With Microsoft Advertising, you can build your brand and business together.

For online product sales, search presence is a necessity for boosting brand recall, brand preference, and purchase intent.

It’s more important than ever to use paid search ads to help make retail purchases offline and online product sales.

Growing consumer trends are willing to share purchase preferences for faster, easier, more convenient experiences products the same day. Many shoppers want to research products online, sometimes while in-store, before buying.

Today’s customer doesn’t make a distinction between online or offline research and shopping. It’s one holistic consumer experience.

Offline and online shopping are interconnected. 68% of consumers research products online, sometimes while in-store, before buying. 2020\textsuperscript{1}.

PRO TIP 1: Help shoppers see your ad first with mainline bids.

PRO TIP 2: Improve visibility by helping shoppers connect with you online and in-store by promoting the content they are looking for: product reviews, free delivery, easy returns, in-store pickup, store location and more.

Beyond search advertising trends, brand consideration and intent to buy:

- Exposure to search ads builds brand preference: Purchase intent rose 8% for searchers exposed to a dinner brand ad instead of the market-leading brand’s ad.9
- Online search advertising is heavily influenced by search ads, which makes maintaining a paid search budget is primed to compete.
- Seeing a search ad improves a potential customer’s engagement and consideration of a product online, 72% more of the product.12
- Seeing an ad online results in more offline sales than not seeing an ad online, 56%.12
- The value of paid search advertising:
  - Searchers exposed to a dinner brand ad bought 8% more of the product.
  - Purchase intent rose 9% for searchers exposed to a competitor’s brand ad instead of the market-leading brand’s ad.11
  - Brand recall rose 4 points for searchers exposed to a PET FOOD brand ad instead of a name-brand ad.10

Shoppers still choose brick-and-mortar stores over e-commerce, 75% instead of online shopping. Most shoppers still choose brick-and-mortar stores over e-commerce, 90% instead of a name-brand ad.5

PRO TIP: Use your paid search ad copy to attract and influence shoppers by promoting the content they are looking for: product reviews, free delivery, easy returns, in-store pickup, store location and more.

- Your competition is investing deeply in paid search. Be sure your advertising budget is primed to compete.
- Why researching online, shopping offline is the new norm, 75% instead of online shopping. Why researching online, shopping offline is the new norm, 72% instead of a name-brand ad.1

- DELI
  - Purchase intent rose 5 points for searchers exposed to a deli ad instead of the market-leading brand’s ad.
  - Purchase intent rose 4-POINT LIFT for searchers exposed to a deli ad instead of a lesser-known competitor’s brand ad.

- Cable TV
  - Purchase intent rose 3 points for searchers exposed to a cable TV ad instead of the market-leading brand’s ad.
  - Purchase intent rose 2-POINT LIFT for searchers exposed to a cable TV ad instead of a lesser-known competitor’s brand ad.

- CPG
  - Purchase intent rose 9 points for searchers exposed to a CPG ad instead of the market-leading brand’s ad.
  - Purchase intent rose 11-point higher purchase intent for searchers exposed to a CPG ad instead of a lesser-known competitor’s brand ad.7

- UV
  - Purchase intent rose 9 points for searchers exposed to a UV ad instead of the market-leading brand’s ad.
  - Purchase intent rose 2-POINT LIFT for searchers exposed to a UV ad instead of a lesser-known competitor’s brand ad.

- Diaper
  - Purchase intent rose 9 points for searchers exposed to a diaper ad instead of the market-leading brand’s ad.
  - Purchase intent rose 13-point higher purchase intent for searchers exposed to a diaper ad instead of a lesser-known competitor’s brand ad.

- Dressing
  - Purchase intent rose 13 points for searchers exposed to a dressing ad instead of the market-leading brand’s ad.
  - Purchase intent rose 9-POINT LIFT for searchers exposed to a dressing ad instead of a lesser-known competitor’s brand ad.

- Search matters: The value of Microsoft Advertising for consumer-packaged goods