



# Value of Search

## **Search + TV**







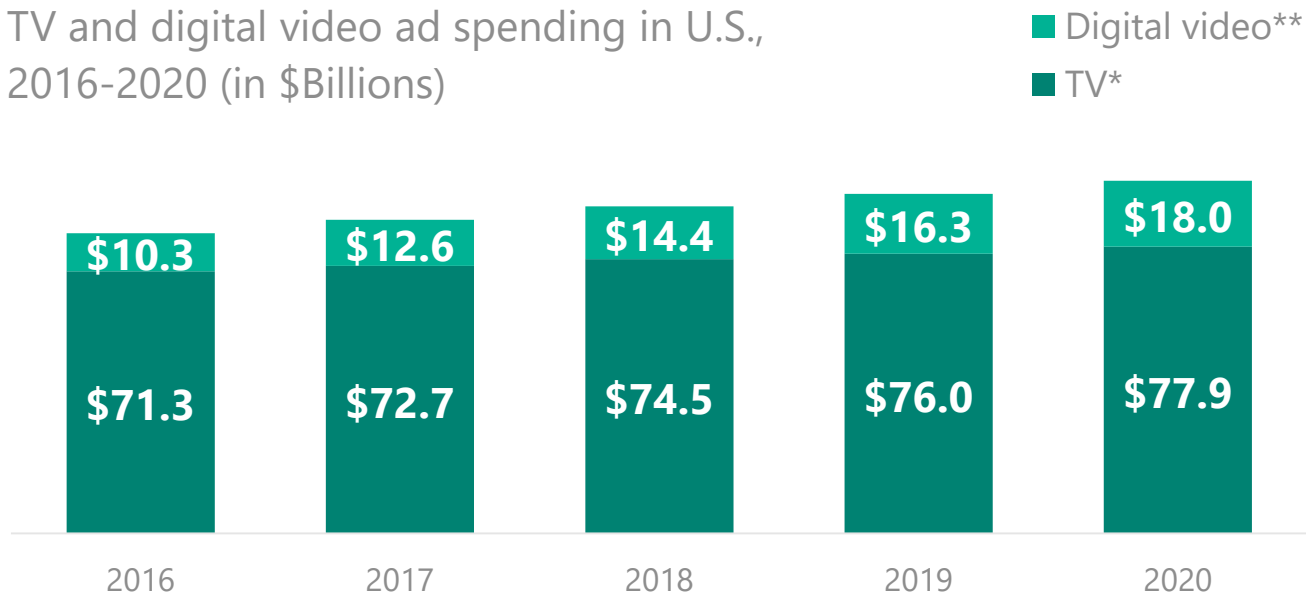
# The promise of TV

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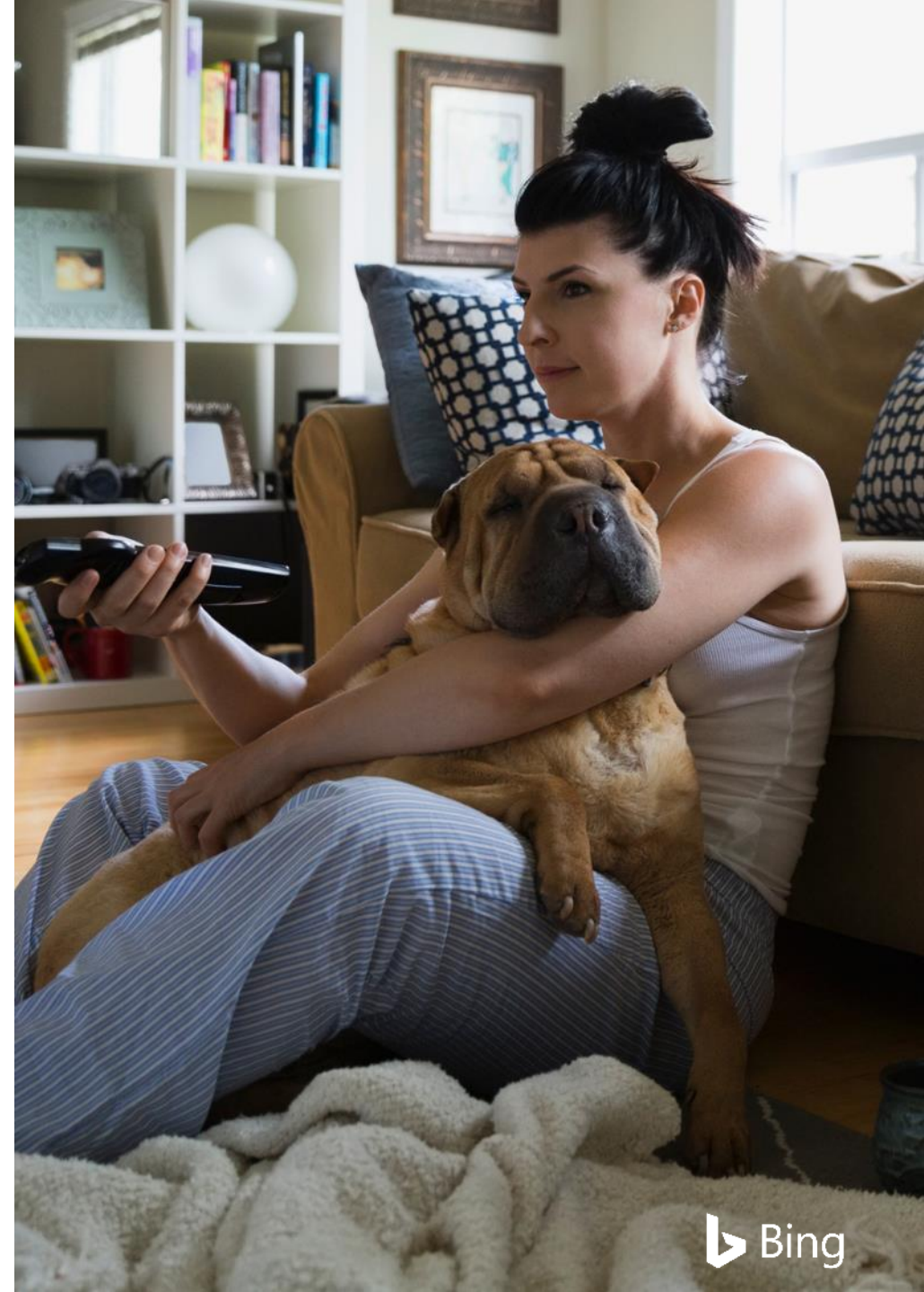
TV and digital video ad spending is on the rise. In 2017 eMarketer estimates that companies will spend \$72.7B on TV ads and an additional \$12.6B on digital video ads.

TV offers marketers a broad audience to build brand awareness, generate buzz for your products and drive sales. However, TV is still a passive medium where viewers absorb messages but cannot engage with your brand.

TV and digital video ad spending in U.S.,  
2016-2020 (in \$Billions)



SOURCE:  
eMarketer, US Ad Spending: eMarketer's Updated Estimates and Forecast for 2015-2020, November 1, 2016. \*Includes broadcast TV (network, syndication and spot) and cable TV. \*\*Includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes advertising that appears before, during or after digital video content in a video player.





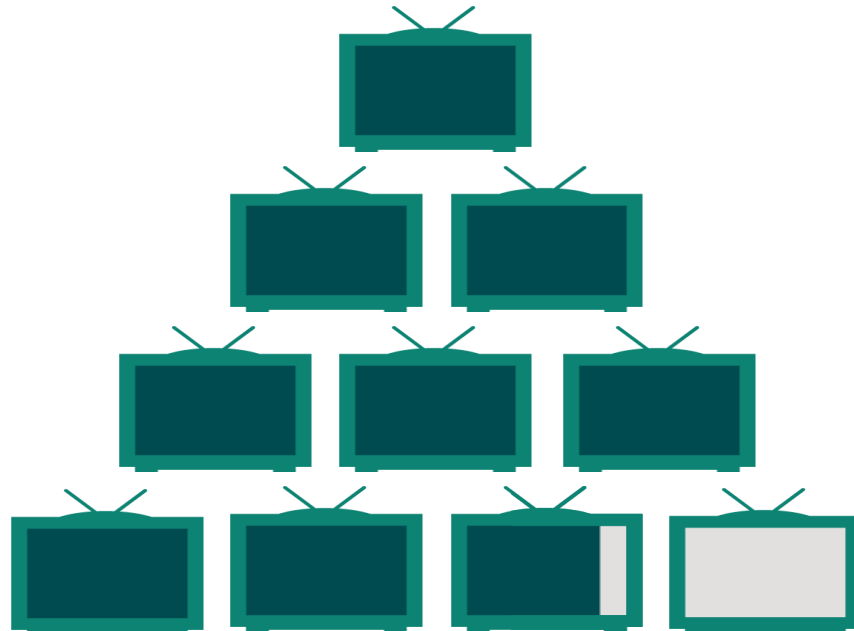
# Second-screening is the new normal

With the rise of the internet and smartphones, fewer TV viewers simply sit back, relax and enjoy the show. eMarketer estimates that **nearly 9 in 10** internet users in 2017 will use the internet while watching TV at least once a month, and **26%** of those simultaneous users will consume digital content related to what they're watching on TV.

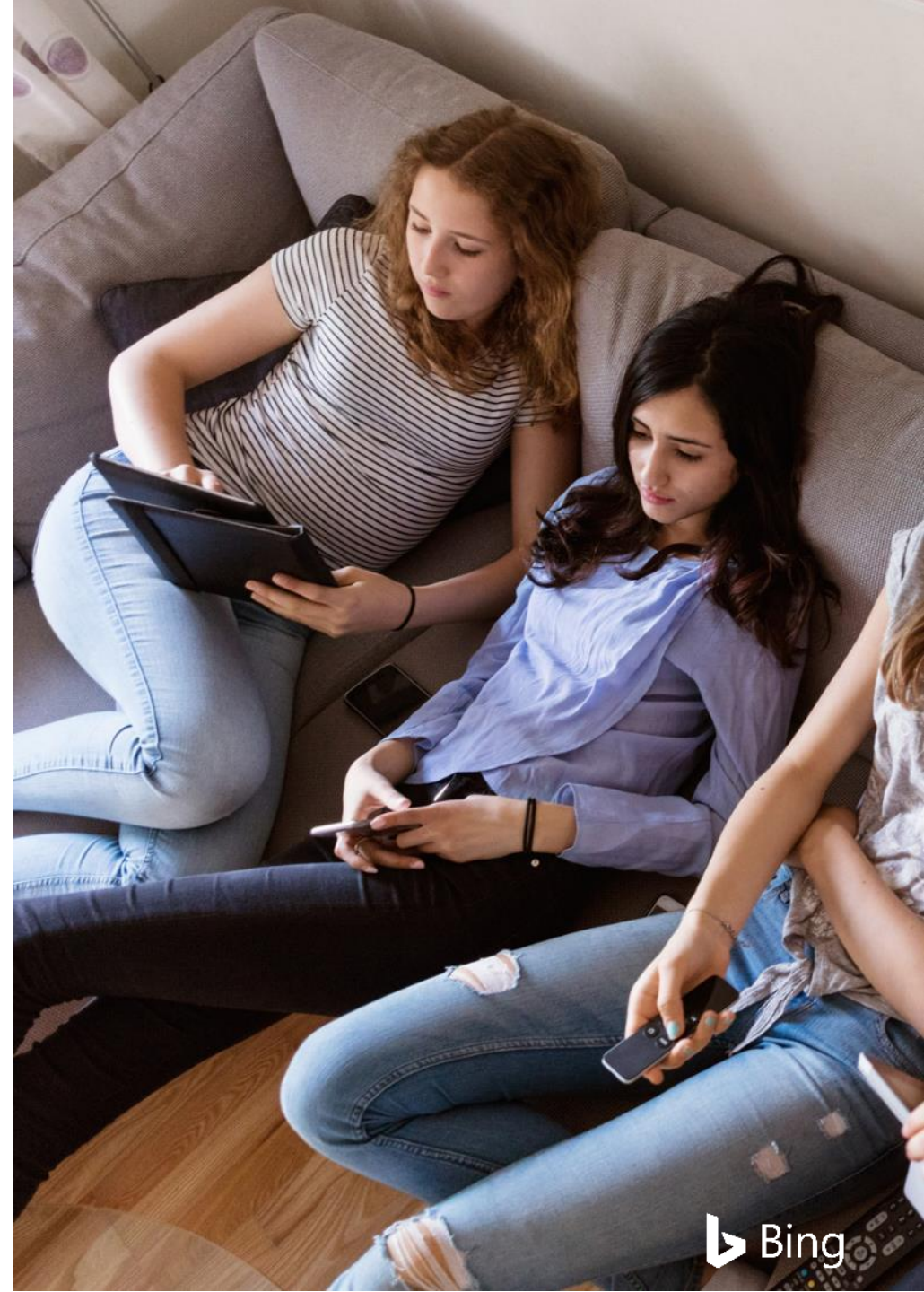
How do you capture passive or distracted consumers when they decide to take action?

## 88.3%

U.S. adult simultaneous internet & TV user penetration, 2017



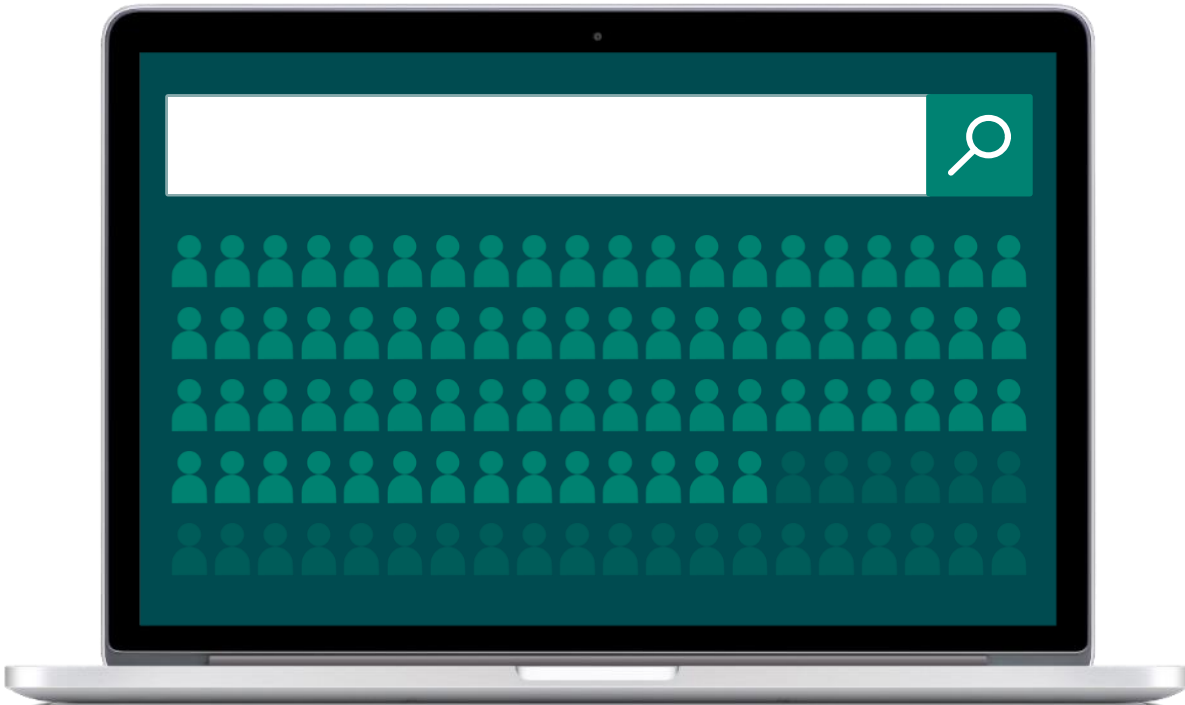
SOURCE:  
eMarketer, Even During TV Time, Digital Devices Play Prominent Role, May 24, 2016. Note: Ages 18+; individuals who use a desktop/laptop or mobile device to go online while watching digital video or traditional TV content on a TV set at least once per month.



# Search picks up where TV leaves off

When consumers decide to take action – you need to be there. Search serves as another touchpoint with consumers who may be passively engaged when they see your commercials on other channels. With search, you can reach audiences who are actively looking for your product, service or brand.

Search is an effective channel to help you build awareness, position your brand, products or services, and drive performance – whether that's lead generation or in-store purchases.



**74% of consumers**  
find search engines  
**“extremely trustworthy”**  
when researching brands,  
products or services

# Search delivers ROI for your TV investments

Your TV advertisement generated massive buzz. Now what? With paid search, you can deliver persuasive, targeted messaging that is consistent with your traditional media campaign and extends the customer journey.

Use paid search to take your customer on that next step, bringing qualified prospects to your designated landing pages to convert.

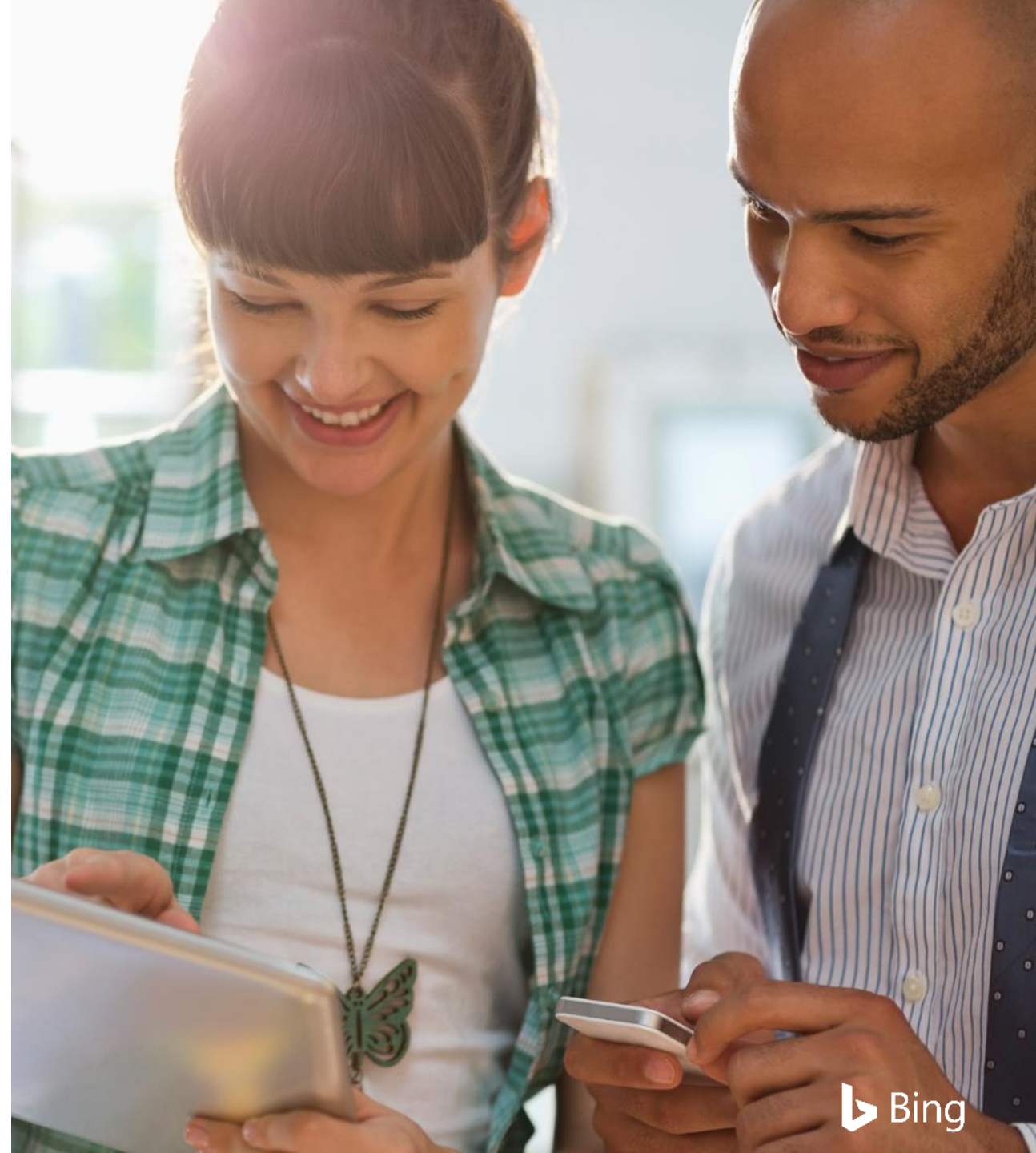
**81%**

of advertisers believe paid search boosts the performance of investments in other media channels

**80%**

of advertisers who are using paid search have integrated paid search into other marketing channels and programs

SOURCE:  
Kerry Curran, [“SMX EAST RECAP: Catalyst partners with Bing to study search in the media mix, search + other channels”](#), November 18, 2016.





The background of the slide is a photograph of the interior of Antelope Canyon, showing smooth, undulating sandstone walls in warm orange and red tones, with light streaming in from an opening at the top. A solid teal diagonal bar runs across the bottom of the image.

# Bing Ads' Search + TV Study

# The power of search + TV

To help advertisers make the most out of their traditional media campaigns, Bing Ads studied the search volume related to six commercials aired during one of the most watched live TV events of the year -- a championship football game where viewers stay glued to their seats during the commercial breaks.

Let's call it the "Big Game."

The goal was to answer these key questions for our advertisers:

- What type of TV commercial should I run to generate the most search volume?
- How do TV commercials affect search volume?
- What type of terms should I bid on related to my commercial?
- What other tactics help make the most of the paid search campaign?





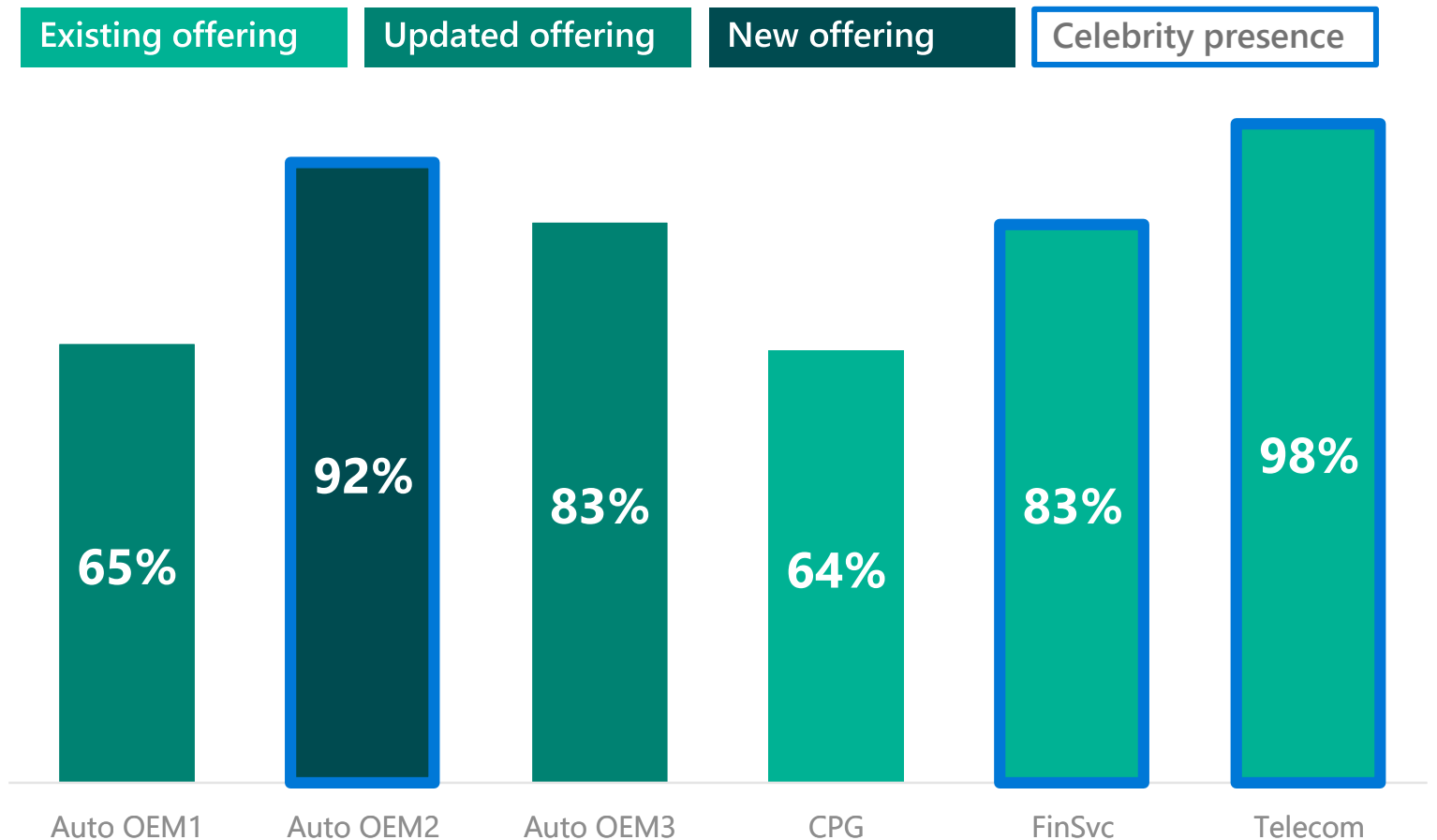
# New offerings and celebrities win searches

For the six commercials we studied, there was an average increase of 81% in advertiser related (branded) search volume after the release of each commercial, as compared to the pre-release averages.

This increase was driven by a combination of queries for the brand, offering and commercial.

The increase was dependent on many factors including the product or service's novelty, the celebrity presence (if any) and the commercial's concept and buzz. For example, the introduction of a new model helped boost Auto OEM2's search volume, while the celebrity aspect of and buzz around the Telecom provider's commercials lifted its search volume.

Advertiser related search volume increase by commercial



SOURCE:

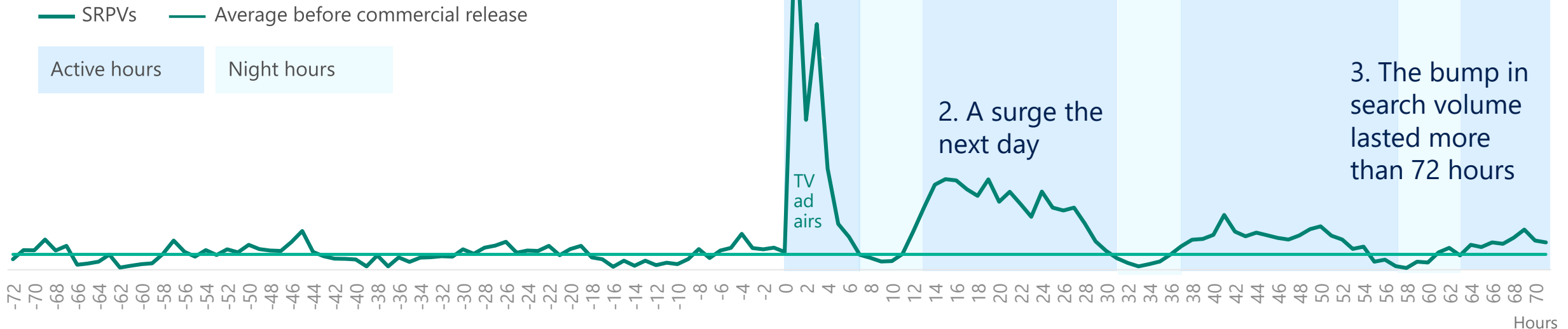
Microsoft, Internal data analysis, Feb 2015 (CPG) and Feb 2016 (Autos, FinSvc, Telecom). All Big Game queries containing text related to the TV advertisers were analyzed for 72 hours before and 72 hours after TV ad release. Low volume queries (<100 SRPVs) were removed from the analysis. Average before ad release is based on a time window of 72 hours before release to 12 hours before release.

# Search volume spikes for days after a commercial airs

The increase in branded search volume followed a similar pattern across industries, illustrated by the example below. First, there was usually a spike right after the commercial aired. Then, there was a surge the next day. The volume tapered off from there. The search volume stayed above pre-release levels for 29 hours to more than 72 hours from when the commercial aired.

The outlier to this pattern was the Telecom commercial, which drew queries only related to the commercial. Instead of the pattern below, the Telecom advertiser saw small increases on game day and the day after and the largest search volume spike came around 50 hours after the commercial aired as buzz around it grew.

Effects of a Big Game commercial on brand and model related search volume for a redesigned model from Automotive OEM1, all devices



SOURCE:

Microsoft, Internal data analysis, Feb 2015 (CPG) and Feb 2016 (Autos, FinSvc, Telecom). All Big Game queries containing text related to the TV advertisers were analyzed for 72 hours before and 72 hours after TV ad release. Low volume queries (<100 SRPVs) were removed from the analysis. Average before ad release is based on a time window of 72 hours before release to 12 hours before release.

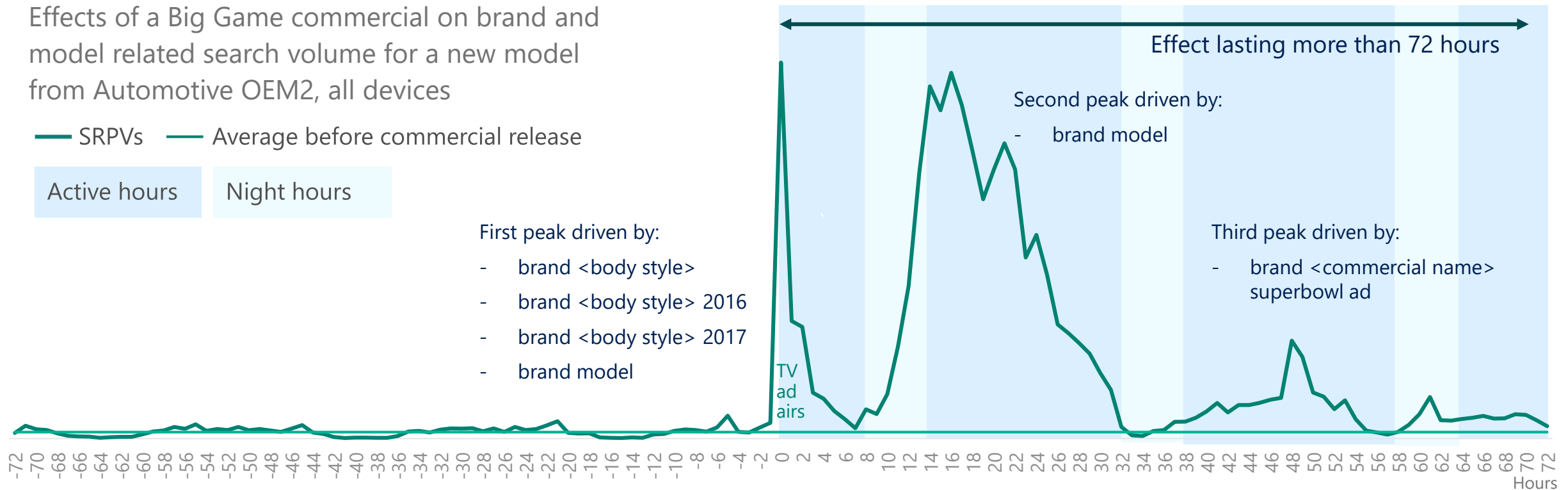


# New offerings drive a larger second day surge

One commercial in our analysis featured a new offering. This commercial from Auto OEM2 had it all – a new offering, a celebrity and a fun concept. It saw a peak on game day and a large surge the next day as

buzz for the new vehicle grew. Consumers searching for “brand <body style>” drove the peak on game day, whereas consumers searching for “brand model” drove the second day surge.

Effects of a Big Game commercial on brand and model related search volume for a new model from Automotive OEM2, all devices



SOURCE:

Microsoft, Internal data analysis, Feb 2016. All Big Game queries containing text related to the TV advertisers were analyzed for 72 hours before and 72 hours after TV ad release. Low volume queries (<100 SRPVs) were removed from the analysis. Average before ad release is based on a time window of 72 hours before release to 12 hours before release.

# Advertisers are leaving impressions on the table

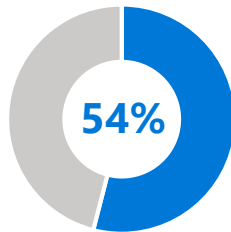
Many of the search results pages spurred by the commercials had openings for sponsors – and their competitors – to grab more impressions and clicks. On average **2 in 5** search results pages had no impressions from the commercial sponsor. In addition, on average **1 in 5** search results pages related to the extra volume had no mainline ad showing.

Advertisers can leverage this opportunity with the following tactics:

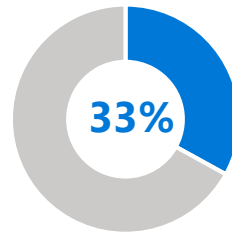
1. Strengthen your keyword coverage to get more impressions, and
2. Tailor your bidding strategy for your commercial-related PPC campaigns.

SRPVs with no impression from the commercial sponsor

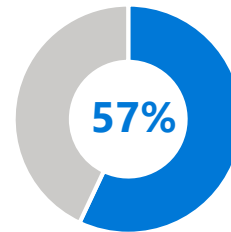
Auto OEM1



Auto OEM2



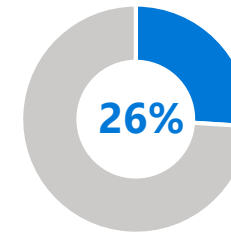
Auto OEM3



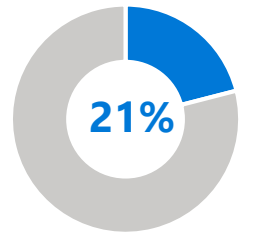
CPG

No data

FinSvc

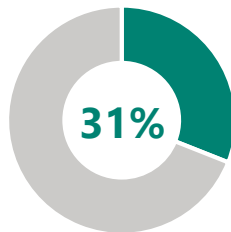


Telecom

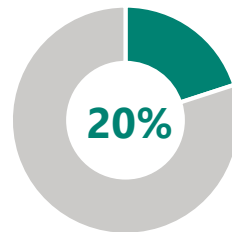


SRPVs related to extra volume with no mainline ad showing

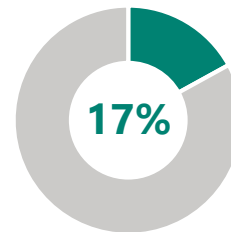
Auto OEM1



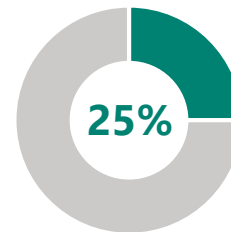
Auto OEM2



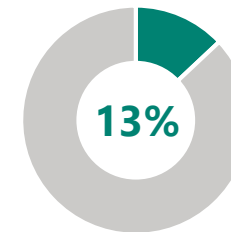
Auto OEM3



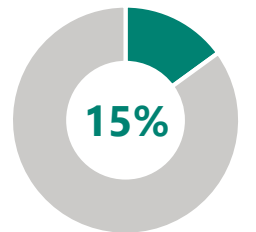
CPG



FinSvc



Telecom



SOURCE:

Microsoft, Internal data analysis, Feb 2015 (CPG) and Feb 2016 (Autos, FinSvc, Telecom). All Big Game queries containing text related to the TV advertisers were analyzed for 72 hours before and 72 hours after TV ad release. Low volume queries (<100 SRPVs) were removed from the analysis. Search result page statistics relate to the extra volume after the release of the TV commercial.





# Strengthen your keyword strategy



# Strengthen your keyword coverage

Build strong coverage around your commercial's keywords to keep competitors at bay.

At a minimum, you need to cover the basic keyword combinations related to your brand, offerings and commercials (including the commercial's name). Be sure to include keywords that include the event or game during which a commercial appears.

Viewers also search for the memorable or quirky aspects of your commercial, such as actors, celebrities, characters, props or other elements. They may ask questions about the commercial or offering and questions raised by your commercials, such as:

- Who's the actor in the brand commercial?
- What song is in the brand commercial?
- Is brand's service really free?

You can expand your keyword lists by including these aspects and questions in your keyword combinations. This will help you cover more bases.

Furthermore, you can use [phrase match](#) and [broad match modifier](#) to fill in unexpected gaps in your keyword coverage. Phrase match (syntax: "keyword") triggers an ad on search queries that contain your keyword phrase, and broad match modifier (syntax: +keyword) triggers an ad on search queries that contain the modified word(s) in any order.

## Strengthen your non-branded coverage too!

We did a deeper dive into the CPG commercial's search volume and found a significant increase in non-branded search volume related to the commercial. There were **14X** more non-branded SRPVs with organic impressions than branded SRPVs with organic impressions.

Add non-branded terms to your keyword lists by focusing on the commercial, celebrity, product or service type, and questions raised by the ad.

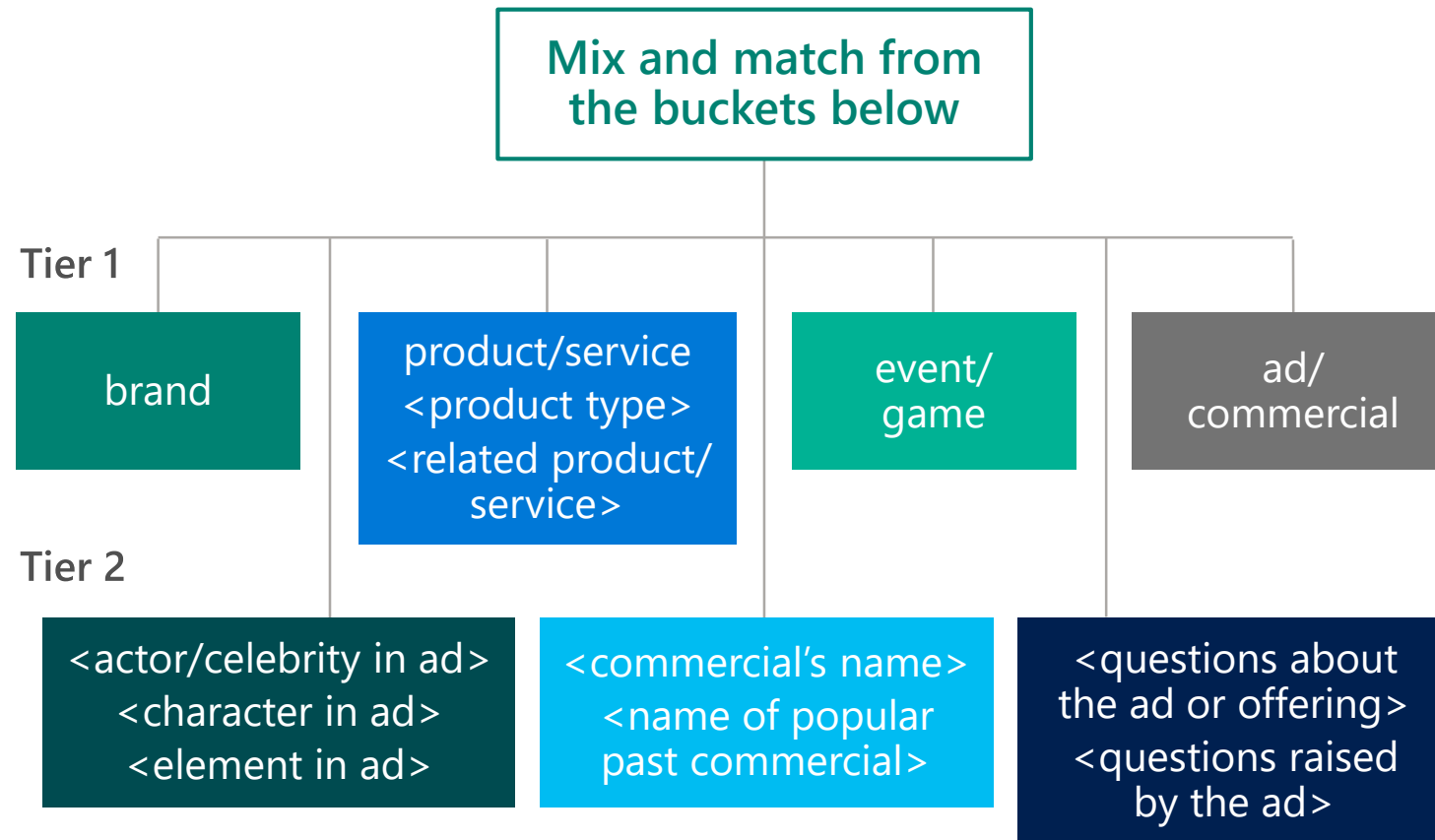
#### SOURCE:

Microsoft, Internal data analysis, Feb 2016. All Big Game queries containing text related to the TV advertisers were analyzed for 72 hours before and 72 hours after TV ad release. Low volume queries (<100 SRPVs) were removed from the analysis.



# Broaden your coverage with keyword combinations

1. Combine terms from Tier 1 to create the base keyword set.
2. Add in terms from Tier 2 to expand the set and broaden your coverage.



## Searched branded terms related to TV ads

brand, brand product/service, product/service  
brand product year, year brand product  
brand product price, brand product deals  
brand super bowl ad/commercial  
brand product super bowl ad/commercial  
brand product super bowl  
brand <product type>, new brand <product type>  
brand <product type> commercial  
brand <related or similar product>  
brand <actor/celebrity> super bowl commercial  
<actor/celebrity> super bowl commercial  
<character> in brand ad/commercial  
<quirky or memorable element of commercial>,  
<element> brand, <element> brand product  
brand <commercial's name> ad/commercial  
<questions about the ad or the product shown>  
<questions raised by the ad>

SOURCE:

Microsoft, Internal data analysis, Feb 2016. All Big Game queries containing text related to the TV advertisers were analyzed for 72 hours before and 72 hours after TV ad release. Low volume queries (<100 SRPVs) were removed from the analysis.

# Bid to protect your position

# Bid to protect your position

Advertisers have only a few days to capture the attention a new commercial brings. Therefore, it's important to catch the most clicks while keeping competitors at bay.

Three ways to protect your position are with brand term bidding, mainline bidding and an Enhanced CPC bid strategy.

## 1. Brand term bidding

Play offense and defense at the same time by [bidding on your own brand terms](#). Our brand term bidding studies have shown that a brand with both paid and organic listings on search results pages for its brand terms will get more clicks than they will with organic listings alone.<sup>1</sup> For example, Retail advertisers saw total clicks increase 31% when an ad was present, with a close to equal proportion of those clicks going to paid and organic results.

Brand term bidding results in more clicks for you and fewer for your competitors.

## 2. Mainline bidding

Give yourself the best on-field advantage with [mainline bidding](#). We found that 90% of clicks occur in the mainline and that mainline ads have a click-through rate that's 13 times higher than sidebar ads.<sup>2</sup> For the best placement, bid on the Mainline 1 position ("best position" or "first position") where more than half of the clicks occurred.<sup>3</sup>

Mainline ads not only have the most prominent positions on the page, but they also allow you to occupy more space by showing ad extensions, like sitelinks, location and reviews.

### SOURCE:

1. Microsoft, [The Value of Bidding on Your Brand Terms: Retail Edition](#), 2015. Based on internal data analysis, December 2014. Study looked at the retail industry and captured 3 million impressions. Note: Brand Ads are in Mainline Position 1. No brand ad in this case means organic only listing.

2. Bing Ads Internal Analysis, Jan 2016, US only, All Devices.

3. Microsoft Internal Data, Clicks by Placement and CTR and CPC by Placement, Apr - Jun 2016, US only, All Devices. Industries include Autos, CPG, Financial Services, Health & Wellness, Retail, Tech & Telecom and Travel. Industry categorization: based on internal Bing Ads account categorization.



# Bid to protect your position

## 3. Enhanced CPC bid strategy

Plan for more conversions with the [Enhanced CPC bid strategy](#), an automated bidding strategy that's used along with [Universal Event Tracking \(UET\)](#). When you enable Enhanced CPC for your campaign, Bing Ads will automatically adjust your bids in real time so that you bid up to 30% higher on users who are more likely to convert and bid up to 100% less on users who are less likely to convert.

Enhanced CPC will help your campaign get more conversions, lower your cost per acquisition, and improve your return on investment in Bing Ads.

There are two ways to get started with Enhanced CPC:

1. In your campaign settings, there is a new **Bid strategy** field.

Campaign budget ⓘ   [Daily budget options](#)

Bid strategy ⓘ How do you want to manage your bids? [Learn more](#)

Locations ⓘ All available countries/regions [Edit](#)

2. In the Campaigns tab, there is a new **Bid strategy** menu.

Create campaign ▾		Edit ▾	Details ▾	Automate ▾	Bid strategy ▾	Download	Labels ▾	All campaigns ▾
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Campaign			✓ Enhanced CPC: Adjust my bid to get more conversions			
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contoso Contacts			Manual CPC: Use my bid			
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contoso Frames			Manual CPC	Eligible		
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Contoso Sunglasses			Enhanced CPC	Eligible		

# Amplify your message with search

# Amplify your message with search

When you're planning the cross-channel campaign around a TV commercial, look to search to help amplify your message. It allows you to reach audiences who have seen your commercial and are actively looking for your brand, product or service.

TV commercials spur searches for your brand, your offerings, and the commercials themselves. Advertisers have a limited window – from 29 hours to more than 72 hours after a commercial airs – to capitalize on the search volume increase spurred by commercials.<sup>1</sup> Therefore, you'll need to have your paid search campaigns ready to go before the commercial airs.

With paid search, you can deliver persuasive, targeted messaging that's consistent with your larger campaign. And with the Bing Network, you'll get access to nearly a third of paid clicks and a well-educated, affluent audience that's looking to purchase.<sup>2</sup> There's never been a better time to invest.

Prepare your campaigns with strong keyword and bidding strategies to leverage the brand awareness and buzz your TV commercials create.

## 1. Strength your keyword strategy

Start your keyword lists with keywords related to the brand, the products or services, the event, the commercial and its memorable aspects.

## 2. Bid to protect your position

Bid on brand terms and on the mainline position to give yourself an on-field advantage and keep competitors at bay. Depending on your campaign goals, apply the Enhanced CPC bid strategy to help maximize conversions and lower the cost per acquisition.

SOURCE:

1. Microsoft, Internal data analysis, Feb 2016.

2. comScore qSearch, Explicit Core Search (custom), October 2016.





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# Appendix:

## Methodology





# Methodology

We looked at advertiser related search volume for the 72 hours before and after six commercials aired during the Big Game.

To get a baseline search volume, we calculated the average before the TV ad aired (or pre-release average) based on a time window of 72 hours before release to 12 hours before release.

The advertisers covered four industries: Automotive, CPG, Financial Services, and Telecom.

We limited the analysis to queries containing text related to the advertiser.

We removed low-volume queries (<100 SRPVs) from the analysis.

Note: Commercial for CPG advertiser aired during the 2015 game. Commercials for Automotive, Financial Services and Telecom advertisers aired during the 2016 game.