



Microsoft Advertising

How COVID-19 is affecting in-store pickup interest

March 20th, 2020

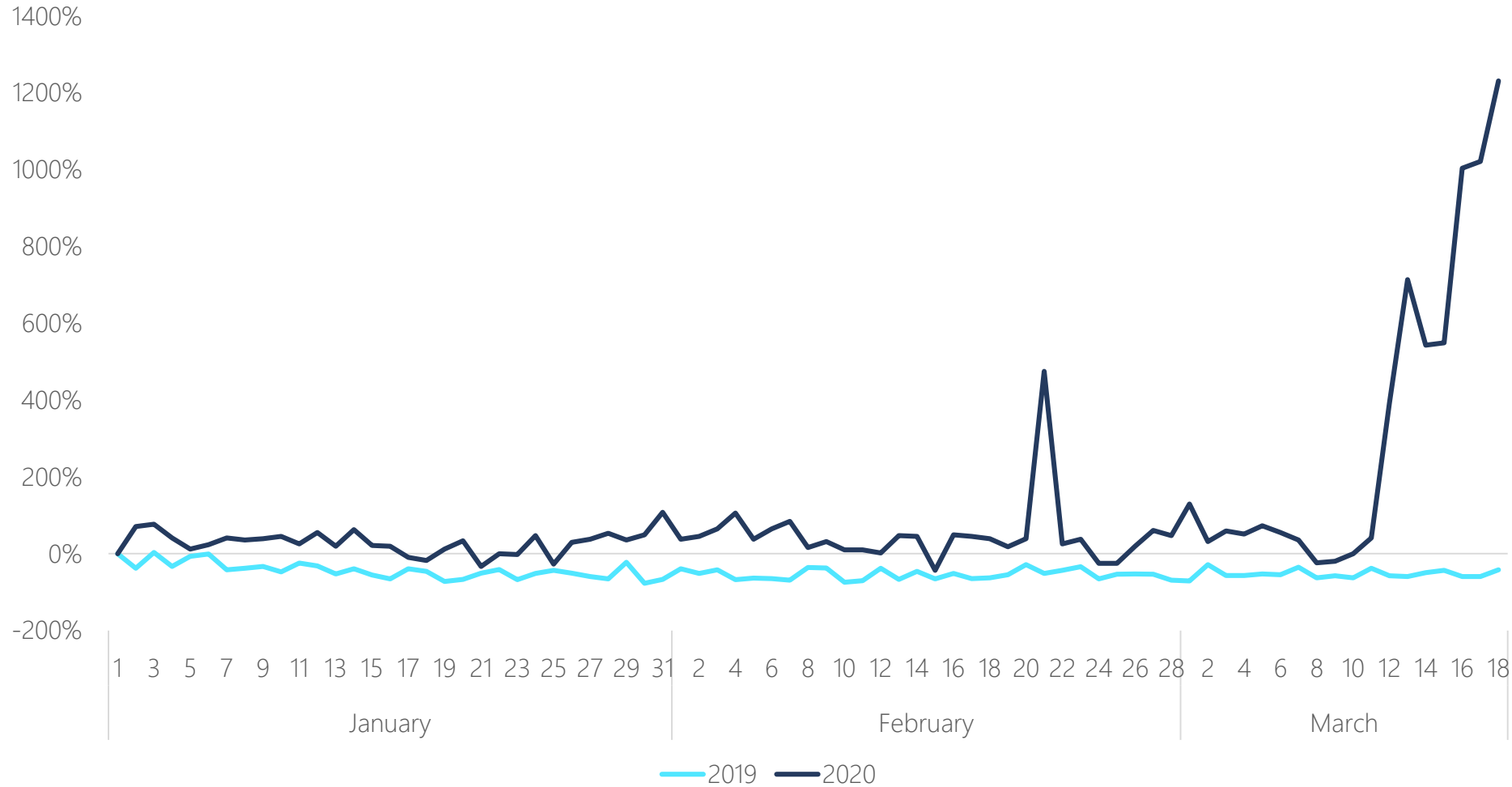


High-level takeaways

- BOPIS interest was pacing slightly ahead of 2019 in January and February but has really spiked in March as users began dealing with social-distancing concerns
- Consumers looking for in-store pickup options are very brand-focused and primarily looking for essentials/groceries

BOPIS search interest spiked with coronavirus concerns

Search volume change compared to January 1 of each year



Top Queries

[brand] order pickup

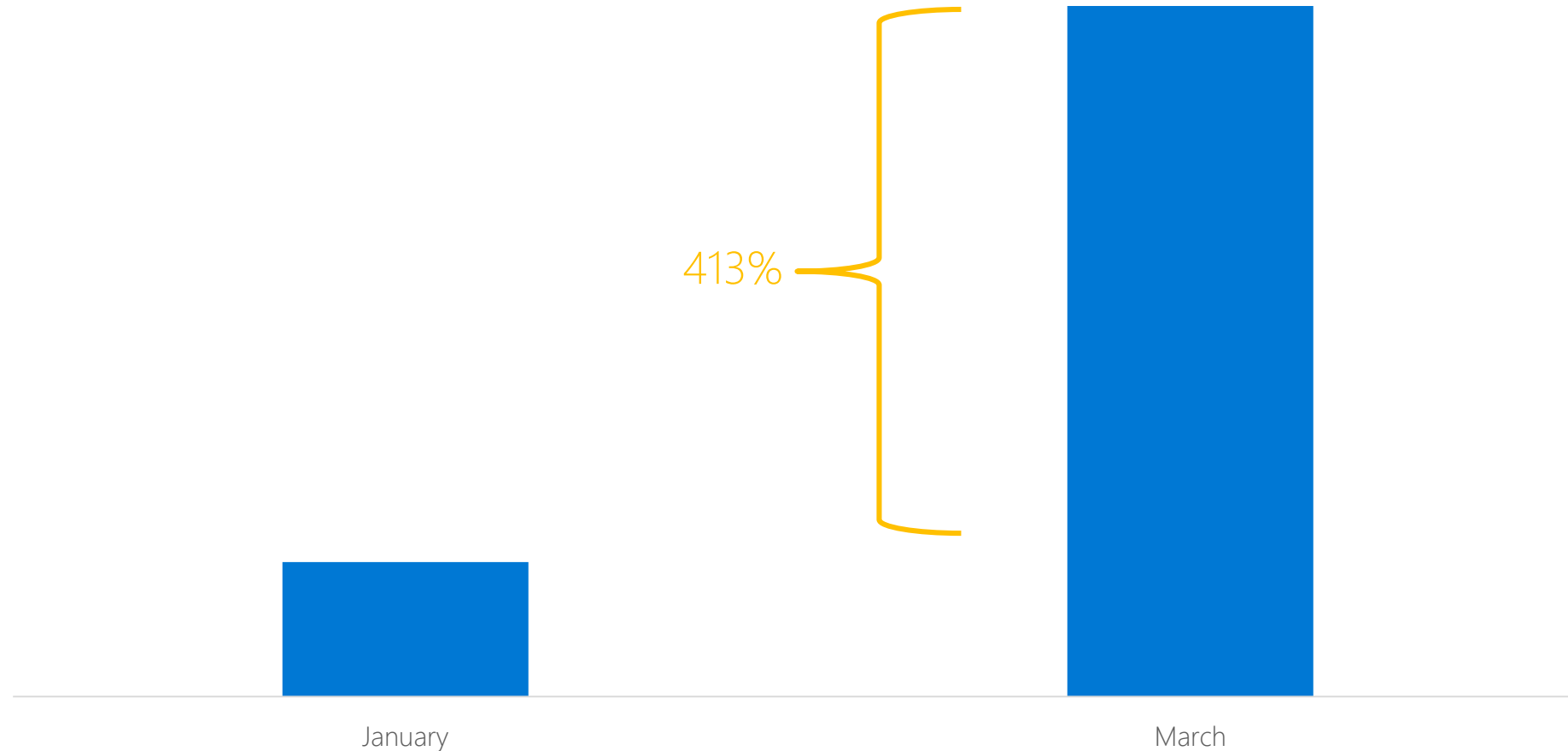
[brand] store pickup

[brand] online order pickup

[brand] pick up store

There has been a 400% lift in food/grocery-related in-store pickup searches

Average daily search volume from queries involving food and grocery brand and non-brand terms, by month



Top Queries

[brand] pickup order

[brand] food online order pickup

[brand] order online store pickup

[brand] curbside pickup ordering groceries

[brand] pick up order

[brand] store pickup