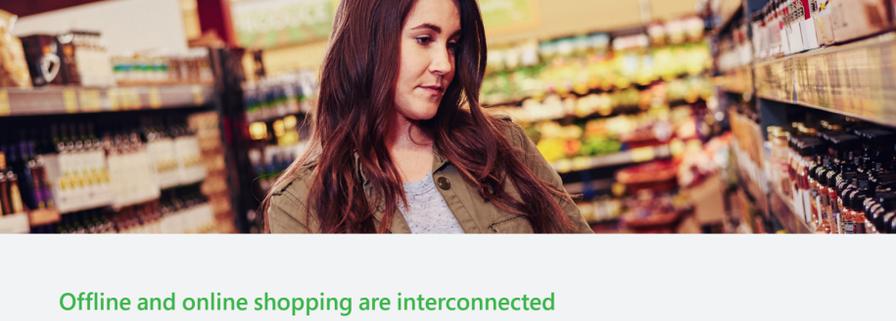


Search matters: The value of Microsoft Advertising for consumer-packaged goods



Offline and online shopping are interconnected

Today's customer doesn't make a distinction between online or offline research and shopping. It's one holistic experience for them. Help maximize how many products you sell and keep your brand top of mind by creating a seamless online and in-store experience that includes paid search. It's more important than ever to use search advertising to boost brand recall and preference. Seeing your ad online builds purchase intent and product favorability with both online and offline shoppers. That's why businesses are increasingly investing in paid search to help them influence buyer behavior.



PRO TIP 1: 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.



PRO TIP 2: Your competition is investing deeply in paid search. Be sure your advertising budget is primed to compete.

Make shopping online and offline seamless

Consumers research products online, sometimes while in-store, before buying.



68% research products online before buying in-store.¹



56% of in-store sales are influenced by customers' digital device use.²



72% who search locally visit a store within five miles.¹



Online shopping is growing
Ease and cost are the main drivers.



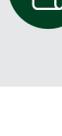
43% like the convenience.³



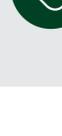
19% like the pricing.³



Offline shopping is still prevalent
Many shoppers want to experience products the same day.



49% want to take items home immediately.⁴



75% want to physically interact with products.⁵

The value of paid search

Paid search is growing faster than any other digital ad format and is expected to increase 28% year over year (YoY).⁶



Growing consumer trends

Automatic reorders, voice assistance and private labels are on the rise. Give your brand a boost with search ads tailored to target changing buying habits.



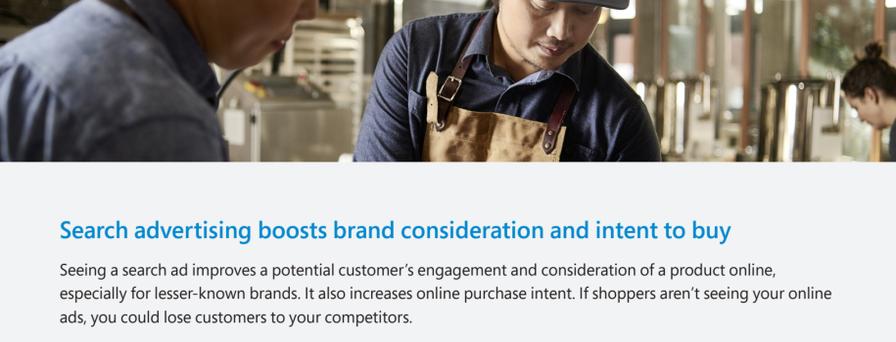
72%
are willing to share purchase preferences for faster, automated product reorders.⁷



54%
expect digital assistants to help make retail purchases in the next five years.⁷



>3x
Private label growth is outpacing national manufacturer-branded items by more than three times.⁸



Search advertising boosts brand consideration and intent to buy

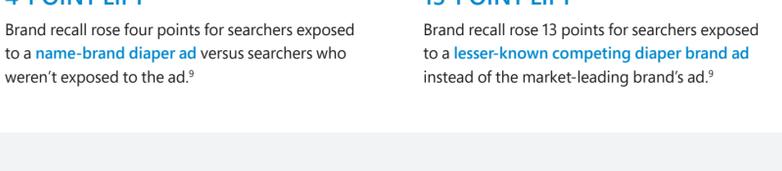
Seeing a search ad improves a potential customer's engagement and consideration of a product online, especially for lesser-known brands. It also increases online purchase intent. If shoppers aren't seeing your online ads, you could lose customers to your competitors.



PRO TIP: Help shoppers see your ad first with [mainline bids](#).

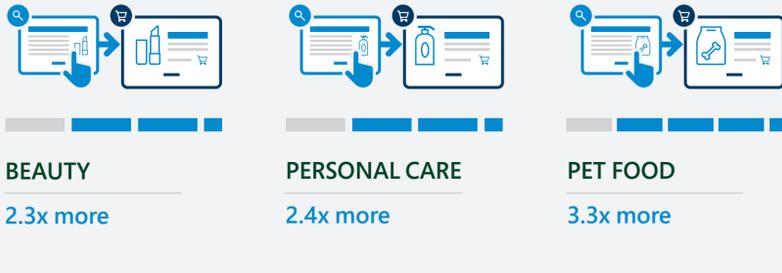
Exposure to search ads builds brand preference

BRAND CONSIDERATION

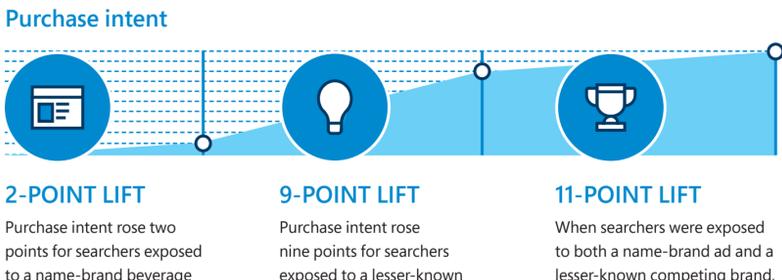


Product engagement

When exposed to a search ad, searchers are over two times more likely to visit the advertised product's detail page.¹⁰



Purchase intent



How search ad exposure impacts in-store purchases

Search ad exposure increases the number of products bought offline. This translates to higher transaction value for advertisers.

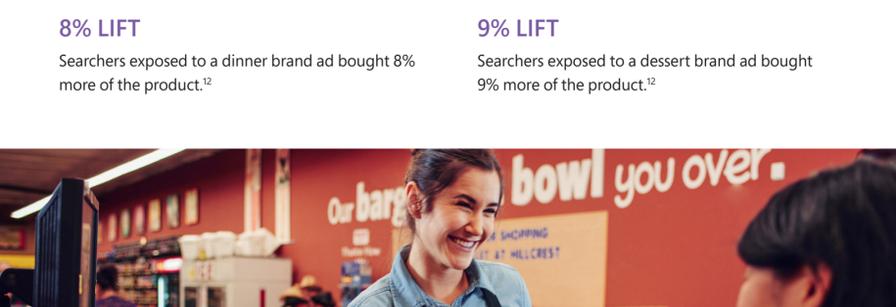


PRO TIP 1: Improve visibility by helping shoppers connect with you online and in-store by using [Location Extensions](#) and [Local Inventory Ads](#).



PRO TIP 2: Boost your digital shelf visibility and make your brand stand out even more with [Sponsored Products](#).

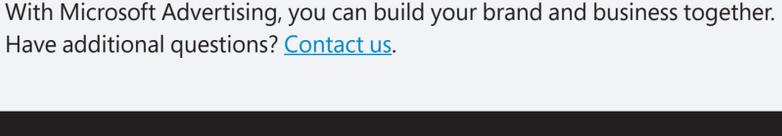
Seeing an ad online results in more offline sales



TAKEAWAY: It's more important than ever to use paid search ads to help future-proof your brand and bottom line. Offline and online shopping are heavily influenced by search advertising, which makes maintaining a paid search presence a necessity for boosting brand recall, brand preference, and offline and online product sales.

With Microsoft Advertising, you can build your brand and business together. Have additional questions? [Contact us](#).

Microsoft Advertising. Intelligent connections.



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