Overview

1. What to expect from Christmas 2016
2. Audience search behaviour
3. Retail category performance
4. Tips to stand out from the crowd
5. Checklist
AU retail snapshot

- 12.4 M Digital buyers
- 80% of Australian internet users buy online
- $1,665 online spending per person
- $20.7 B Retail ecommerce sales

How customers reach your website during the holidays

- Search engine: 50%
- Direct website visit: 27%
- Use a bookmark: 13%
- Referral: 4%
- Social media/social network: 4%
- Use an app: 2%

Source: eMarketer chart: Method Used Most Often to Navigate to Websites According to Internet Users in Select Countries, Nov 2014 (% of respondents).
Retail sales during the festive season

20.4% of total digital retail sales in Australia are from this season

Source: eMarketer chart: Method Used Most Often to Navigate to Websites According to Internet Users in Select Countries, Nov 2014 (% of respondents).
Christmas search behaviour, 2015-2016
Christmas searches start from mid to late October

Peak purchase searches occur the first week of November and two weeks before Christmas.

October
Gift inspiration
Grab attention when Christmas searches start

November
Peak shopping
Capture sales and entice purchases

December
Final stage
Seize last minute shoppers

January
Prepare for post-Christmas sales

Source: Microsoft Internal data, retails searches AU Sept 2015 – Jan 16
Searchers use mobile and tablet near Christmas

Mobile and tablet search share on Bing in Dec 2015

Mobile/tablet searches peak on weekends

Top three days for mobile usage across the entire festive period

TIP: Boost bids on mobile to take advantage of the audience shift during this period.

Source: Microsoft internal data; Device share of retail search volume in AU market, Sept 2015 - Jan 2016
Before Christmas, **PC** searches lead in daytime, while **tablet** and **mobile** lead after dinner and peak at 8 p.m.

**TIP:** Utilise Bid Modifiers to tailor your bidding strategy on time and device.

On Boxing Day, activity ramps up across devices from 6 a.m., then **tablets** take the lead and stay busy until 10 p.m.

Source: Microsoft internal data; Device share of Retail search volume in AU market Dec 15
The most cost-effective advertising days in December

High **click-through rates** and low **cost-per-click** on Christmas and Boxing Day indicates that the marketplace is still active but competition is relatively low.

TIP: Increase bids on Boxing Day to take full advantage of the most cost-effective day.

Source: Microsoft internal data, CTR & CPC in retail vertical; Dec 2015
Gift ideas start from generic searches

People are inspired by generic searches in the months leading up to Christmas. Make sure your ads generate brand awareness and stand out from competitors during this time period.

Christmas retail search queries — Generic search rate

Best time to bid on <brand> and <brand + product> terms is this stage.

Source: Microsoft internal data; AU retail search queries, Sept 2015 - Jan 2016
People tend to perform generic searches for gift ideas on mobile devices

TIP: Use mobile-tailored keywords to capture customers during their research stage, and make sure your generic campaigns are mobile-friendly.

Source: Microsoft internal data; AU retail search queries, Sept 2015 - Jan 2016
Retail Christmas searches are driven by adults aged 35+

Retail clicks by gender

- Females make 63% of their searches on tablets, while males’ preference slightly skew to mobile.

Retail clicks by age

- More than 55% of AU retail searches on the Bing Network are coming from 35–64 year olds.

TIP: Utilise demographic bidding modifier to maximise your reach and convert potential.

Source: Microsoft internal data; AU demographics by device split, AU retail search volume on Bing, Sept 2015 – Jan 2016
Retail category details
PC is still the #1 search device for many seasonal shoppers

More than 10% of searches in apparel, electronics, books and beauty come from **mobile and tablet**.

More than 95% of searches in mass merchants and toys & hobbies come from **PC**.

Source: Microsoft Internal data, AU retail vertical insights, Sept 2015 – Jan 16
Clothing and accessories
Christmas retail — clothing and accessories searches by week

Clothing and accessories searches increase in late October

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
Females lead searches in **clothing and accessories**

Who’s looking for clothing and accessories?

54% of AU clothing and accessories searches on the Bing Network are made by adults ages 35-64.

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
**Clothing and accessories searches towards Christmas**

**Cost-per-click** and **click-through rate**

Plan your Christmas campaigns along with the customer search journey. Gift searches start in mid October, but people tend to make decisions from the second week of November.

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
### Non-brand behaviour in clothing and accessories

#### Top non-brand searches

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#### Branded vs. non-branded

- **Non-branded searches**: 90%
- **Non-branded clicks**: 81%

**TIP**: Convert browsers into buyers by using Product Ads.

Source: Microsoft Internal data, retail vertical insights, search terms, AU Apr 2016 – Jun 16
Consumer electronics
Christmas retail — consumer electronics searches by week

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
Consumer electronics audience is split across genders

Who’s looking for consumer electronics?

52% of AU consumer electronics searches on the Bing Network are made by adults ages 35–64.

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
Consumer electronics searches towards Christmas

Cost-per-click and click-through rate

Plan your Christmas campaigns along with the customer search journey. Gift searches start in late October, but people tend to make decisions on/after Click Frenzy day.

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
Non-brand behaviour in **electronics**

**Top non-brand searches**
- kindle
- iphone se
- fitbit
- dvd player
- apple tv
- kobo
- bose
- kindle ebooks
- ipod
- speakers

**Branded vs. non-branded**
- Non-branded searches: 80%
- Non-branded clicks: 72%

*Source: Microsoft Internal data, retail vertical insights, search terms, AU Apr 2016 – Jun 16*
Retail

Flowers and gifts
Christmas retail — flowers and gifts searches by week

Flowers and gifts searches peak period

Click Frenzy Week

Black Friday Week

Christmas Week

TIP: Make sure your ad copy catches the eye of last-minute shoppers: “express delivery”, “gift wrapping included” etc.

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
Females lead searches in **flowers and gifts**

Who's looking for flowers and gifts?

55% of AU flower and gift searches on the Bing Network are made by adults ages 35-64.

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
Flowers and gifts searches towards Christmas

Plan your Christmas campaigns along with the customer search journey. Gift searches starts in late November with easy and quick conversions.

Source: Microsoft Internal data, retail vertical insights on search queries, AU Sept 2015 – Jan 16
Non-brand behaviour in **flowers and gifts**

**Top non-brand searches**

- gift ideas
- flowers
- gift card
- hampers
- florist
- flowers online
- gifts
- gift cards
- toys
- gift hampers

**Branded vs. non-branded**

- Non-branded searches: 95%
- Non-branded clicks: 93%

Source: Microsoft Internal data, retail vertical insights, search terms, AU Apr 2016 – Jun 16
Hints and tips to stand out

Grab attention on the search page
1. Product Ads
2. Brand term bidding

Effectively compel actions
1. Ad extensions
2. Ad copy
3. Remarketing in Paid Search campaigns
Bing is a destination for shoppers leading up to Christmas

Bing aims for more engaging retail experiences

In the last months of the year, more Australian consumers are driven to Bing during key retail periods, including Click Frenzy, Black Friday and Christmas gift shopping.

Increased retail clicks

Retail carousels on Bing aim to increase clicks and engagements with key retail categories*:

- Toys and games
- Laptops and tablets
- Clothing
- Home appliances
- Accessories
- Mobile phones
- Shoes
- Beauty products
- Furniture and homewares
- Flowers
- Airline tickets
- Hotels and car rental
- Deals and coupons

*Screenshot and categories for illustration purposes only
Stand out
Attract attention with images of your products.

More real estate
Show more than one Product Ad on the same search results page.

TIP: Already have a Google AdWords shopping campaign? Import it directly into your Bing Ads account.
During an internal study of 25 million retail clicks, Bing found that brand term bidding yielded a 64% lift in incremental paid and organic clicks. Bidding on your own brand terms means potentially fewer clicks to competitors.

Source: Microsoft Internal data, Bing Ads Brand Term Bidding Study US, March 2016
Empower your ads with ad extensions
Drive action from searchers with ad extensions

Reach shoppers at each stage of their decision journey.

- **Why to buy**
  - Extended Sitelinks, Review Extensions
- **What to buy**
  - Callout Extensions
- **Where to buy**
  - Location Extensions, seller ratings, Call Extensions
- **Most convenient way to buy**
  - Action Link Extensions, App Extensions
Ad Extension click-through rate performance – PC

Equip your campaigns with Enhanced Sitelinks and Location Extensions to boost CTR.

Source: Microsoft Internal data, Retail vertical Ad Extension insights AU Sept 2015 – Jan 16
Ad Extension click-through rate performance – mobile and tablet

Utilising ad extensions increases CTR from mobile and tablet users.

Source: Microsoft Internal data, Retail vertical Ad Extension insights AU Sept 2015 – Jan 16
Drive conversions with ad copy and Remarketing in Paid Search
What motivates online shoppers?

Primary factors that trigger digital purchases in Australia¹

- **Free delivery**: 71%
- **Loyalty points**: 40%
- **Quick and easy checkout**: 40%
- **Easy return**: 38%
- **Coupons and discounts**: 36%

Source: Global Web Index data, % of Australia's online audience aged 16+ who had purchased a product online in the past month via any device, Q2 2016
Four ways to get more conversions with smarter ad copy

**Emotion**
- Know what your customers need and build a connection with them.
  TIP: “avoid xxx”, “no xxx fees”

**Sense of urgency**
- Elicit action by making your CTA time sensitive.
  TIP: “only”, “ending soon”, “now”

**Framing effect**
- Test and find out the best framing effect in your ad title, description, CTA and URL.
  TIP: “save big” or “big savings”

**Lively verbs**
- Different words will influence and shape people’s perception.
  TIP: “give presents” “surprise gifting”

Increase conversion potential with smarter ad copy

Pricing and value perception drivers
- Be specific with your product offerings
- Create urgency
  - TIP: “buy one, get one free”, “don’t miss out”, “further discount”

Descriptive adjectives
- Tailor adjectives to products
- Use superlatives
  - TIP: “freshest”, “newest”, “indulgent”

Call to action (CTA)
- Be time sensitive with your CTA
  - TIP: “order now”, “join today”

Delivery incentives
- Express shipping is always favoured
- Order/Click and collect is a new popular method
  - TIP: “order and collect”, “48-hour delivery”

Source: Microsoft Internal data, Retail vertical Ad copy insights AU Sept 2015 – Jan 16,
Remarketing in Paid Search campaigns: another opportunity for conversions

It helps to reconnect, entice first-time visitors to come back and complete a transaction.
Retail Remarketing in Paid Search campaigns have seen increased CTR near Christmas.

- **74%** of Remarketing clicks occurred on weekdays
- **1.5X** more clicks in November
- **1.3X** higher CTR, and 90% higher CTR for mobile and tablet in the festive season

Source: Microsoft internal data, retail remarketing insights, AU Sept 2015 – Jan 16
Leverage this checklist to maximise campaign success

Be there ahead of time
- Set budgets to accommodate increases in traffic.
- Upload Christmas campaigns early in October.
- Double check to make sure all relevant accounts and campaigns are active.
- Follow up on any rejected ads.
- Add new relevant and emerging keywords.

Optimise keywords, ads and bids
- Opt into broad match to capture new queries and add negatives as needed.
- Leverage the right combination of ad extensions.
- Test ad copy variations.
- Set bids in anticipation of increased competition on key days.
- Apply bid boosting to take advantage of key audiences.

Manage your Product Ads with Bing Shopping Campaigns
- Refresh your product feed often to keep it fresh. Upload a new feed at least every 30 days to avoid going dark.
- Use high quality images and do not include text within your images.
- Make sure to implement sales price and sale price effective date into your feed for pre- and post- Christmas sale items.
- Apply larger bids to your best-selling items.
- Use reporting to monitor performance and correct rejected items to ensure the entire feed is eligible to serve.
- Leverage custom labels to group items based on various business objectives.
- Enhance targeting capabilities by using the brand, condition, category, product type and custom labels fields.
- Put as many relevant keywords in the product title and description as possible and continue to add exact negative keywords.
- Use the priority settings during the Festive Season to focus on your Christmas campaign and sale items.
Make the most out of this Christmas season

October
- Focus on generic keywords to grab attention and generate awareness
- Consider “best...” searches

Early Nov.
- Focus on branded and hot holiday items
- Test different ad copy combinations to find the best performing ads for your brand and products

Late Nov.
- Prepare budgets along with search peaks, like Click Frenzy and Black Friday
- Create urgency in ad copy

December
- Create solutions in ad copy (e.g. “express delivery”)
- Prepare for Boxing Day

January
- Use value perception drivers to stimulate further sales
- Cater for New Year planners with “new/refresh..” in your ads

TIP: Make sure your campaigns aren’t going dark while you are out enjoying the Christmas season. Download the Bing Ads App to monitor your account on the go.