



## New opportunities

Tips for you if you're seeing  
new or increased traffic

# Unprecedented times

As the world responds to the outbreak of COVID-19, our thoughts are with the people affected and the medical professionals working around the clock to help those most in need. At Microsoft, we're working to do our part by ensuring the safety of our employees, striving to protect the health and well-being of the communities in which we operate, and providing technology, tips and resources to our customers to help them do their best work while remote.

### **At Microsoft Advertising we are here to help you.**

As consumers remain home, search has grown in increasing importance. This resource is part of [The digital advertiser's guide to COVID-19](#), which covers immediate strategies, restoration strategies, future planning and account health, to help you continue to connect with your customers in meaningful and relevant ways.

Each of these resources are curated to help you and your business get the guidance you need no matter where what stage of the journey you are in.

We are also compiling key insights and industry trends on a weekly basis and publishing them on our [COVID-19 insights and resources hub](#) to allow you to make informed decisions for your business.

And finally, when people have a need and your brand is there to meet that need it creates a connection and builds trust. Never has that been more important than now. Consumers expect brands to step up and support them and the community in times like these. [Marketing with Purpose](#) is a framework to help you connect more authentically with your people, build trust and ultimately drive greater business value.

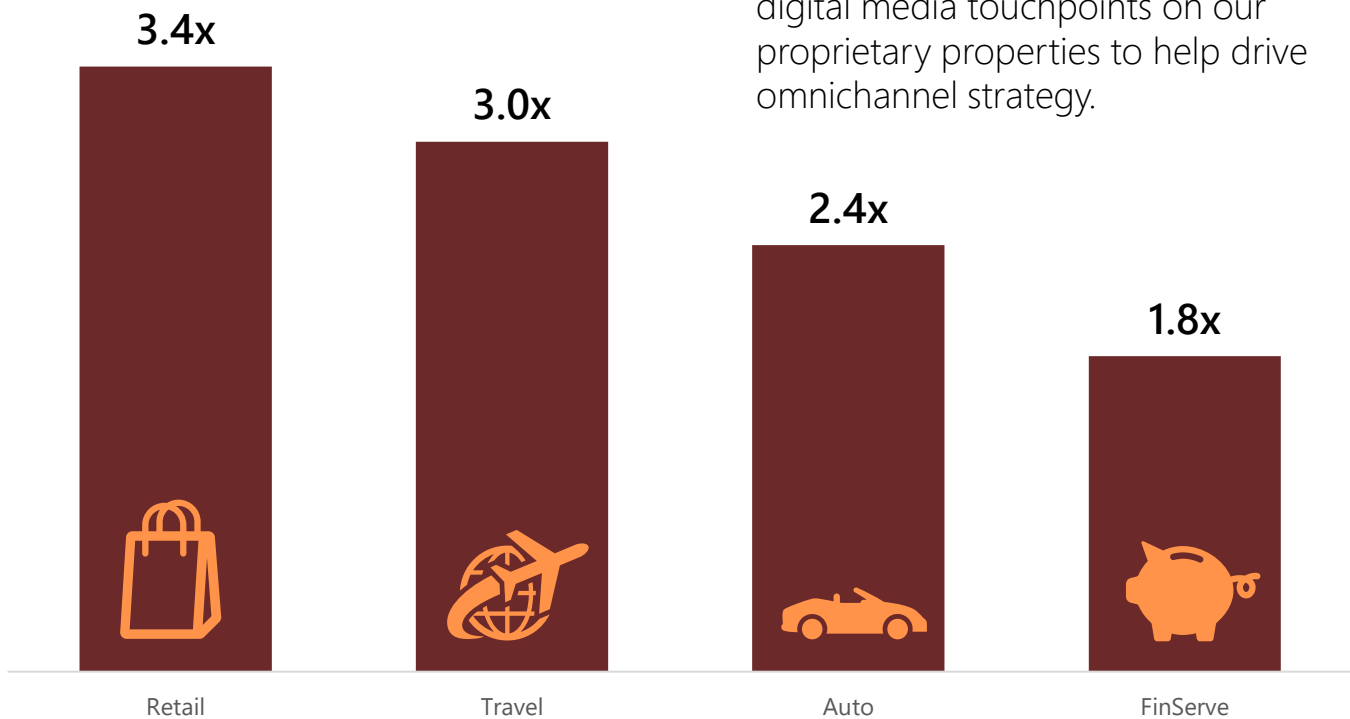
## The value of paid search

Paid search generates the greatest return on advertising spend (ROAS) across media channels, per dollar invested in the U.S.<sup>1</sup> Not surprisingly, for budgets impacted by COVID-19, when compared to other media channels, paid search has been impacted the least and benefited the most either retaining or receiving re-allocated budget.<sup>2</sup> Some may venture that paid Search is the most recession-proof tool, considering its ability to connect marketers with consumer intent.

Our multi-touch attribution study found that on average, search clicks are directly followed by a conversion **2.6x more** than clicks from other ad types, including social and video.

Advertisers are rapidly turning to more complex attribution models, away from depending on last click attribution and away from measuring media in silos.

Our multi-touch attribution study enabled Microsoft to statistically measure impact of digital media touchpoints on our proprietary properties to help drive omnichannel strategy.



1. Various Sources (Benchmarking); OAAA, 2018. 2. Advertiser Perceptions, "Coronavirus Effect on Advertising Report," March 26, 2020.

Microsoft internal data. N = 1000 users per vertical, August 2019 – January 2020, US and PC only. Analysis of paid media only. Inclusive of display, native, partner, referral (including affiliates), social, video and paid search. Publisher and platform agnostic. Multiple paid digital media click touchpoints required for analysis inclusion.

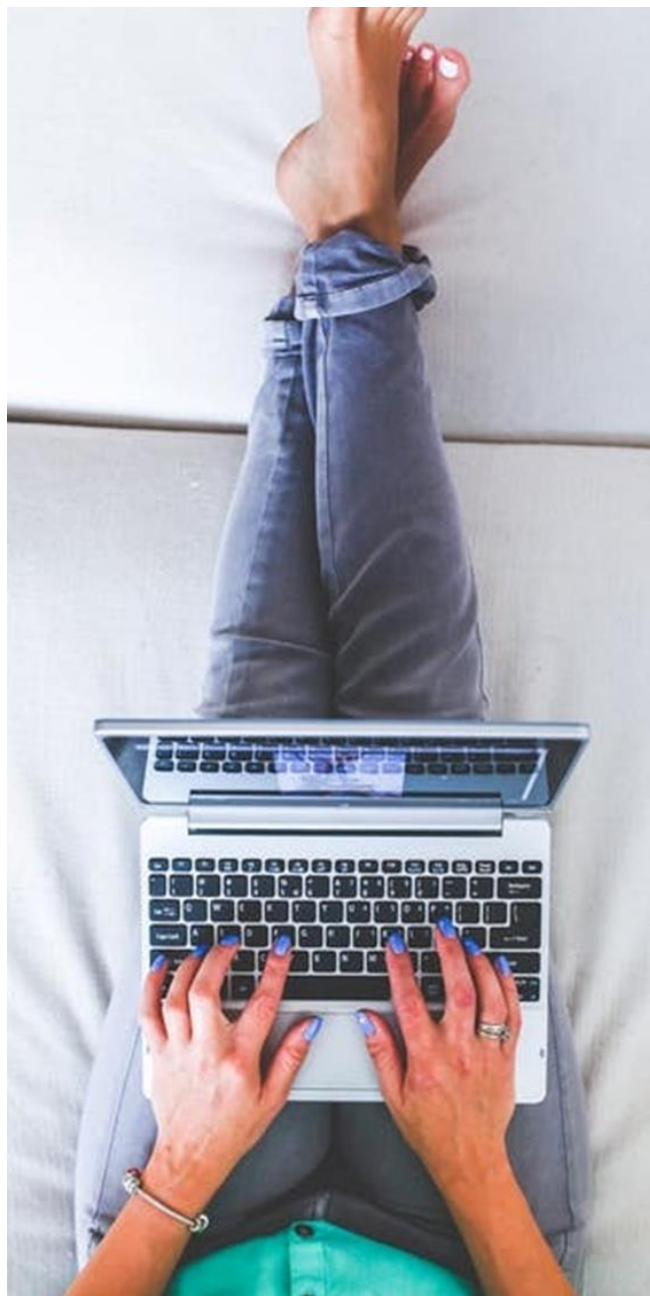
# How has consumer search behavior changed?

Working from home and other lifestyle shifts has led to **blended schedules** with the following marketplace trends COVID-19 vs. Pre-COVID-19<sup>1</sup>:

**Desktop & Tablet Volume Share** continues to grow respectively at 8% and 18% on average.

**Weekend Volume** grew significantly compared to Weekday Traffic by 12%.

**Nighttime Volume<sup>2</sup> (9pm-4am)** increased by ~15% compared to volume for all other hours of the day.



1. US and Microsoft Advertising core owned and operated (O&O) only, Time Periods: Pre-COVID-19 (January-February 2020); COVID-19 (March-May 2020)

2. Hours of Day converted from UTC to EST; adjusted for Daylight Savings



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# New opportunities

## Make the most of new opportunities

### Broaden your audiences to make sure you're reaching all potential new customers

Native exposure can increase search demand. By adding images to your search campaign, you can serve your ads on the Microsoft Audience Network and expand your reach. In an initial study evaluating several campaigns over a three-month period, Microsoft Audience Network advertisers saw increased performance in their search campaign with a +37% lift in searches post exposure (post impression or post click) and a 47% lift in clicks post exposure.<sup>1</sup>

### Use In-market Audiences to reach people looking to buy in your vertical area

Review the In-market Audience segments available to ensure you're capturing all appropriate segments for your business, and increase bids on those that are performing well.



1. Microsoft internal data, exposed vs. control lifts for both clicks and searches per user, Jan 2019 – Jan 2020. Searches based on ad flag for selected advertiser and other advertisers in that vertical. On average, those clients saw the reported lift in search impressions per user and reported lift search clicks per user for exposed users compared with those who were not exposed to an ad on the Microsoft Audience Network. This is based on a sample of our pilot advertisers and is not a marketplace lift. The experienced lift is on a per-user basis for the exposed users, not the advertisers' full search program.

## New opportunities

# New opportunities: Focus on Shopping Campaigns

### Re-rise of the desktop

As consumers spend more time at home, they're spending more time searching on PCs. With 37% of the U.S. PC market share,<sup>1</sup> Microsoft Advertising offers a valuable opportunity to reach retail audiences. New Shopping Campaigns experiences are launching on the SERP, Shopping tab and Images tab – expanding the reach of retailers on the Microsoft Advertising Network and giving consumers new ways to find the products they are looking for.



### Respond to identified product demand highs

Shopping Campaigns can help you showcase these products and answer the increasing demand from your customers. Give your customers more information before they click with Product Ads where you can display up to 10 product images, include prices, offers, promotions, shipping costs, and more. These dynamic ads will automatically update as your product offerings change, making the day to day management easy.

1. comScore qSearch, Explicit Core Search (custom), U.S., December 2019. The Microsoft Search Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in the United States. Data represents desktop traffic only.

## New opportunities

# New opportunities: Focus on Shopping Campaigns

**Many products are experiencing a surge in demand, amidst a dynamic environment**

For example, web and teleconferencing software demand has increased, with employees being required to work from home. Household items, home office equipment, and a variety of other products and services see an increase in demand during this time.

**Expand your shopping reach and find your audience beyond search** with high-quality native placements, by adding Microsoft Audience Ads to your Shopping Campaigns.





## New opportunities

# Maintain brand awareness or land positive corporate messaging

While many products and services are widely impacted by the coronavirus, some commoditized or evergreen products may be less affected. Native advertising can be a good and cost-effective way to maintain brand awareness and set you up for success in the future. The Microsoft Audience Network can help you stay connected with your audience by serving your ads on high-quality and brand safe native placements. We're taking every precaution so that your ad doesn't appear next to undesirable content across our network.

### Microsoft Audience Network



**242 million**  
total unique  
visitors in the U.S.<sup>1</sup>

1. comScore Microsoft Audience Platform Report, December 2019. Numbers are rounded to the nearest percentage point.

# Checklist: Ads

- Ad rotation should be set to [optimize](#).
- Check your editorial rejections as COVID-19-related terms are disallowed.
- Efficiently replicate your marketing messaging strategy changes in your text ads. Replace any standard text ads with [Expanded Text Ads](#) and RSA (standard text ad volume will begin to decline April 1).
- Use ad customizers and IF functions where applicable. Use audiences to land effective messaging.
- Search partners: Expand your reach to a wider audience across all devices on proven, reputable and tested sites.
- Check the extensions you're using. Use "delivery, curbside pickup, other services" that are unique and applicable to your business.

# Checklist: Keywords

- Monitor keyword recommendations relevant to your business surfaced in the Microsoft Advertising user interface.
- Use “Broadience” (broad match + audience targeting) to help you expand reach and identify new opportunities once the volatility has settled.
- Monitor keywords and consider relevant terms around delivery, curbside pickup, fees waived (COVID-19-terms are restricted)
- To capture emerging queries, use Dynamic Search Ads (DSA) as a “catchall” and use tools like [Microsoft Advertising Intelligence](#) and [Keyword Planner](#).
- Use the Google Import tool to expand your reach by automatically mirroring your Google Ads campaigns and changes on Microsoft Advertising.

# Checklist: Audience

- Create Remarketing lists with more recent frequencies (ex: 1, 3,7, 14, 30 days) to target customers still looking to purchase.
- Use In-market Audiences to target customers who are in-market for your product (especially for areas of opportunity for you).
- Product Audiences (dynamic remarketing) can help you take your shopping ads to the next level with increased performance.
- Use Product Ads on the Microsoft Audience Network to expand your reach and get your products in front of customers where they are today.
- Add images to your search campaigns to expand your reach and connect with customers in new places on the Microsoft Audience Network.
- Refine targeting settings to reflect consumer trends for your business around geographies, time of day, etc. Use the [Bing COVID-19 Tracker](#) to help.



# Checklist: Bidding & Budget

- Balance between using automation and manual reviews. Monitor [auto-bidding](#), but keep a close eye to adapt to a fluctuating marketplace.
- Adding Enhanced CPC will leverage auction-time signals.
- Review your smart targets, adjusting as needed if your targets shift, for example target cost per conversion.
- Check accuracy of online conversion tracking to properly account for increased online purchasing demand. Recommended to implement [Universal Event Tracking](#) (UET) on your site.
- Plan budgets to meet the increased traffic demands by monitoring SOV.
- Allocate additional budget to your current best-performing ads and products.
- Monitor your daily budgets and adjust as needed with the changing environment.

# Resources

## Microsoft Advertising

### [COVID-19 insights and resources for advertisers](#)

As consumers remain home, search has grown in increasing importance. Our goal is to provide you with regularly updated insights and trends to allow you to make informed decisions for your business.

### [Microsoft Advertising blog](#)

A comprehensive range of blogs that discuss issues relevant to advertising, search and our solutions.

### [Marketing with Purpose](#)

Trust, loyalty and love create a sweet spot for purchase consideration. Learn how you can drive business results by making people feel seen and respected through inclusive marketing and purposeful personalization.

To learn more about Microsoft Advertising, please visit [www.microsoft.com/advertising](http://www.microsoft.com/advertising)

## Microsoft

### [Microsoft's response to COVID-19](#)

At Microsoft, we're working to do our part by ensuring the safety of our employees, striving to protect the health and well-being of the communities in which we operate, and providing technology, tips and resources to our customers to help them do their best work while remote.

### [Microsoft's Small and Medium Business COVID-19 Resource Center](#)

Practical guidance for keeping your business up and running and getting the most out of your Microsoft technology investments.

### [LinkedIn COVID-19 business resource center](#)

As businesses of all sizes grapple with the same key questions in the wake of COVID-19, the purpose of this community is to bring people together to share what they're learning and how they're managing through change during this time.

Microsoft Advertising. Intelligent connections.