



Festive Planning 2020

Microsoft Advertising. Intelligent connections.

COVID-19 has changed consumer search behaviour and shaken up the economy.

We're navigating uncharted waters, making this year's festive retail season seem uncertain.

Let Microsoft Advertising help you plan your campaign strategy and plot a course to festive sales success.

Let's make the 2020 festive season your best yet, together.



3

New consumer behaviour

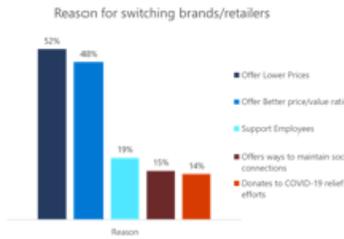


4

2020 festive guide

Consumers moved inside and online

44%
Switched Brands or Retailers Where They Previously Shopped



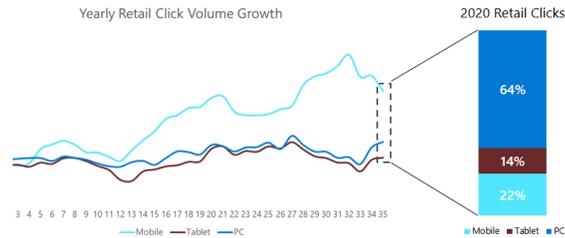
Source: Periscope by McKinsey Retail Reimagined Report 2020

With more time spent at home people are interacting significantly more on mobile devices



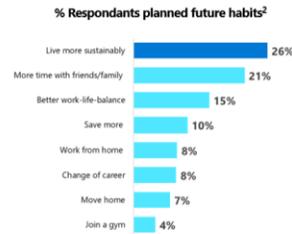
Internal Data, Retail Jan 2020 - Aug 2020

Search activity has moved towards the weekend since lockdown



Internal Data, Retail Jan 2020 - Aug 2020

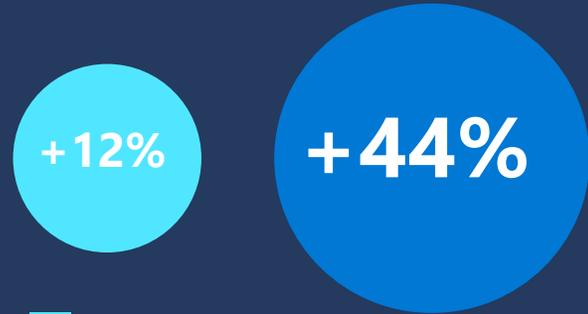
Faced with uncertainty consumers changed retailers with lower and better pricing being the driving force



² Nov 2020 consumer driving change IBM Study | Microsoft Consumer Survey, May 2020

Searches are willing and intend to live more sustainability

Retail searchers are engaging more with non-brand



Brand
Non-Brand

77% of UK internet users are looking for minimum contact purchasing such as BOPIS (Buy Online-Pickup In Store)

57% of consumers are willing to change their purchasing habits to help reduce negative environmental impact.

Microsoft Advertising
2020 festive guide

Let Microsoft Advertising help you plan your best retail campaign with the 2020 festive guide.



New year, same key dates to build your marketing calendar around

We predict that this festive season will see similar top click days for Black Friday right through to festive shopping.¹

However December shopping may be different. Consumers are being encouraged to start their December shopping early to risk being disappointed by delivery delays

Be sure to extend it through early January to capture the most shoppers.

- Black Friday
- Expected peak search days
- Cyber Monday
- Expected secondary top search days

November 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December 2020

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1. Microsoft internal data, November-December 2019.



Black Friday and Cyber Monday are expected to deliver again.

Start early and extend your retail campaigns throughout to ensure you are ready to meet your consumers when they need you most.



Be Retail Ready – Get ahead

Start building an audience of your best customers

Learn how headlines and descriptions perform for your business objectives

Influence decision-making among those who are choosing brands

- ❑ [Conversion Tracking](#): build remarketing pools and measure your impact online and offline
- ❑ [Microsoft Audience Ads](#): Build awareness & consideration before the festive peak
- ❑ [Automated Rules & Bids](#): Create rules & strategies to allow the algorithm to adjust in time for peak
- ❑ [Microsoft Advertising Search Partners](#): Reach Mobile audiences through our trusted search partners
- ❑ [Responsive Search Ads](#): Use Responsive Search Ads to enable Microsoft to optimize ad copy for each customer
- ❑ [Dynamic Search Ads](#): Increase your search term coverage with customized ad experiences. Uncover new opportunities without depleting your budget and team resources with [broad match](#)
- ❑ [In-Market Audiences & Remarketing](#): Use broad keyword targeting (e.g. category & brand keywords) with In-Market audiences or remarketing in order to reach highly relevant audiences
- ❑ [Recommendations Tab](#): Use this resource to find quick wins to boost traffic & performance
- ❑ [Ad Customizers](#): Enhance your text ads with bespoke ad copy for the audience leading to greater click engagement with your ads

Work smarter to be more efficient

[Automated rules and bids](#)

Have more control and flexibility when enabling campaigns, adjust budgets, and send email alerts. Create an automatic rule to optimize your campaigns, ad groups, ads and keywords.

[Automated bidding strategies](#)

Focus on downstream conversions when CPCs are most competitive with Target CPA Enhanced CPC and Maximise Conversions. Let us adjust your keyword bids in real time to reach the cost per acquisition (CPA) you want.

[Dynamic Search Ads](#)

Hone efforts to expand coverage on highly profitable products or priority categories, and bid differently based on custom labels you create, with page feed Dynamic Search Ads.

[Custom Audiences](#)

Sharpen audience targeting using your own rich, first-party customer data with Custom Audiences, which can be built based on segments like purchase history, lifetime value and time since last purchase.

[Shared Budgets](#)

Reduce the risk of campaigns pausing during peak shopping by automatically redistributing unused budget to top performers with Shared Budgets.

[In-market Audiences](#)

Save time and target customers ready to buy across the Microsoft Audience Network with In-market Audiences.

Compete by leading with offer-focused messaging

[Merchant Promotions](#)

Display special offers on specific products or sitewide sales, via Product Ads with Shopping Campaigns.

[Callout Extensions](#)

Highlight competitive offers, top features of your business, and value propositions. Expanding your ads could increase your click-through rate.

[Ad customizers and Target Audience ID](#)

Improve ad effectiveness to provide better deals to audiences built pre-Cyber Week, and those already looking for your products or service.

[Remarketing](#)

Reconnect with visitors that leave your website and remember to provide a compelling offer to drive conversions.

It's a marathon not a sprint

Convert last-minute shoppers by making in-store and digital shopping complementary

[Local Inventory Ads](#)

Reach those who prefer to buy online and pick up in-store (BOPIS) by promoting products available in nearby stores; provide the exact store location; share in-store pickup availability with the BOPIS badge.

[Location Extensions](#)

Be direct

[Action Extensions](#)

Drive customers to click through clear calls to action. Encourage engagement through direct messages, such as "Download" or "Reserve."

[Countdown Customisers](#)

Use countdown customisers to ensure your customers know when shipping promotions end.

[Callout Extensions](#)

Highlight top features of your business, such as free shipping dates.

Optimise based on learnings gleaned from earlier in the season

[Ad Customisers](#)

Reduce setup time and improve ad quality with ad customisers. Let us do the heavy lifting. Provide just one ad copy, and hundreds of customized ad variations will be created to test across audiences.

[Shared Budgets](#)

Redistribute unused budget to top campaigns, increase your chances of getting more clicks, and ensure high-performing campaigns don't pause.

[Microsoft Audience Ads Product Audiences](#)

Boost clicks and conversions outside search and remarket to those who viewed or added specific products to their carts.

[Device Targeting Location Targeting](#)

Target your best customers on any device and advertise where your best customers are.

Festive season retail best practices

Be there ahead of time

- ✓ Review previous campaigns for successes and lessons learned.
- ✓ Set budgets to accommodate increases in traffic.
- ✓ Upload campaigns early.
- ✓ Double-check to make sure all relevant accounts and campaigns are active.
- ✓ Follow up on any rejected ads.
- ✓ Add new, relevant and emerging keywords.
- ✓ Test new features and pilots to optimize before traffic volumes increase with peak season.

Find approaches for a better ROI

- ✓ Test In-market Audiences directly and indirectly related to your industry.
- ✓ Budget for PC/tablet and mobile traffic.
- ✓ Plan your budgets for periods of high CPC.
- ✓ Opt in to search partner sites to expand your mobile reach.
- ✓ Use long-tail brand terms.

Optimise keywords, ads and bids

- ✓ Set up the relevant ad extensions to drive more traffic.
- ✓ Test new ad copy variations.
- ✓ Set bids in anticipation of increased competition during the seasonal peaks.
- ✓ Apply auto-bidding strategies to take advantage of key audiences.
- ✓ Set up automated rules to schedule and automate your top campaign management tasks on a weekly, or

even daily, basis for invaluable time savings and efficiency gains.

- ✓ Optimise your keywords and ads by testing Dynamic Search Ads and Responsive Search Ads.

Optimise Shopping Campaigns

- ✓ Schedule Merchant Promotions to display relevant sitewide or category-specific offers and top products.
- ✓ Refresh your product feed daily.
- ✓ Send your full product feed with all product offers. Search query trends can change quickly, so ensure your products are eligible to serve as traffic fluctuates.
- ✓ Go beyond the required attributes and populate your feed with as many recommended attributes as possible, including GTIN, MPN, brand, size, color, shipping cost, and multiple images (up to 10 additional).
- ✓ Use Local Inventory Ads to promote in-store products and include the Curbside Pickup badge, if applicable.



Ready to learn more?

Check out the [Retail Hub](#) for webinars on consumer behaviour shifts, products, tips and tricks to get you ready, plus case studies and learning opportunities.

Make search advertising a key part of your company's retail holiday marketing plan. [Sign up with Microsoft Advertising today.](#)





Microsoft Advertising. Intelligent connections.

advertising.microsoft.com