MICROSOFT ADVERTISING

Online Grocery Shopping & Delivery
(excluding large brand delivery platforms)

Bite-sized insights

Microsoft Advertising. Intelligent connections.
Massive growth in volume and clicks on country lock-down week 1, followed by normalization on week 2

- Big growth in traffic from March 9th, the day of the lock-down announcement by the government. However the growth in traffic was driven by unbidded queries whilst bidded traffic grew only in the first 3 days of week 1. This is due to companies not able to cope with high-demand and closing campaigns and marketing activities.

- Clicks, as a consequence, only grew in the first three days and then decreased rapidly, indicating (most probably) little response to low-relevance ads served in the marketplace by tier 2 advertisers.

Source: Internal Data, Bing O&O; PC/Tablet Only, 1st Jan to 22nd March 2020, Italy
User searches and interest growth seen on lock-down week, decreased rapidly towards normalization on week 2

**Lock-down 1st week**

- Total searches WoW: 159%
- Bidded searches WoW: 302%
- Clicks WoW: 349%
- CPC WoW: -35%

**Lock-down 2nd week**

- Total searches WoW: 4%
- Bidded searches WoW: -36%
- Clicks WoW: -70%
- CPC WoW: 13%

Source: Internal Data, Bing O&O; PC/Tablet Only, 1st Jan to 22nd March 2020, Italy
France
Massive growth in volume and clicks on country lock-down week 1, whilst pricing decreased

- Big growth in traffic from March 16th, the day of the lock-down announcement by the government. Except day 1, the growth in traffic was driven by bidded queries as the players in the market did show to be ready to absorb the surge.

- Clicks also grew significantly whilst CPCs dropped 50% on the last day of the week. This is a favorable scenario for all those advertisers that will remain active in the auction.
User searches and interest growth seen on lock-down week did not correspond to an increase in CPCs

- Growth in traffic was substantial with total searches growing by +219% WoW whilst bidded searches grew by +161%.

- Clicks also increased significantly at +125% WoW. However, pricing was stagnating and declining by -21%.

Source: Internal Data, Bing O&O; PC/Tablet Only, 1st Jan to 22nd March 2020, France
Spain
Massive growth in search volume on country lock-down week 1, clicks however did not grow accordingly

- Big growth in traffic from March 16th, the day of the lock-down announcement by the government
- Clicks and CPCs however, decreased.

Source: Internal Data, Bing O&O; PC/Tablet Only, 1st Jan to 22nd March 2020, Spain
User searches increase did not result in click growth due to some companies unable to cope with demand shutting campaigns down.

- The growth in traffic was significant across both bidded and unbidded queries, as the majority of players in the market did show to be ready to absorb the surge.

- However, clicks grew slowly, and CPC decreased by a staggering -24% WoW. This can be explained (most probably) by a short number of top advertisers pausing or limiting campaigns due to difficulties in coping with demand surge. As a result the searches for these players were served low-relevance ads by Tier 2 advertisers which saw little response from users.
Netherlands
Massive growth in search volume on country lock-down week 1, clicks however did not grow parallelly

- Big growth in traffic from March 16th, the day of the Lock-down announcement by the government
- Clicks however did not grow and actually went down, and with this also CPCs decreased.

Source: Internal Data, Bing O&O; PC/Tablet Only, 1st Jan to 22nd March 2020, Netherlands
User searches and interest growth seen on lock-down week, decreased rapidly towards normalization on week 2

- The growth in traffic was mainly driven by unbidded queries but bidded searches also grew fast (+25% WoW), indicating lack of coverage in the market. As seen for Italy, this could be mainly due to companies not able to cope with high-demand and closing campaigns and marketing activities.

- Also Clicks stagnated after the first few days to land at -4% WoW. This can be explained (most probably) by little response to low-relevance ads served in the marketplace by tier 2 advertisers.