



# Retail-UK: Brand loyalty, a year-to-year comparison



# Key findings and actions



## Initial hypothesis

Since lockdown restrictions have taken place across Europe, normal purchasing-decision process has been disrupted.

Consequently, brand loyalty might be difficult to maintain in a scenario where consumers have become more mindful in budget allocation, comparing and researching products more to secure the best deal.

**Are consumers looking for similar brands compared to last year or are they willing to explore multiple brands? How they can be influenced effectively in the funnel?**



## Key findings

Most of users are exploring multiple brands during the journey.

- **44%** of users are clicking on a **new brand** compared to pre-covid period. While **46%** of users are clicking on the same advertiser as the pre-covid time and a new competitors' ads. **Generic** searches is presenting a peculiar opportunity to influence users, due to an increase in clicks/searches but also a reduction in CPC.
- **62% of consumers are not brand-loyal**, searching for a brand different from the first domain visited. **MSAN can be leveraged to reach this audience** as 34% of these searchers landed on MSN properties.



## Marketer opportunities

Persistent advertiser opportunity since brand indecisiveness is affecting consumer journey.

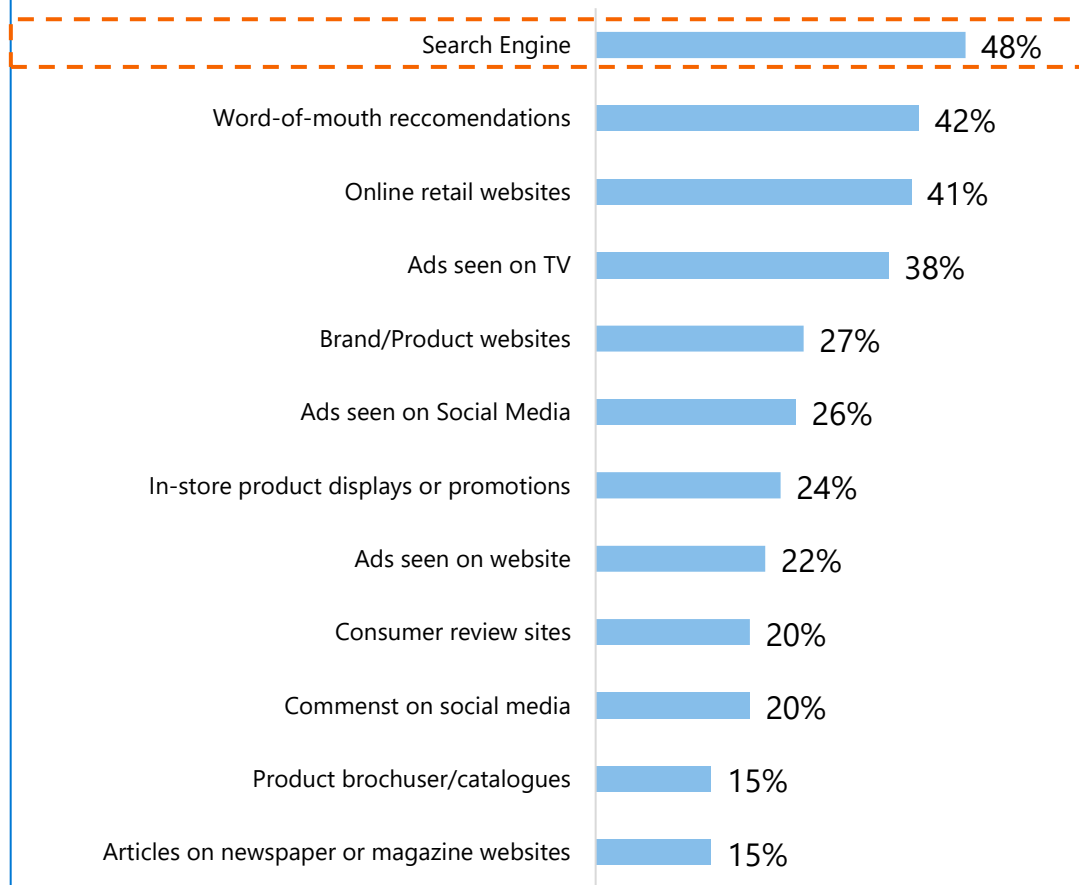
We highly recommend you to:

- Leverage **generic search traffic** to push your offers and services.
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# Search engines are leading the way in the brand-discovery process

## Free delivery, reviews and discounts are key factors that are influencing users

**Brand Discovery Drivers - UK**



**Purchase Drivers - UK**



# The Marketplace landscape has changed during corona

Less popular brand in 2019 are now capturing more clicks.

| Advertiser   | Marketplace Rank 2019 | Marketplace Rank 2020 | Rank Change** | Clicks YoY |
|--------------|-----------------------|-----------------------|---------------|------------|
| Advertiser 1 | 3                     | 1                     | +2            | 352.00%    |
| Advertiser 2 | 2                     | 2                     | 0             | 8.89%      |
| Advertiser 3 | 8                     | 3                     | +5            | 385.37%    |
| Advertiser 4 | 7                     | 5                     | +2            | 50.97%     |
| Advertiser 5 | 4                     | 6                     | +2            | 14.33%     |
| Advertiser 6 | 6                     | 8                     | +2            | 81.59%     |
| Advertiser 7 | 9                     | 9                     | 0             | 134.54%    |
| Advertiser 8 | 11                    | 10                    | +1            | 119.76%    |
| Advertiser 9 | 31                    | 11                    | +21           | 846.61%    |

## Key insights:

- **Advertisers marketplace varied** a lot compared to last year. **Less popular advertisers in 2019 are now getting more clicks**, ranking higher in 2020.
- On the overall, over 87% of advertisers that registered a positive jump in clicks, gained between 1% and 5% uplift in clicks compared to last year. On top of that, only 13% of the total advertisers enjoyed higher range.

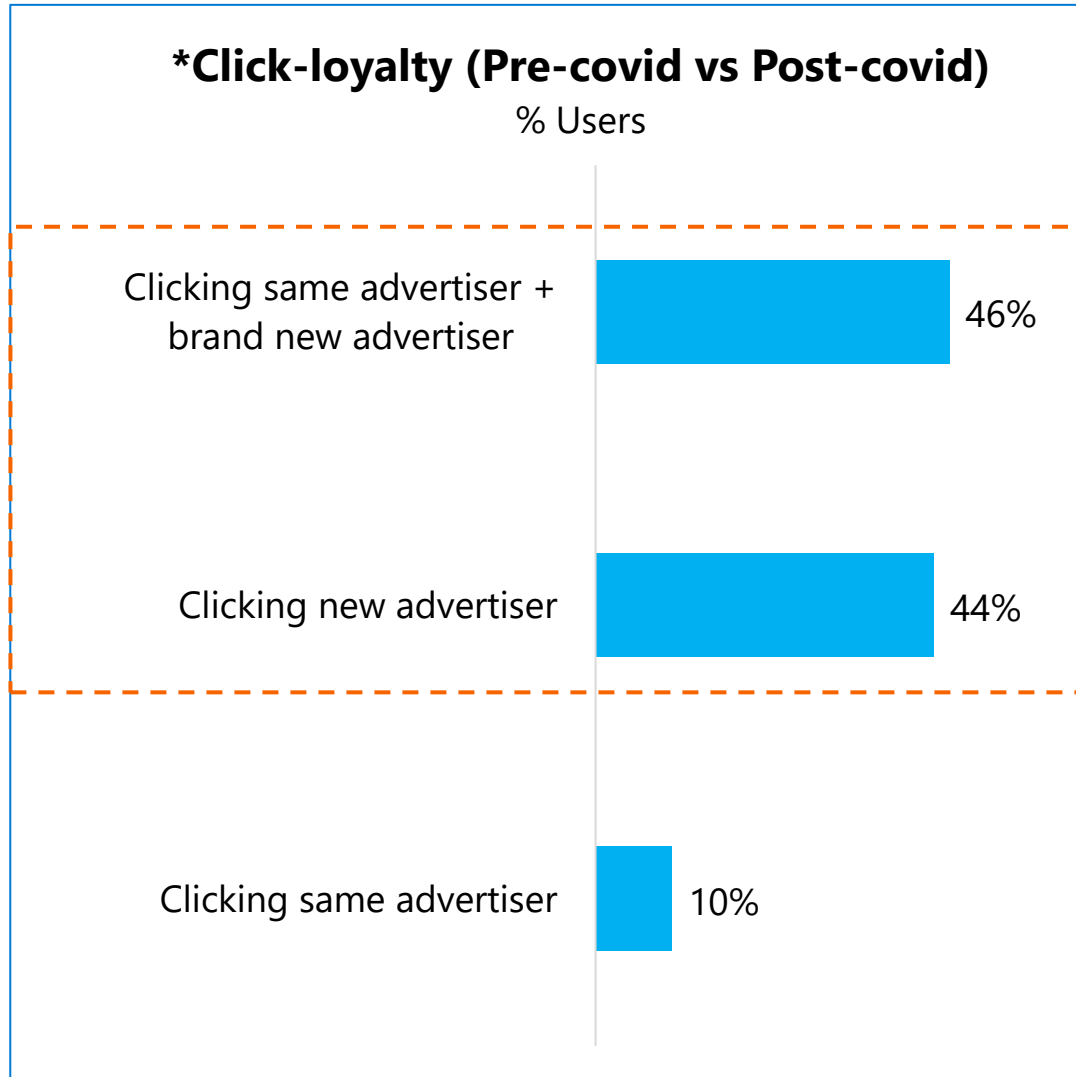
# Non-brand content is more important than ever before

|         | YoY Searches | YoY Clicks | Abs Variation CPC | Competition |
|---------|--------------|------------|-------------------|-------------|
| Brand   | +95%         | +12%       | +0.15 \$          | ↓           |
| Generic | +86%         | +44%       | -0.05\$           | ↓           |

## Key insights:

- At the advertiser level, brand/generic clicks distribution varies a lot, without following a clear pattern.
- However looking at the marketplace granularity, **generic products queries expressed a strong commercial intent** with clicks increment accounting to +44%.
- On top of that, **CPC is declining with a less competitive marketplace environment** (Competition recorded a drop). This is an ideal scenario for advertisers willing to influence brand loyalty through generic searches.

# Users clicked on different brands for similar products compared to pre-covid

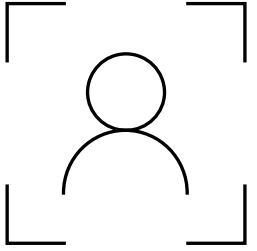


## Key Insights

Users recorded **a scarce degree of loyalty**, underlying their willingness to explore different brands. Indeed, 90% of consumers considered at least 1 new advertisers during their clicking decision-process.

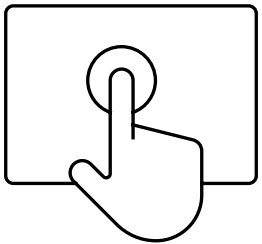
- **44%** of sample population registered click intent towards a completely new advertiser compared to pre-covid period.
- **46%** of users recorded a click for the same advertiser as pre-covid time but clicked on other competitors as well.
- Make sure to engage with consumers and **differentiate from the competition with appealing ad copy.**

# High number of generic searches before a retail-branded one is performed



## 61% of User Paths

Included at least one generic terms during their searches



## 10 Median Generic Searches

per user before including retail-branded terms in the query

### Key insights:

- Consumers tend to **engage quite a lot with generic searches** before looking for a branded queries in the search engine. Indeed, **61% of consumers performed at least one generic search** with a median of **10 generic searches completed per user**.



# Most frequently occurring attributes in generic searches

## Most frequent attributes



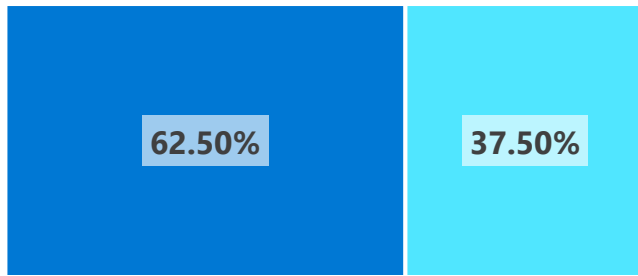
## Key insights:

- **Price-related** attributes are among the most recurrent in the searches journey. Having a good coverage over these top terms increases ad exposure with higher likelihood to influence indecisive consumers.



# A large portion of users searched a retail-brand different from the first retail domain visited

% of users (2020)



■ Multi-brand ■ Loyal



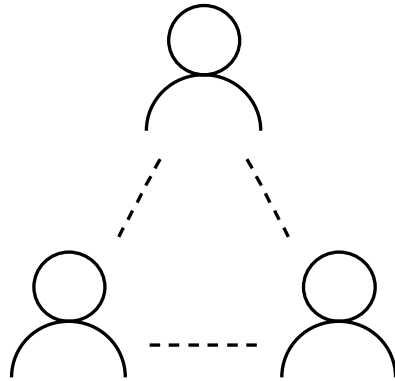
**5 Avg Domains  
Visited per user**  
before performing a  
branded retail-search

## Key insights:

- **62%** of consumers are searching for an advertiser different from the first domain visited
- **Users are visiting different advertiser (5 avg domain visited) domains before performing a branded retail search**
- Only 37% of users remained loyal and search the same brand engaged during their first website visit

# Most of the multi-brand consumers landed to MSN properties before a branded search

**34%** of multi-brand users<sup>1</sup> visited a **MSN** domain before searching a competitor



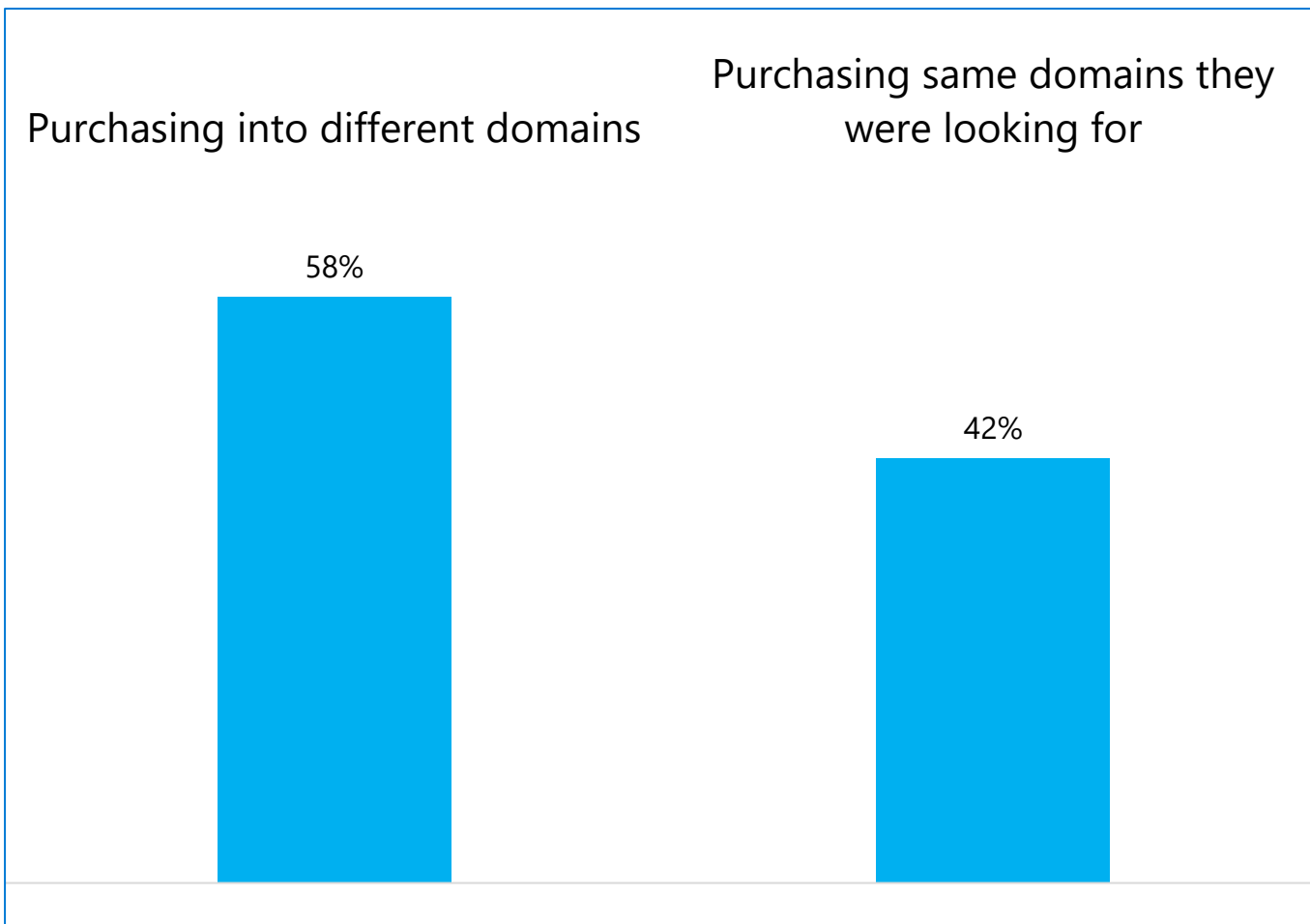
**17%** of multi-brand users<sup>1</sup> searched directly on **Bing**

**49%** hit other domains

## Key insights:

- **34%** of multi-brand consumers touched upon MSN domains before performing a brand-searches. This is a huge opportunities to influence user's decision-process before it gets deeper in the funnel using **MSAN display solutions**.

# 58% of multi-brand consumers finalized the purchase on a different brand than the one they searched for



## Key insights:

- **58%** of multi-brand consumers purchased an item on a branded domain different from the first brand-related searches. This is a strong indication that indecisive users can be still persuaded despite they have already some advertisers in mind.

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