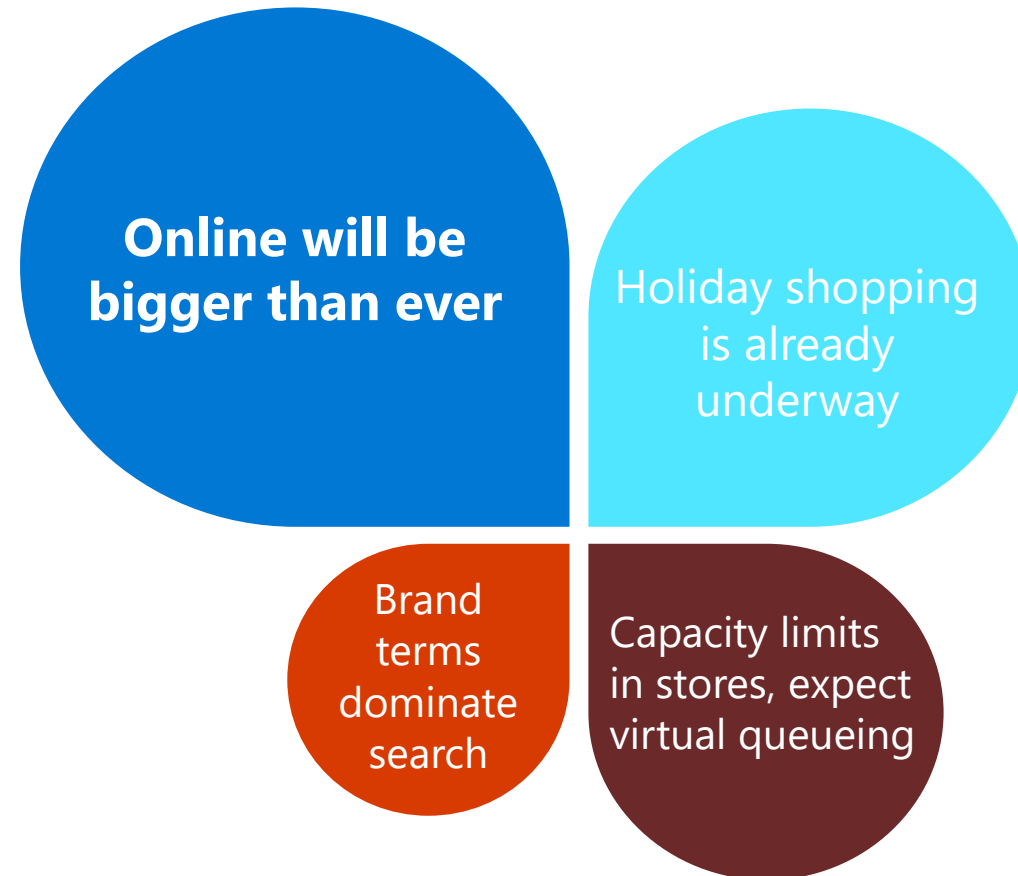


Microsoft Advertising Insights:
A different Cyber Week
What to expect in 2020

Key learnings



Two factors driving growth of online sales*

“The first is new online customers. There were approximately a million Australians who shopped online for the first time this year. Depending on the experience they had, you can expect that Christmas may be their second, third or fourth purchase”

—
Nathan Bush, founder of the e-commerce consultancy
12High

“Secondly, many retailers have invested heavily in people, technology and processes to make sure they can capitalise on Christmas 2020. With a (relative) lull in July-September to recover and fine-tune these, we expect that these investments will pay off in peak season.”

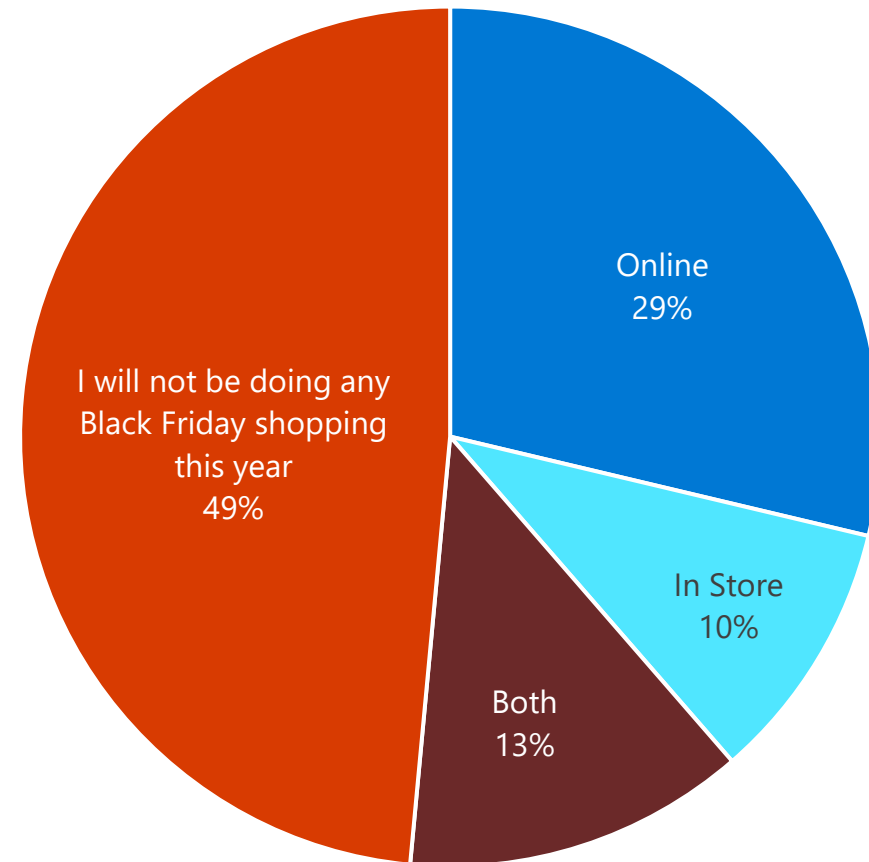
—
Nathan Bush, founder of the e-commerce consultancy
12High

Black Friday customer intent – 2020

Emarsys Black Friday Research Report -
Australia September, 2020

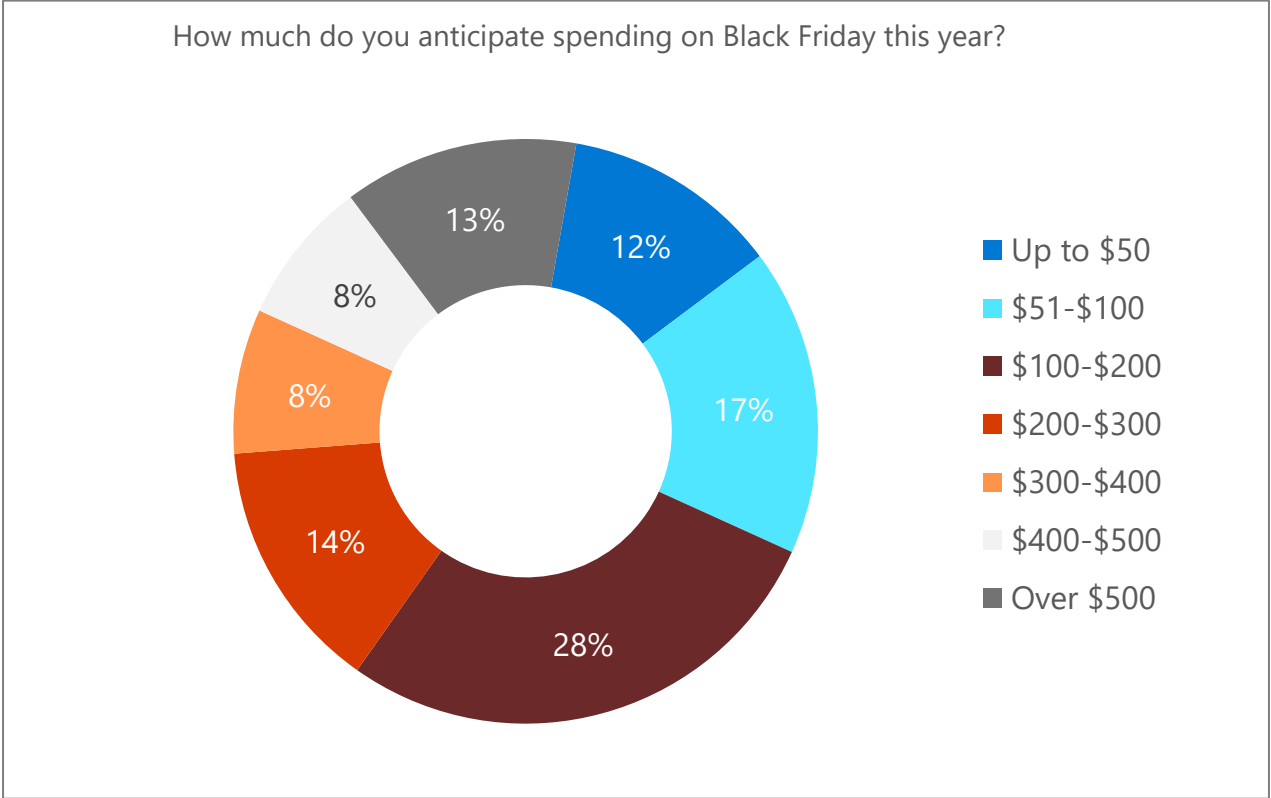
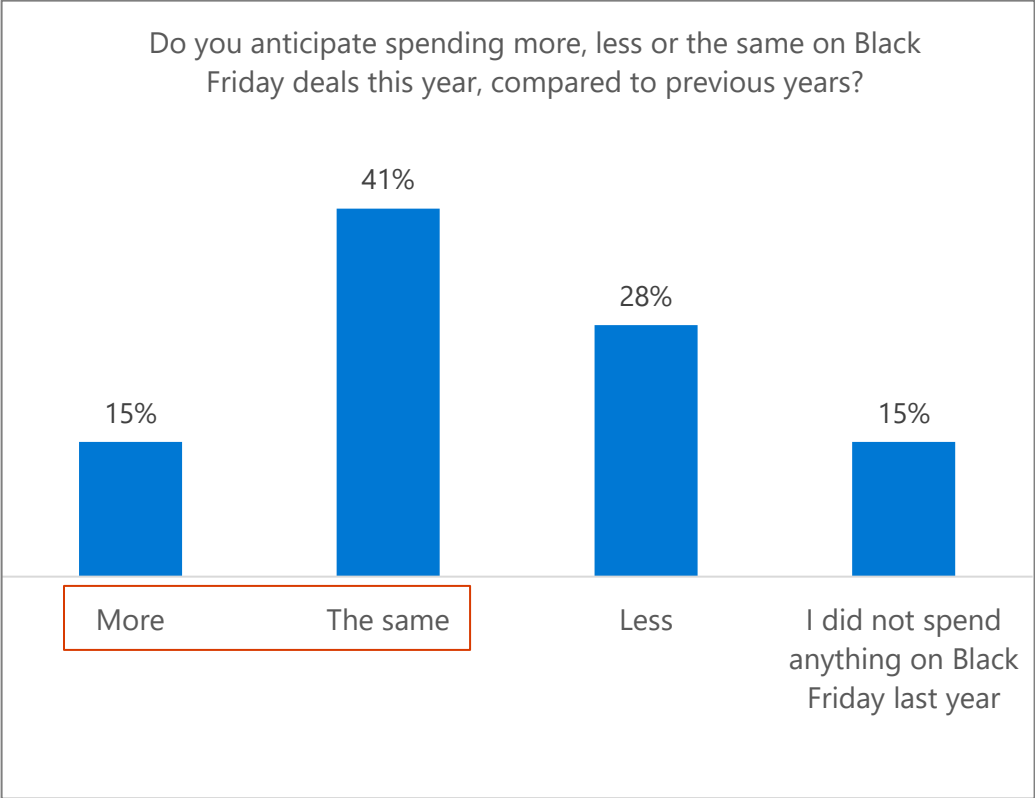
Emarsys predicts that Black Friday 2020 will be the biggest year on record for online retail traffic – *insideretail.com.au*

Where will you be doing your Black Friday shopping this year?*

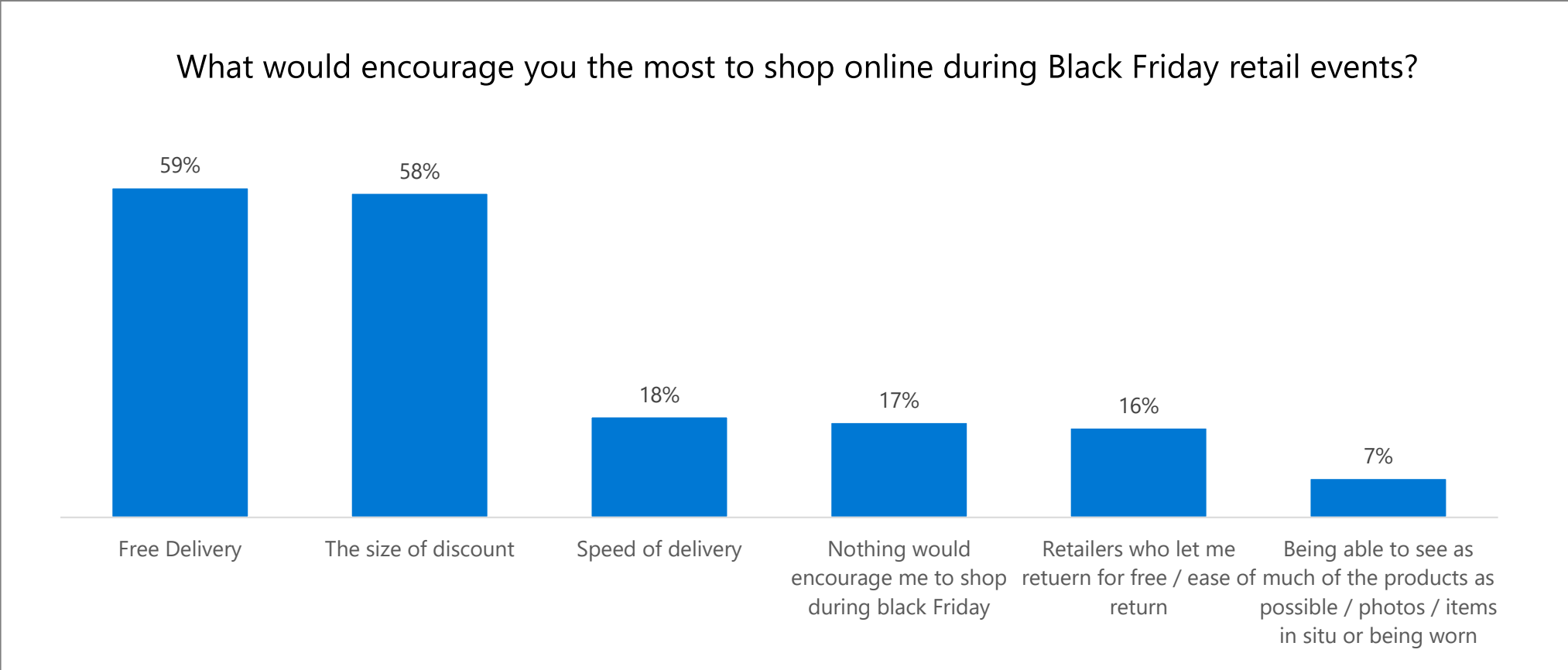


56% of consumers will spend either the same or more this Black Friday

Over 40% plan to spend between \$100-\$300 on Black Friday

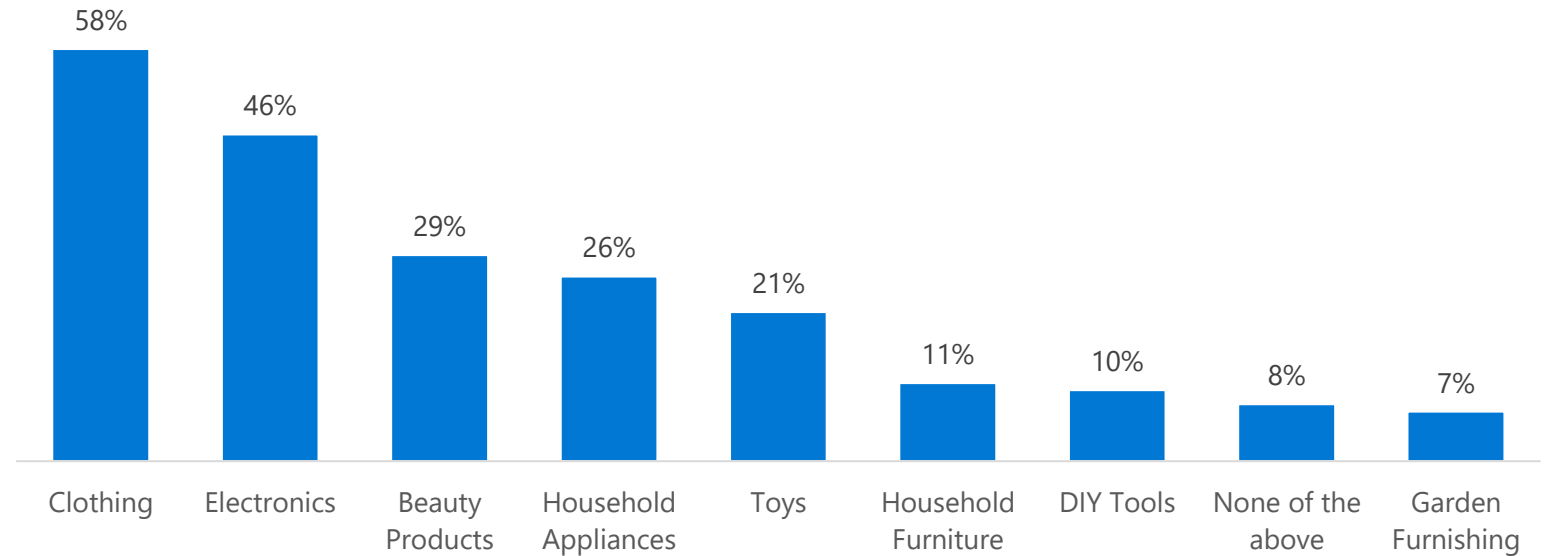


Free delivery and size of discount will be the key purchasing motivators for Black Friday shoppers



Clothing, Electronics, Beauty products and Household appliances are some of the top categories shoppers intend to buy from

Which of the following do you anticipate purchasing online on Black Friday this year?

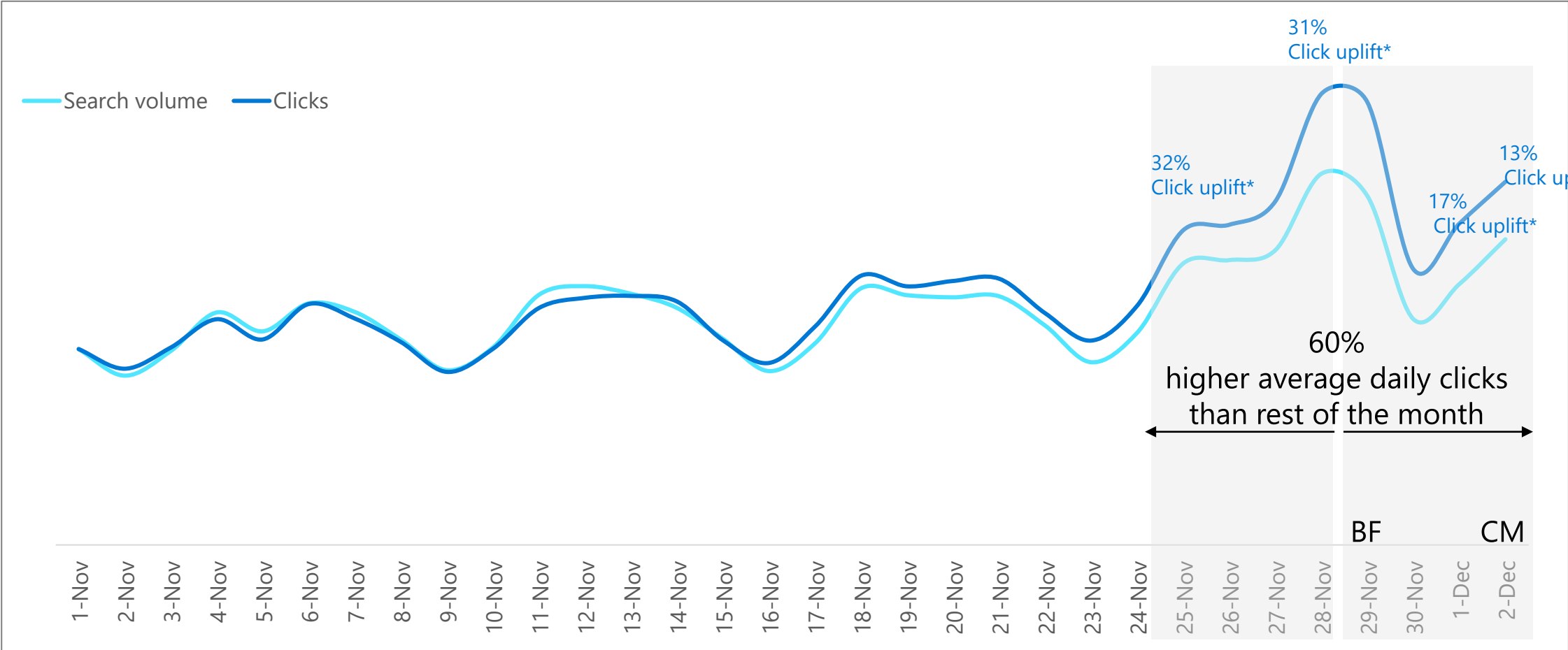


Cyber Week with Microsoft Search Network

2019 trends

November 2019 delivered **53%** more average weekly conversions than previous months (Jan-Oct)

Cyber week traffic ramps up a week in advance, plan your campaigns accordingly

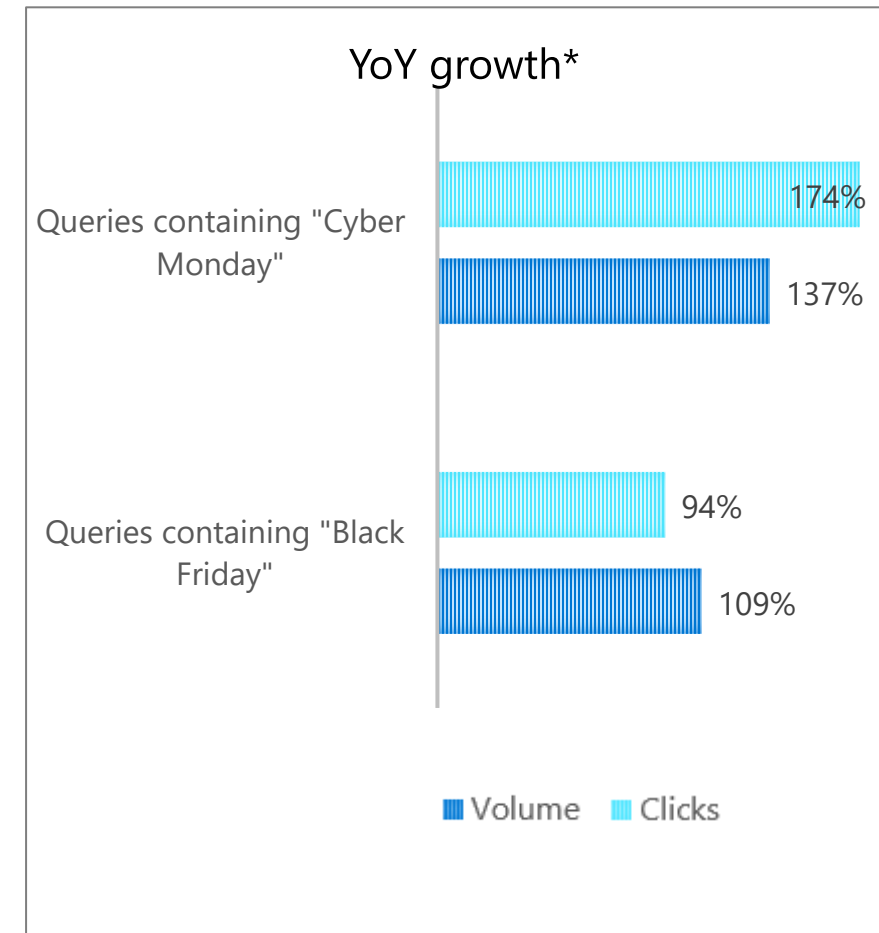
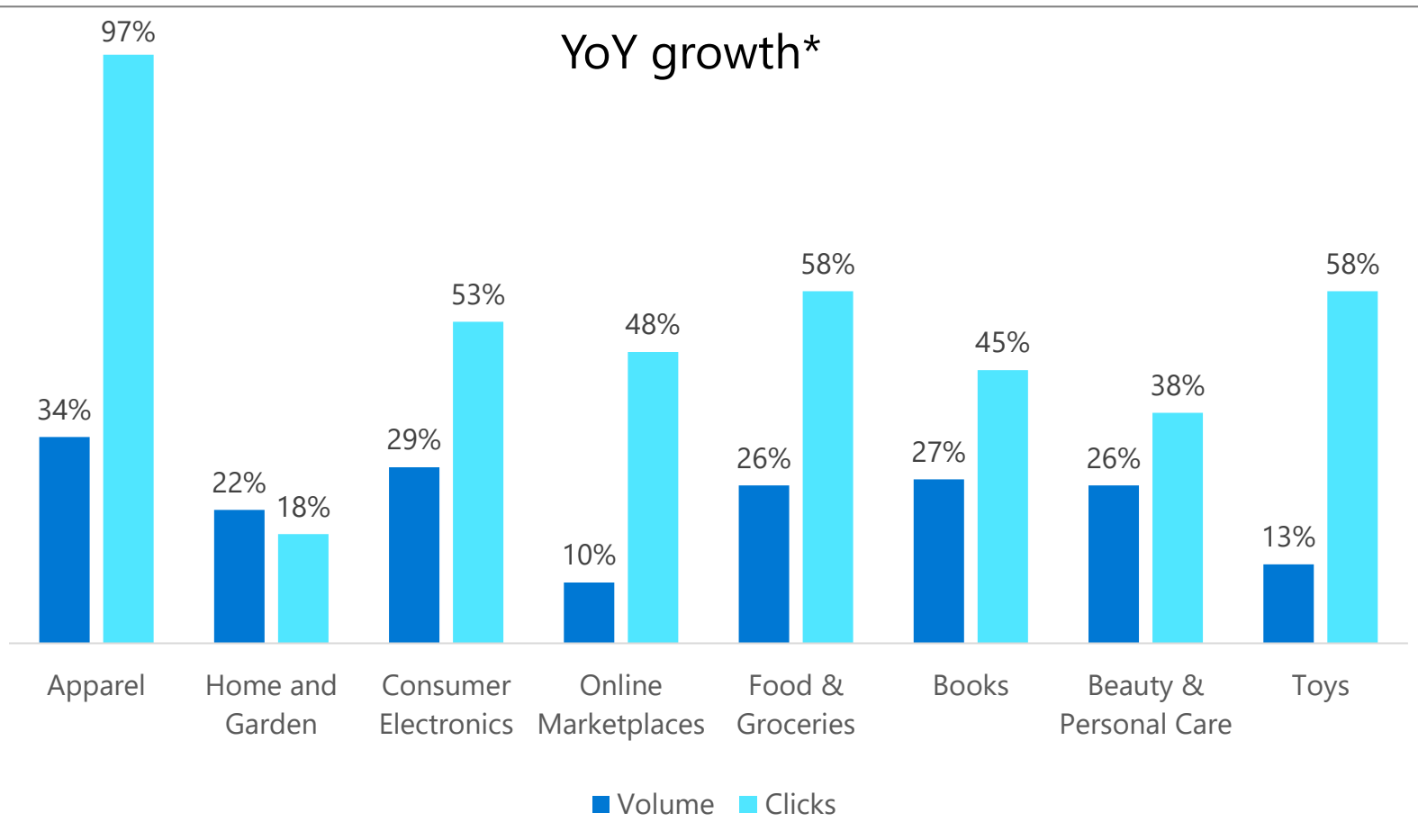


Last year we saw a **107%** year over year (YoY) uplift in searches and **63%** YoY uplift in clicks, during four days of Cyber Week



Source: Microsoft Internal Data | 2019
 * Click uplift when compared to previous day

Cyber Week delivered a strong YoY search and click volume uplift across Retail categories



Source: Microsoft Internal Data
*24-Nov to 2Dec 2019 vs 18-Nov to 26-Nov 2018(9 days to Cyber Monday for both years)

Set up your campaigns and be ready for Black Friday



Strong growth in both search volume and clicks for major retail categories

- Adjust your budget to accommodate expected growth
- Utilise Shopping Campaigns to better engage with your customers across key categories



People start searching Black Friday sales as early as one week before they shop

- Pace your budget according to the search and click trends – planning is essential
- Ensure your Black Friday/Cyber Monday campaigns cover the whole search window



Brand terms dominate search for the Cyber Week seasonality

- Defend your brand terms
- Optimise ad copies to highlight Black Friday/Cyber Monday deals/offers
- Leverage Extended Text Ads to land shoppers on the right deals' pages

Happy shopping!