Auto weekly click trends

March 23, 2020
Vertical clicks dipped 4.4% week-over-week (WoW), the largest weekly decline year-to-date (YTD)

The most recent WoW dip was driven primarily by Parts & Service and then Tier 3. Tier 1 is the only sub-vertical that saw an increase in clicks this past week.
Tier 1 clicks spiked 11% WoW, holding solid year-over-year (YoY) growth

This year, WoW: 11.0%
Last year, WoW: 1.3%
This week, YoY: 7.8%
YTD, YoY: 8.7%

Tier 1 click growth was realized by both luxury and economy brands, each up 10% WoW, this past week.

16% of vertical clicks
Tier 2 clicks declined 4.7% WoW but are up significantly YoY

For Tier 2 accounts, only exact match clicks dropped WoW while all other match types saw an increase in clicks.

With new keyword modifiers emerging, advertisers can capture new queries* with more lenient match types.

*Example emerging queries picked up by non-exact match types: car dealerships coronavirus; coronavirus car sales; buying a car after coronavirus; car rebates march 2020 increase corona; coronavirus car deals; is now a good time to buy a car; cars to buy now; best cars to buy now
Tier 3 clicks declined 6.9% WoW but are up YoY

Both luxury and economy makes were down in clicks at the Tier 3 level WoW, presumably due to much of the United States either beginning or continuing to isolate this past week.
3rd-party clicks declined 2.2% WoW and remain down YoY

3rd-party clicks began the year down 23% YoY and have continued to decline gradually YTD. 3rd-party advertisers have not seen any dramatic WoW shifts in clicks yet like most of the other sub-segments.

Microsoft Internal Data
Parts & Service (P&S) clicks dipped 11.4% WoW but are still slightly up YoY

Parts & Accessories clicks specifically, which made up 71% of the sub-vertical this past week, were down 12% WoW. Service & Repair clicks, making up 26% of the sub-vertical, were down 11% WoW. Again, there presumably is less of a need for these products and services with fewer consumers driving due to much of the country either beginning or continuing to isolate this past week.
The majority of Parts & Service sub-segments have been declining over the past couple weeks as more cities and states across the U.S. isolate. The lone exception this past week was Gas Stations, which saw an increase in clicks WoW as oil prices dropped and consumers likely filled up their gas tanks out of precaution.
Summarized together, we see that clicks in all sub-verticals (aside from Tier 1) have declined in recent weeks. As shown in preceding slides, all sub-verticals other than 3rd-party are still holding on to positive YoY growth.