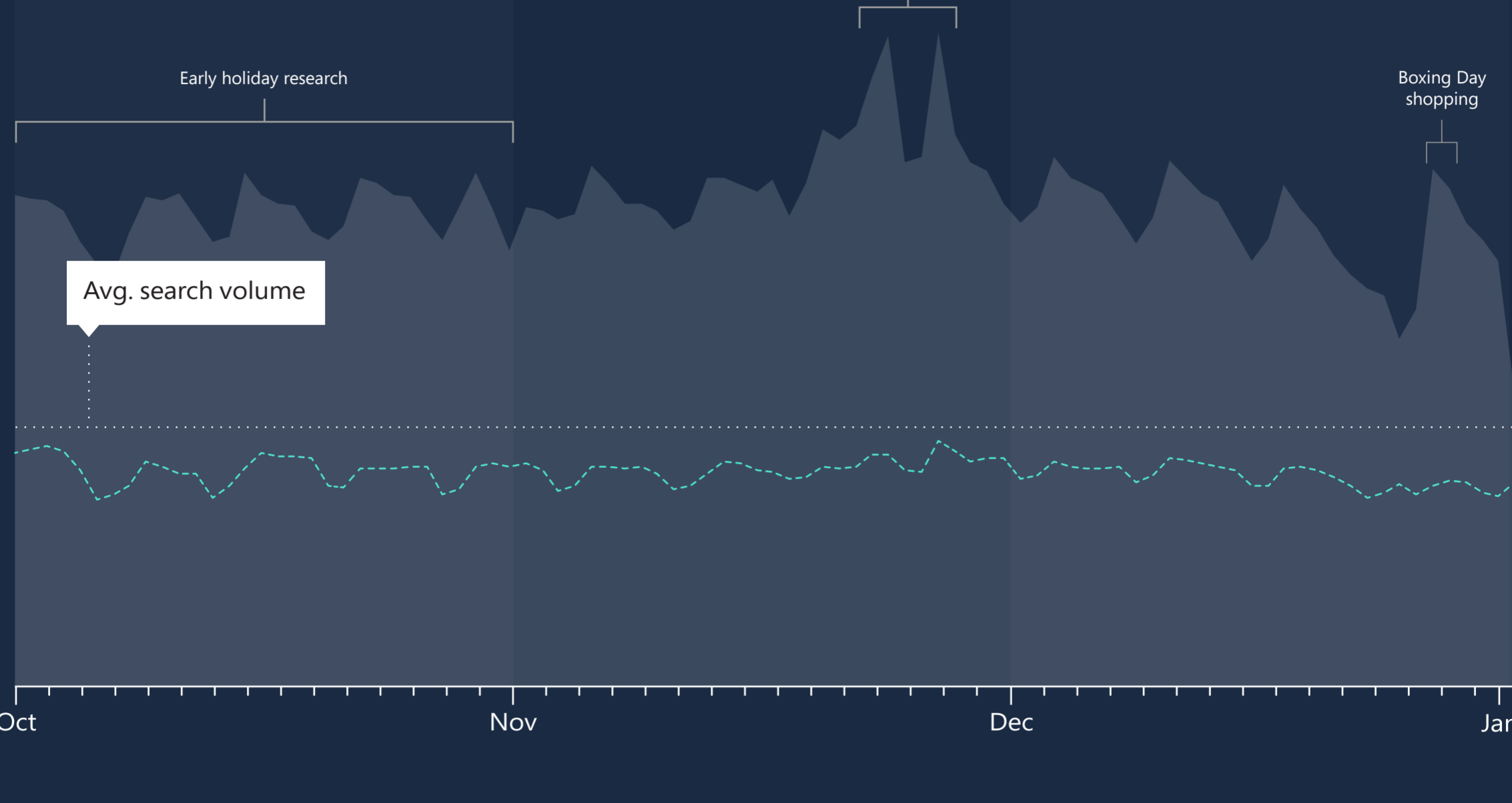
% of shoppers who use search to discover brands:<sup>3</sup>

**42%**



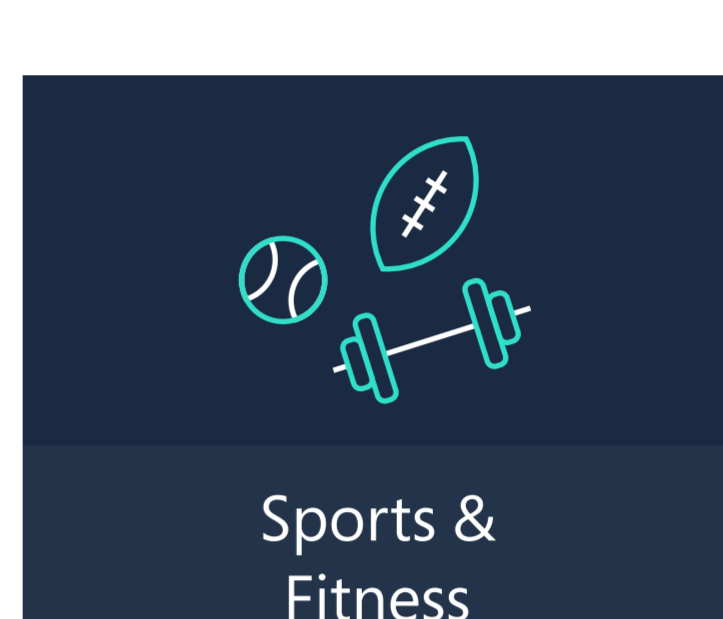
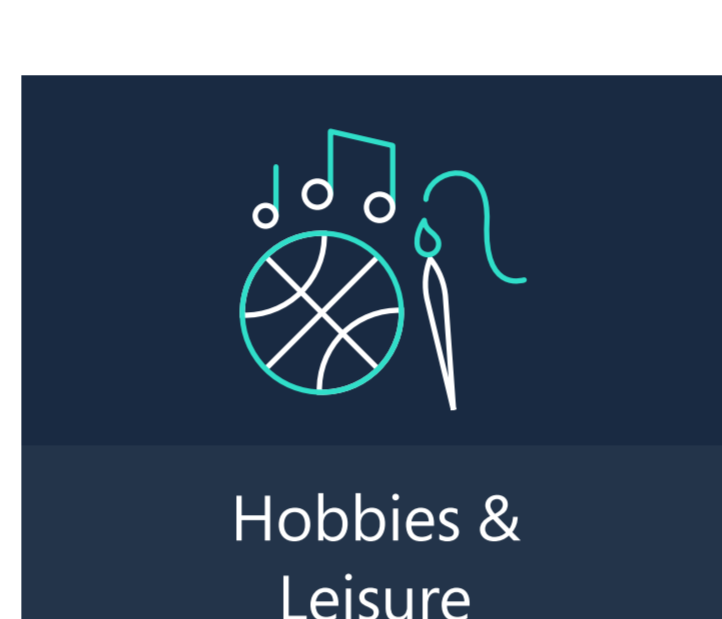
## Understand how and when shoppers search to make the most of your ad budget.

Search trends during the holiday season<sup>4</sup>



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

## Top 3 product categories consumers look for on the Microsoft Search Network<sup>4</sup>



## 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*.<sup>5</sup>



**14M** Total unique monthly searchers<sup>5</sup>



**296M** Total unique monthly searches<sup>5</sup>

## 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*.<sup>\*3</sup>

\*Compared to the total internet population



**20%**

more likely to discover brands with online personalized purchase recommendations

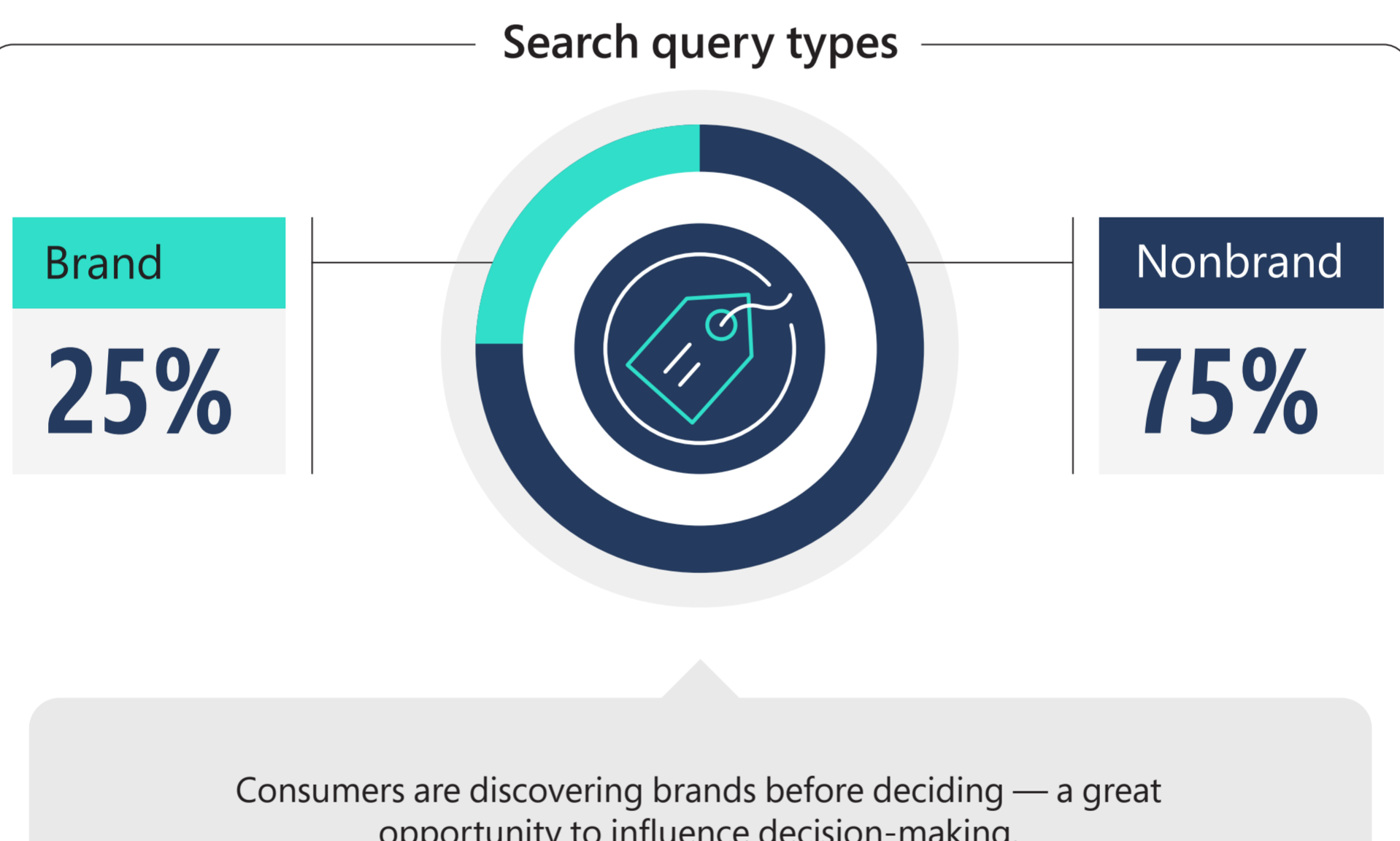


**12%**

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.<sup>4</sup>



## Improve your business's visibility with ad extensions.

Knowing what customers want can help inform keyword and bidding strategies.<sup>4</sup>

**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

## Automatically target relevant queries with Dynamic Search Ads.

## Showcasing Buy Online, Pick Up In-Store (BOPUS) offers can help entice choosy customers.<sup>3</sup>



**46%**

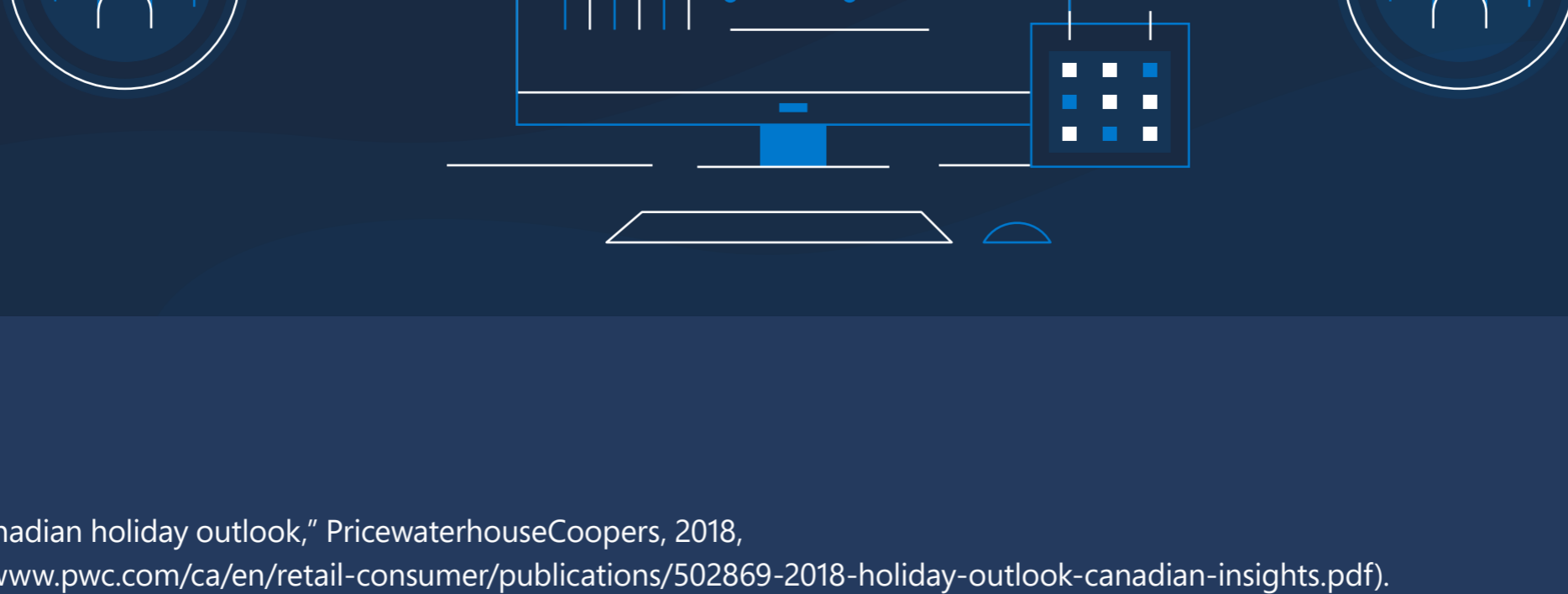
% of shoppers who use BOPUS at least occasionally



## Improve visibility by helping shoppers connect online and in-store with Location Extensions and Local Inventory Ads.

With Microsoft Advertising, you can understand audiences and intent to deliver personalized experiences and improve campaign performance this holiday season.

Have additional questions? Contact us.



Sources:

1. "2018 Canadian holiday outlook," PricewaterhouseCoopers, 2018. (https://www.pwc.com/ca/en/retail-consumer/publications/502869-2018-holiday-outlook-canadian-insights.pdf).

2. "Cross-border e-commerce is one of the fastest growth opportunities in retail, according to DHL report," DHL Express Canada, March 16, 2017. (https://www.globenewswire.com/news-release/2017/03/16/976147/0/en/Cross-border-e-commerce-is-one-of-the-fastest-growth-opportunities-in-retail-according-to-DHL-report.html).

3. GlobalWebIndex, Crosstab Builder, CA, 2018. Microsoft Search Network represents unduplicated visitors to Bing web search, Yahoo! web search and AOL.com web search. Microsoft Audience Network represents unduplicated visitors to MSN and Outlook.com. Data represent desktop, mobile web, and tablet traffic.

4. Microsoft internal data, the Microsoft Search Network, CA, October 1, 2018–December 31, 2018.

5. comScore qSearch, Explicit Core Search (custom), CA, June 2019; industry categories based on comScore classifications. Data represent desktop traffic only.

