

A man wearing a maroon hoodie and a red and grey striped beanie is looking at a tablet computer. He is standing in front of a wooden wall with several colorful skis leaning against it. The scene is set in what appears to be a ski shop or rental store. The text "Holiday zen and the art of planning Insights for digital marketers" is overlaid on a green background on the left side of the image.

# Holiday zen and the art of planning Insights for digital marketers



Plan your way to holiday zen with insights and tips



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## Insights overview

Take in the  
landscape.

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## Mobile

It's a state of being.  
Breathe it in.

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## Timing

Mastering the art.

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## Unified shopping experience

Be one with your  
customer, regardless  
of device or channel.



# Insights overview

Take in the landscape.

The key to a calm holiday season is understanding your customer's behavior so you can plan like a zen master.



Holiday remains the #1 retail sales season

**18% of annual retail sales occur in November and December.<sup>1</sup>**

\$616  
Billion

Total holiday spending grew 4% in 2014.<sup>2</sup>

E-commerce expected to grow 14% in 2015 and account for 10% of all sales.<sup>1</sup>



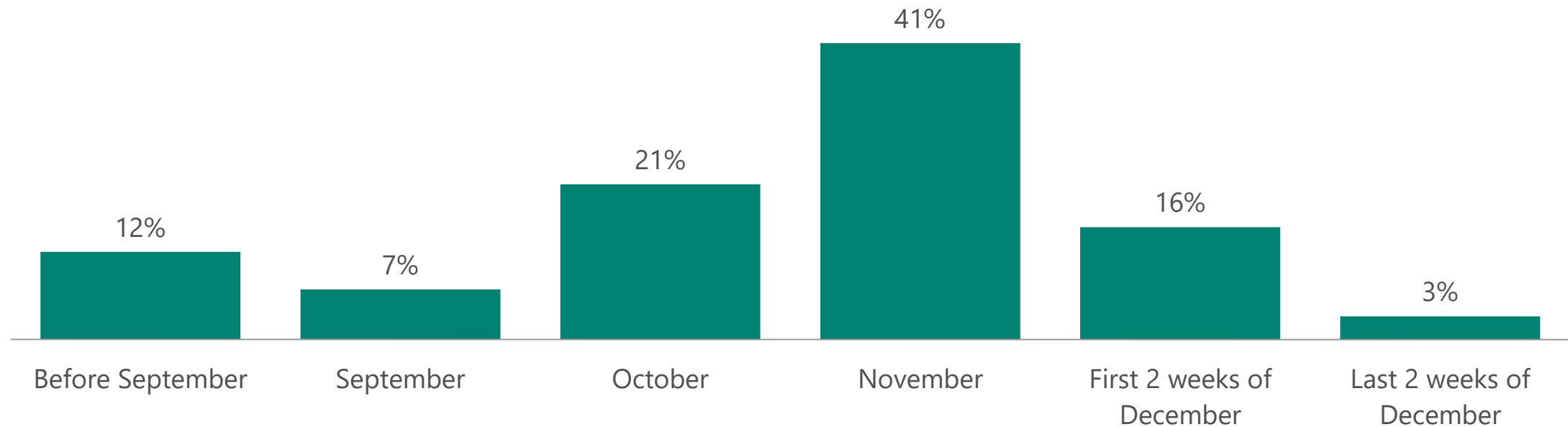
#BingAdsHoliday

Source: <sup>1</sup>eMarketer Webinar: Lessons Learned from Holiday Shopping 2014 – What to know for 2015  
<sup>2</sup>National Retail Federation, Retail Holiday Sales Increase 4 Percent, January 2015

## The early bird gets the gift

**40% of people get their shop on before November, mainly to spread out their shopping budget, avoid crowds and stress, and get good prices.**

When people begin shopping for the holiday season:



# 90% of top online sales days were in December

## And half of the top search days fell during Thanksgiving week.<sup>2</sup>

Holiday 2014:

### Top 10 search days on Bing<sup>2</sup>

	Day	Event
1	Monday	Cyber Monday – December 1
2	Friday	Black Friday – November 28
3	Tuesday	December 2
4	Thursday	Thanksgiving - November 27
5	Wednesday	November 26
6	Monday	November 24
7	Monday	December 15
8	Tuesday	November 25
9	Tuesday	December 16
10	Monday	Green Monday – December 8

### Top 10 online spending days<sup>1</sup>

	Day	Event
1	Monday	Cyber Monday – December 1
2	Tuesday	December 2
3	Monday	Green Monday – December 8
4	Friday	Black Friday – November 28
5	Friday	December 12
6	Tuesday	December 9
7	Thursday	December 11
8	Wednesday	December 3
9	Wednesday	December 10
10	Tuesday	December 16



#BingAdsHoliday

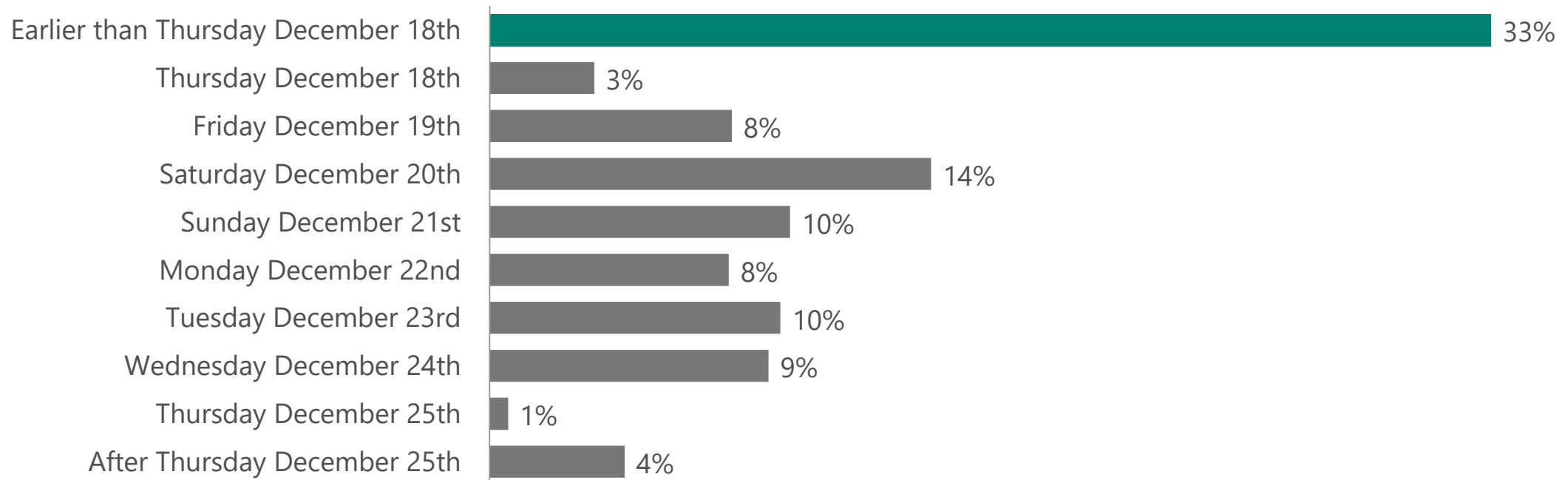
Source: <sup>1</sup>Top 10 Desktop Spending Days in 2014 Holiday Season, comScore, Inc.  
<sup>2</sup>Microsoft internal data, PC+Tablet, November - December 2014



# Last minute shoppers buy in the nick of time

## Nearly 2/3 of shoppers buy the week of Christmas.

When people planned to buy their *last* holiday gift:



The average shopper spent \$804 on holiday items – including \$597 on gifts.



#BingAdsHoliday

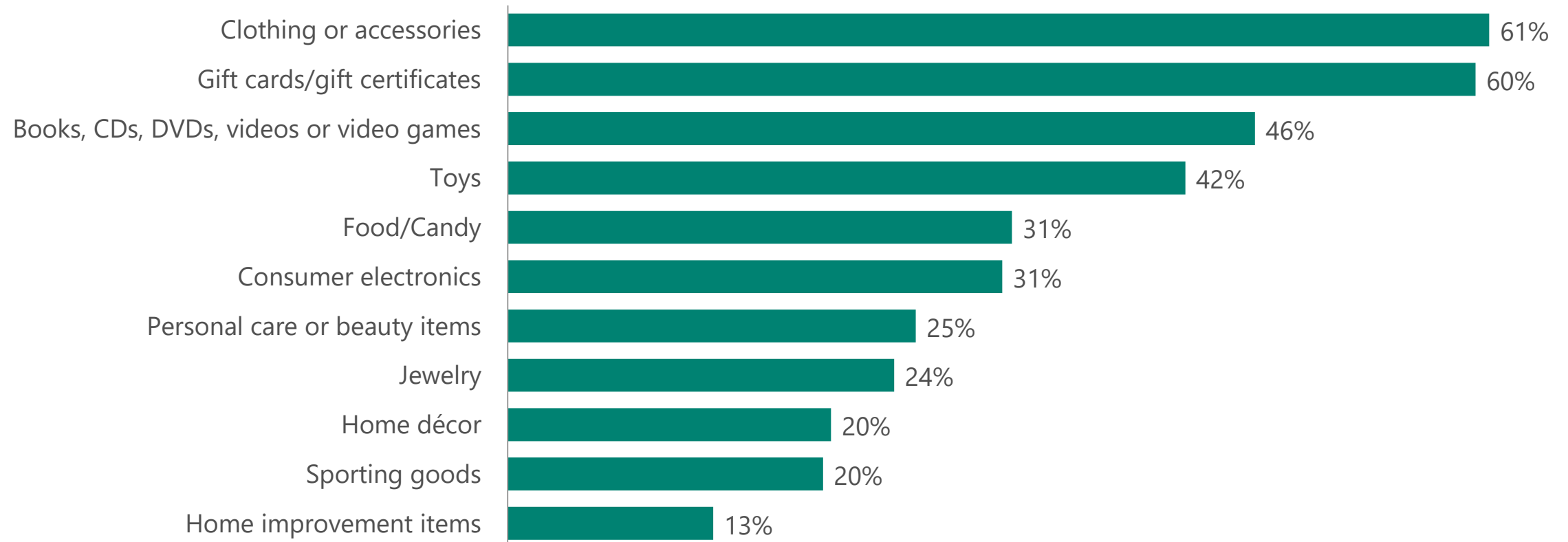
Source: National Retail Federation, Monthly Consumer Survey, October 2014





# On the first day of Christmas my true love gave to me

## Gifts people plan to buy



# Gift cards: the gift that keeps on giving

**80% of holiday shoppers plan to buy at least one gift card.**

Gift cards were the #1 gift people wanted to receive for the holiday season.



Shoppers spent \$32 Billion on gift cards last holiday season.

The average shopper bought 4 gift cards, totaling \$173.

Top three gift cards people plan to buy:

**Department store 38%**



**Restaurant 34%**



**Coffee shop 21%**



Tip: 

Consider promoting your gift cards in your digital marketing campaigns, including “gift cards” in ad copy, and capitalizing on the opportunity closer to Christmas Day when shoppers are looking for last minute gifts, may have missed shipping deadlines, and are in search of a gift card to save Christmas.

# Topping the Christmas lists of littles

**Move over Barbie - after 10 years with Barbie as the #1 toy gift, Disney's Frozen merchandise became the top holiday gift people planned to buy in 2014.**

## Top 10 toys of 2014

### Boys

1. LEGO
2. Cars & Trucks
3. Teenage Mutant Ninja Turtles
4. Video Games
5. Hot Wheels
6. Xbox One
7. PlayStation 4
8. Transformers
9. Remote Controlled Vehicles
10. Marvel Action Figures (T)/  
Tablet/Apple iPad (T)

### Girls

1. Disney Frozen
2. Barbie
3. Dolls (generic)
4. Monster High Dolls
5. American Girl
6. LEGO
7. Tablet/Apple iPad
8. My Little Pony
9. Disney Doc McStuffins
10. Apparel



A woman with dark hair is smiling and looking down at a young girl. The girl has long brown hair with a red and white plaid bow and is wearing a red velvet dress. They are in a room with warm lighting and wooden paneling.

# Search plays an integral role in holiday shopping.

## 39%

of online purchases began with a search.<sup>1</sup>

## 45%

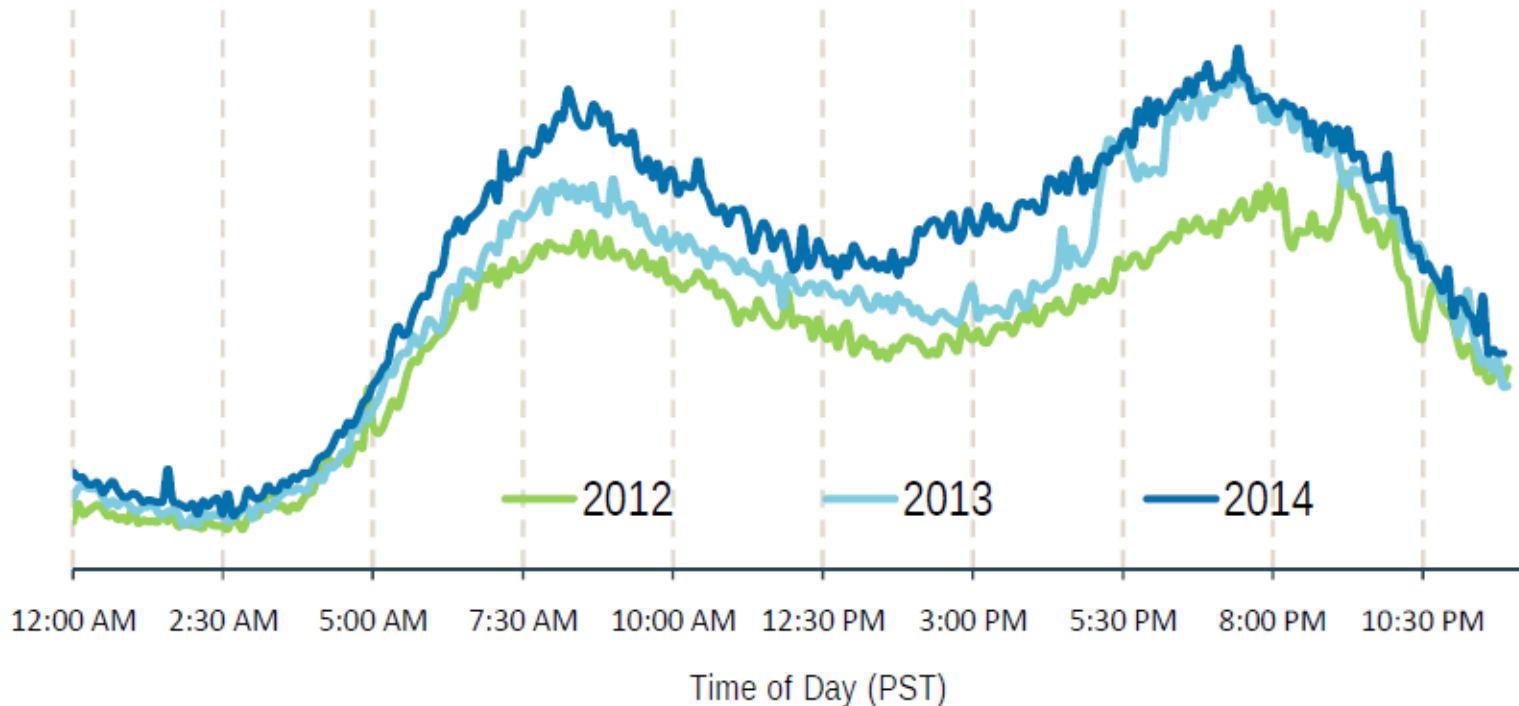
of online traffic was from mobile during holiday.<sup>2</sup>

# Thanksgiving Day sales continue to grow

Online sales grew 14%, as retailers kicked off promotions early in 2014. Thanksgiving sales continue to eat into Black Friday shopping.

## Thanksgiving Day 2014

U.S. retail sales



Tip: 

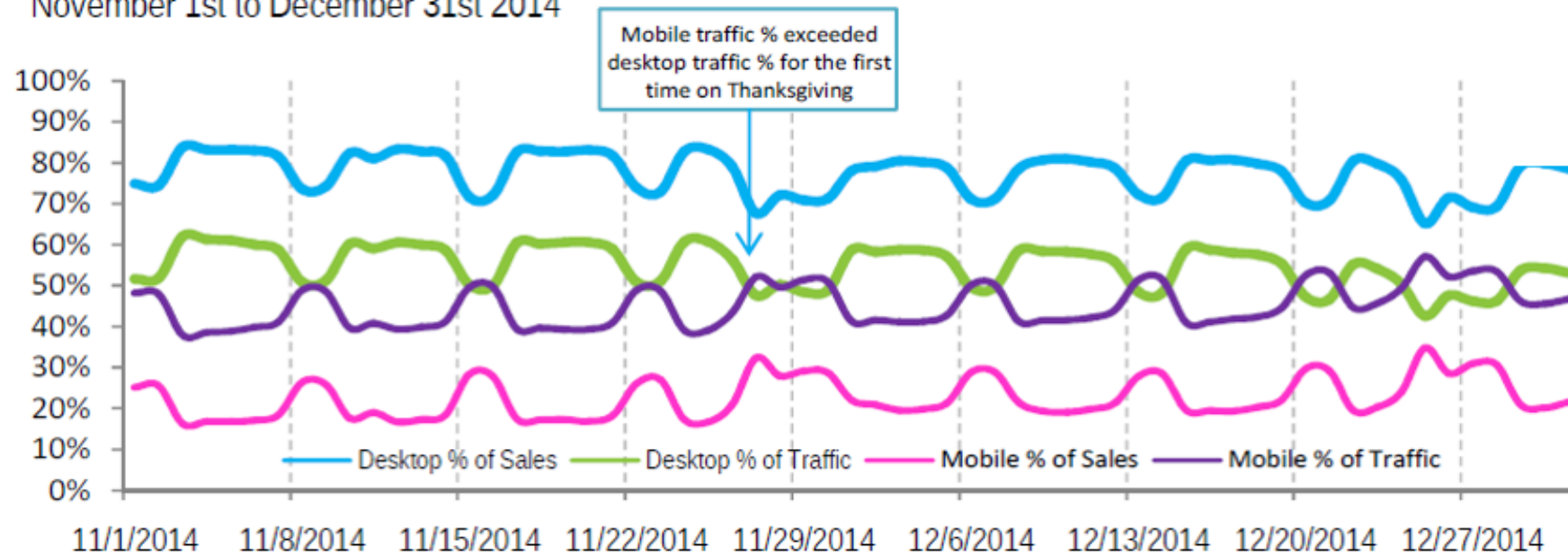
Thanksgiving sales' last spike is later in the day at 7:30pm. Set up "[Automated Rules](#)" in Bing Ads to ensure your budget doesn't let you go dark for this key time.

# Thanksgiving goes mobile and makes history

For the first time, mobile traffic surpassed desktop traffic capturing 52% of online traffic.<sup>1</sup> Mobile continued to surpass desktop, often on weekends.

U.S. retail traffic and sales

November 1st to December 31st 2014

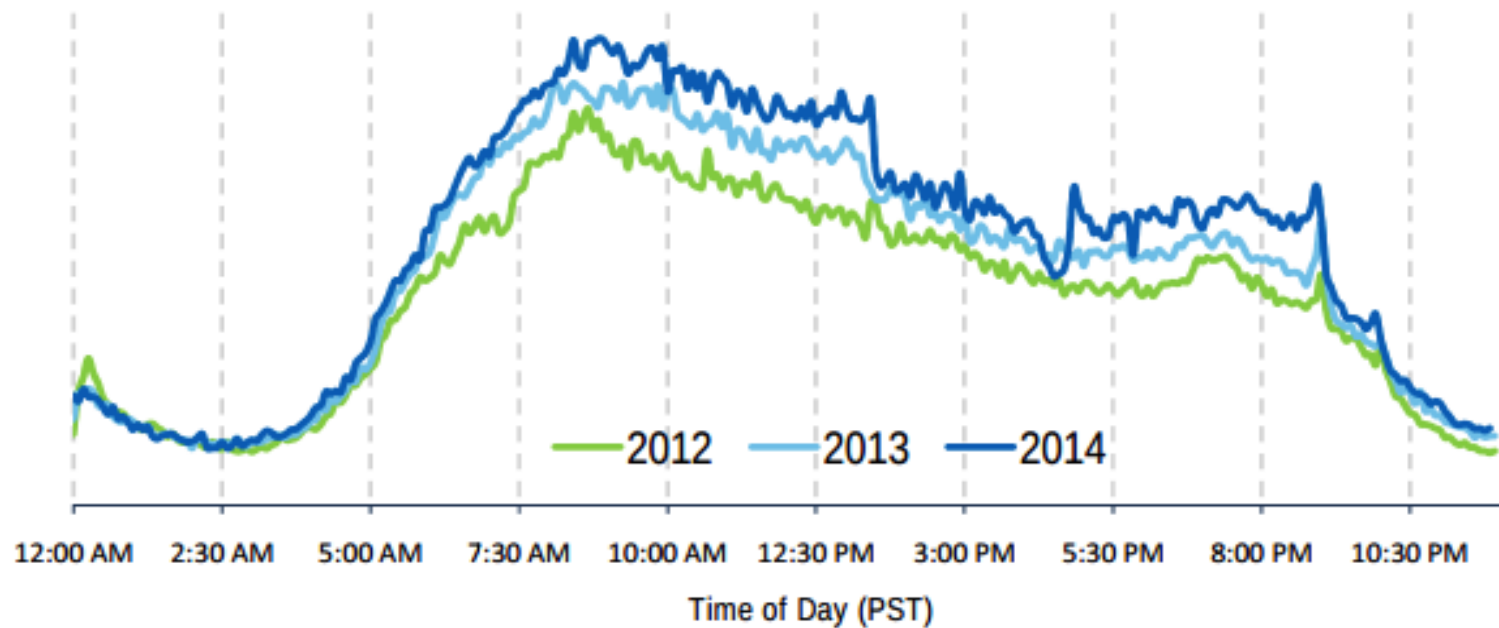




Black Friday is a dark day for wallets – and growing

**Online sales grew 9.5% from last year and peaked around 9AM PST.**

Black Friday 2014 | U.S. retail sales



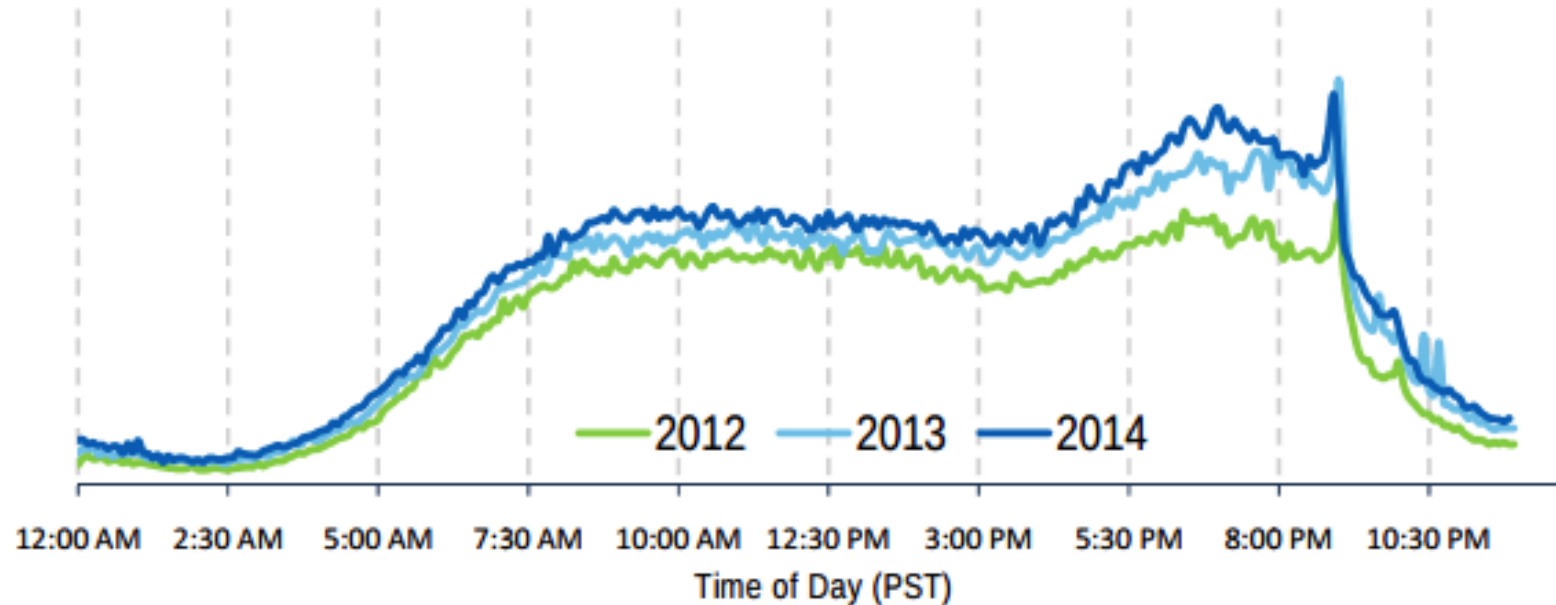
Tip: 

Black Friday sales peak early in the morning. Ensure your budget won't allow you to go dark right when sales peak at 8:55am by implementing [Automated Rules](#).

Cyber Monday is queen of online shopping days

Cyber Monday sales grew by 8.5% from last year.

Cyber Monday 2014  
24-hr real-time sales chart



Tip: 

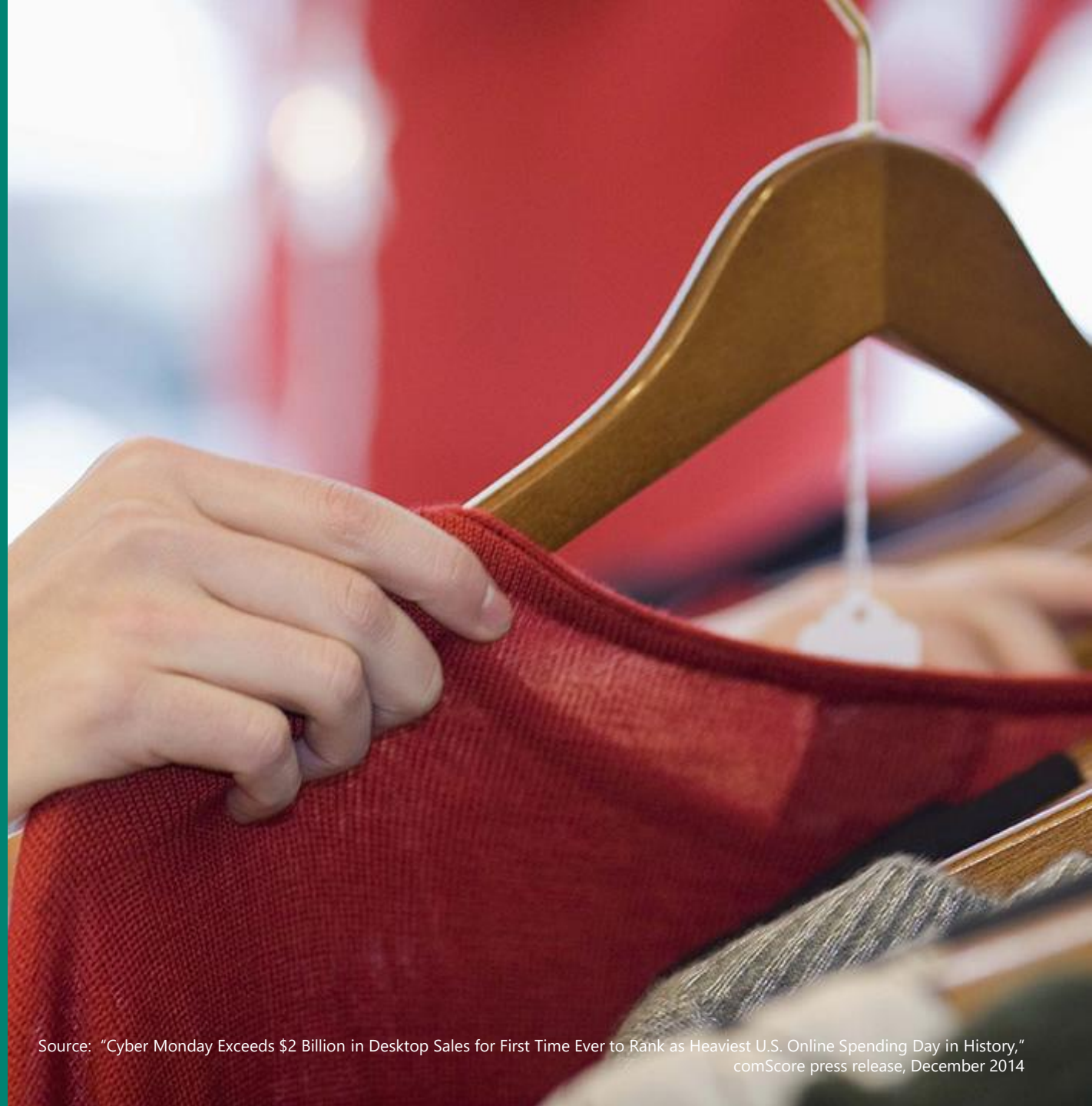
Cyber Monday sales peak later in the evening – ensure your budget won't allow you to go dark by the end of the day when sales peak by implementing [Automated Rules](#).

# Cyber Monday makes history

Cyber Monday exceeded \$2 Billion in sales in 2014 for the first time – the greatest online sales day in U.S. history!



#BingAdsHoliday

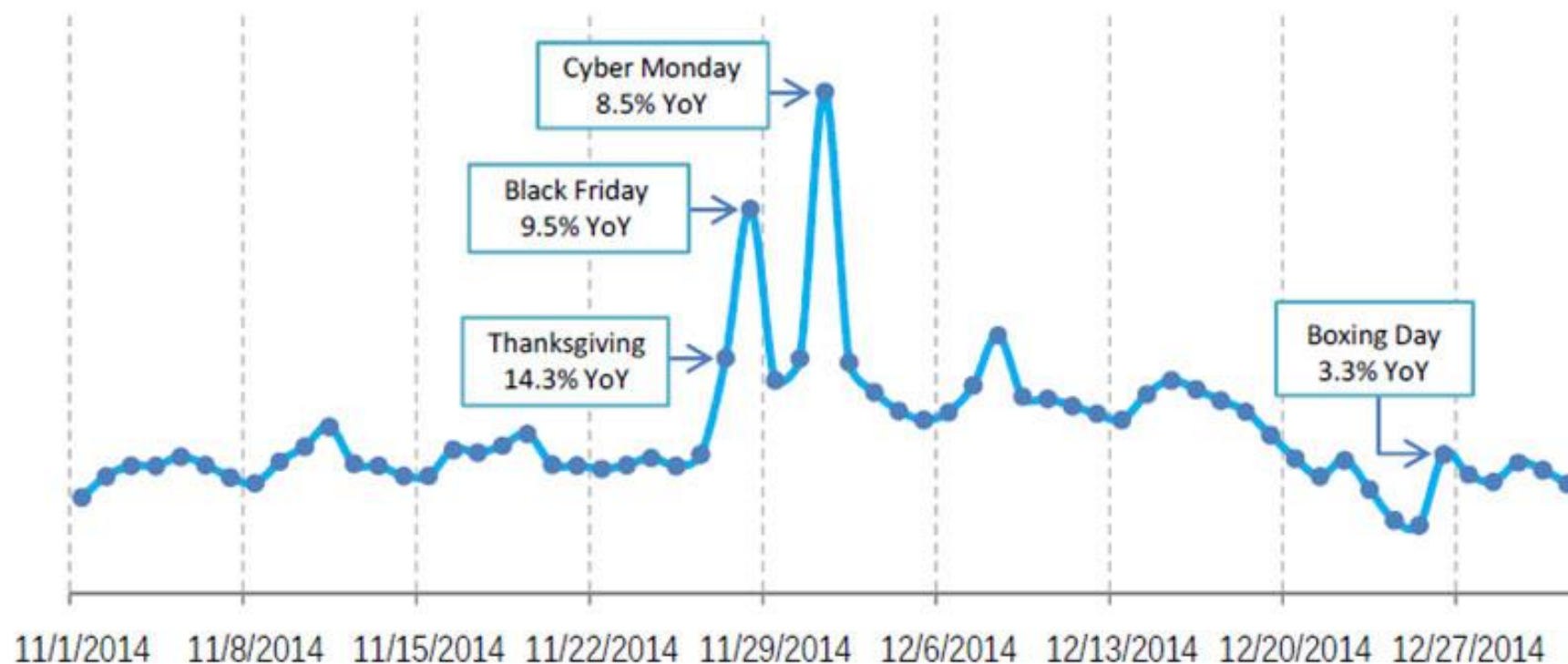


Source: "Cyber Monday Exceeds \$2 Billion in Desktop Sales for First Time Ever to Rank as Heaviest U.S. Online Spending Day in History," comScore press release, December 2014



Cyber Monday is the queen of sales dollars, Thanksgiving is the king of sales growth

## U.S. retail daily sales 2014



Makin' a list, checking it twice

## Bing Ads holiday checklist for digital marketers:

### Think like a shopper – optimize the omnichannel experience and consider

- In-store pickup** offerings.
- Ship-from-store** programs.
- Inventory visibility** and connectedness across channels.

### Update website information regularly for:

- Shipping dates**, times, and last shipping date before Christmas.
- Product gift pages** that highlight the shipping dates and deadlines.
- Product gift pages to reflect availability to ship** in time for Christmas delivery.
- Product gift pages to reflect inventory available for local pick up** once last shipping dates have passed.



#BingAdsHoliday

Source: Forrester. The State of Retailing Online 2015: Key Metrics, Initiatives, and Mobile Benchmarks, February 2015.

# Mobile

It's a state of being. Breathe it in.

For the first time last year mobile search surpassed desktop search. What does this mean for you during the holiday season?



#BingAdsHoliday



## Mobile traffic means business

Nearly half of online shopping traffic in Holiday 2014 was from mobile devices.

**45%**

of online shopping traffic was from mobile in 2014.

**111%**

growth in Mobile revenue in 2014.

Tip:

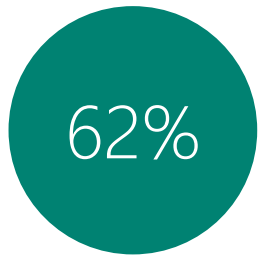


'Easier checkouts' are the number one thing shoppers reported would cause them to spend more of their shopping dollars via mobile.

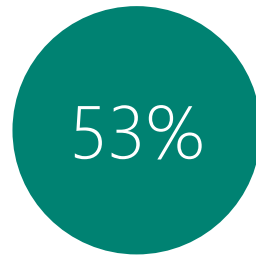
# Smartphone owners search and shop

83% of smartphone users engage in shopping activities on their phone immediately before, during, or after visiting a store.

Before entering



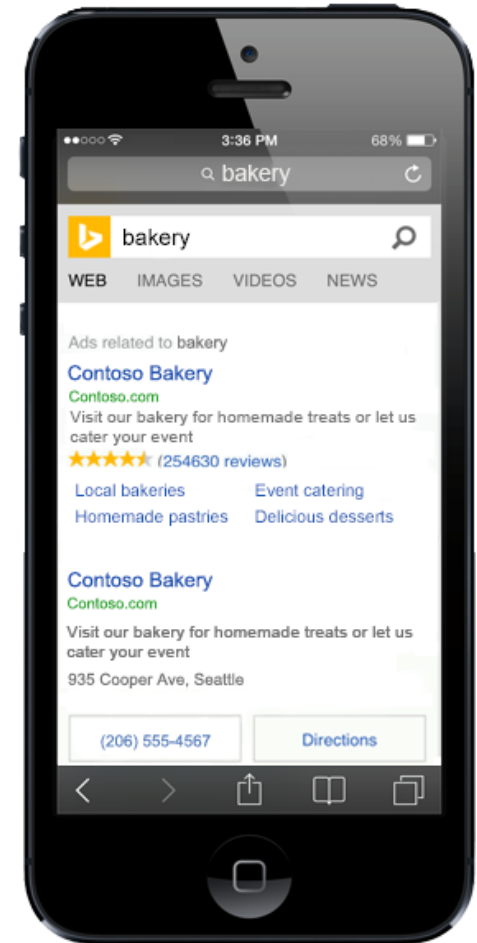
While shopping



At the checkout



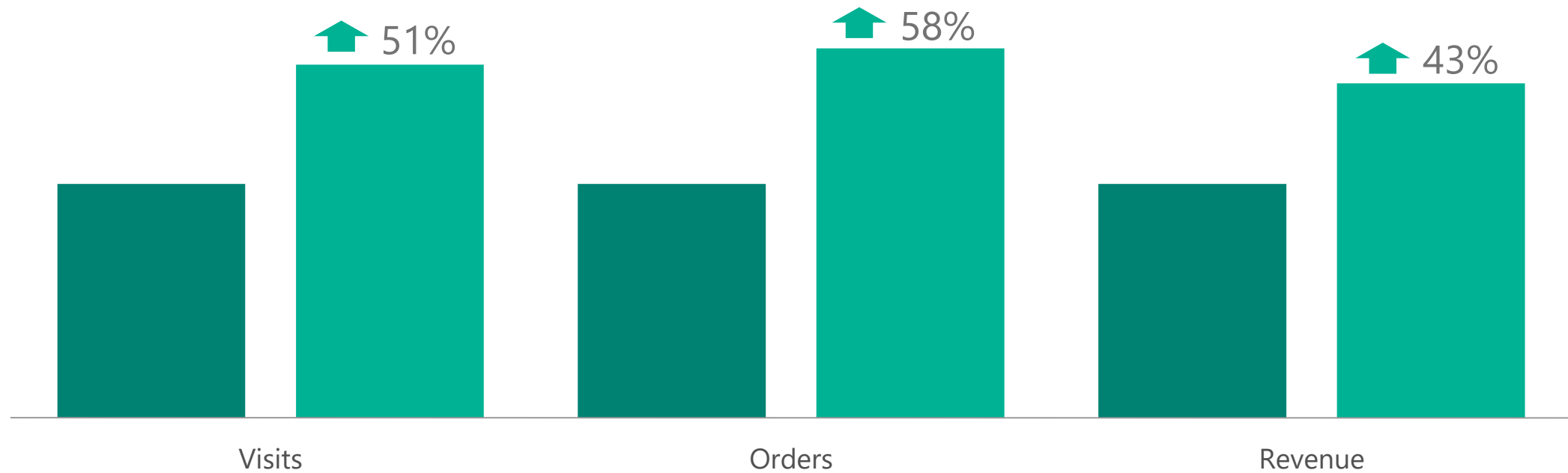
After exiting



Mobile jingles all the way

**Visits, orders, and revenue from mobile all grew significantly.**

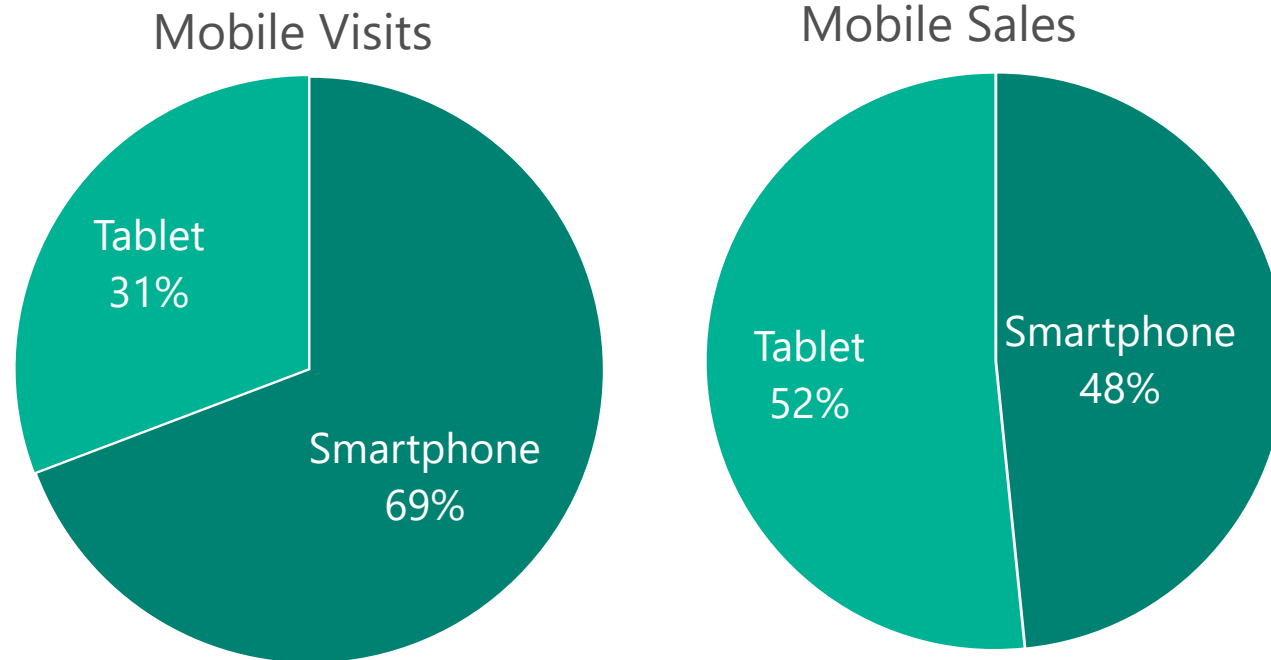
Smartphone growth during the holiday season:





People shop on their phones, buy on their tablets

**The buying experience is easier on a device with a larger screen.**



Tip:

If your website looks good and works well on smartphones and tablets, you can expect up to twice the conversions compared to a less-than-optimal display.<sup>1</sup> Check out Bing Ads' simple tips here to [improve your mobile site user experience](#) and improve conversions.

Mobile visitors spend half the time on a website as those coming from a PC.



You have half the time to get the same information to mobile visitors as PC visitors. Design and organize your holiday webpages accordingly.

A rule of "thumb" – try navigating your mobile site with just your thumb, and put your most important content in the middle of the screen for maximum engagement.

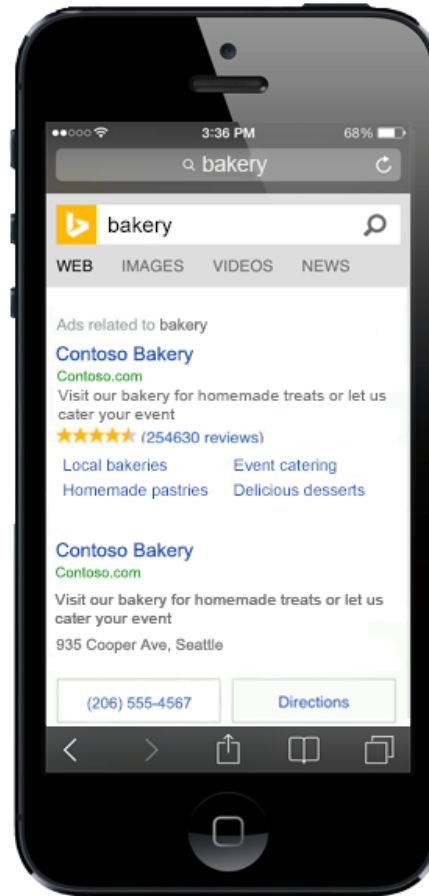
# Translate mobile search into mobile action

70%

of mobile users have called a business directly from the search results page.<sup>1</sup>

↑ up to 25%

CTR lift for ad campaigns with [Call Extensions](#)<sup>2</sup>.



76%

of smartphone searchers used a store locator or location extensions to help them find and visit a local store.<sup>3</sup>

↑ 15%

CTR lift for ad campaigns with [Location Extensions](#)<sup>3</sup>.



# Makin' a list, checking it twice

## Bing Ads holiday checklist // Mobile

- ❑ **Be consistent across devices.** Offers on desktop, smartphone, and tablet should be identical and easy to find.<sup>2</sup>
- ❑ **Optimize your mobile site** for an easy customer shopping experience. Mobile-optimized sites can increase smartphone conversion rates by up to 160%<sup>3</sup> - check out our [tips for mobile site design](#).
- ❑ **Create an easy checkout.** Customers report that an “easy checkout” is the top factor that would cause them to spend more holiday shopping dollars on mobile.
- ❑ **Use Extensions.** Reach mobile holiday shoppers on the go with extensions.
  - ❑ **Help them call you.** [Call Extensions](#) show your business phone number in your ad.
  - ❑ **Help them find/visit you.** [Location extensions](#) show the address of your business location closest to the customer, including a local phone number. And, if the customer is viewing your ad on a smartphone, they can click that number to give you a call.
  - ❑ **Help them see the right location.** [Location Targeting](#) will help you show your ads to people in, searching for, or viewing pages about your targeted location.

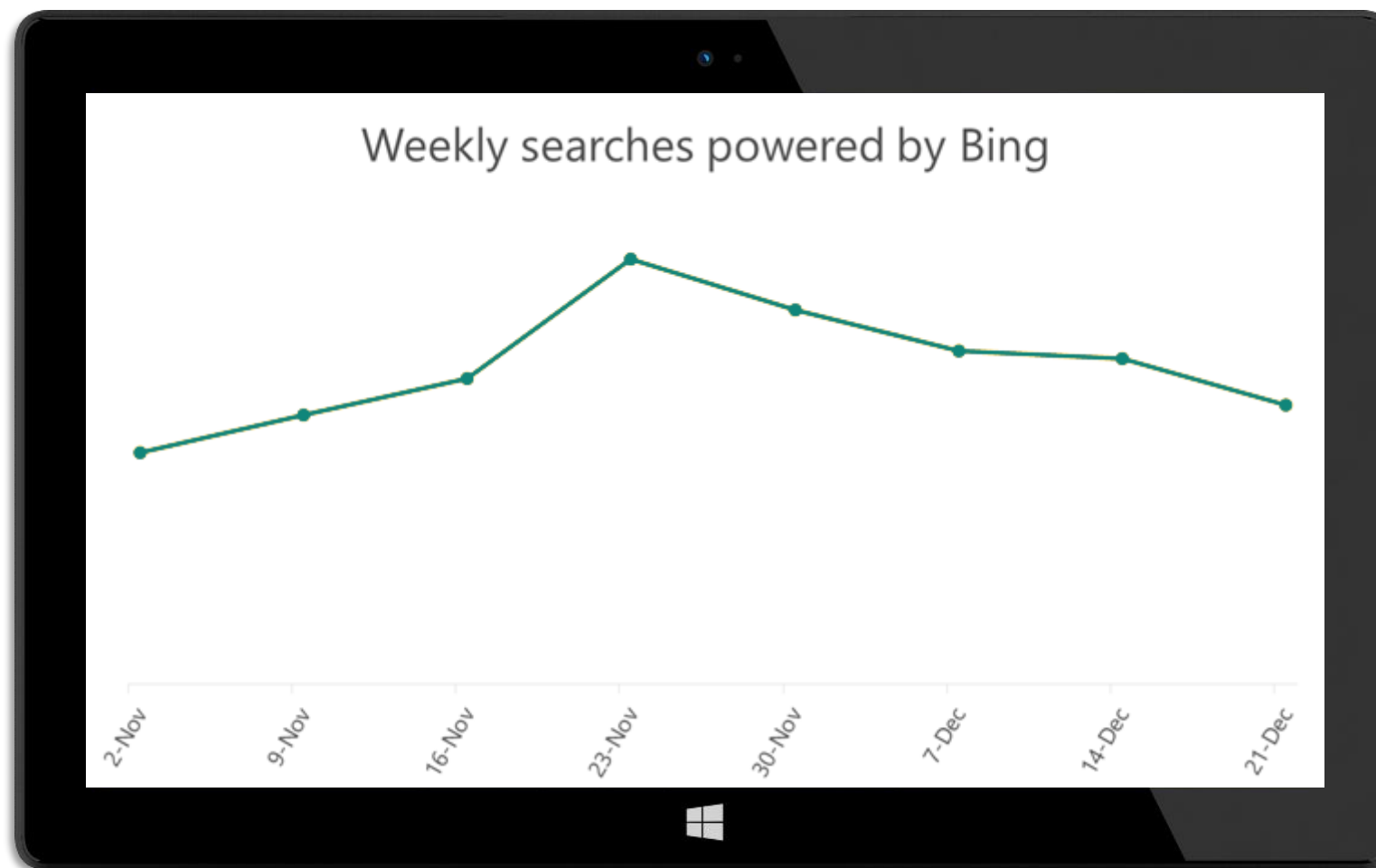


# Master the art of timing

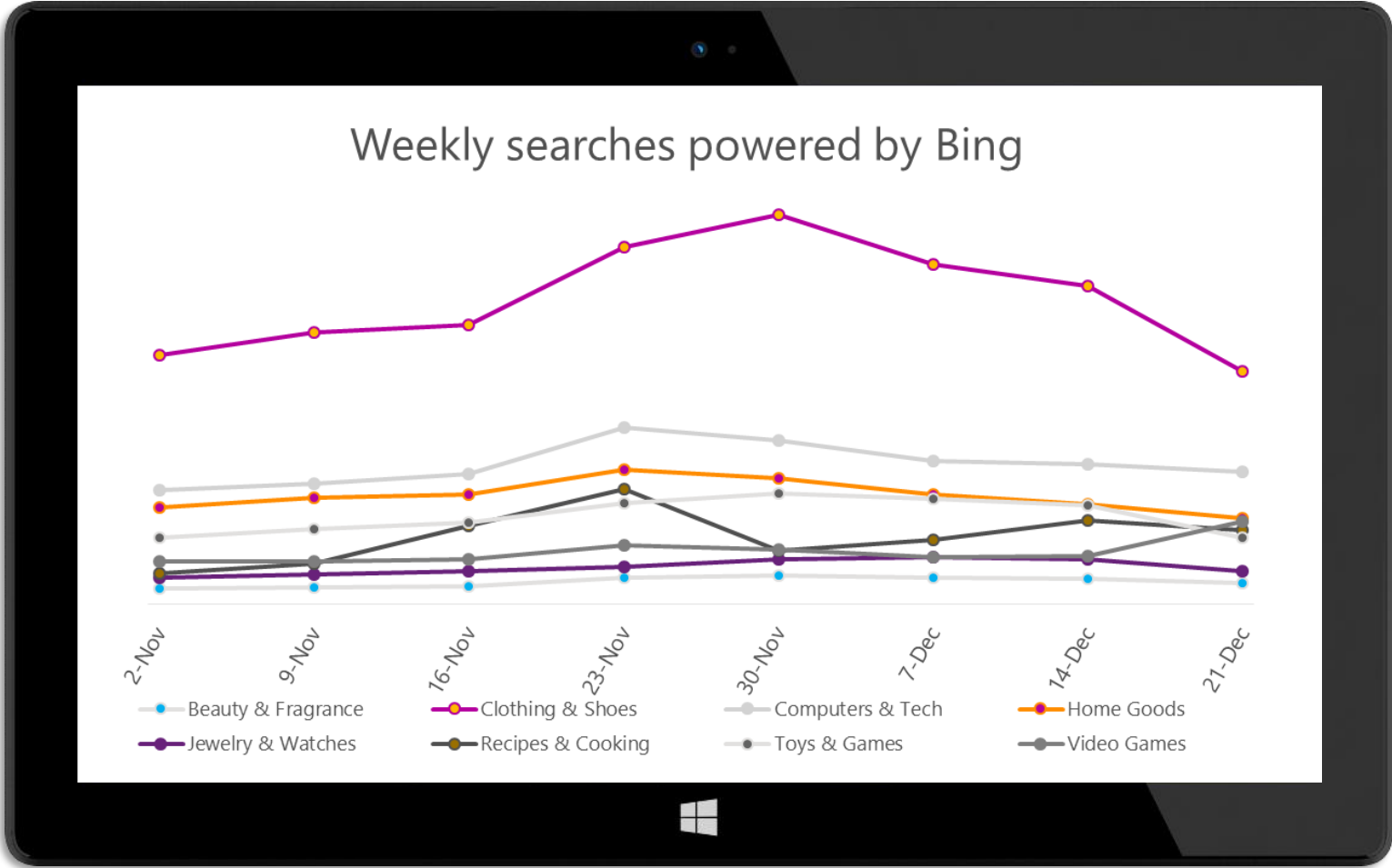
The top spending day is separated from ordinary days by mere minutes. We know that mastering this timing is critical, so we're sharing deep internal data on search behavior to guide your planning.



# Holiday searches peak the week of Thanksgiving



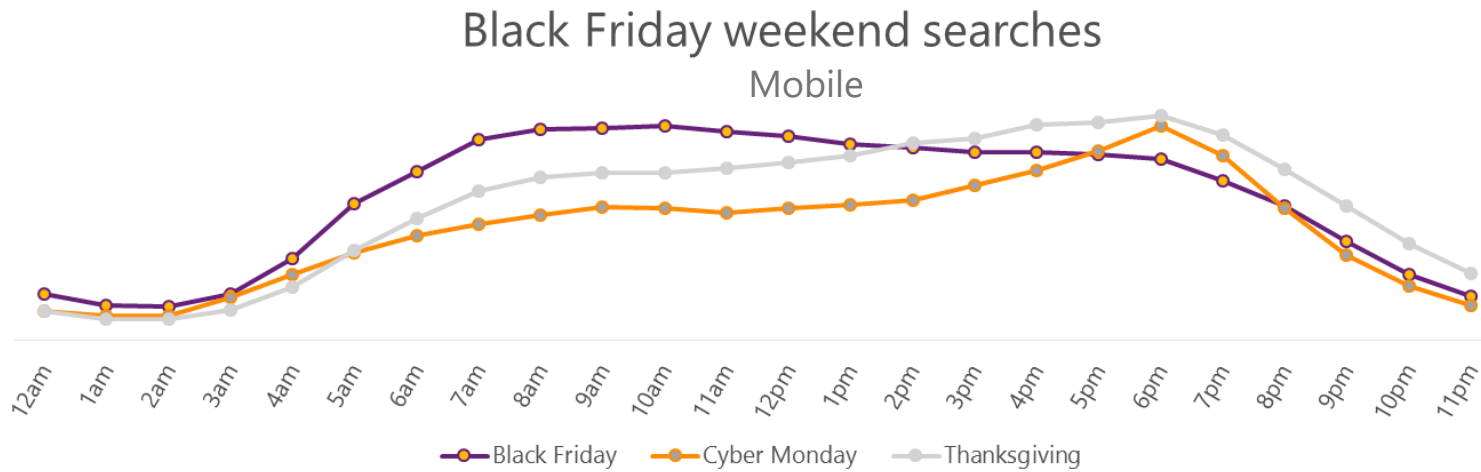
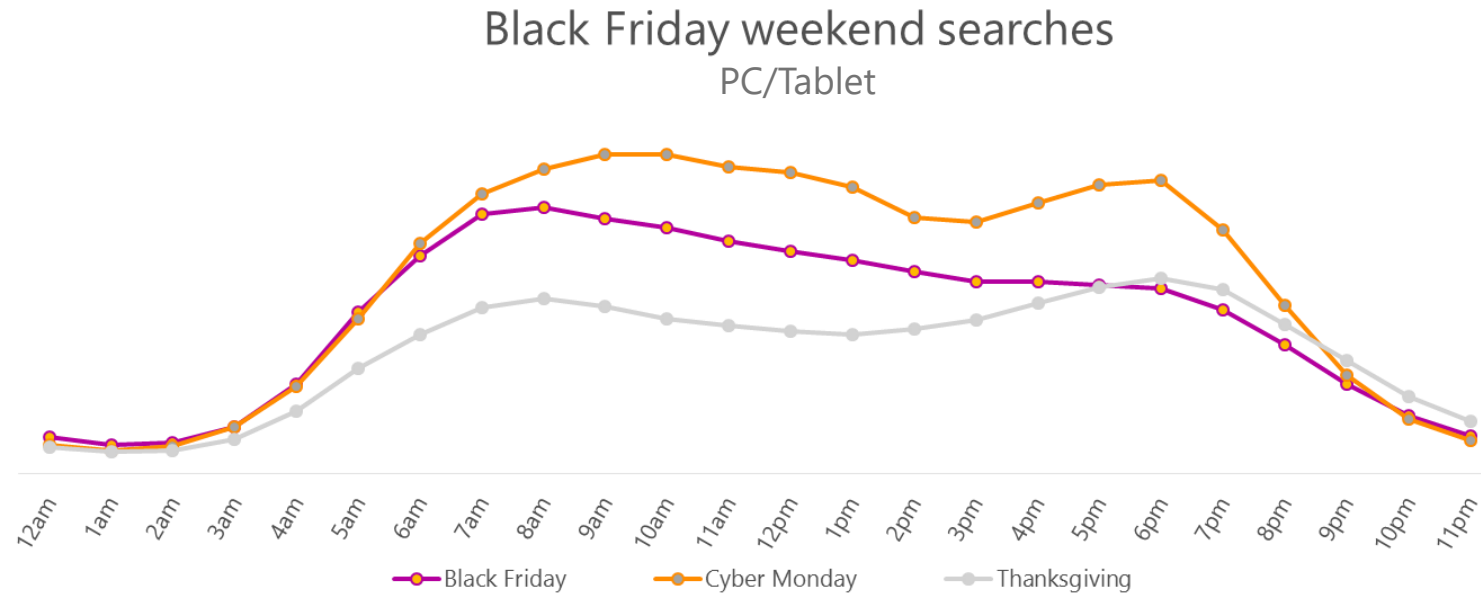
# Holiday searches peak the week of Thanksgiving



#BingAdsHoliday

Searches across all devices. Source: Microsoft Internal Data, 2014.

# Searches



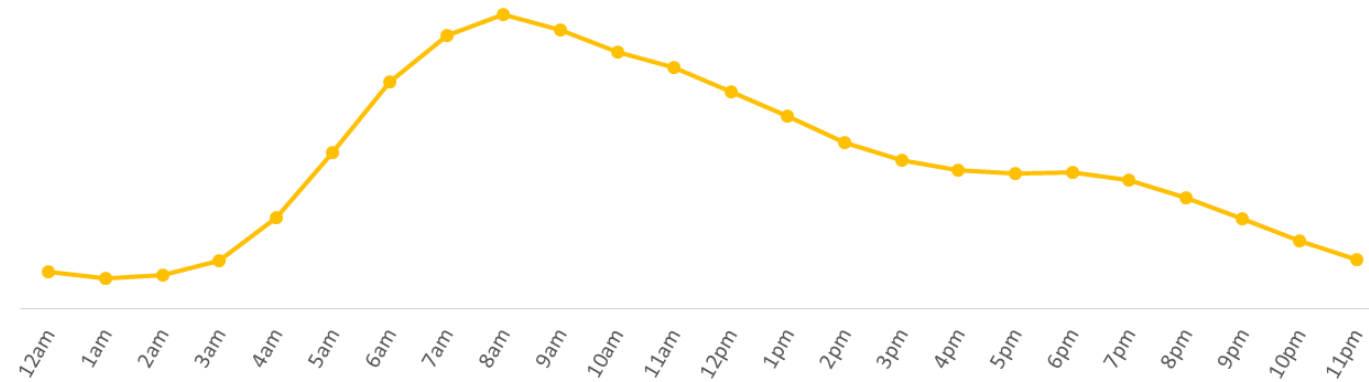
#BingAdsHoliday



# Searches

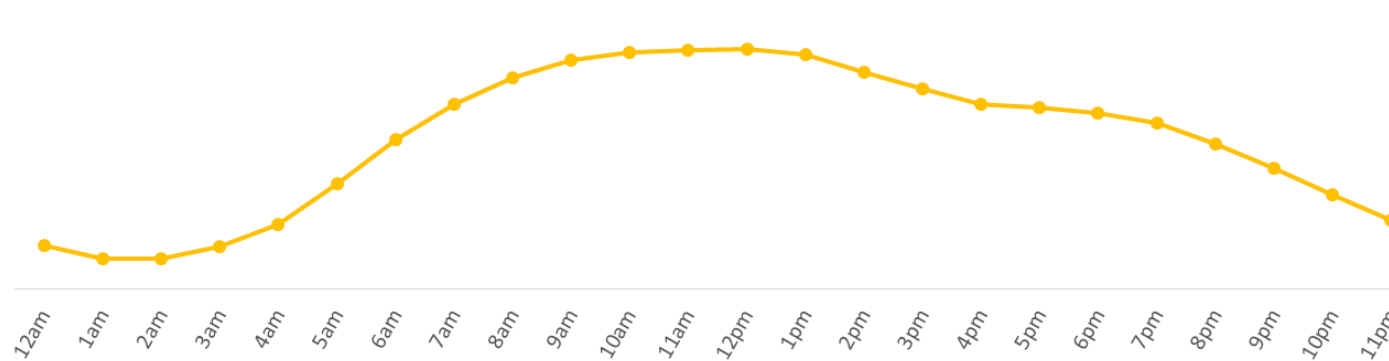
## Christmas Eve searches

PC/Tablet



## Christmas Eve searches

Mobile



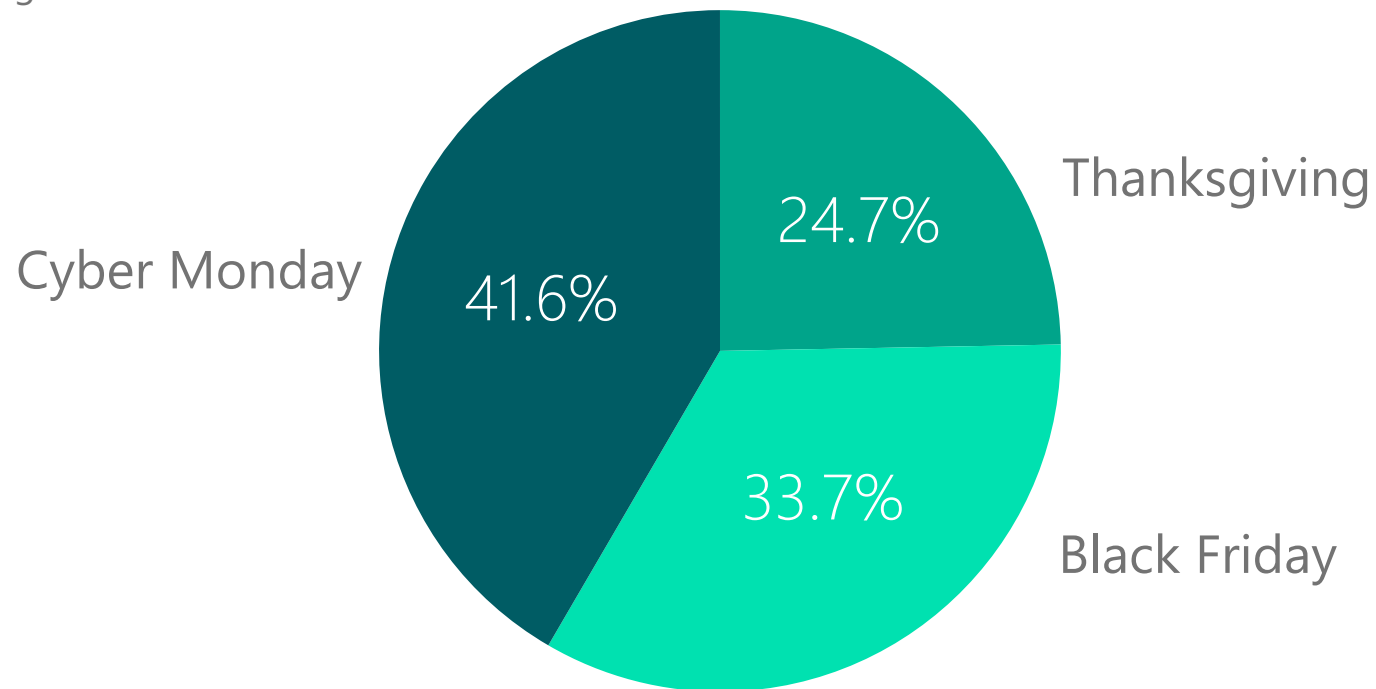
#BingAdsHoliday

Time zone: Pacific Standard Time  
Source: Microsoft Internal Data, 2014

Cyber Monday gobbled up the most clicks

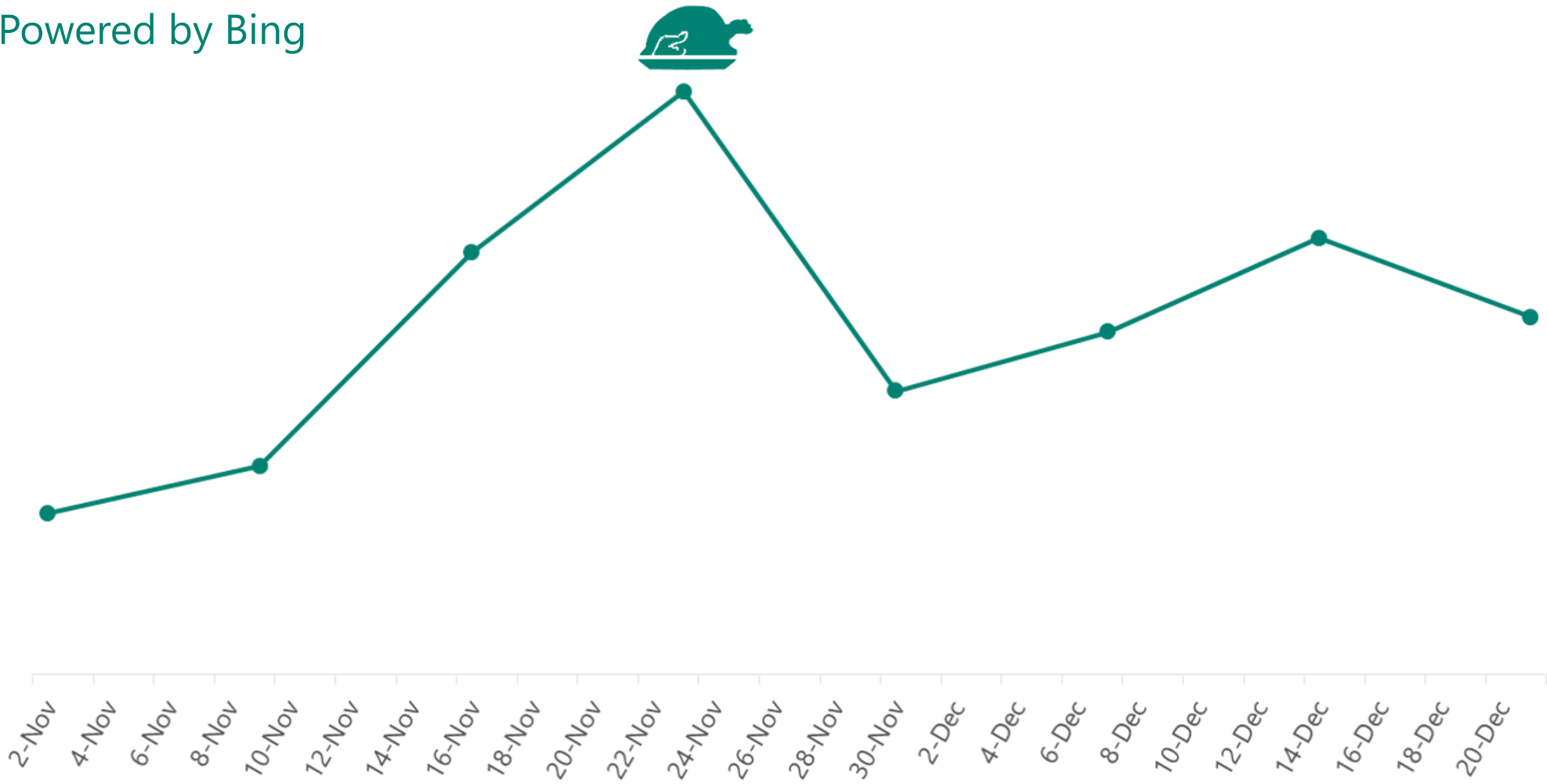
**10% of all holiday related clicks fell on three days.**

Click breakdown over the 3 "Critical Holidays"  
Searches powered by Bing



# Recipes and cooking searches

Powered by Bing



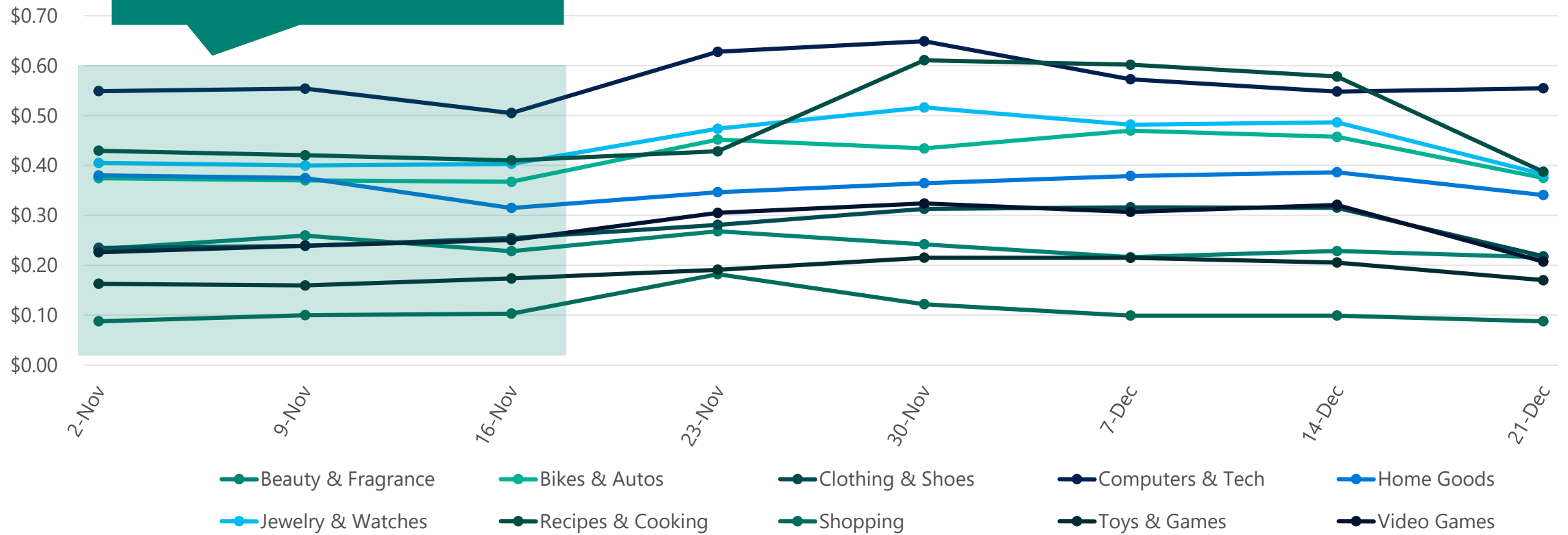
#BingAdsHoliday

Source: Microsoft Internal Data, 2013

# Cost-per-click

Take advantage of lower CPCs in early November before they heat up the week prior to Thanksgiving.

## Cost-per-click PC/Tablet

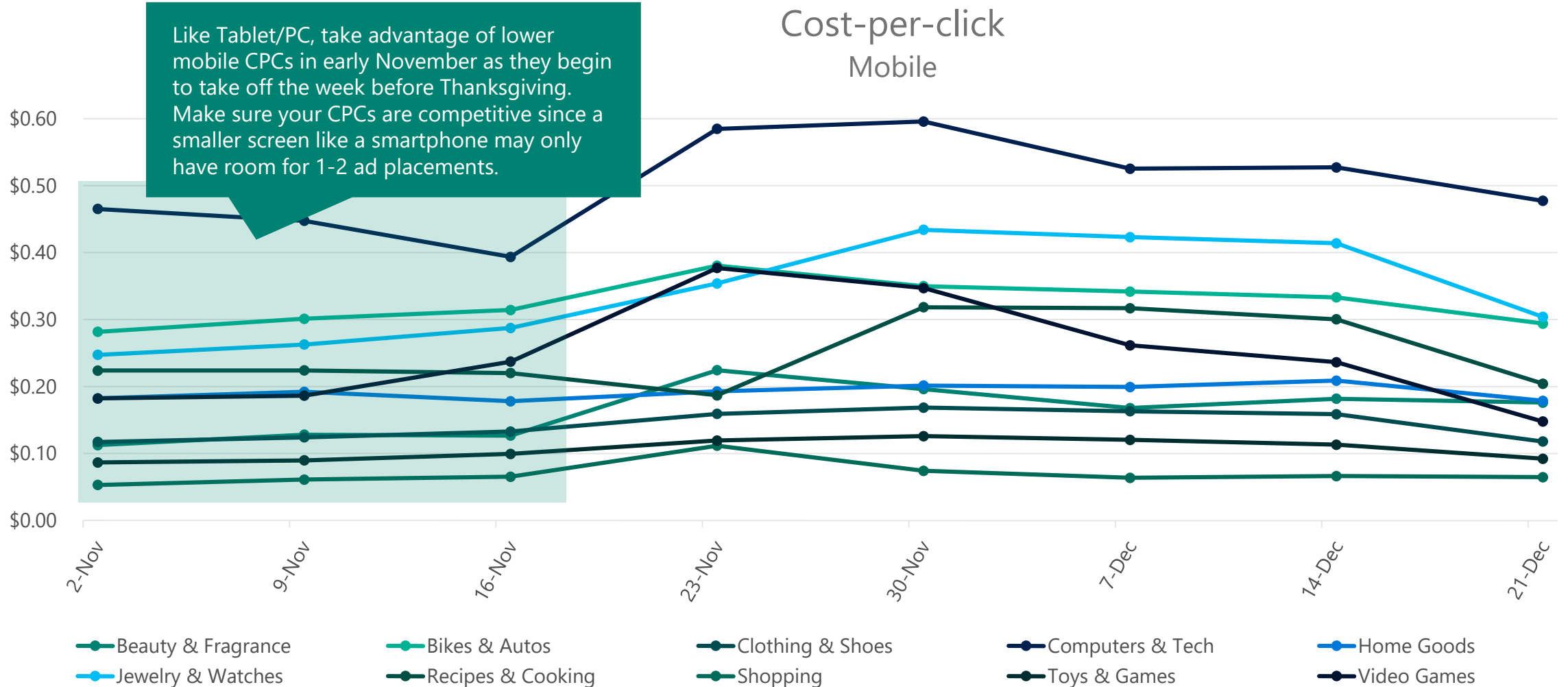


#BingAdsHoliday



# Cost-per-click

## Cost-per-click Mobile

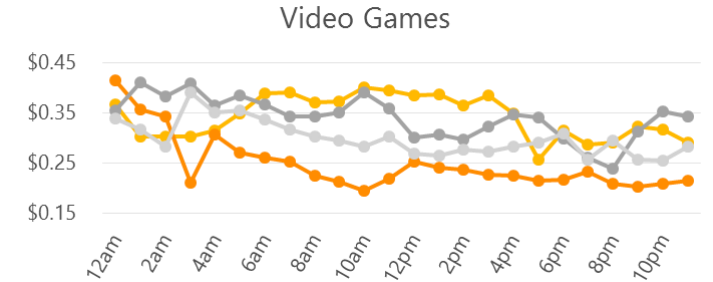
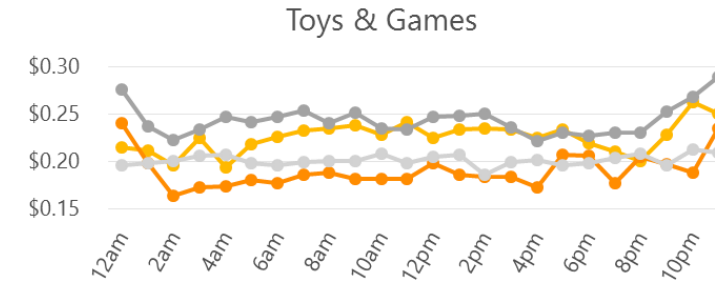
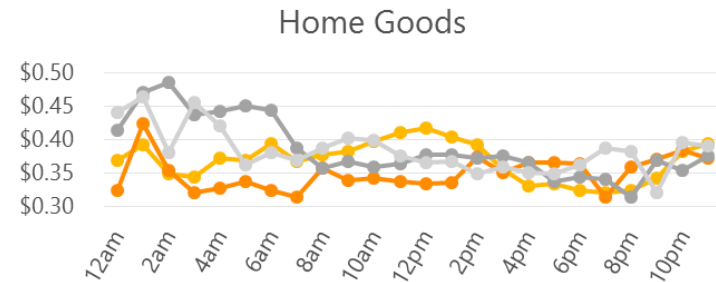
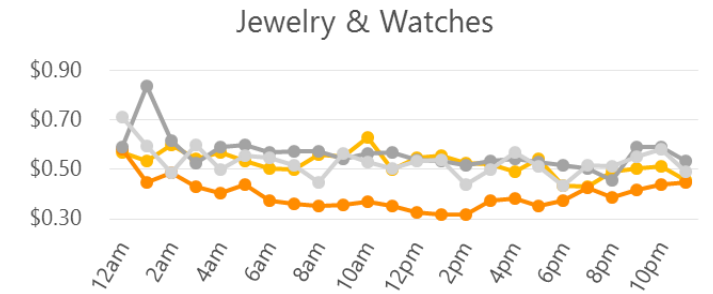
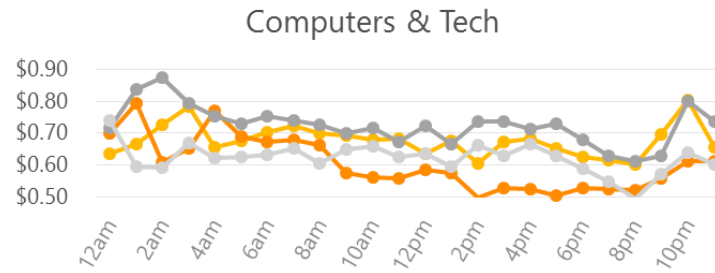
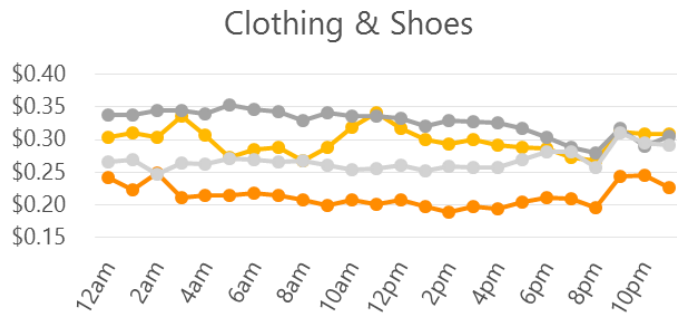


#BingAdsHoliday

# Top shopping days

## Cost-per-click

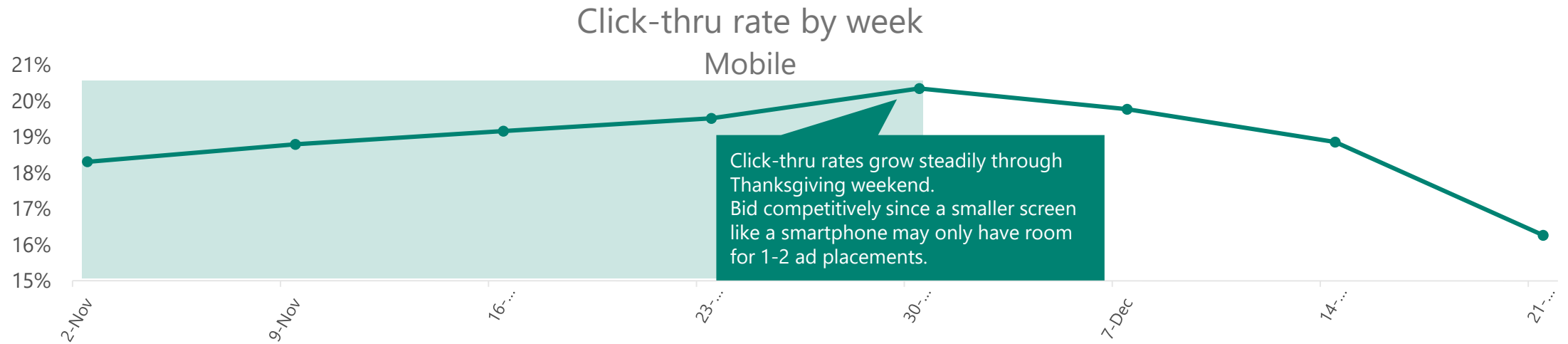
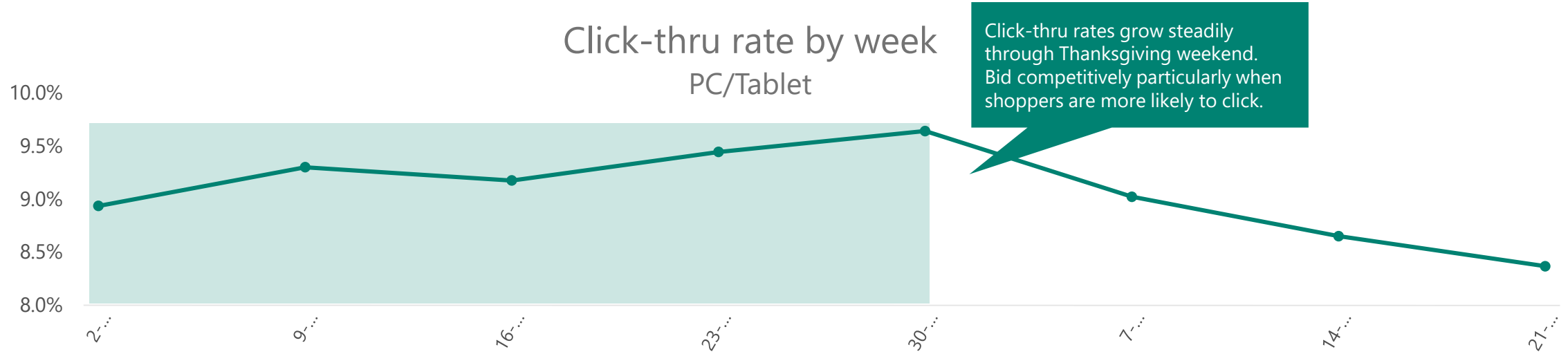
- Black Friday
- Christmas Eve
- Cyber Monday
- Thanksgiving



#BingAdsHoliday

Time zone: Pacific Standard Time  
Source: Microsoft Internal Data, 2014

# Click-thru rate

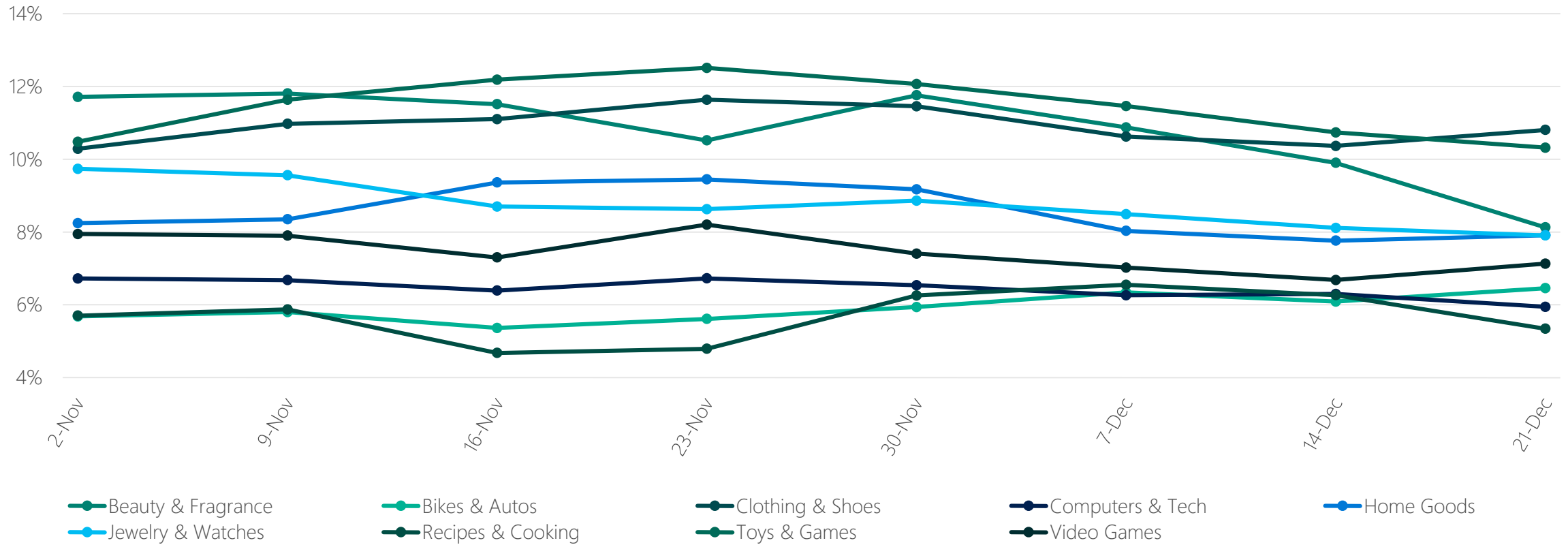


#BingAdsHoliday

Source: Microsoft Internal Data, 2014, Specific Categories Evaluated

# Click-thru rate

## Click-thru rate PC/Tablet



#BingAdsHoliday

Source: Microsoft Internal Data, 2014, Specific Categories Evaluated



# Unified shopping experience

Being one with your customer means uniting their shopping experience across devices, channels and delivery - from browsing to buying to checking shipping to package pickup.



#BingAdsHoliday



# Showrooming and webrooming to the perfect gift

69%

of shoppers **webroomed**.

Many holiday shoppers “webroom” – or check out products online before visiting the brick-and-mortar store to purchase.

49%

of shoppers **showroomed**.

Savvy holiday shoppers showroom – or visit a brick-and-mortar store to check out its “showroom” of products before buying online, often for a lower price.

Tip: 

Highlight offers and deals in your ad copy and keywords – shoppers are often looking for a deal and will look both online and offline to find the best value. Consider using Bing Shopping Campaigns to show a relevant product image and product details.

'Twas the weekend before Christmas

The weekend before Christmas sales showed greatest growth this year.

36%

sales growth the weekend of December 20-21, thanks to:

- ✓ In-store pick up
- ✓ Later shipping cut off dates
- ✓ Extended free shipping



Tip:

Highlight shipping options, free shipping, in-store pick up, etc. in your ad copy and on your website to promote awareness around the different options for purchase, delivery, and pick up.



# Why advertise on Bing Ads?



# Retail sub-verticals grew YoY on the Bing Ads Network



More likely to spend online

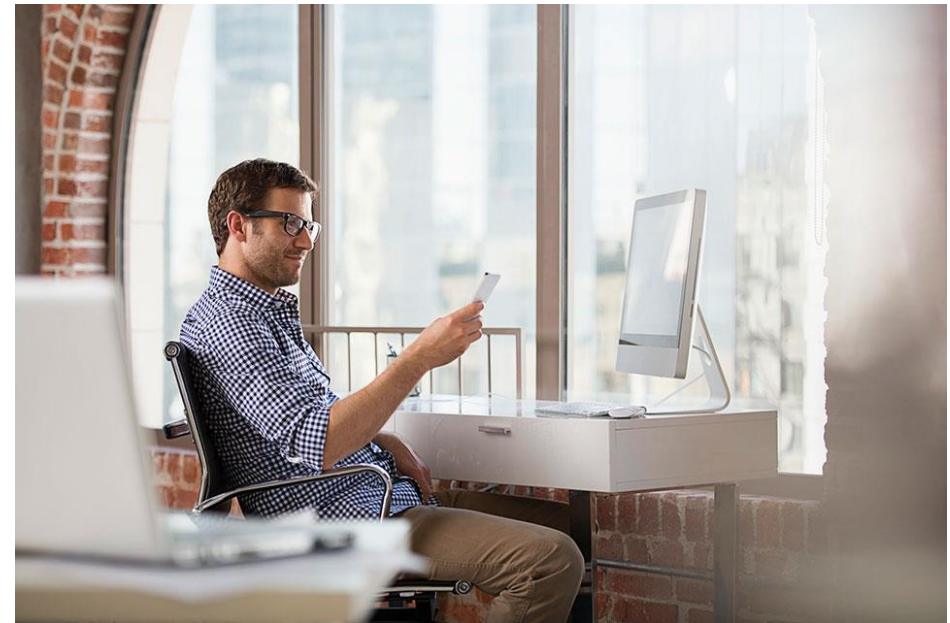
**Compared to Google, the Bing Ads audience is:**

**7%**

more likely to have spent \$500 to \$999 online in the last 6 months.

**5%**

more likely to have spent \$5,000 to \$7,499 online in the last 6 months.



More likely to buy retail/apparel online

## Compared to Google, the Bing Ads audience is:

**18%** more likely to have bought baby gear online in the last 6 months.

**14%** more likely to have bought greeting cards online in the last 6 months.

**10%** more likely to have bought male teen clothing/shoes online in the last 6 months.

**9%** more likely to have bought female teen clothing/shoes online in the last 6 months.



More likely to spend \$500 or more on retail/apparel

## Compared to Google, the Bing Ads audience is:

**23%**

more likely to have spent \$500 or more on teen girls clothing in the last 6 months.

**17%**

more likely to have spent \$500 or more on baby accessories in the last 6 months.

**8%**

more likely to have spent \$500 or more on kids clothing in the last 6 months.





More likely to use mobile for retail activities

## Compared to Google, the Bing Ads audience is:

**21%**

more likely to have used their mobile device almost every day for deal-a-day.

**10%**

more likely to have used their mobile device almost every day for auction/classified.

**6%**

more likely to have used their mobile device almost every day for shopping/price guides.



More likely to spend online on consumer electronics

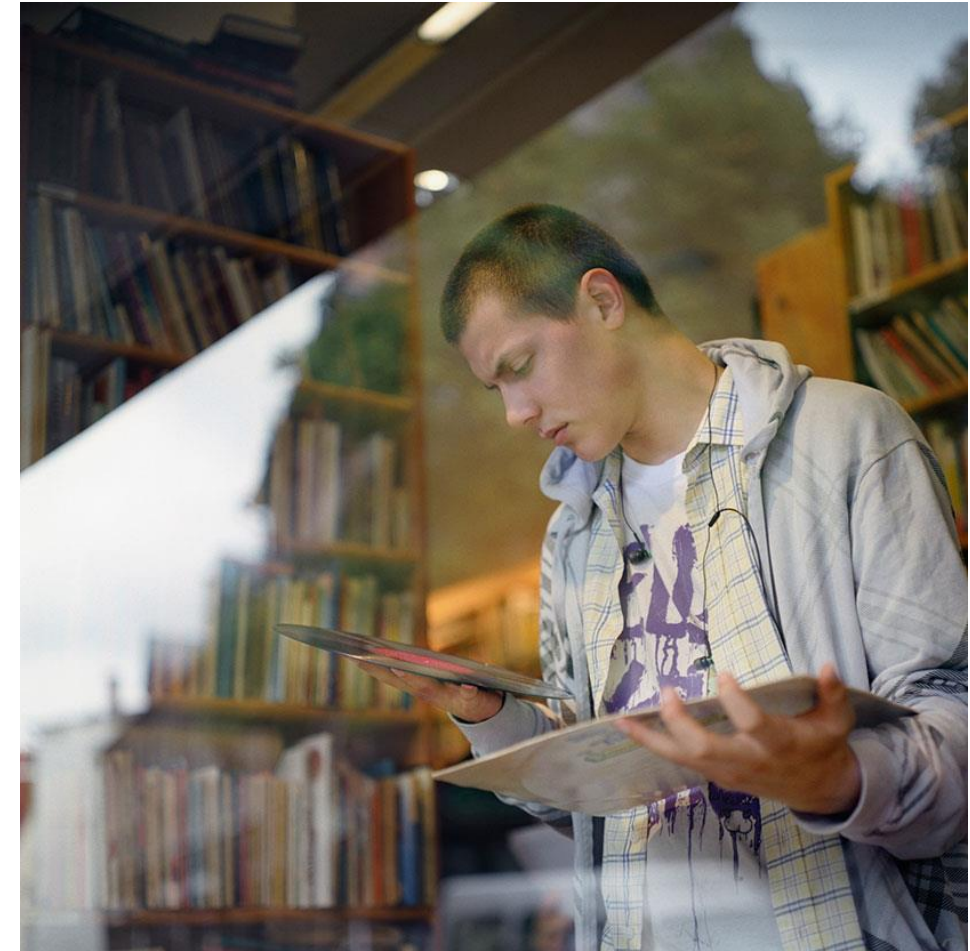
**Compared to Google, the Bing Ads audience is:**

**17%**

more likely to have spent \$5,000 to \$7,499 on consumer electronics online in the last 6 months.

**14%**

more likely to have spent \$500 - \$999 on consumer electronics online in the last 6 months.



More likely to buy consumer electronics online

## Compared to Google, the Bing Ads audience is:

**91%**

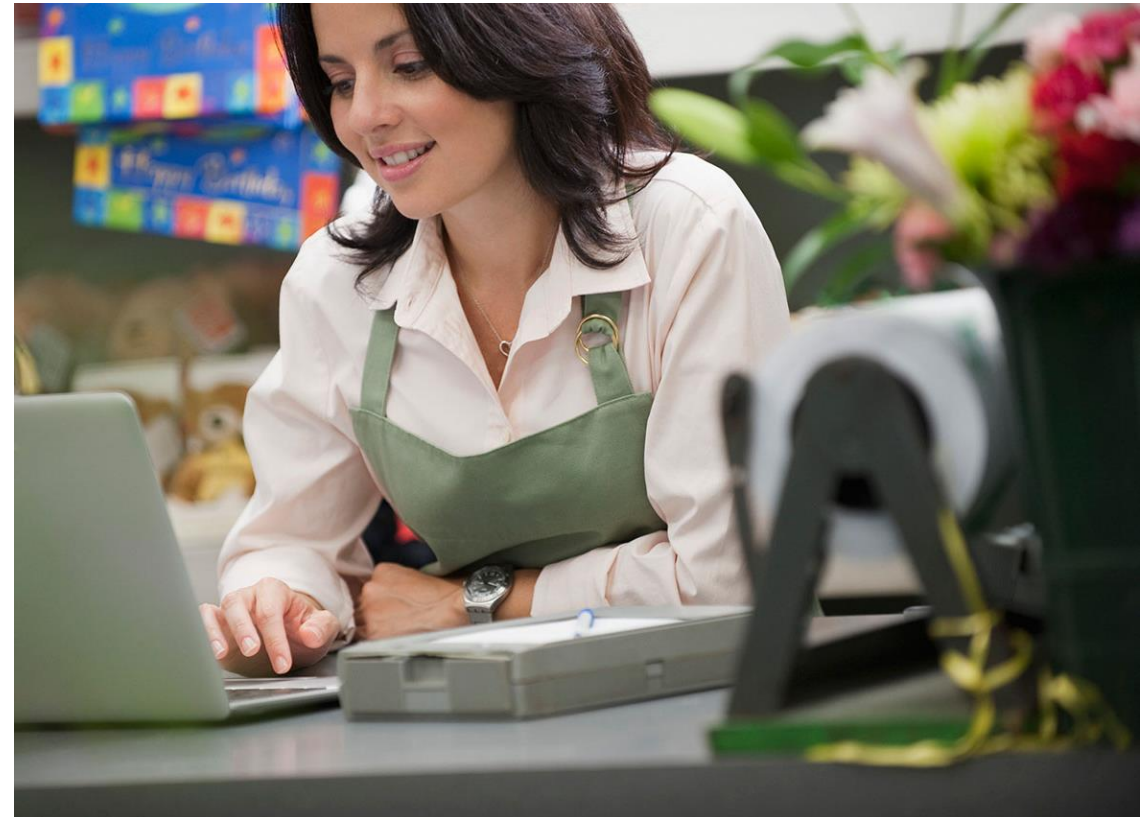
more likely to have bought an HD radio receiver online in the last 6 months.

**27%**

more likely to have bought a stereo receiver online in the last 6 months.

**17%**

more likely to have bought an all-in-one stereo system online in the last 6 months.





More likely to spend on personal electronics online

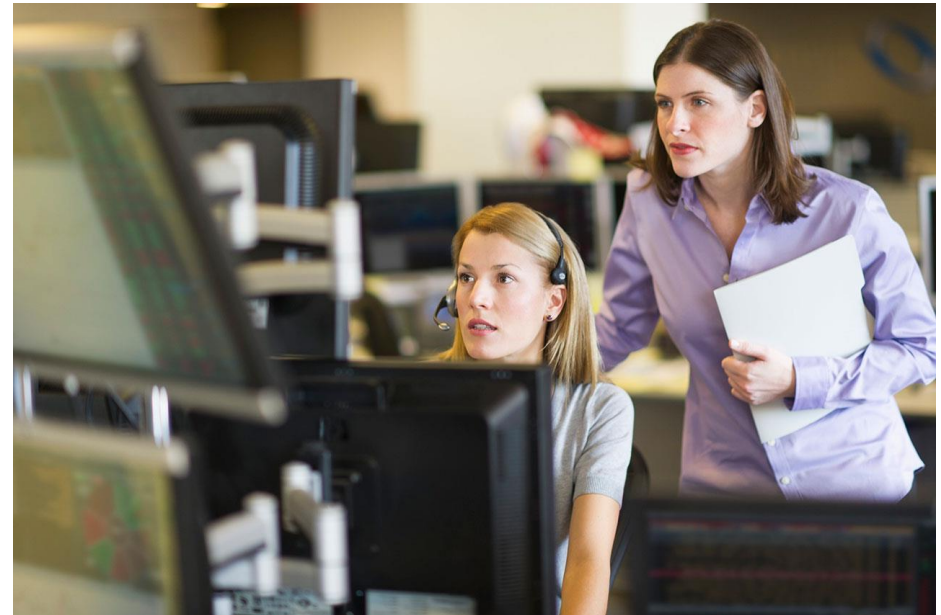
**Compared to Google, the Bing Ads audience is:**

**22%**

more likely to have spent \$1,000 to \$2,499 on personal electronics online in the last 6 months.

**21%**

more likely to have spent \$500 to \$999 on personal electronics online in the last 6 months.



More likely to buy computer equipment online

## Compared to Google, the Bing Ads audience is:

**21%**

more likely to have spent \$1,000 to \$2,499 on computer equipment online in the last 6 months.

**8%**

more likely to have bought a laptop/ notebook computer online in the last 6 months.

**5%**

more likely to have bought a desktop computer online in the last 6 months.





More likely to buy corporate gifts

**Compared to Google, the Bing Ads audience is:**

**18%**

more likely to be involved  
in recommending and  
purchasing corporate gifts  
in the last 6 months



# New to Bing Ads?

Get \$100 to spend on search advertising\*

Request your coupon now.

Go to:

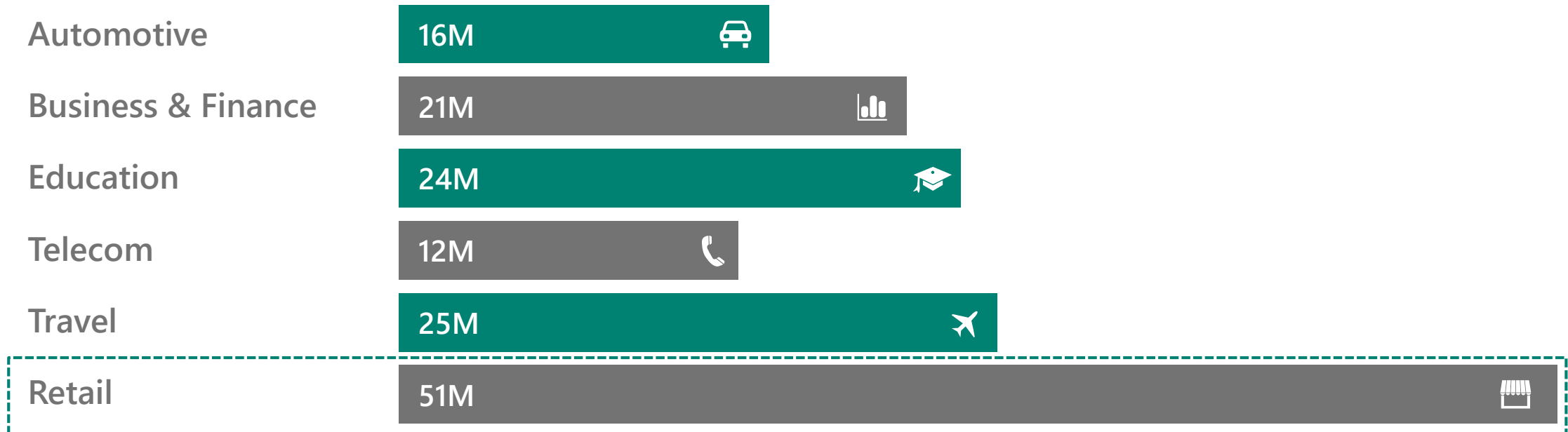
<https://advertise.bingads.microsoft.com/en-us/insights-coupon>

\*Limit one coupon per advertiser. Current Bing Ads advertisers are not eligible. Offer expires June 30, 2015, and applies only to advertisers opening a new Bing Ads account. Ads must be stopped after ad credit is used up or 90 days after coupon redemption, whichever comes first, or credit card will be charged. Any portion of ad credit not used within 90 days will expire.

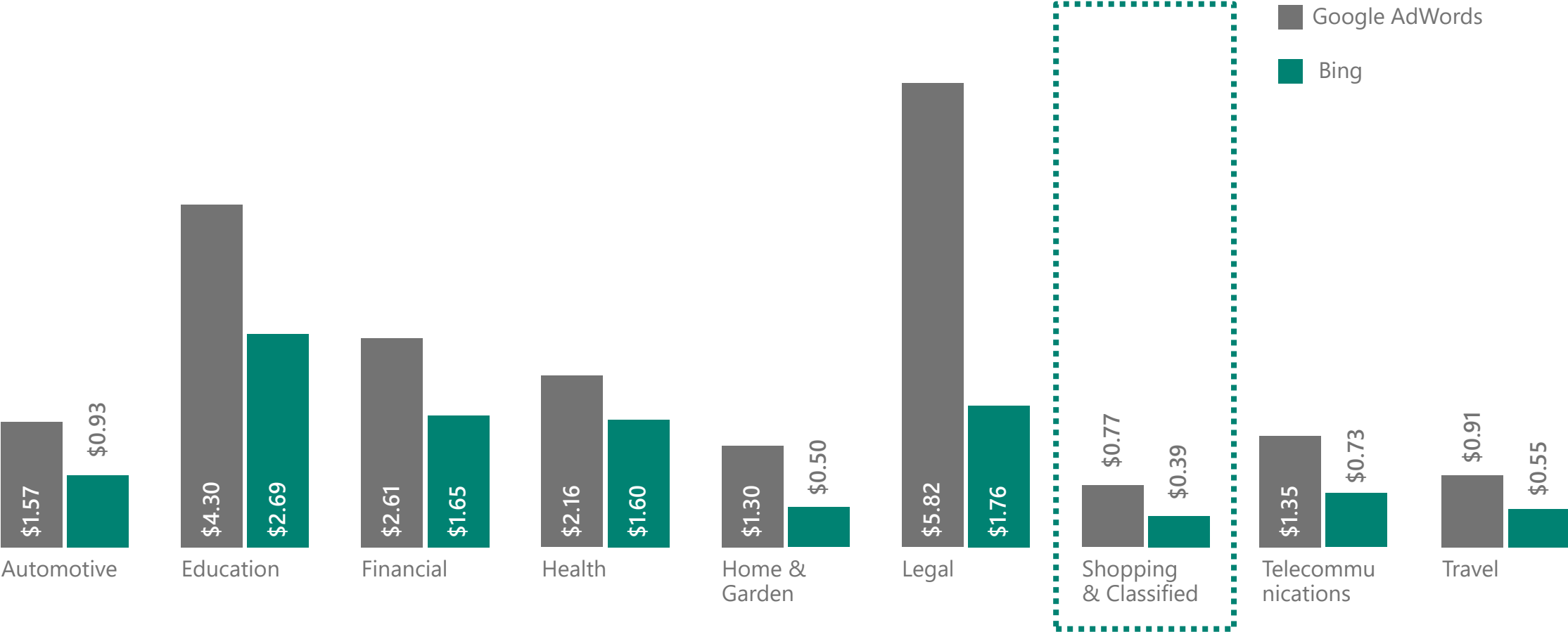


Access searchers not reached on Google

visit [BingAds.com/audience](https://bingads.com/audience) for more on our audience



# Bing Ads is more cost effective than Google AdWords



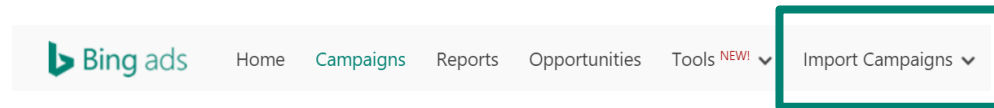
#BingAdsHoliday

Source: AdGoroo, Google Adwords vs. Bing Network – Average Cost per Click by Industry, Q1 2014

# Already advertising on Google AdWords?



It's quick and easy to import your Google AdWords campaigns directly into Bing Ads with just a few clicks.



[Learn how to import your campaigns](#)

#BingAdsHoliday



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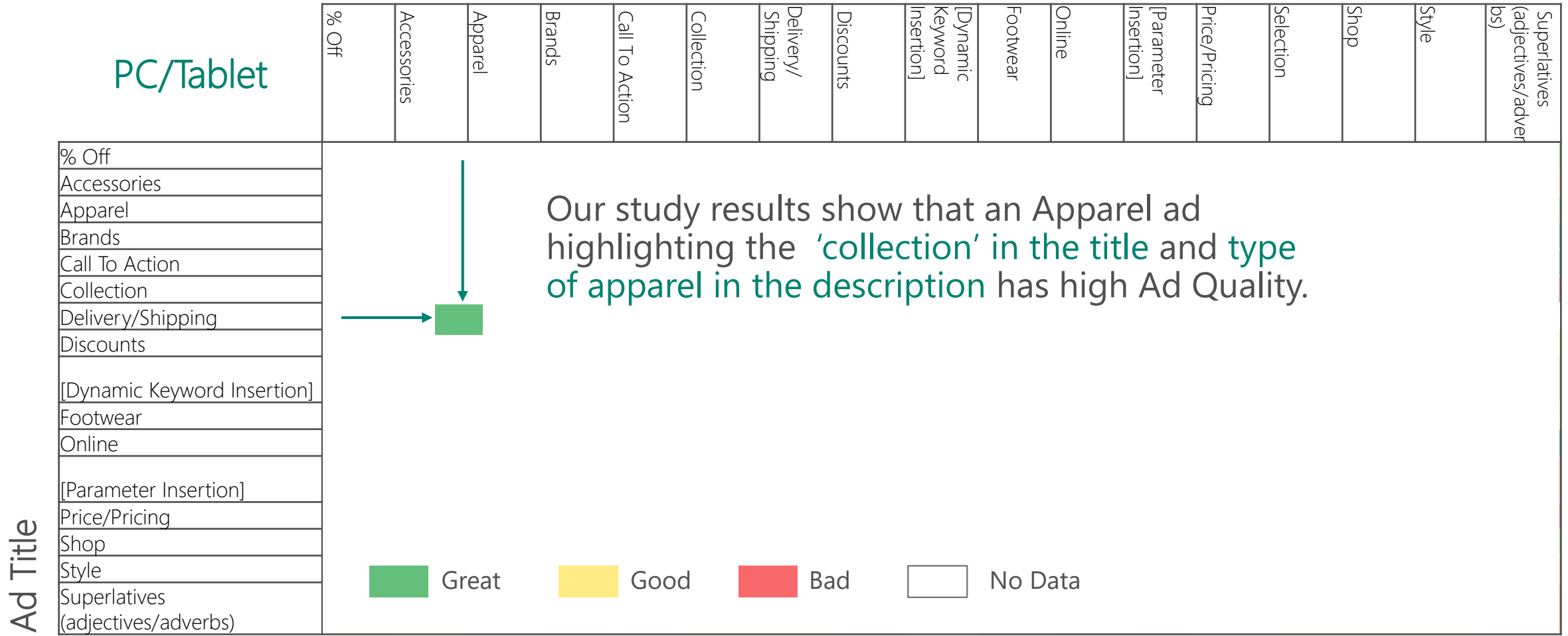
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# Words that work

Top holiday ad copy

# Here's how to read a heatmap

## Ad Description





# Words that work // Apparel & Accessories

Ad Description

PC/Tablet

	% Off	Accessories	Apparel	Brands	Call To Action	Collection	Delivery/Shipping	Discounts	[Dynamic Keyword Insertion]	Footwear	Online	[Parameter Insertion]	Price/Pricing	Selection	Shop	Style	Superlatives (adjectives/adverbs)
% Off	Bad	Good	Good	Bad	Bad	Bad	Bad	Good	Good	Good	Bad		Good	Good	Bad	Good	Good
Accessories	Good	Bad	Bad	Bad	Good	Good	Good	Good	Great	Good	Good	Good	Good	Good	Good	Good	Bad
Apparel	Bad	Good	Bad	Bad	Bad	Good	Good	Bad	Good	Good	Good	Good	Bad	Good	Bad	Bad	Good
Brands	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Call To Action	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Bad	Good	Good	Good	Good
Collection	Bad	Good	Good	Bad	Bad	Bad	Bad	Bad		Bad	Bad	Bad	Bad	Bad	Bad		Bad
Delivery/Shipping		Bad	Bad		Good	Good	Bad	Bad							Good	Good	
Discounts	Good	Good	Good	Good	Good	Bad	Bad	Bad		Good	Bad	Bad	Good	Bad	Bad	Bad	Good
[Dynamic Keyword Insertion]	Good	Good	Good	Bad	Good	Good	Good	Good		Good	Good		Bad	Good	Good	Good	Good
Footwear	Good	Good	Good	Bad	Good	Good	Good	Good	Bad	Good	Bad	Good	Bad	Good	Bad	Good	Good
Online	Bad	Bad	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Bad	Bad	Good
[Parameter Insertion]	Bad	Bad	Bad	Bad	Bad	Bad	Bad	Bad		Good	Good	Good	Bad	Bad	Bad	Bad	Bad
Price/Pricing	Bad	Good	Bad	Bad	Good	Bad	Bad	Bad	Good	Bad	Good	Bad	Bad	Good	Bad	Bad	Bad
Shop	Bad	Good	Bad	Good	Bad	Good	Good	Good	Good	Good	Bad	Good	Good	Good	Bad	Bad	Good
Style	Bad	Bad	Bad	Bad	Good	Good	Good	Good	Good	Bad	Bad		Bad	Good	Bad	Bad	Bad
Superlatives (adjectives/adverbs)	Good	Good	Good	Bad	Bad	Bad	Good	Bad		Good	Good	Bad	Good	Bad	Good	Good	Bad

Ad Title

Great
  Good
  Bad
  No Data



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Many categories represent a group of words, rather than the actual word itself. Source: Microsoft Internal Data, Nov 2014 – Jan 2015



# Words that work // Consumer Electronics

Ad Description

	Accessories	Brand	Brand Product	Call To Action	Delivery/Shipping	Device	Discounts	Dynamic Keyword Insertion	Feature	Online	Price/Pricing	Superlative (Adjective/Adverb)
PC/Tablet												
Accessories	Good	Good	Good	Good	Good	Great	Good	Great	Good	Good	Good	Good
Brand	Good	Good	Good	Great	Good	Great	Good	Good	Great	Great	Good	Good
Brand Product	Bad	Good	Good	Good	Good	Bad	Good	Good	Bad	Good	Good	Good
Call To Action	No Data	Good	Good	Good	Good	Great	Bad	No Data	No Data	Good	Good	Good
Device	Good	Good	Great	Good	Good	Good	Good	Bad	Great	Good	Good	Good
Discounts	Bad	Good	Good	Good	Good	Good	Good	Bad	Good	Good	Bad	Good
Dynamic Keyword Insertion	Good	Good	Good	Great	Good	Good	Good	Good	Bad	Good	Good	Great
Feature	Bad	Good	Bad	Good	Good	Great	Good	Good	Good	Great	Good	Bad
Online	Great	Bad	Great	Good	Great	Good	Bad	No Data	Good	Good	Bad	No Data
[Parameter Insertion]	Good	Bad	Bad	Great	Good	Great	Good	No Data	Bad	No Data	Good	Good
Price/Pricing	Bad	Good	Good	Good	Bad	Good	Bad	No Data	Bad	Good	Good	Good
Superlative (Adjective/Adverb)	Bad	No Data	Good	Good	Good	Good	Good	No Data	Bad	Good	Good	Good

Ad Title

Great
  Good
  Bad
  No Data



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Many categories represent a group of words, rather than the actual word itself. Source: Microsoft Internal Data, Nov 2014 – Jan 2015





# Words that work // Toys & Hobbies

Ad Description

PC/Tablet	% Off	Brands	Call To Action	Deals/Discount	Dynamic Keyword Insertion	Games	Hobbies	Musical Instruments	Online	[Parameter Insertion]	Price/Pricing	Remote control Toys	Sale	Save	Shipping/Delivery	Star Wars	Superlative (adjective/adverb)	Toy Car	Toys
% Off	Bad		Good	Bad	Good	Good			Good		Good		Bad		Bad				
Brands	Good	Good	Good	Good		Good		Bad	Good	Good	Good	Bad	Good	Good	Good		Good	Good	Good
Call To Action	Bad	Good	Good	Good	Good	Good	Good		Good		Good	Good	Good	Good	Good		Good		Good
Deals/Discount	Good		Good	Good	Good	Good	Good	Bad	Good		Good		Good	Good	Good	Good	Good		Good
Dynamic Keyword Insertion	Good	Good	Good	Good	Good	Good	Good	Good	Good		Good	Good	Good	Good	Good	Good	Good		Good
Games	Good		Good	Good		Good	Good		Good	Good	Good		Good	Good	Good		Good		Good
Hobbies	Bad		Good	Good		Bad	Good	Good	Bad		Good		Good	Good	Good		Good	Good	Good
Musical Instruments	Bad		Good	Good			Good	Good	Bad		Good		Bad	Good	Good		Good	Good	Good
Online	Good	Good	Good	Good		Good	Good		Good		Good		Good	Good	Good		Good		Good
[Parameter Insertion]	Good	Good	Good	Good		Good	Good		Good	Good	Good		Good	Good	Bad	Good	Good		Good
Price/Pricing	Good		Good	Good		Good			Good		Good		Good	Good	Good		Good		Good
Remote control Toys	Good	Good	Good	Good		Good	Good	Good	Good		Good	Good	Good	Good	Good		Good	Good	Good
Sale	Good	Good	Good	Good	Good	Good	Good	Good	Bad		Good	Good	Good	Good	Good		Good	Good	Good
Save	Bad	Good	Bad	Good			Good	Good	Bad		Good		Good	Bad	Good		Good		Good
Star Wars	Good		Good	Good		Good			Good	Good	Good		Good	Good	Good	Good	Good		Good
Superlative (adjective/adverb)	Good	Good	Good	Good		Good		Good	Good		Good		Good	Bad	Good		Good		Good
Toy Car	Bad	Good	Good	Bad		Good	Good		Good		Good		Bad	Bad	Bad		Good	Good	Good
Toys	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good		Good

Ad Title

Great
  Good
  Bad
  No Data



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Many categories represent a group of words, rather than the actual word itself. Source: Microsoft Internal Data, Nov 2014 – Jan 2015



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