

Home & Garden

Insights for digital marketers



Home improvement sales show steady growth

More big ticket projects kicking off, like whole house remodeling, shows the market continuing to move toward recovery.¹

\$335
Billion

Total US home
improvement sales

Expected to grow 7%
from the \$313 Billion
spent in 2014.²

The number one reason people remodel is for better or newer amenities, rather than investing in the long-term value of the home.

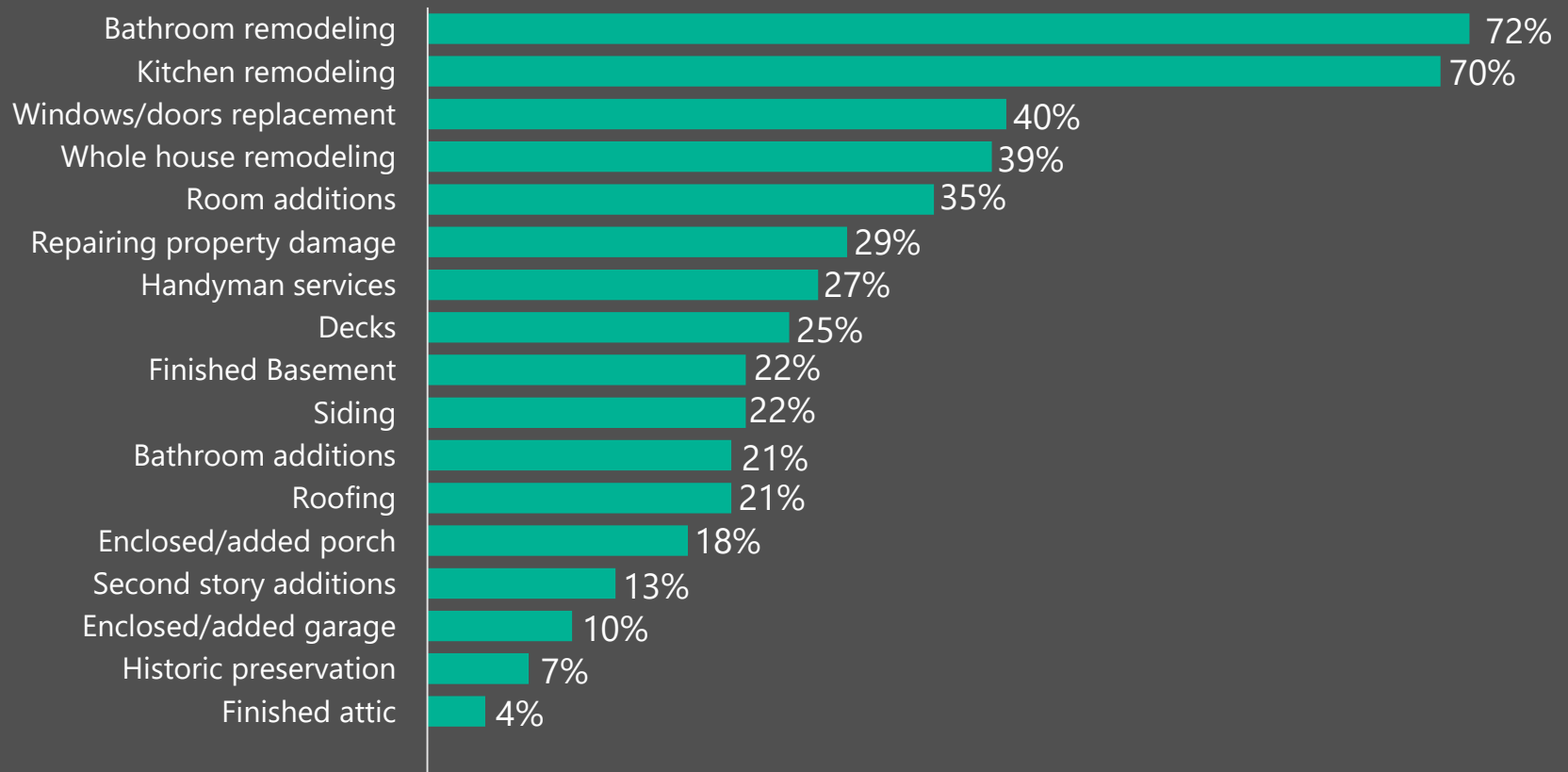
And there's a whole month dedicated to remodeling - **May is National Home Remodeling Month**



Bathrooms are most popular to remodel

For the past five years, bathrooms have topped kitchens as the most popular room to remodel.

Most Common Projects for Remodelers in 2013



Kitchen and bathrooms are the most popular projects

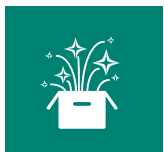
Total cost of the average remodel design in 2014:

Kitchen
\$54,909

Bathroom
\$16,128

Trends in popular remodel materials

Annual growth in popular remodel materials¹



Tip: Inform your ad copy and promotional materials with remodel material trends.



2014 Trends²

Countertops

Quartz and granite were nearly tied as the most popular material used, and quartz continues to grow.

Colors

Whites and off-whites and grays were equally most popular, and gray is the fastest growing color scheme.

Lighting

LED lighting leads the way, while incandescents and halogen will decline this year.

Faucets

Satin nickel is the most preferred finish, with polished chrome close behind.

Backsplash:

Ceramic or porcelain tiles are number one, with glass predicted to grow in popularity this year.

Source:

¹National Kitchen and Bath Association 2013 Kitchen & Bath Style Report

²National Kitchen and Bath Association 2014 Style Report.

The average household spent \$347 on Lawn and Garden last year, for a total this season of

\$29.5

Billion



Source: 2014 Garden Trends Report, Garden Media Group.



Landscaping was the top pick for outdoor projects
Consumers are doing more projects this year traditionally left to professionals.

Spend expected to **grow 4%**
in 2015 for outdoor products to¹

\$7 Billion

45% will **spend more money** on DIY projects²

43% will **spend more time** on DIY projects²



Food gardening is a growing trend

Consumers are growing their own food for practical reasons – taste, cost, and food safety.

The past 5 years, food gardening has seen:

Spend has **grown 43%** to

**\$3.5
Billion**

1 in 3 households are now growing food

63% increase in Millennials food gardening – the fastest growing segment

Consumer trends in home and gardening

Environment

Harvesting and attracting bees

Creating composts is the new recycling

New Gardeners

Young men (ages 18-34) are spending about \$100 more than the average gardener, as they are doing more grilling and outdoor activities

Green Thumb

Growing more produce at home to be used for smoothies, hops for home brewing and grapes to make homemade wine

Planting more trees in the yard to replace the loss of trees in urban areas

Decorating

Decorating the yard with accessories like birdfeeders and throw pillows to make it personable

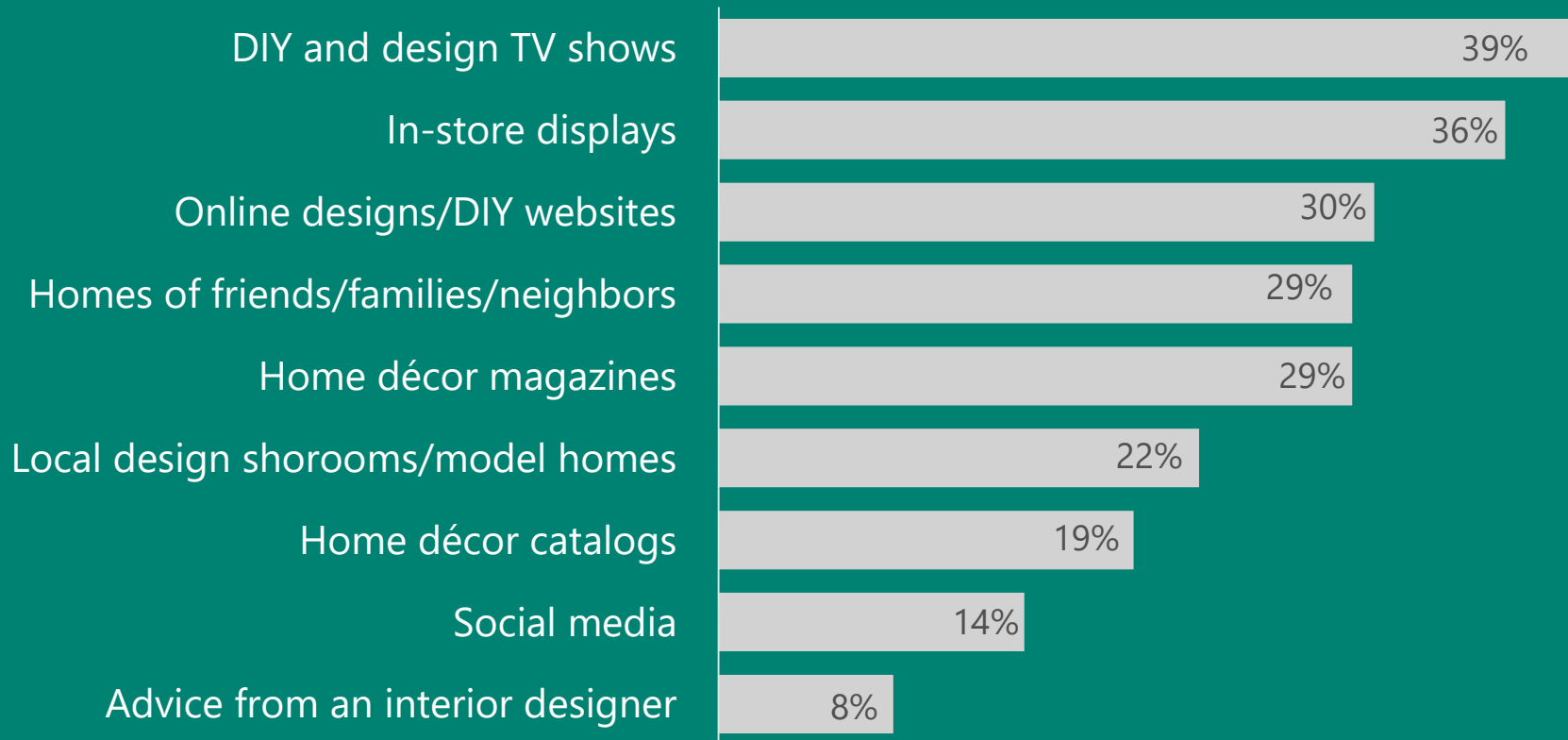
Decorating with more houseplants in offices, schools and hospitals

Technology

Garden apps and mobile technology are being adopted

Homeowners look for inspiration everywhere

Resources Used by Homeowners for Home Improvement Inspiration in 2013:



Video is important in home improvement shopping

And important post-purchase as well.

Top video content categories include how to, reviews, and tutorials, which people watch to:

71% See the product in action.

69% Get more information.

41% Narrow down to choose which brand to buy.

Homeowners do their homework on mobile and PC
And 25% researched a specific brand.

95%

Will use
a PC to find
design ideas

65%

Will use a
smartphone
for research



Tip: Use Location Extensions to help shoppers find store locations and Product Ads to highlight price and product features for shoppers comparison shopping.

A photograph of two women with long hair, wearing heavy winter coats with fur-lined hoods, looking at a product in a store. The woman on the left is pointing at the product. The background shows a store interior with various items, including a large woven basket and a vase with flowers.

And make home improvement purchases in store

47% purchased lawn and garden products at large national chain stores.

17% purchased at local hardware stores.

Black Friday is back for spring

Home Depot held its fifth annual “Spring Black Friday” and Walmart kicked off promotions on March 21st last a week or more.

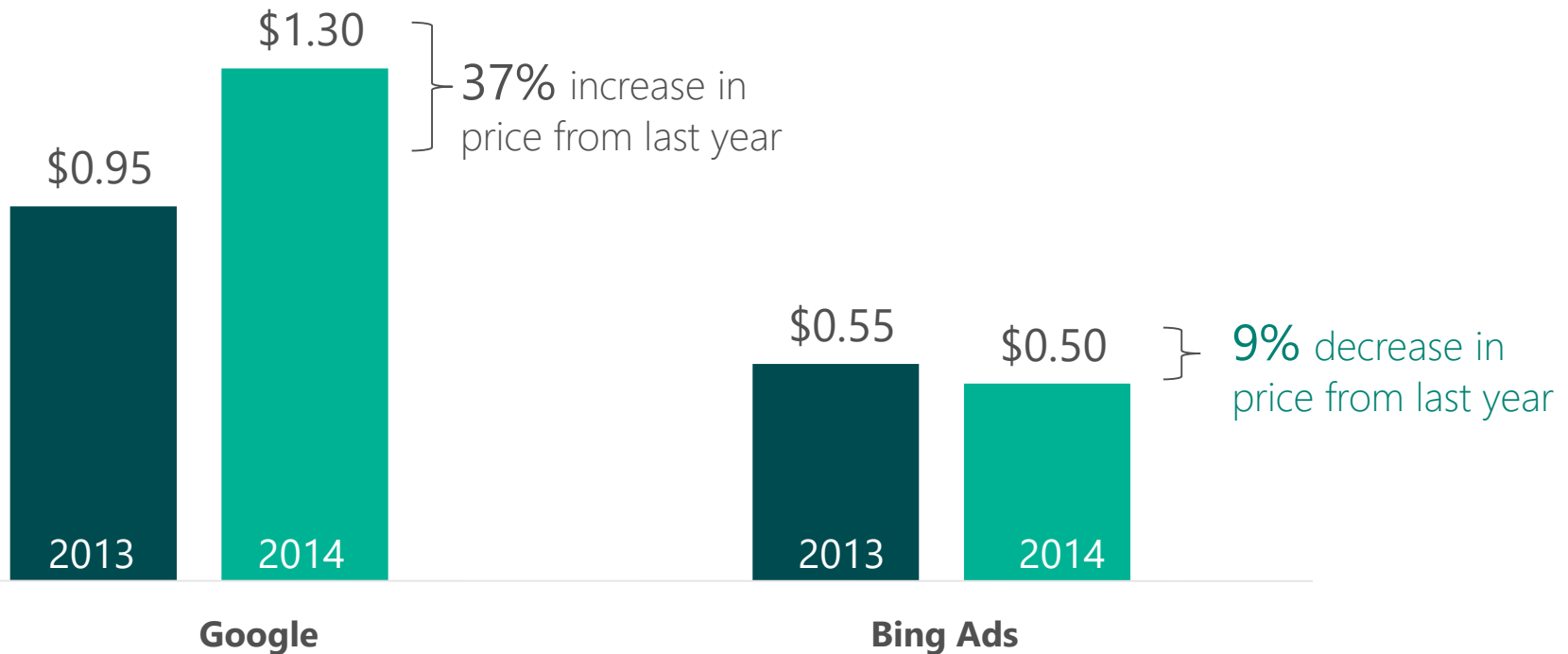


Source: Lawn and Garden Retail Marketing Trends, KDM P.O.P Solutions Group, April 2014.

In search of a lower cost-per-click?

In 2014, **cost-per-click decreased through Bing Ads** and increased on Google.

Home and Garden cost-per-click averages



Reach Home & Garden shoppers online and offline

Want to drive shoppers to your website?

[Product Ads](#) allow you to showcase your product and attract more qualified clicks by including images, promotional text, pricing and your company name. Shoppers have a good idea of what they're clicking on, putting them that much closer to a purchase decision.

Up to 29%

Lower cost-per-click with Product Ads than with standard text ads¹

Want to drive online shoppers to your store front?

Ad Extensions, like [Location Extensions](#) and [Call Extensions](#), can help your customers find you quickly – putting your business address and phone number right at their fingertips. Drive in-store traffic with features like store locator, click-to-directions and click-to-call for mobile searchers.

Up to 9%

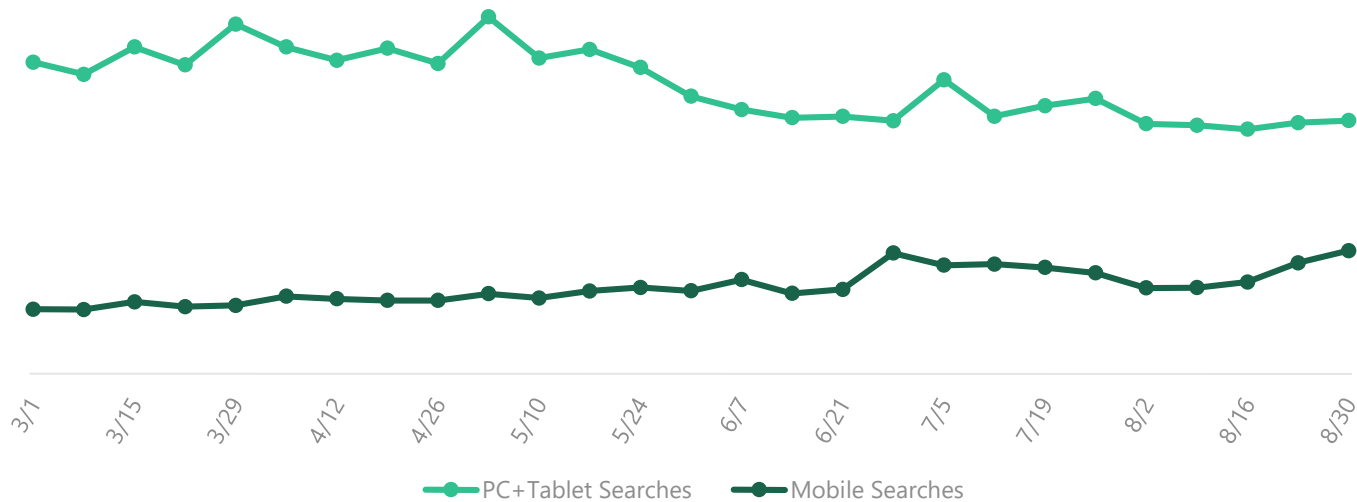
higher click-through rate with Location Extensions than with standard text ads²

¹Microsoft partnered with Mercent to compare Product Ads to text ads through Bing Ads. [4 advertisers involved in the study], Q1 2014.
²Source: Microsoft internal data, May 2013. Performance study based upon beta testing data on Bing O&O only and is not a guarantee of performance. Increase in clicks is dependent upon a seasonality and advertiser vehicle.

Bing Network search trends

Home and Garden: seasonal search trends

Home Improvement related searches on the Bing Network

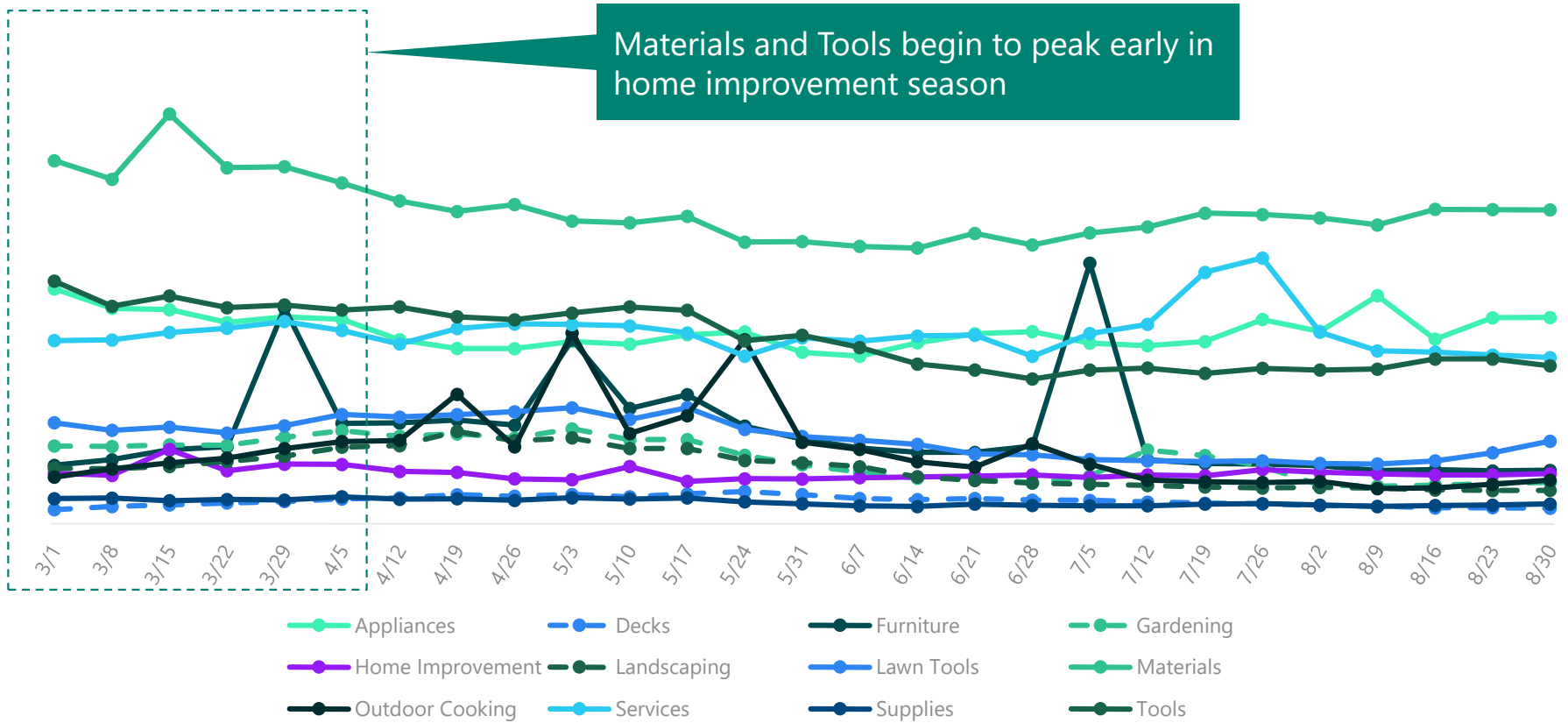


Tip: Home improvement searches peak at different times in the season on PC Tablet and Mobile, so plan campaigns accordingly. PC/Tablet searches peak March-May, while Mobile picks up in August.

Home and Garden: search trends by category



PC/Tablet



Tip: Timing is key – prepare campaigns to run when searches peak at the beginning of home improvement season.



Home and Garden: Click-through rate trends

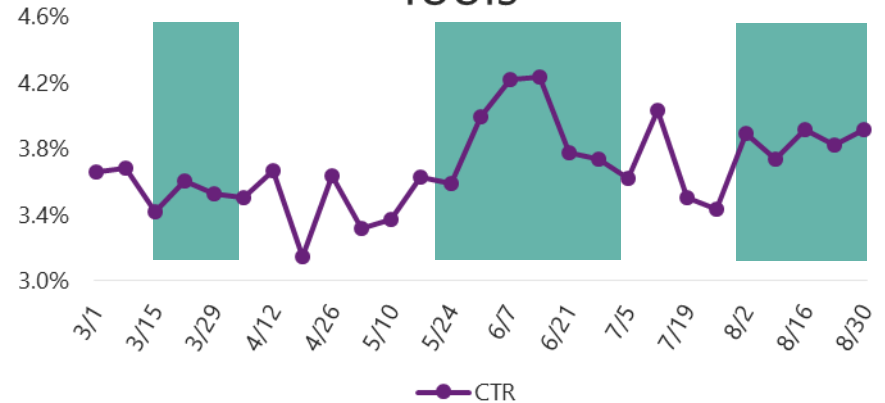


PC/Tablet

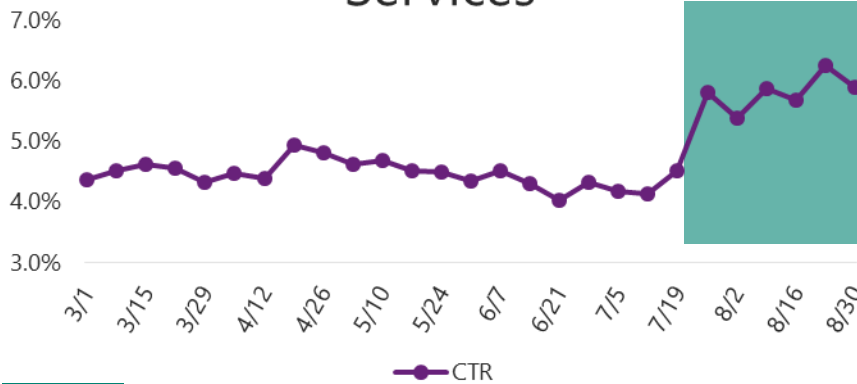
Appliances



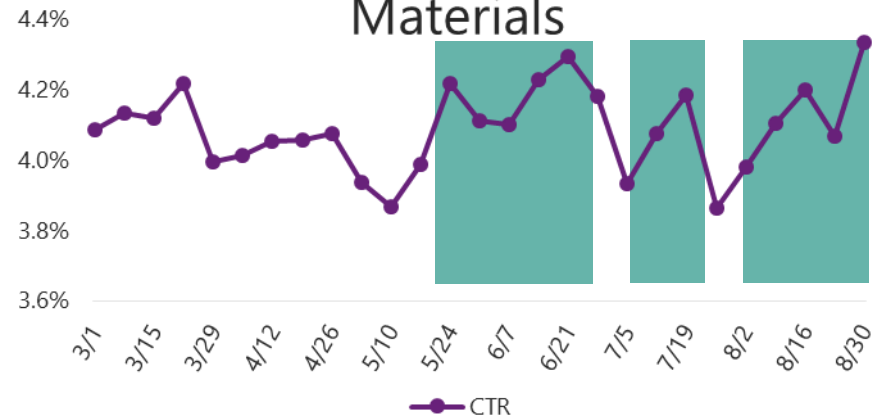
Tools



Services



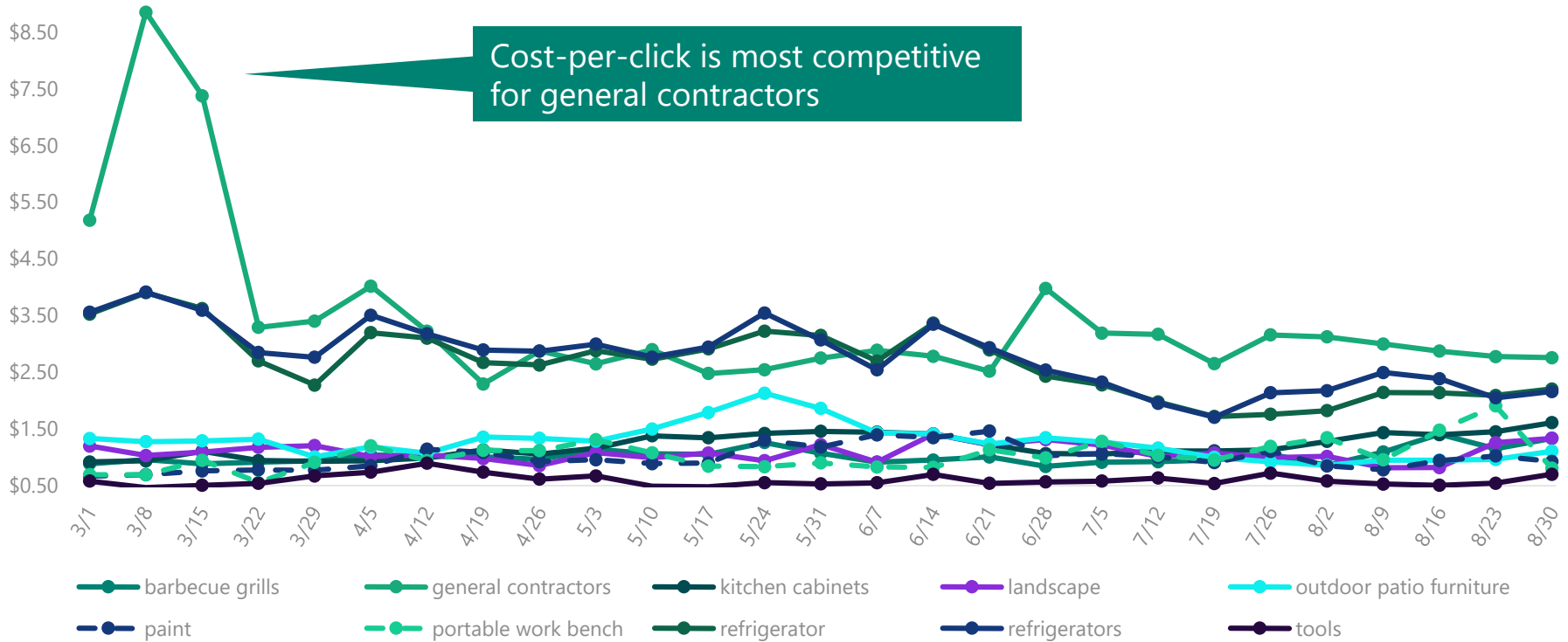
Materials



Tip: Take advantage of high click-through-rate periods.



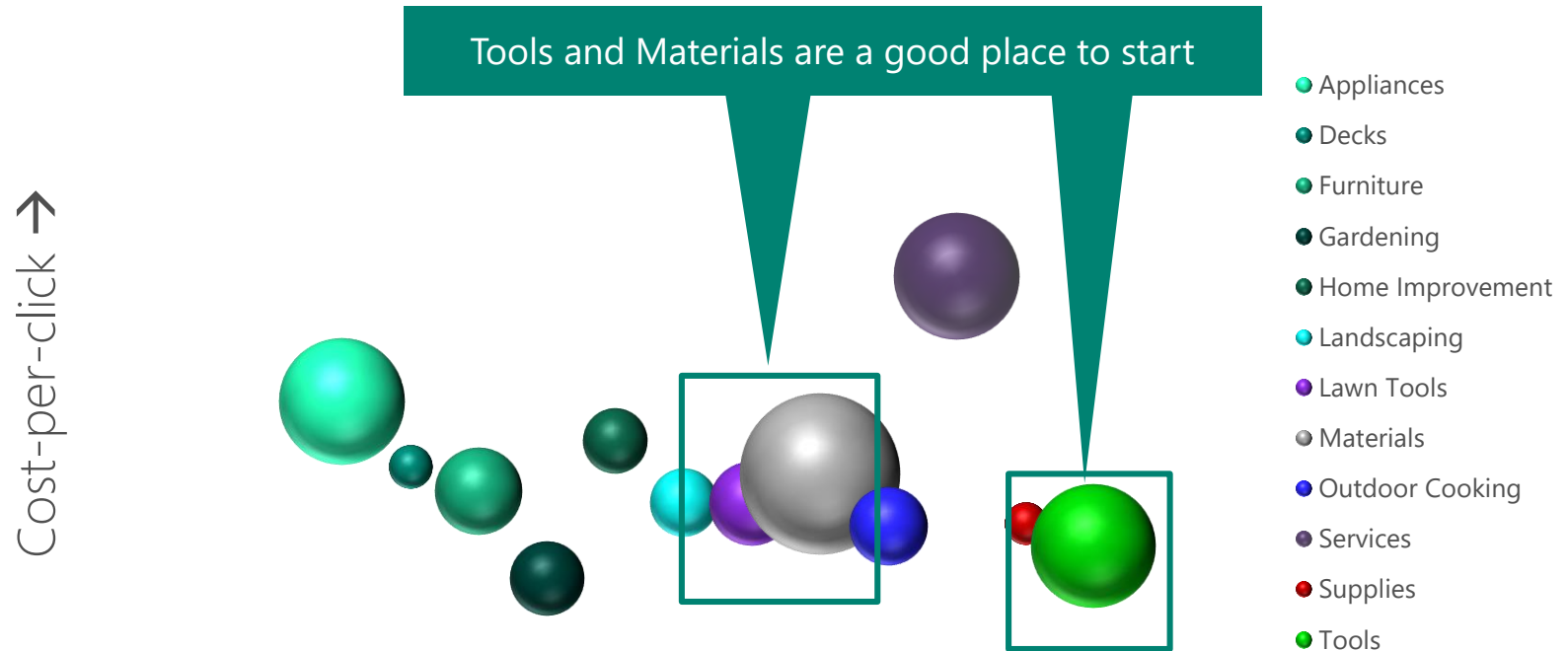
Home and Garden: cost-per-click trends



Tip: Take advantage of lower cost-per-click periods and increase bids during periods of higher costs to ensure your ads are shown.



Home and Garden: areas of opportunity



*Search volume denoted by size of sphere



Tip: Capitalize on categories with high search volume and low cost-per-click.

More likely to be a home improvement influencer

Compared to Google, our audience is:

6%

more likely to have been the first among friends to own / buy / use the latest **home improvement / repair**



More likely to remodel the home

Compared to Google, our audience is:

39% more likely to have **added another room** (exterior addition) in the last 12 months

22% more likely to have had a **major landscaping project** in the last 12 months

20% more likely to have **replaced gutters or downspouts** in the last 12 months

18% more likely to **have replaced siding or windows** in the last 12 months

15% more likely to have **added interior or exterior light fixtures** in the last 12 months



More likely to remodel the home

Compared to Google, our audience is more likely to:

Have **remodeled a bathroom**

Have **added a deck or patio**

Have **added a bathroom**

Have **installed hardwood floor, tile or carpet**

Have **remodeled a kitchen**



More likely to buy home & gardening online

Compared to Google, our audience is:

12% more likely to have bought **outdoor equipment and furniture** online in the last 6 months

9% more likely to have bought **bed & bath products** online in the last 6 months

6% more likely to have bought **furniture/home furnishings** online in the last 6 months



More likely to search for home & gardening online

Compared to Google, our audience is:

11% more likely to have searched online for **large appliances** in the last 6 months

11% more likely to have searched online for **bed & bath products** in the last 6 months

7% more likely to have searched online for **outdoor equipment and furniture** in the last 6 months



More likely to be interested in gardening

Compared to Google, our audience is:

19%

more likely to have **bought home & garden supplies** in online auctions in the last 6 months

13%

more likely to have **searched online for gardening supplies/tools** in the last 6 months

6%

more likely to **have gardened as a leisure activity** in the last 6 months



Why advertise on Bing Ads?





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>

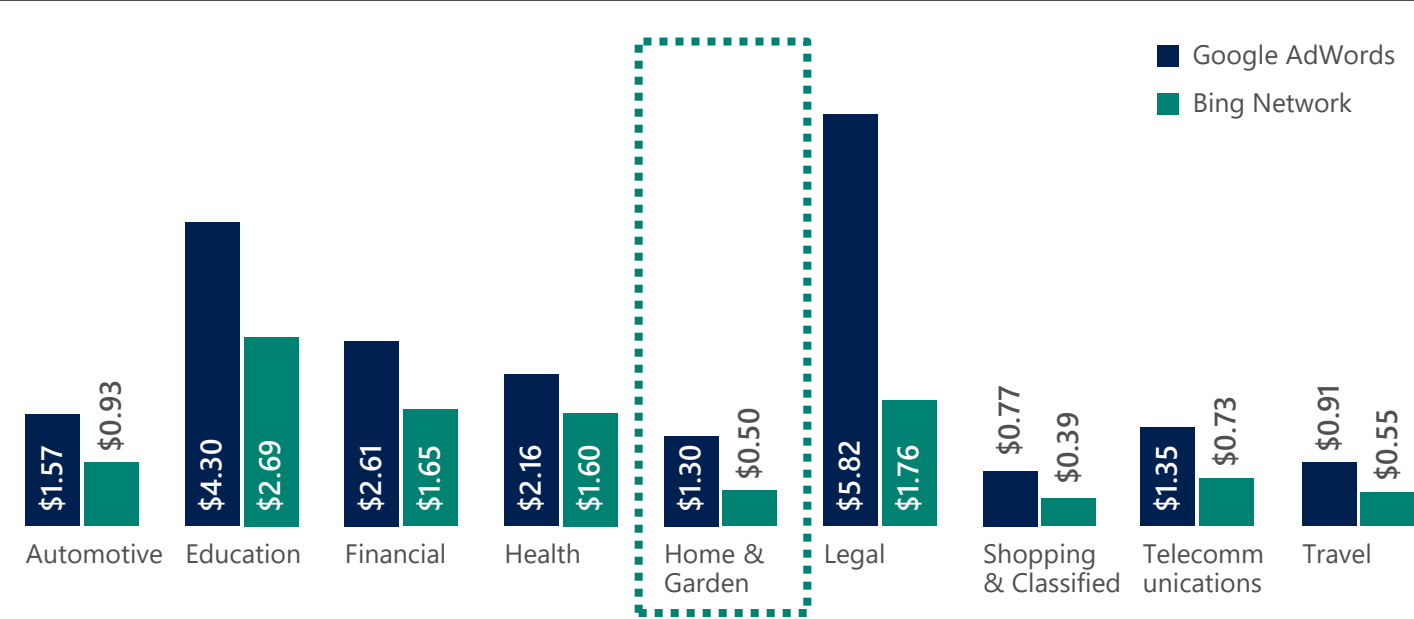


*Limit one coupon per advertiser. Current Bing Ads advertisers are not eligible. Offer expires June 30, 2015, and applies only to advertisers opening a new Bing Ads account. Ads must be stopped after ad credit is used up or 90 days after coupon redemption, whichever comes first, or credit card will be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

Access searchers not reached on Google



Bing Ads is more cost effective than Google AdWords



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

Drive even better performance with Ad Extensions

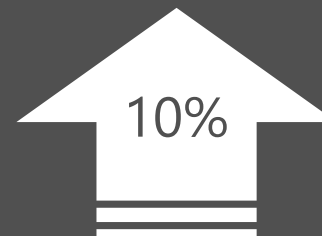
Location Extensions



lift in click-through-rates

Drive more in-store conversions with store locator, click-to-call, merchant ratings, and click-to-direction.

Call Extensions



lift in click-through-rates

Connect customers quickly to your business with click-to-call.

Sitelink Extensions



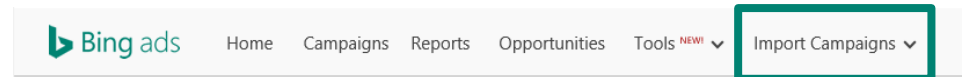
lift in click-through-rates

Improve click-through rate (CTR) and conversions by providing direct access to site content and purchase pages.

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.



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