



Halloween

Insights for digital marketers

Halloween trends in 2014

2/3

Of American adults celebrated Halloween in 2014.

\$78

Average spent by shoppers, up 3% from last year.

\$7.4 billion

Total spent on Halloween in 2014, 6% growth from last year.



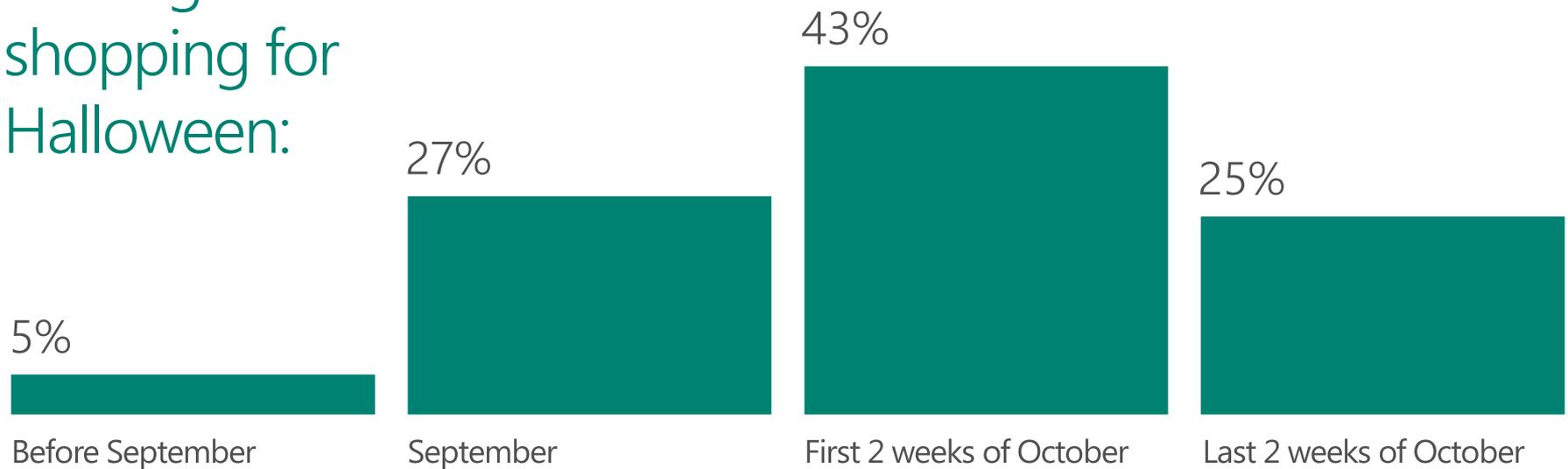
SOURCE:

National Retail Federation, Monthly Consumer Survey, September 2014.

Shoppers begin early...or late

1/3 of Halloween shoppers begin before October, while 1/4 don't start until 2 weeks or less before the holiday.

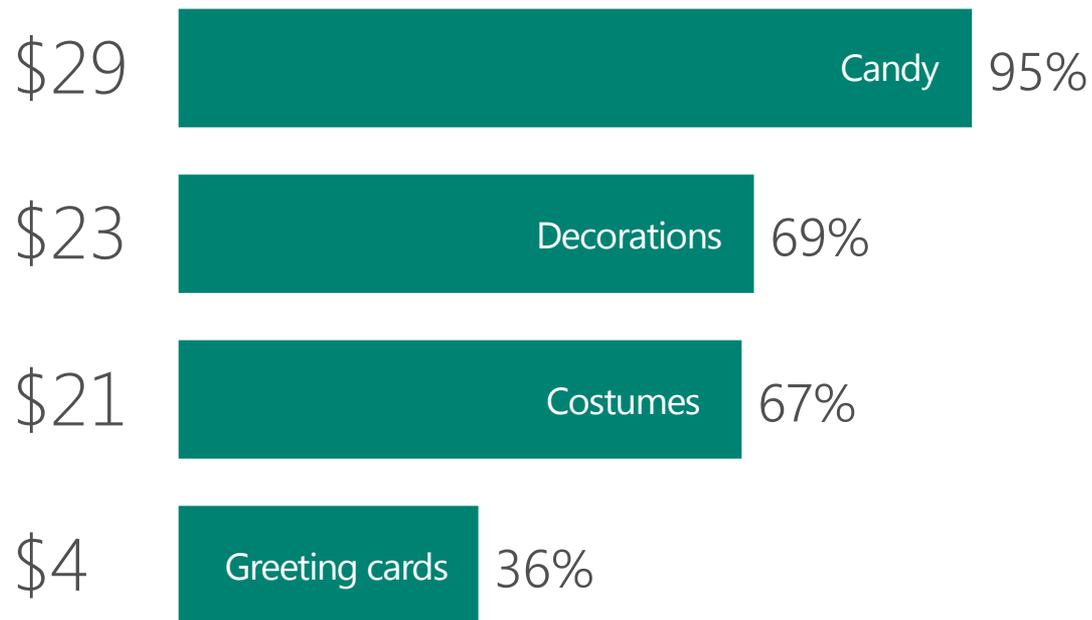
When people will begin shopping for Halloween:



SOURCE:
National Retail Federation, Monthly Consumer Survey, September 2014.

The spookiest shopping list of the year

Items Halloween shoppers planned to buy and average spend:



TIP

Ensure your Halloween items are easy to find and buy—consider adding [Sitelink ad extensions](#) to make it easy for Halloween shoppers to go straight to your Halloween items on your site. [Product Ads](#) via Bing Shopping Campaigns are also an effective way to showcase your Halloween products in an engaging ad format.

SOURCE:
National Retail Federation, Monthly Consumer Survey, September 2014.

A young boy dressed as a firefighter, wearing a brown jacket with reflective yellow and green stripes and a black helmet with yellow accents, is reaching into a large orange bowl filled with various candies. He is holding a smaller orange pumpkin-shaped bucket filled with candy in his other hand. The background is slightly blurred, showing other people in costumes.

\$2.5 billion will
be spent on
Halloween candy.¹

And 78% of parents confess
to taking candy from their
child's Halloween haul.²

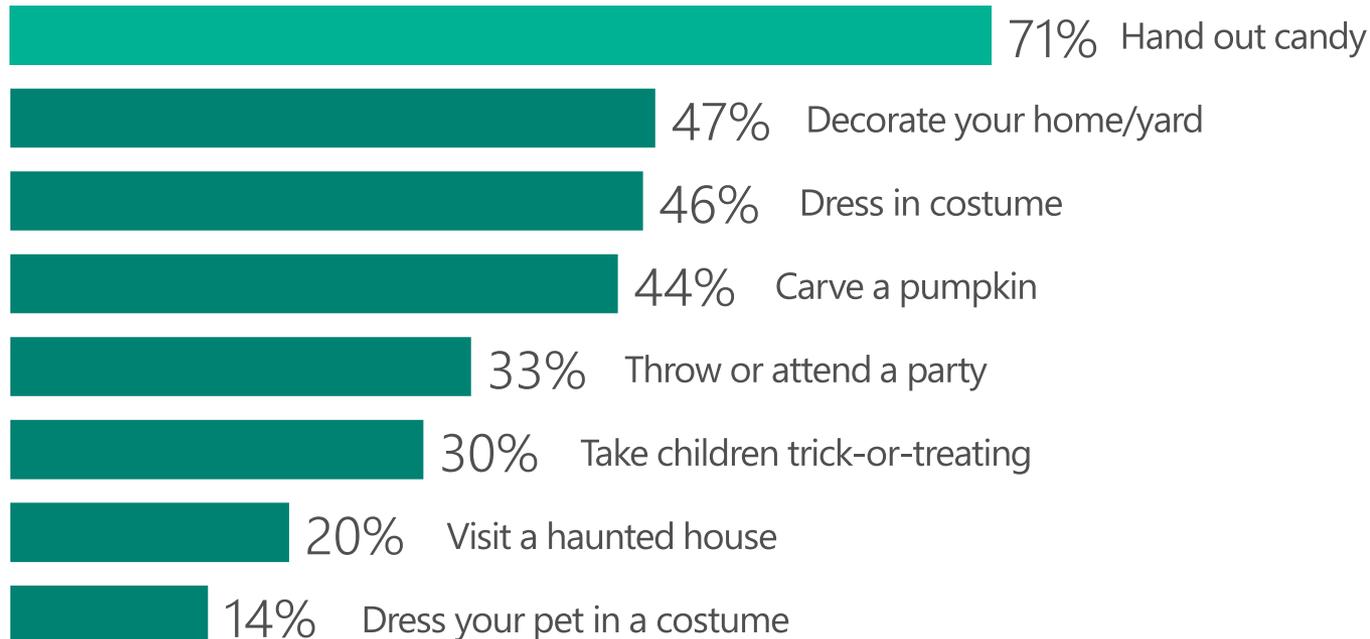
SOURCE:

1. National Confectioners Association, September 2014.

2. National Confectioners Association, Trick-or-Treat Tidbits, September 2014.

Passing out candy is the sweetest way to celebrate

How people plan to celebrate Halloween:



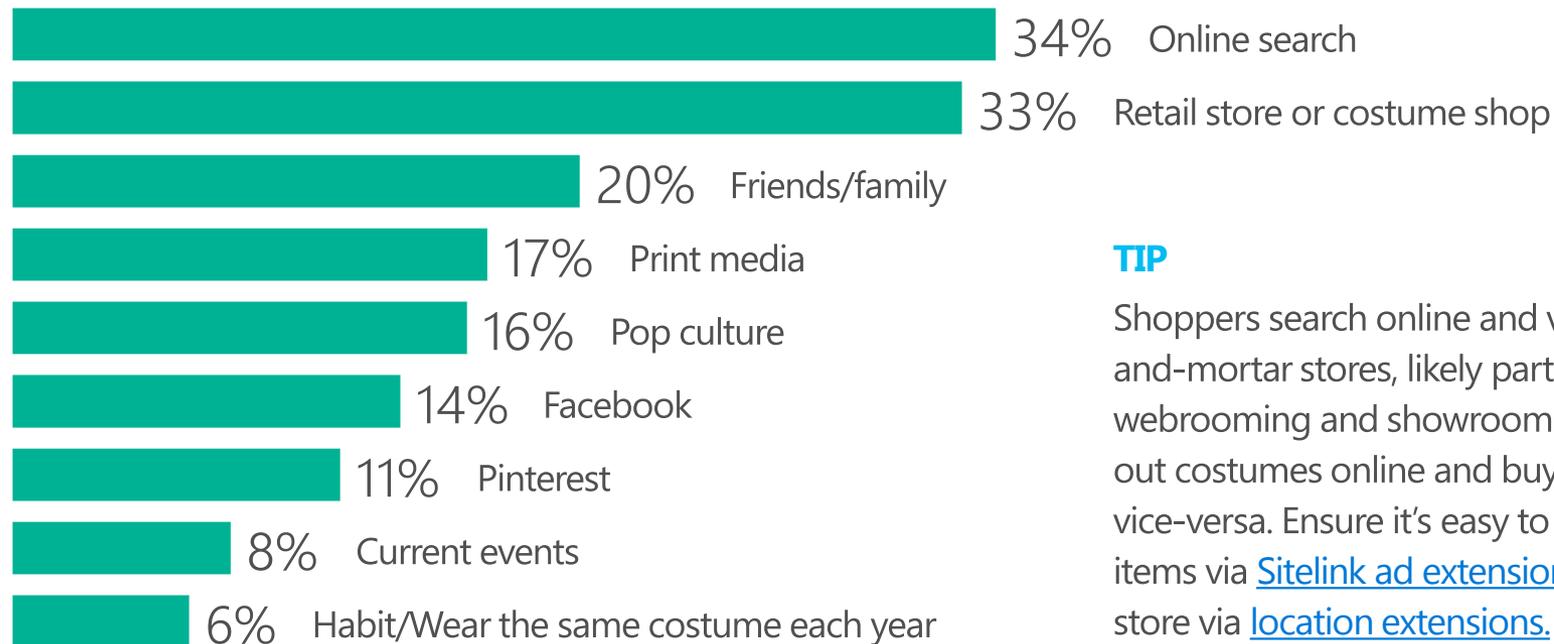
SOURCE:

National Retail Federation, Monthly Consumer Survey, September 2014.

In search of a killer costume

Halloween shoppers choose **search as a top tool**.

Where people look for Halloween costumes for themselves, kids—or even pets:



TIP

Shoppers search online and visit brick-and-mortar stores, likely participating in webrooming and showrooming, or checking out costumes online and buying in store or vice-versa. Ensure it's easy to find your online items via [Sitelink ad extensions](#) and physical store via [location extensions](#).

SOURCE:

National Retail Federation, Monthly Consumer Survey, September 2014.

The most popular costumes are timeless classics

And Disney's Frozen saw 3 million costumes sales.

Top 10 costumes

KIDS

1. Princess
2. Animal
3. Spiderman
4. Frozen character
5. Action/Superhero
6. Batman character
7. Teenage Mutant Ninja Turtle
8. Witch
9. Pirate
10. Superman

ADULTS

1. Witch
2. Animal
3. Batman character
4. Pirate
5. Zombie
6. Vampire
7. Doctor/Nurse
8. Action/Superhero
9. Princess
10. Wench/Tart/Vixen

TIP

Include top costumes as part of your Halloween ad copy and keywords if you offer costumes and décor around these themes.

SOURCE:

National Retail Federation, Halloween Consumer Spending Survey, September 2014.

Even pets celebrate “Howl”oween

Shoppers spent \$350 million on pet Halloween costumes in 2014.

Top pet costumes in 2014

1. Pumpkin

2. Hot Dog

3. Devil

4. Bumblebee

5. Cat

TIP

Consider adding [Sitelink ad extensions](#) to make it easy for Halloween shoppers to go straight to your webpages for pet costumes and other Halloween items.

SOURCE:

National Retail Federation, September 2014.

Do-it-yourself is popular for Halloween festivities

Top 10

MOST SEARCHED DIY COSTUMES

1. DIY Elsa costume
2. DIY mermaid costume
3. DIY couples costumes
4. DIY Minion costume
5. DIY Minnie Mouse costume
6. DIY Disney costumes
7. DIY Ninja Turtle costume
8. DIY superhero costume
9. DIY Olaf costume
10. DIY Wonder Woman costume

Top 10

HALLOWEEN DIY SEARCHES

1. How to make Halloween props
2. How to make Halloween invitations
3. How to make Halloween wreaths
4. How to draw Halloween
5. How to decorate for Halloween
6. How to draw scary Halloween stuff
7. How to throw a Halloween party
8. How to make a Halloween mask
9. How to do Halloween makeup
10. How to plan a Halloween party

TIP

DIY, or do-it-yourself, is popular in Halloween searches—from costumes to décor, to party items. Capture this trend by including a “DIY” theme in your ad copy and keywords strategy.

SOURCE:
insidesearch.blogspot, October 2014.



Halloween searches on mobile grew 1,052% on Bing Ads in 2014

TIP

Halloween shoppers are turning to mobile to search and buy. Consider adding [location extensions](#) and [call extensions](#) so searchers on the go can easily find your store.



SOURCE:

Microsoft internal data, October 2013 v. October 2014.



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

TIP

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

Halloween fun facts

162M

162 million people celebrated Halloween in 2014.

34%

Over 1/3 of shoppers will search online for costume inspiration.

\$7.4B

\$7.4 billion spent on Halloween products in 2014.

1/3

1/3 of people start their Halloween shopping before October.

23M

23 million people will dress their pets in costumes.

SOURCE:

National Retail Federation, Halloween Overview, Monthly Consumer Survey, September 2014.



Bing Ads

Audience

More likely to spend on gum & candy

Compared to Google,
the Bing Ads audience is:

13% more likely to have spent \$100–\$199
on gum or candy in the last 30 days.

8% more likely to have spent \$50–\$99 on
gum or candy in the last 30 days.



SOURCE:

comScore Plan Metrix, US, September 2014, custom measure created using comScore indices and duplication. September data was used to reflect the month before Halloween.

More likely to search for and buy prepared food

Compared to Google,
the Bing Ads audience is:

12% more likely to have bought prepared
food/take-out online in the last 30 days.

5% more likely to have searched online for
prepared food/delivery in the last 30 days.



SOURCE:

comScore Plan Metrix, US, September 2014, custom measure created using comScore indices and duplication. September data was used to reflect the month before Halloween.

More likely to drink beer

Compared to Google, the Bing Ads
audience is more likely to:

Have consumed beer/ale in the last 30
days.



SOURCE:

comScore Plan Metrix, US, September 2014, custom measure created using comScore indices and duplication. September data was used to reflect the month before Halloween.



More likely to be interested in food/recipes

Compared to Google, the Bing Ads audience is more likely to:

Have used SMS on their mobile device to access food/recipes/cooking tips.

Usually have read the food/recipes section of the Sunday newspaper.



SOURCE:

comScore Plan Metrix, US, September 2014, custom measure created using comScore indices and duplication. September data was used to reflect the month before Halloween.

More likely to plan a party

Compared to Google, the
Bing Ads audience is more
likely to:

Have planned a party in the
last 6 months.



SOURCE:

comScore Plan Metrix, US, September 2014, custom measure created using comScore indices and duplication. September data was used to reflect the month before Halloween.

More likely to be home decorating influencers

Compared to Google, the Bing Ads audience is more likely to:

Have been the first among friends to own/buy/use the latest home decorating/interior design.

Have frequently advised others on home decorating/interior design.



SOURCE:

comScore Plan Metrix, US, September 2014, custom measure created using comScore indices and duplication. September data was used to reflect the month before Halloween.

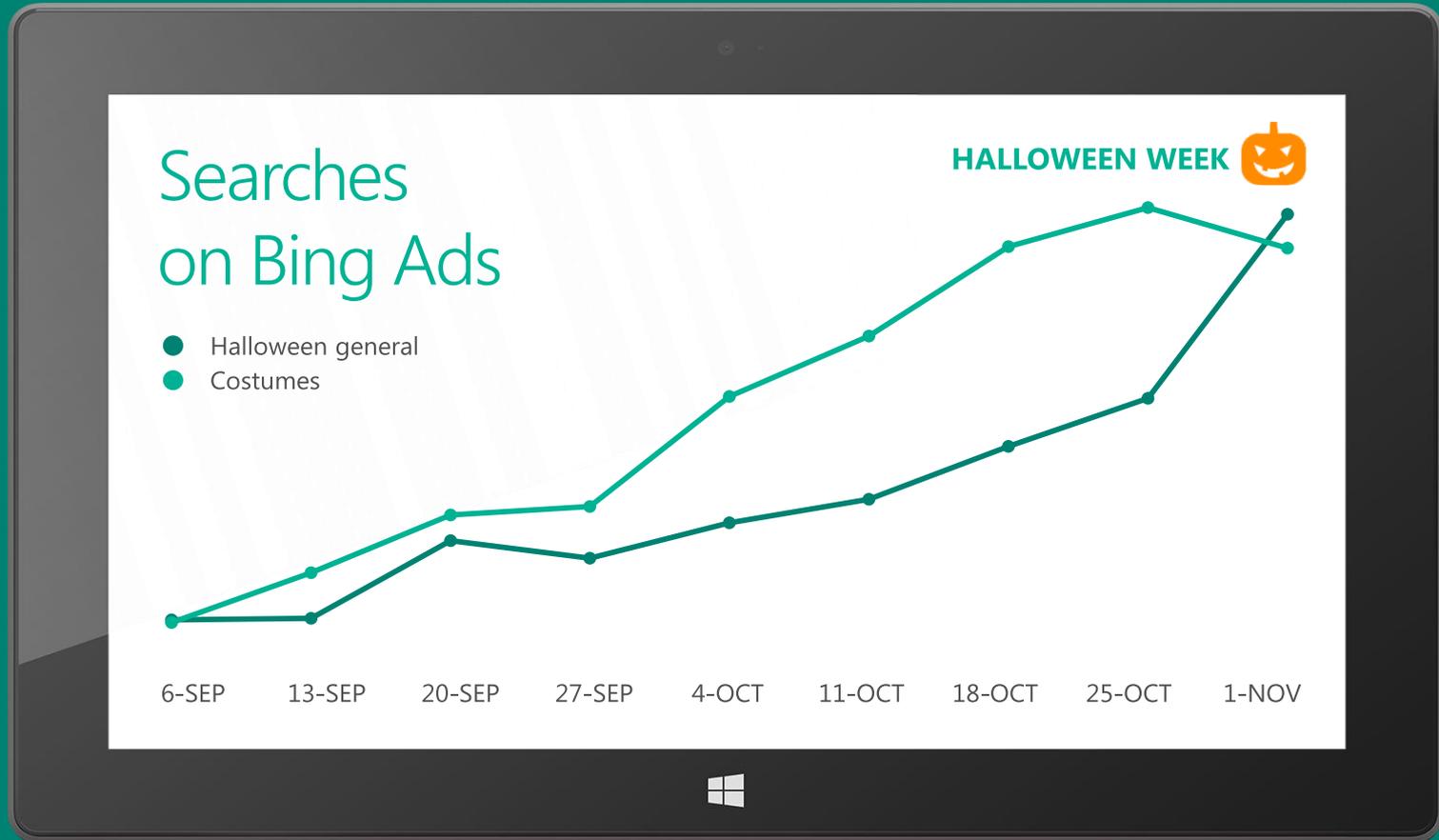




Bing Ads

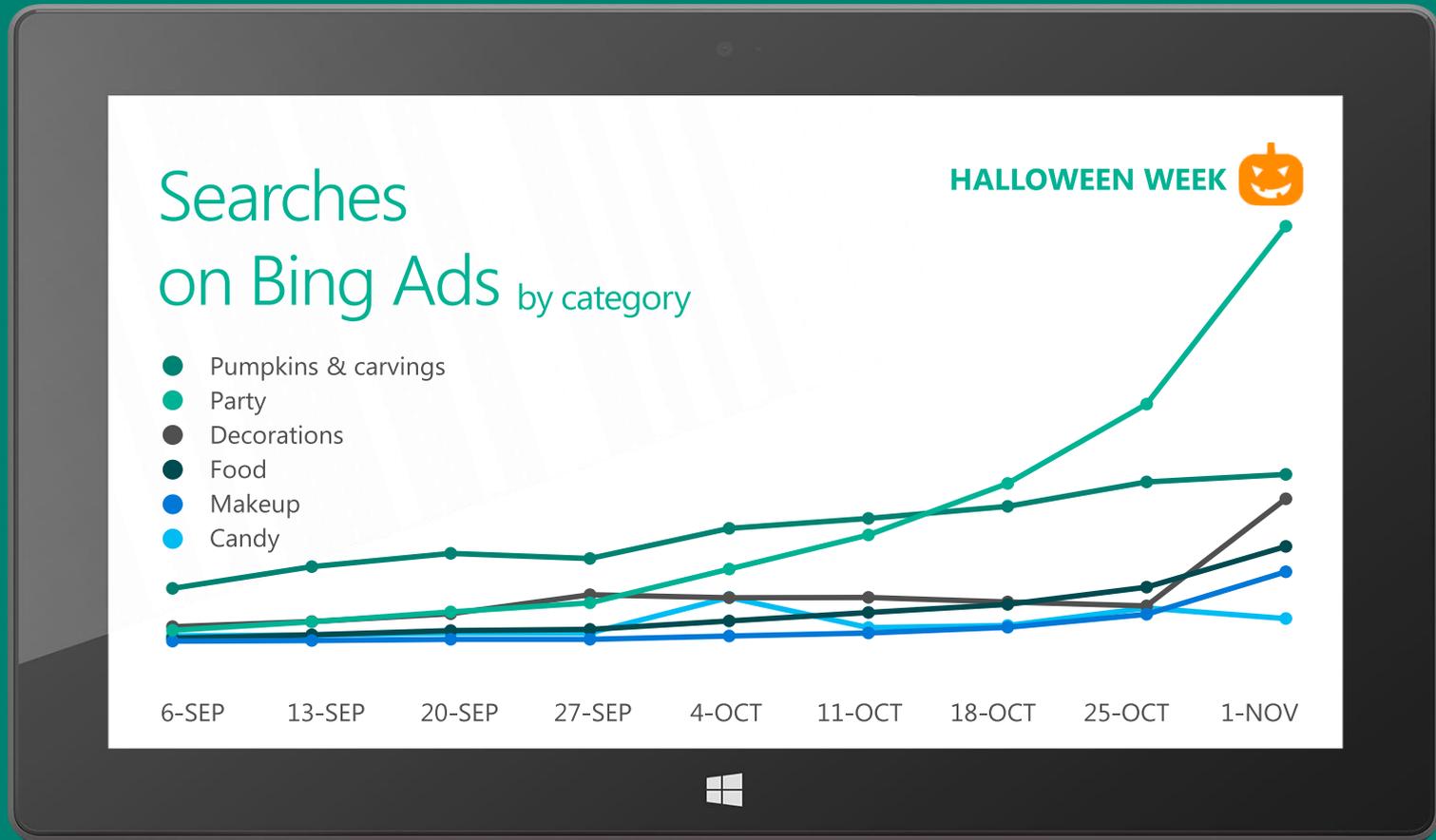
Search trends

Halloween searches grow steadily until the big day



SOURCE:
Microsoft internal data, all devices, 8/31/14 to 10/31/14.

Searches pick up two weeks before Halloween

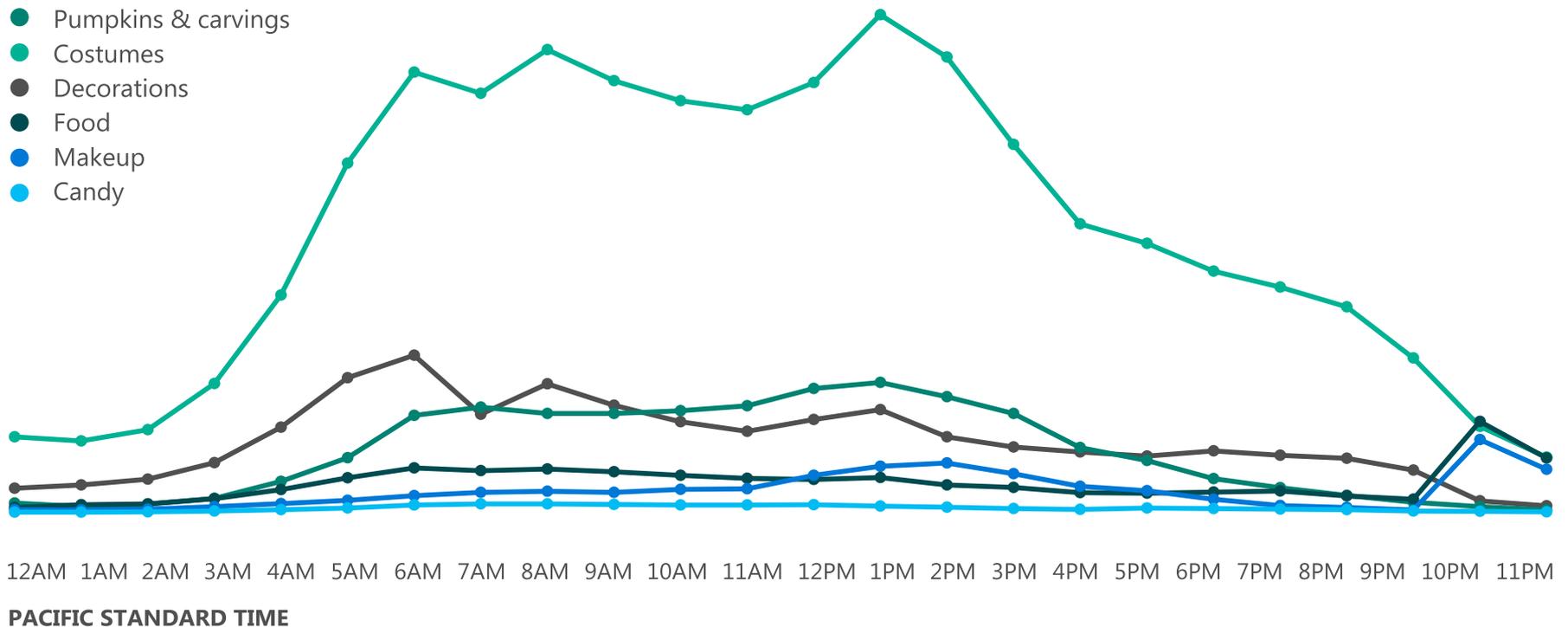


SOURCE:
Microsoft internal data, all devices, 8/31/14 to 10/31/14.

Halloween day searches



PC/Tablet



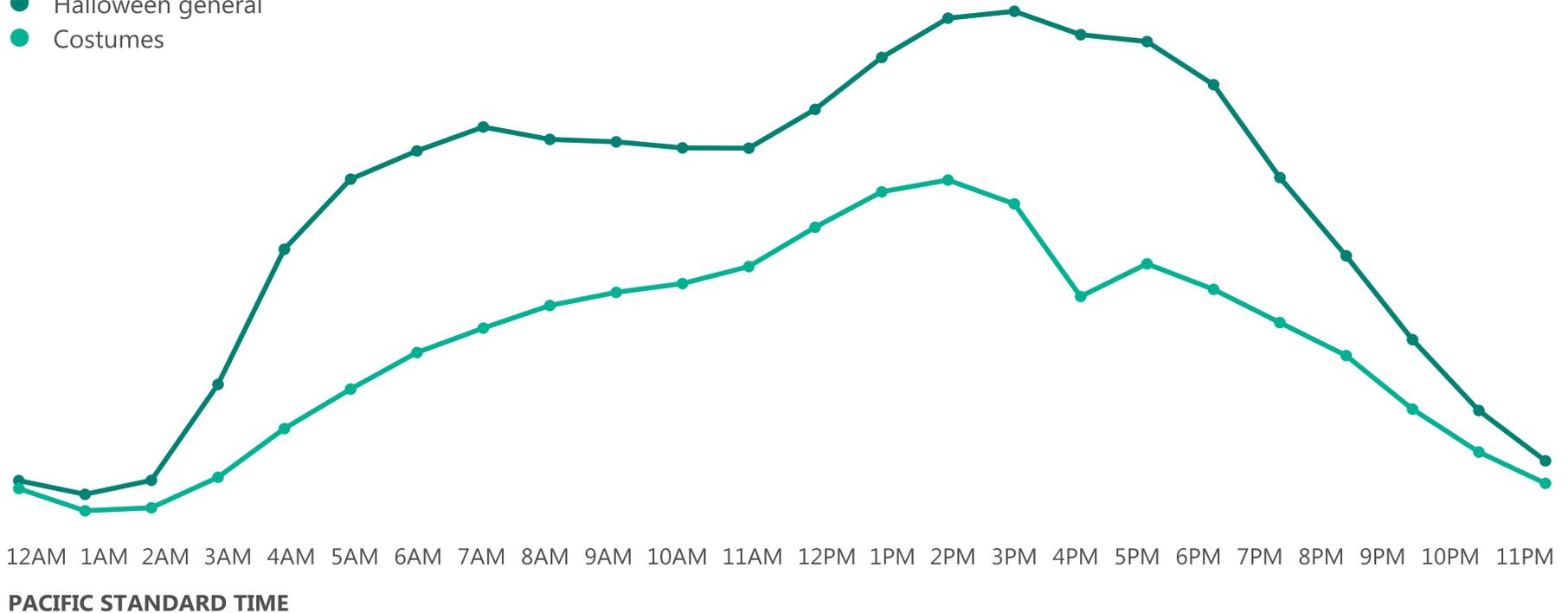
SOURCE:
Microsoft internal data, PC/Tablet, 8/31/14 to 10/31/14.

Halloween day searches



Mobile

- Halloween general
- Costumes

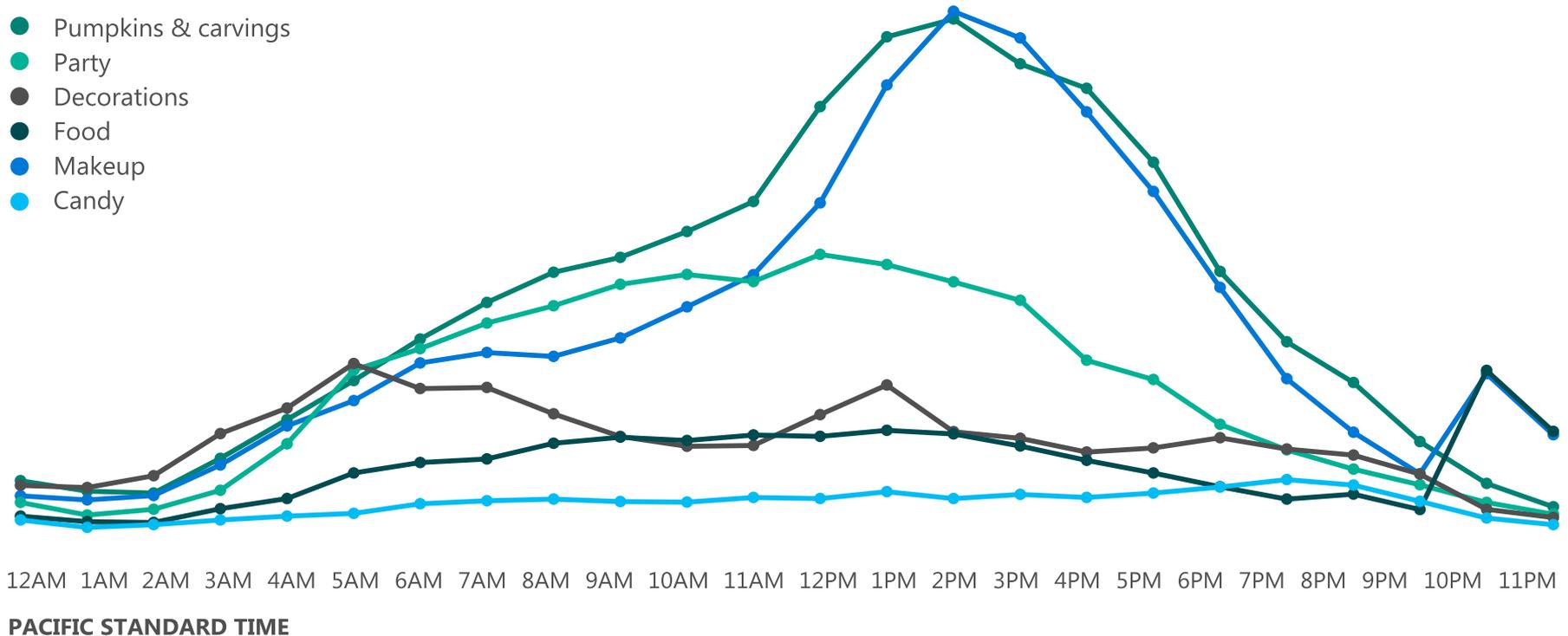


Halloween day searches



Mobile

- Pumpkins & carvings
- Party
- Decorations
- Food
- Makeup
- Candy



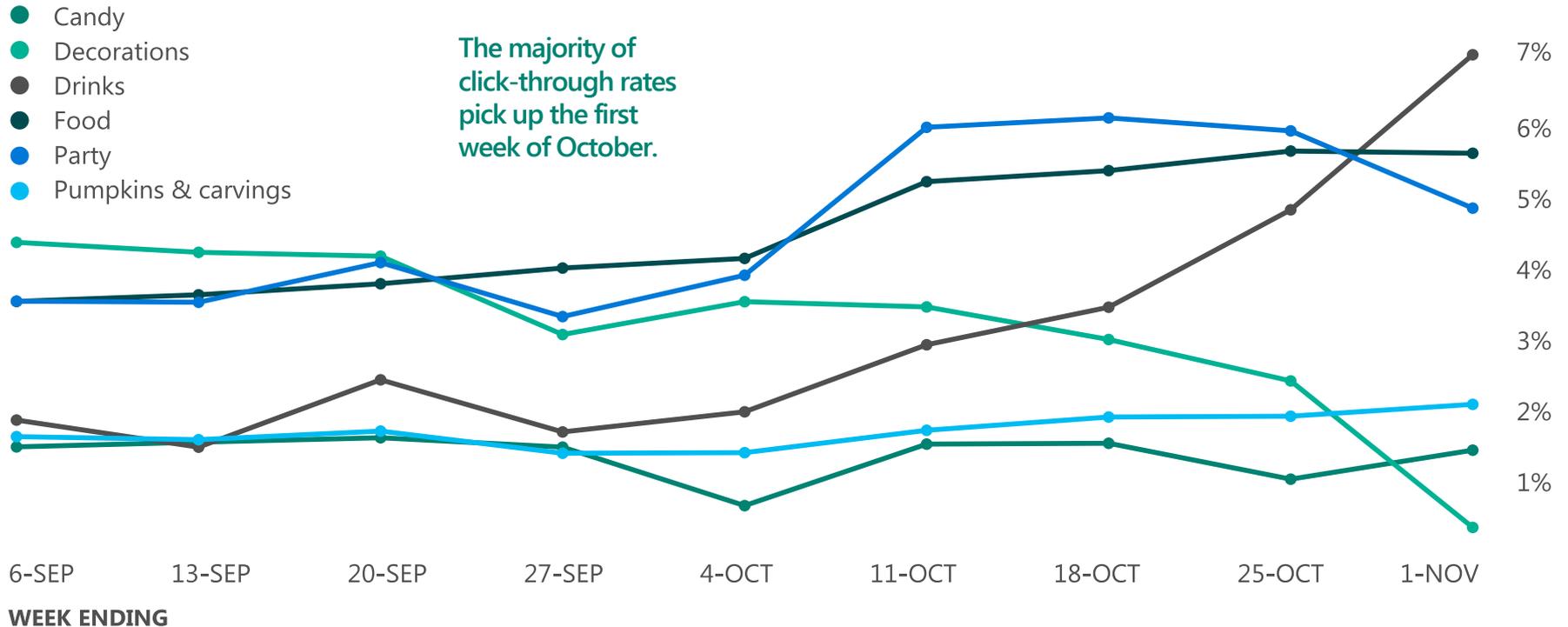
SOURCE:
Microsoft internal data, October 31, 2014.

Click-through rate

TIP: Consider implementing our new [Automated Rules](#)—you can automatically pause ads when your click-through rate is high but conversions are low, or automatically increase your budget when click-through rate is high and ads are performing well, for example – and more!



PC/Tablet

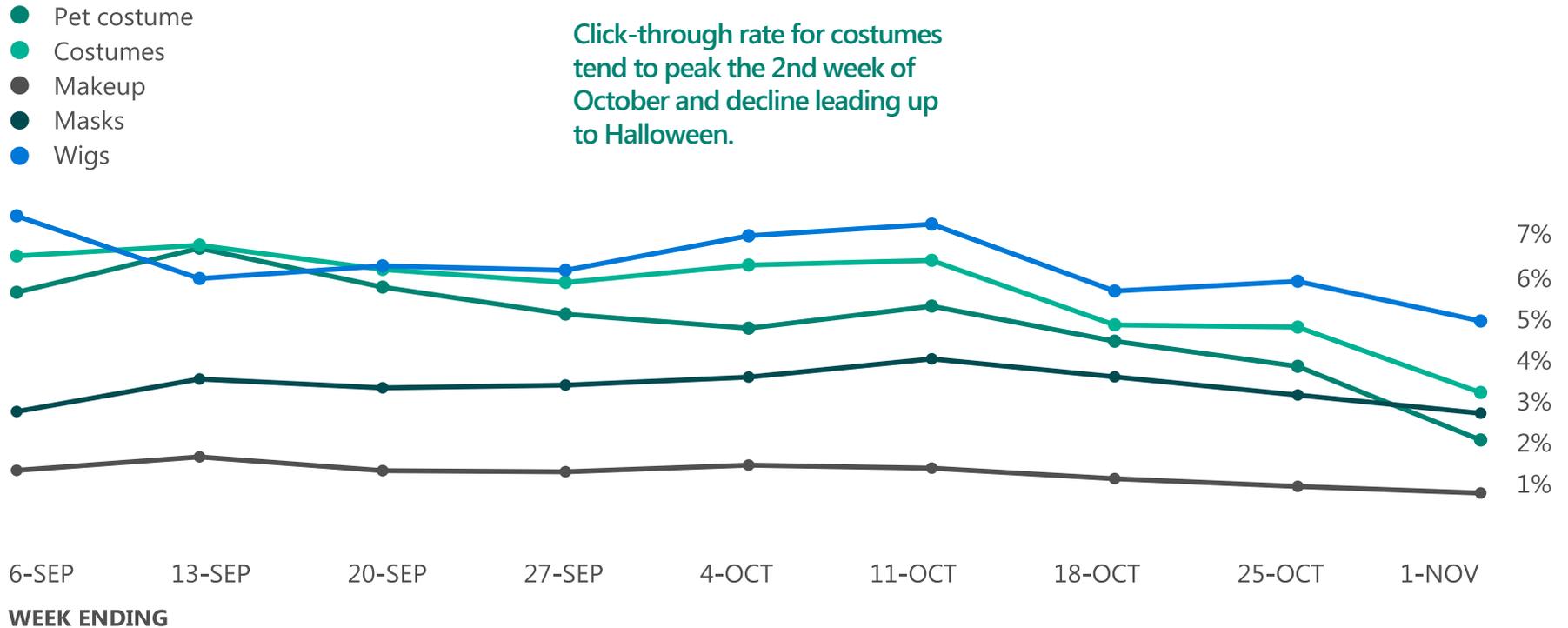


SOURCE:
Microsoft internal data, PC/Tablet, 8/31/14 to 10/31/14.

Click-through rate: Costumes



PC/Tablet

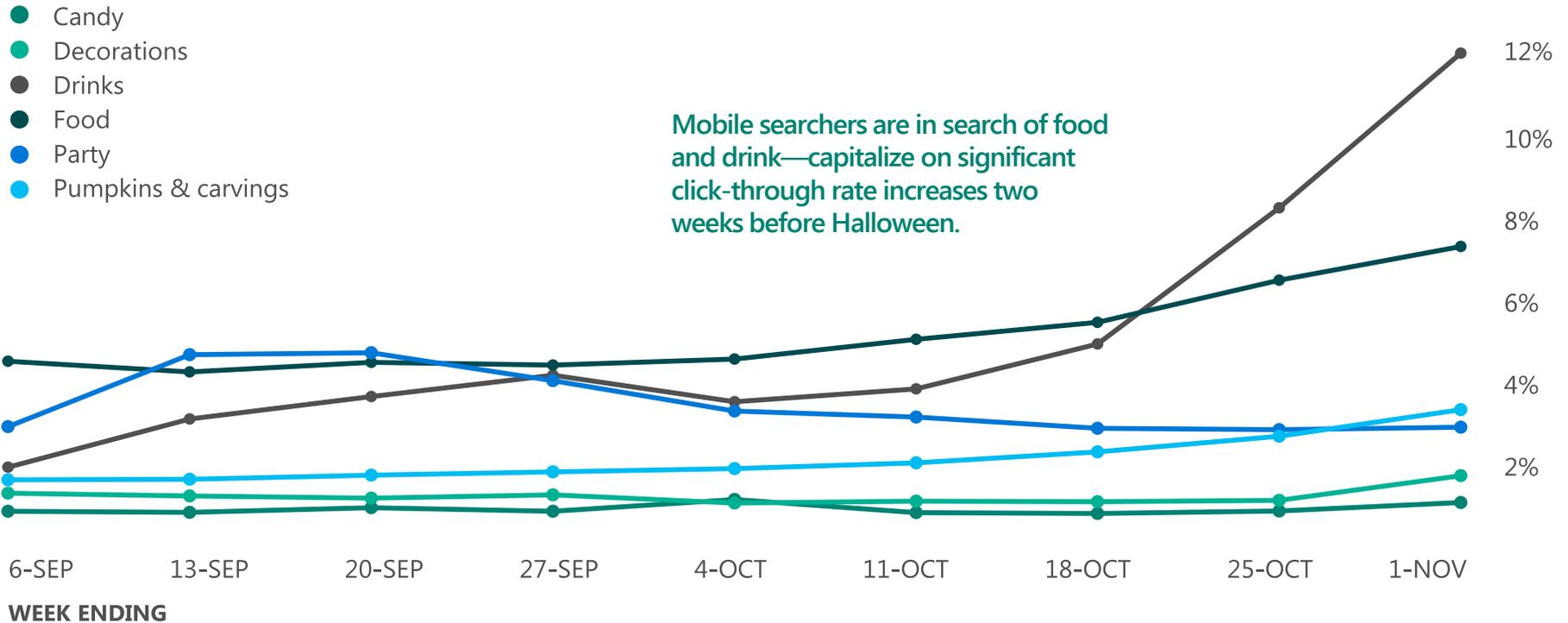


SOURCE:
Microsoft internal data, PC/Tablet, 8/31/14 to 10/31/14.

Click-through rate



Mobile

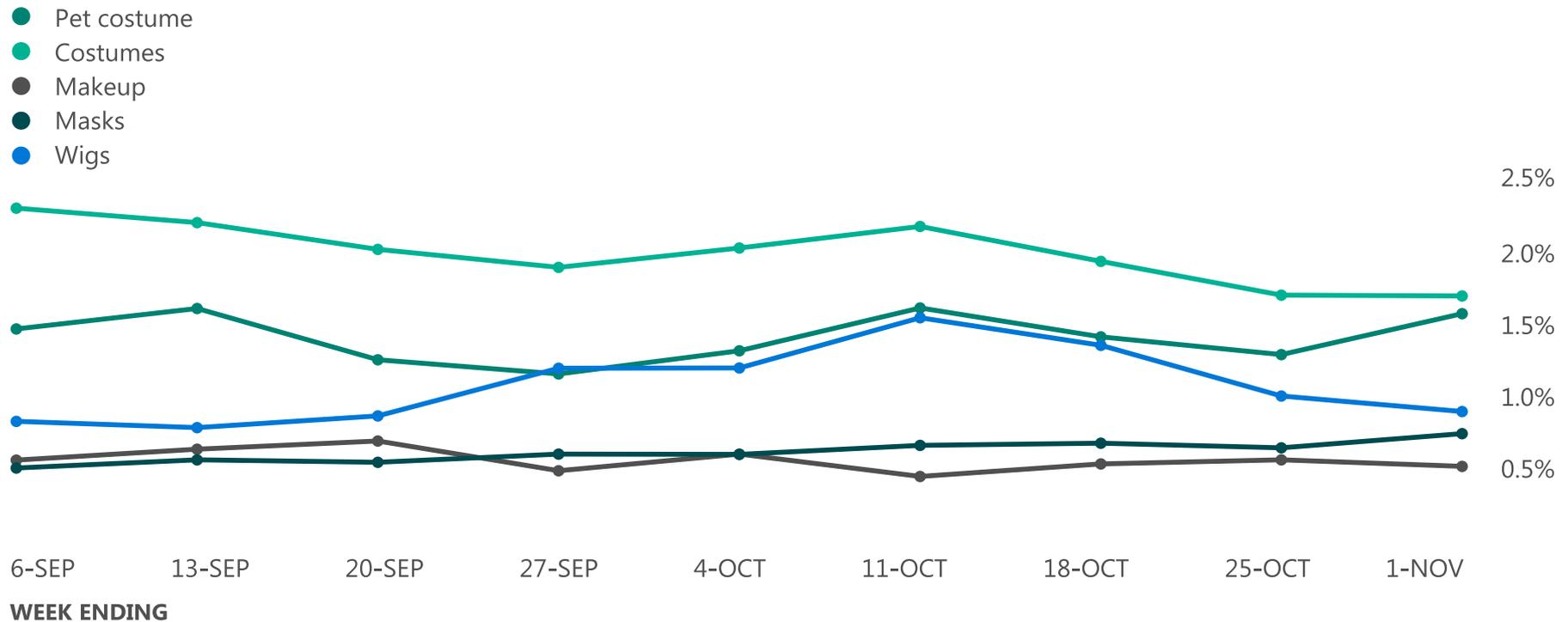


SOURCE:
Microsoft internal data, mobile, 8/31/14 to 10/31/14.

Click-through rate: Costumes



Mobile

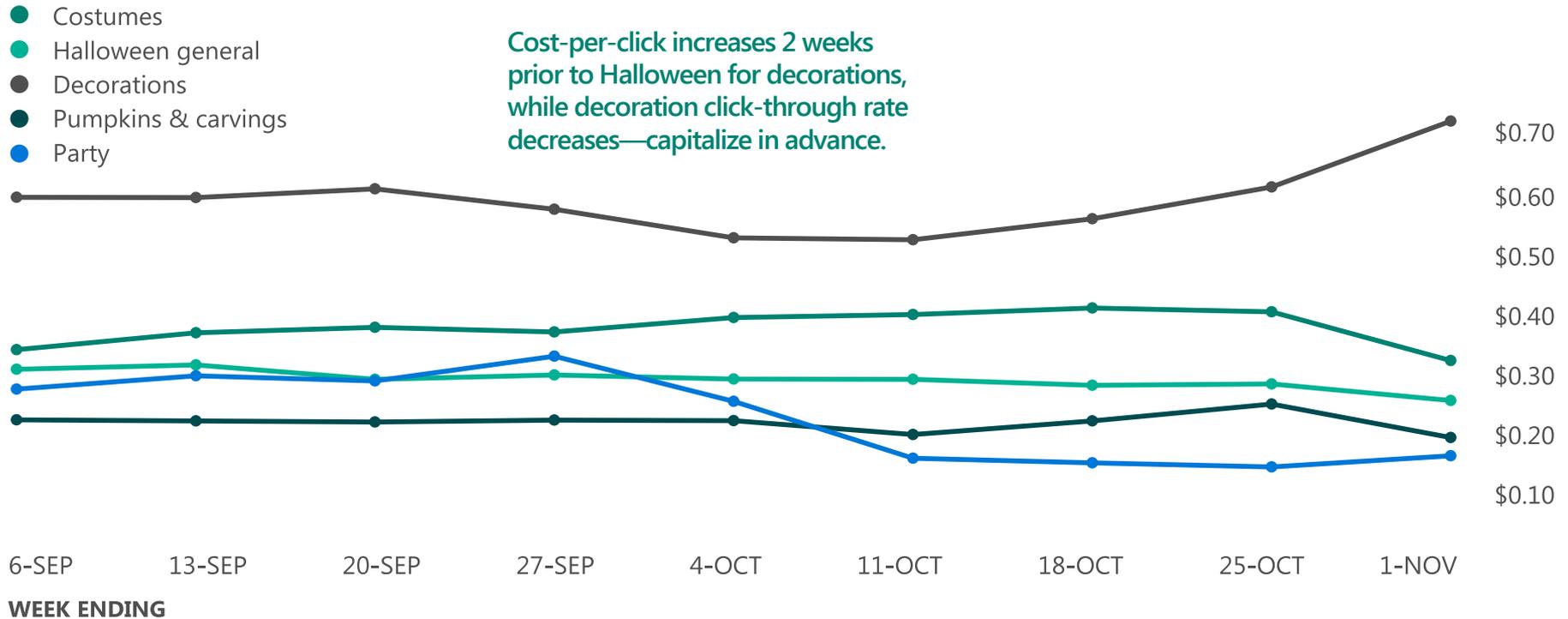


SOURCE:
Microsoft internal data, mobile, 8/31/14 to 10/31/14.

Cost-per-click



PC/Tablet



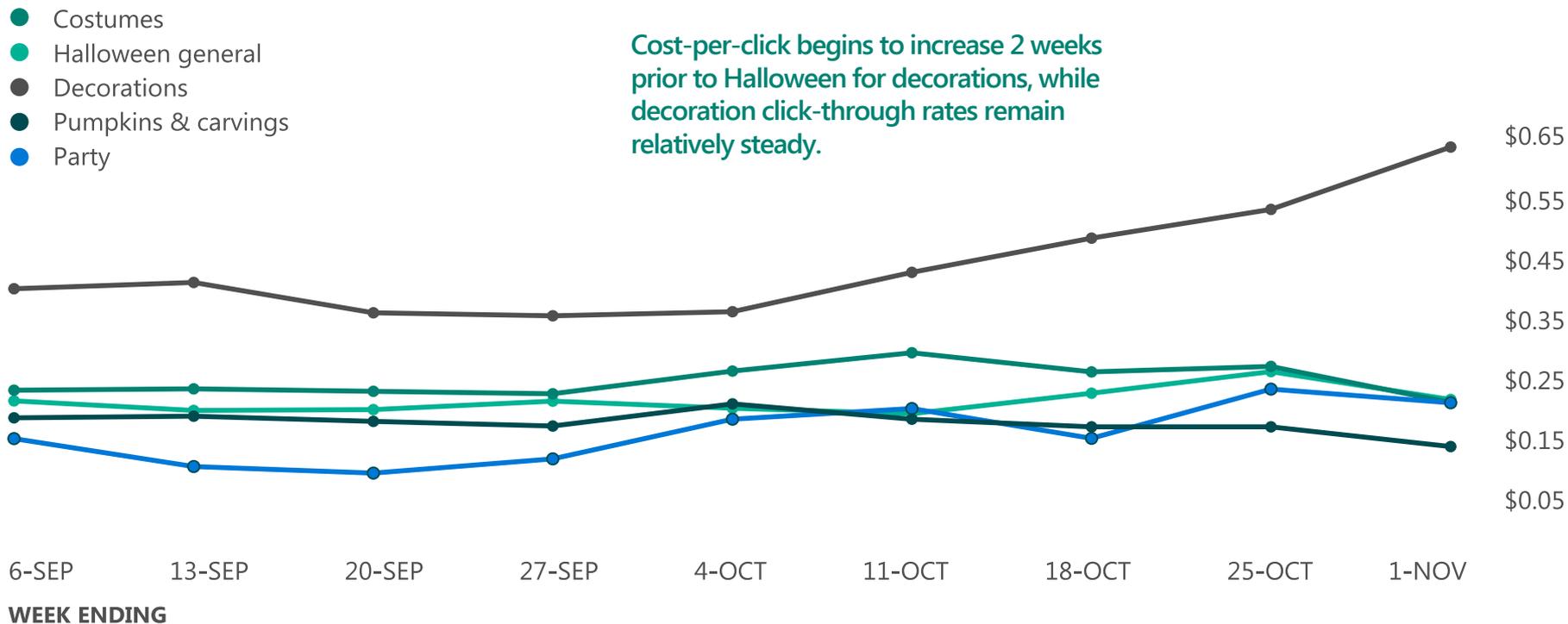
SOURCE:
Microsoft internal data, PC/Tablet, 8/31/14 to 10/31/14.

Cost-per-click



TIP: Ensure your Halloween keyword bids are high enough for your ad to show up on mobile—only the first few positions display on a small smartphone screen.

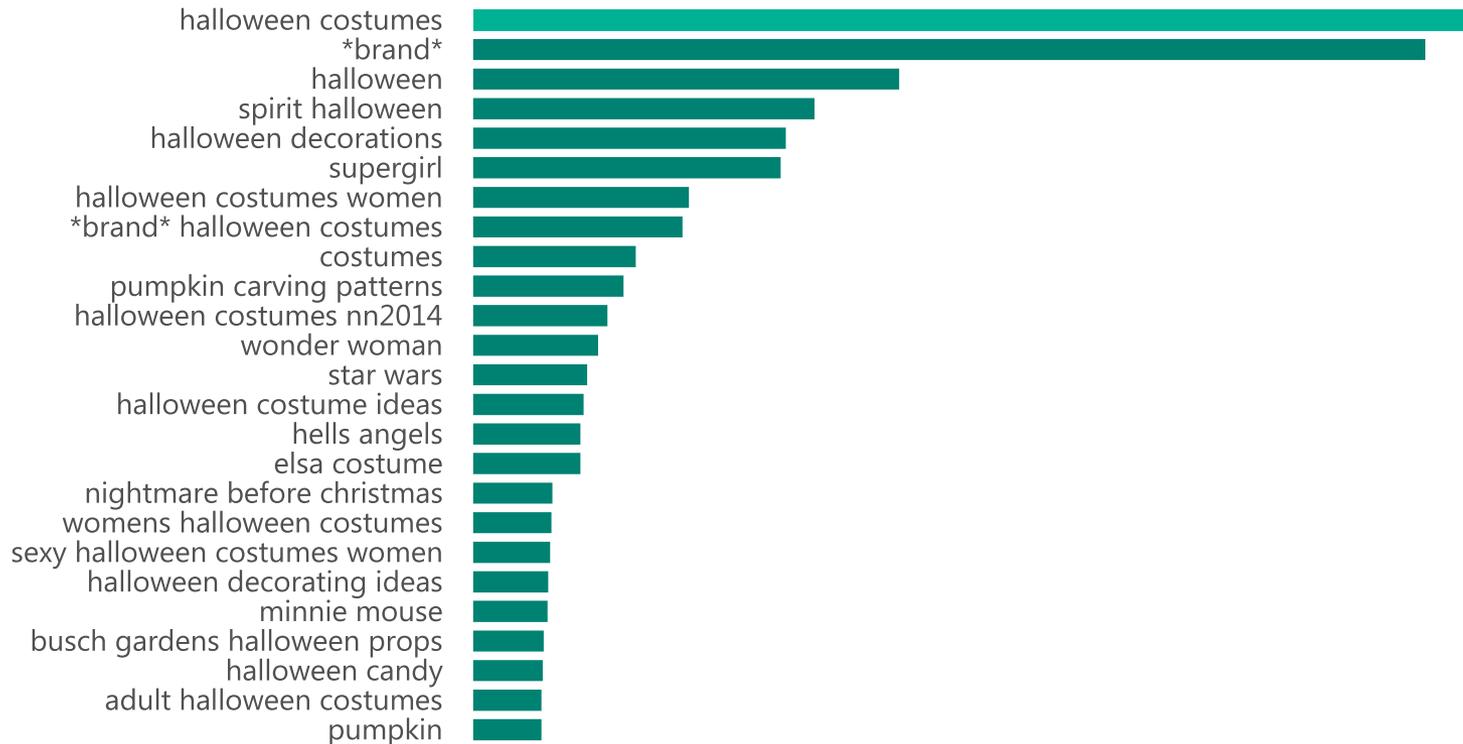
Mobile



SOURCE:
Microsoft internal data, mobile, 8/31/14 to 10/31/14.

Top searches during the Halloween season

Searches // across all devices

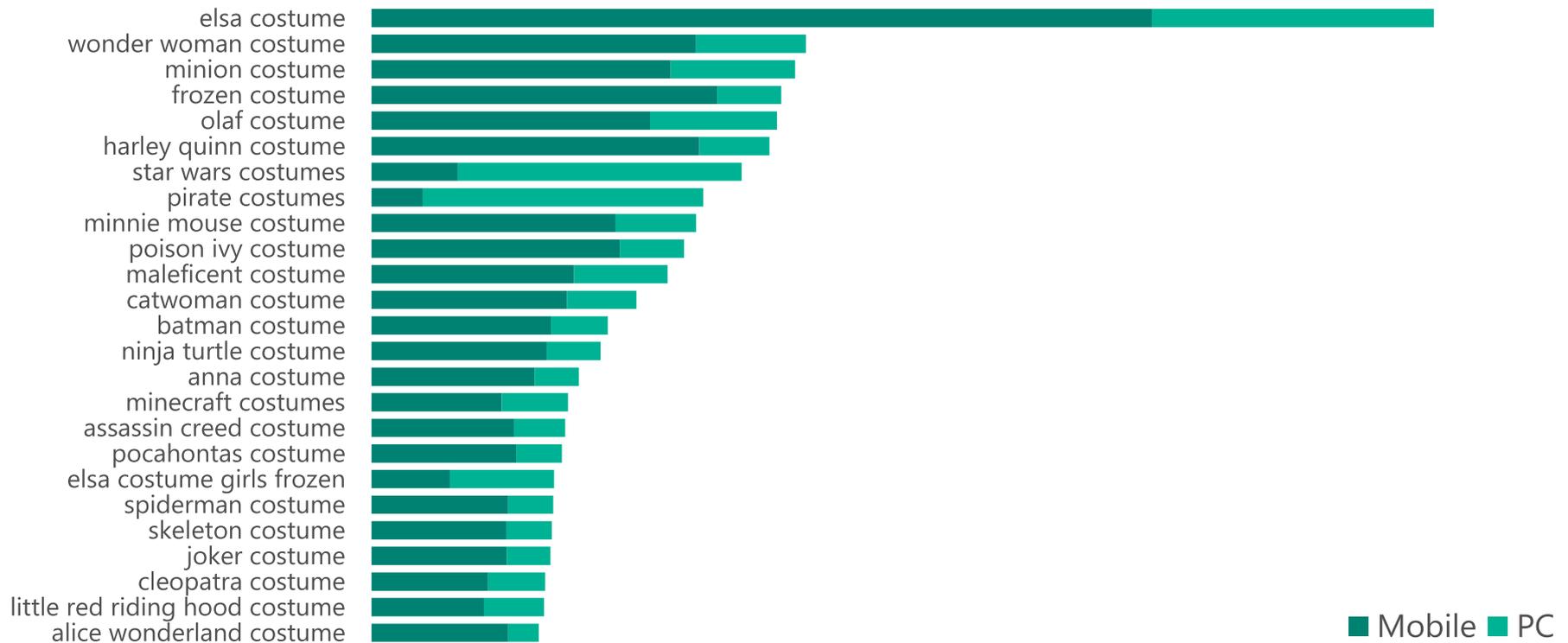


*Brand indicates a brand term was used, represented by multiple brand names in this category

SOURCE:

Microsoft internal data, all devices, 8/31/14 to 10/31/14.

Top 25 Halloween costume searches of 2014



SOURCE:

Microsoft internal data, 8/31/14 to 10/31/14.



Words that work

Top Halloween ad copy

Here's how to read a "heatmap"

Ad Description



Note many categories represent a group of words rather than the actual word itself.

SOURCE:

Microsoft internal data, September - October 2014.

Words that work // Halloween

Great
 Good
 Bad
 No Data

Ad Description

All Devices	Ad Description												
	% Off	Accessories	Call To Action	Costumes	Delivery/ Shipping	Dynamic Keyword Insertion	Halloween	Orders	Price/Pricing	Sale	Selection	Sizes	Superlatives (adjective/ Adverb)
% Off	Bad	Bad	Bad	Bad	Bad				Bad	Bad	Bad		Bad
Accessories	Bad		Bad	Good	Bad	Bad	Bad	Bad	Bad	Bad	Bad	Good	Bad
Call To Action	Good	Bad	Bad	Good	Good			Good	Good	Good	Bad		Good
Cartoon costumes	Good	Good	Good	Good	Good		Great	Good	Good	Good	Good	Good	Good
Costume variety	Great		Great	Good	Great		Bad	Good	Good	Good	Great	Great	Good
Costumes	Good	Good	Good	Good	Good	Bad	Good	Good	Good	Good	Good	Great	Good
Cultural costumes	Good		Good	Good	Good		Good	Good	Good	Good	Good	Good	Good
Dynamic Keyword Insertion	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Great	Good
Fancy costumes	Good		Good	Good	Good		Good	Good	Good	Good	Good	Great	Good
Halloween	Good	Good	Good	Good	Good		Great	Good	Good	Good	Good	Great	Great
Kid costumes	Great		Great	Great	Great		Good	Good	Good	Good	Good		Great
Parameter Insertion	Bad	Bad	Bad	Bad	Bad		Bad	Bad	Bad	Bad			Bad
Price/Pricing	Good	Good	Good	Good	Good		Good	Bad	Bad	Bad	Good	Bad	Bad
Sale	Good	Good	Good	Good	Good		Good	Bad	Bad	Good	Good	Bad	Good
Sizes	Good		Great	Good	Great			Good	Good	Good	Great	Good	Great
Superlatives (adjective/adverb)			Great										
Themes	Great		Great	Great	Great		Good		Great	Great	Great		Great

Ad Title

Note many categories represent a group of words rather than the actual word itself.

SOURCE:

Microsoft internal data, September - October 2014.



Top ad copy combinations // by category

Top performing ad title + ad description combinations

Apparel & Accessories	Halloween	Dynamic Keyword Insertion	Costumes	Kid costumes	Kid costumes
	Sizes	Sizes	Sizes	Superlatives (adjective/adverb)	Call To Action
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Candy/Gifts/Greetings	Online	% Off	% Off	Online	Apparel
	% Off	Events / Party	Gifts	Online	Card Recipients
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Other Retail	Party	Supplies	Party	Supplies	Supplies
	Halloween	Halloween	Accessories	Accessories	Decorations
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL

Apparel & Accessories | To boost ad copy relevance, add **Halloween** or use **DKI** (Dynamic Keyword Insertion) to ad titles. Keywords such as "costumes", "womens", "adult", "kids", along with trendy "frozen" and "captain" were particularly popular last year. Since potential customers often seek out a specific size, consider adding information about **Sizes** ("size", "plus size", "sizes styles") in your ad description.

Candy/Gifts/Greetings | Grab potential customers' attention with promotions by adding **% Off** keywords ("free", "save", "save %") to ads.

Other Retail | Ad titles highlighting **Party** ("party decorations", "frozen party", "party rental") or **Supplies** ("supplies online", "party supplies") perform very well. Combine these with ad descriptions that contain **Halloween** ("halloween decorations", "buy halloween") or **Accessories** ("bags", "hats", "temporary tattoos") to maximize click potential.

SOURCE:

Microsoft internal data, September - October 2014.

Top ad copy combinations // by device

	PC/Tablet	Smartphone
Apparel & Accessories	Kid costumes Selection DisplayURL	Kid costumes Costumes DisplayURL
Candy/Gifts/Greetings	Online % Off DisplayURL	Quality Orders DisplayURL
Other Retail	Party Accessories DisplayURL	Party Call To Action DisplayURL

Apparel and Accessories | ad titles containing **Kid costumes** ("kids costumes", "toddler costumes") worked well across devices. However, to get an advantage when it comes to **PC/Tablet** ads, highlight **Selection** ("huge selection", "great selection", "selection") in your ad description, while **Costumes** ("outfits", "costumes", "shirts") did well in **Smartphone** ads.

Candy/Gifts/Greetings | **PC/Tablet** ads with the combination of **Online** ("online", "online free") in the title with **% Off** ("free", "save", "save %", "%") were effective. What enticed **Smartphone** searchers to click, on the other hand, were ads with titles that indicated **Quality** ("premium", "custom", "specialized", "guaranteed") and had **Orders** in the description.

Other Retail | ads performed best with **Party** ("party decorations", "frozen party", "party rental") in the ad title, regardless of device. However, **Accessories** ("bags", "hats", "temporary tattoos") in the description gives you an edge on **PC/Tablet**, while a **Call To Action** ("now save", "order today", "hurry", "ends soon") ad description triggers clicks on **Smartphones**.



New to Bing Ads?

Get \$100 to spend on search advertising*

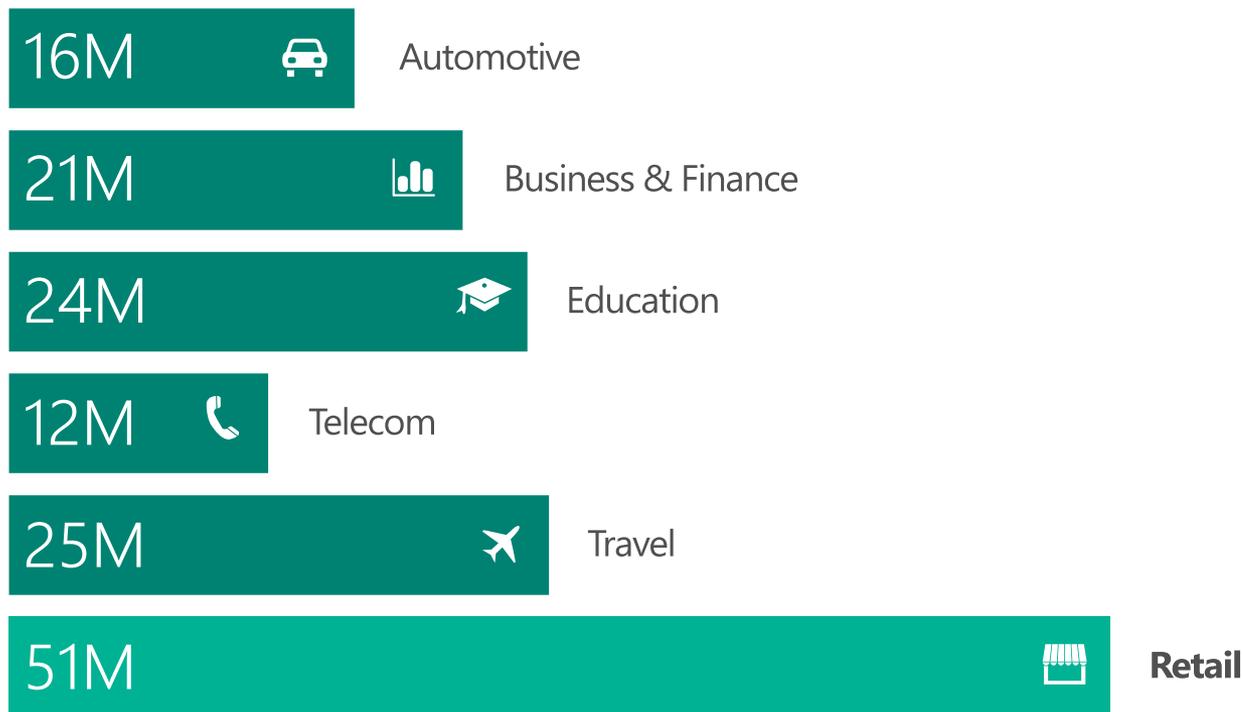
Request your coupon now.

<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



SOURCE:

Audience data represents Bing Web and Yahoo US Web Search from comScore qSearch (custom), US, March 2015.

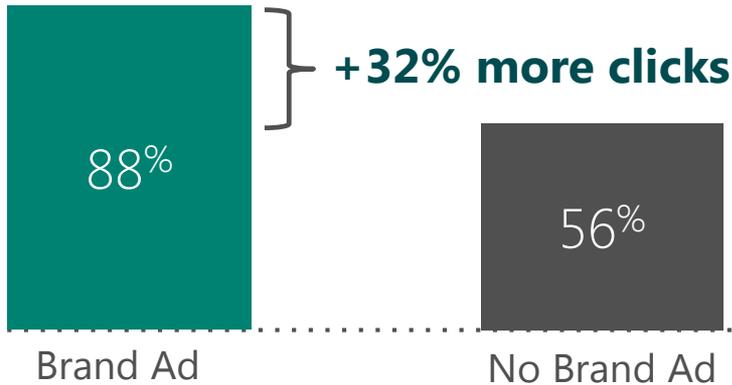
Industry categories based on comScore classifications.



Should I bid on my brand terms?

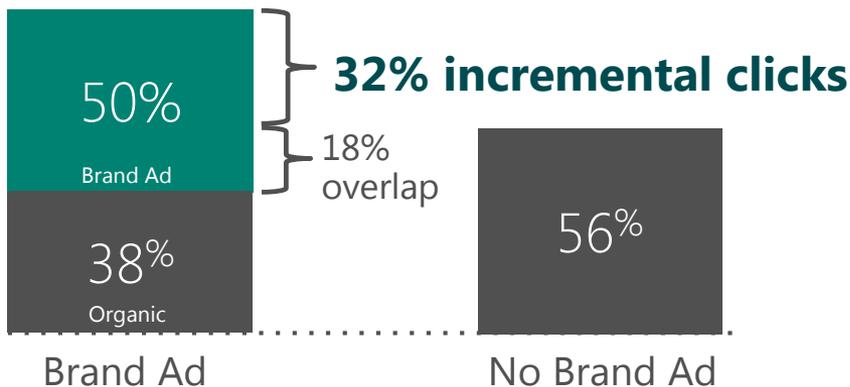
To bid or not to bid?
See what our Bing Ads
research study reveals

1 Brand term bidding helps deliver **more clicks**



More clicks? Let's break that down.

Wouldn't I receive some of those clicks anyway if I didn't bid on my brand terms? Yes, however, 32% are incremental clicks gained as a result of brand term bidding.

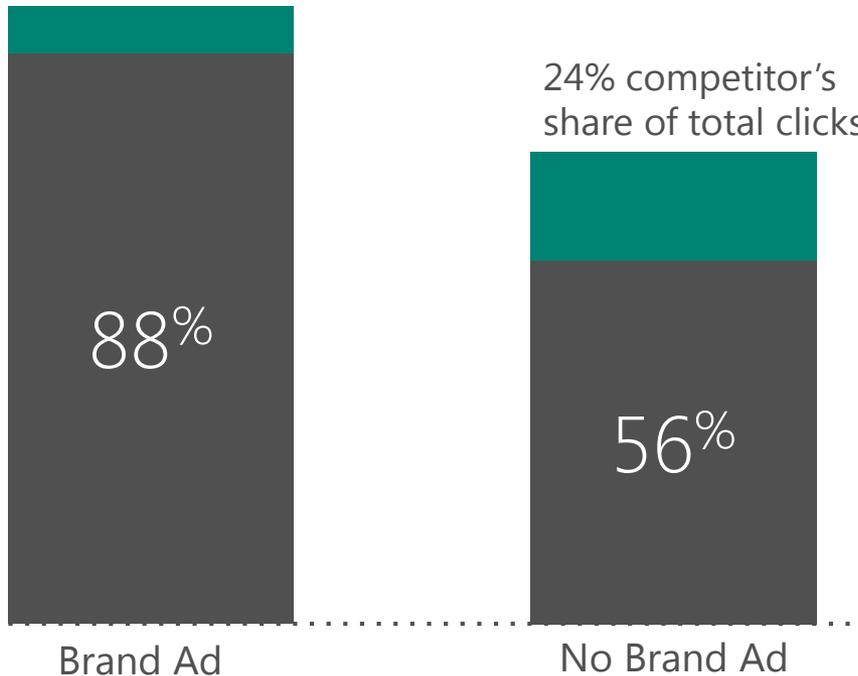


2

Brand term bidding means fewer clicks to competitors

Bidding on your brand terms reduces opportunities for your competitors to capture your customers or their mindshare if they bid on your brand terms.

7% competitor's share of total clicks



★ Companies that bought their brand terms reduced competitors' share of clicks from 24% to 7%.

Note: Brand Ads are in Mainline Position 1
No brand ad in this case means organic only listing



To learn more about the value of bidding on your brand terms, check out the complete Bing Ads [research study and white paper](#).

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](#)

Connect with a
Search Specialist
who can help you
get started today.

Call 1-800-518-5689 or check out
[Getting started](#)



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linkedin.com/company/bing-ads



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youtube.com/bingads

