

2017 Holiday insights

Successful strategies for digital marketers



Industry and audience

Insights



Messaging and tools

Strategy & tactics



Seasonality

Optimal
flighting



2017

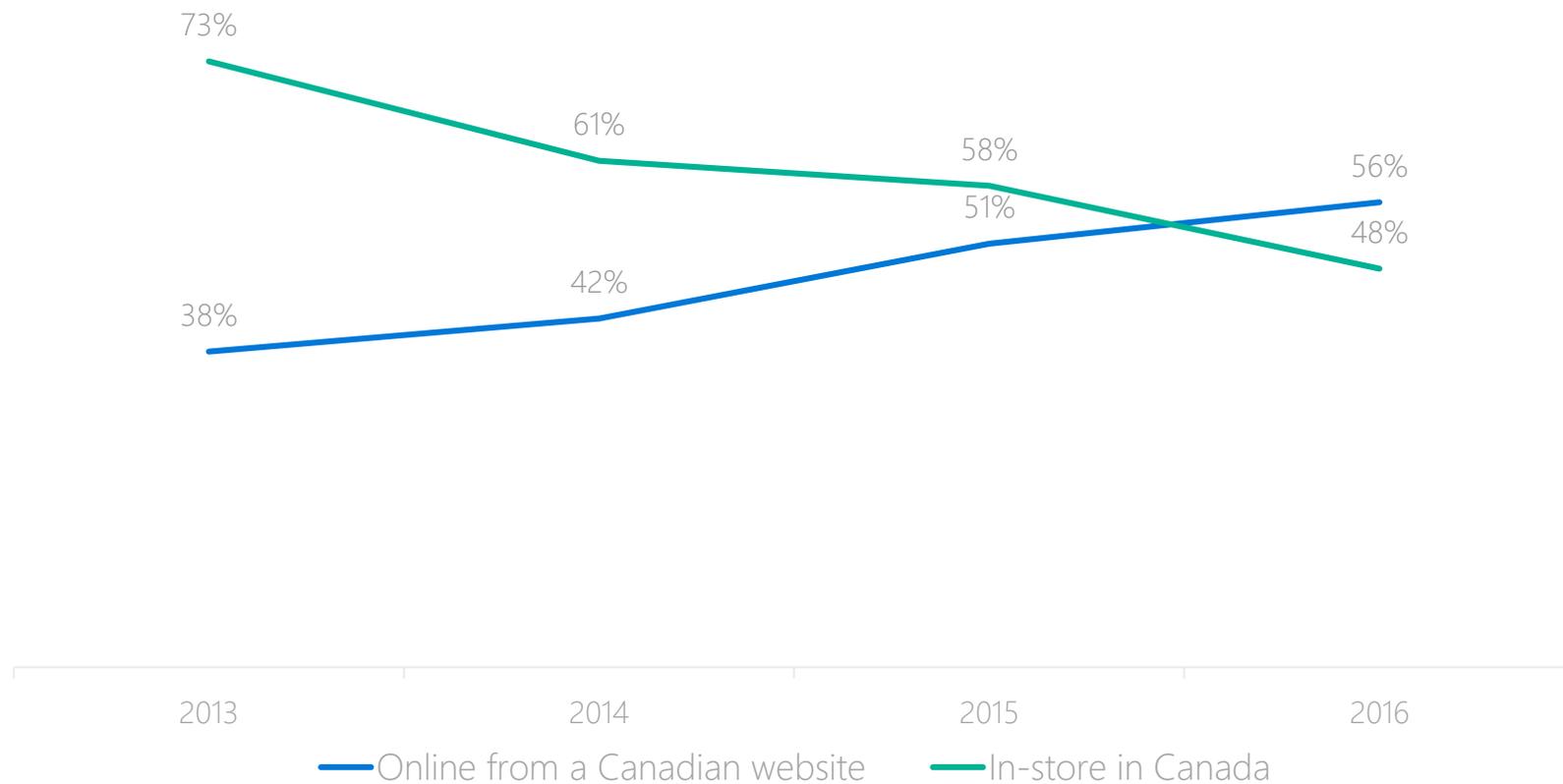
Key takeaways

Last year, **63%** of Canadians researched and/or purchased their Black Friday deals online





As Black Friday research and purchases decline in stores, Canadian websites enjoy year-over-year (YoY) growth

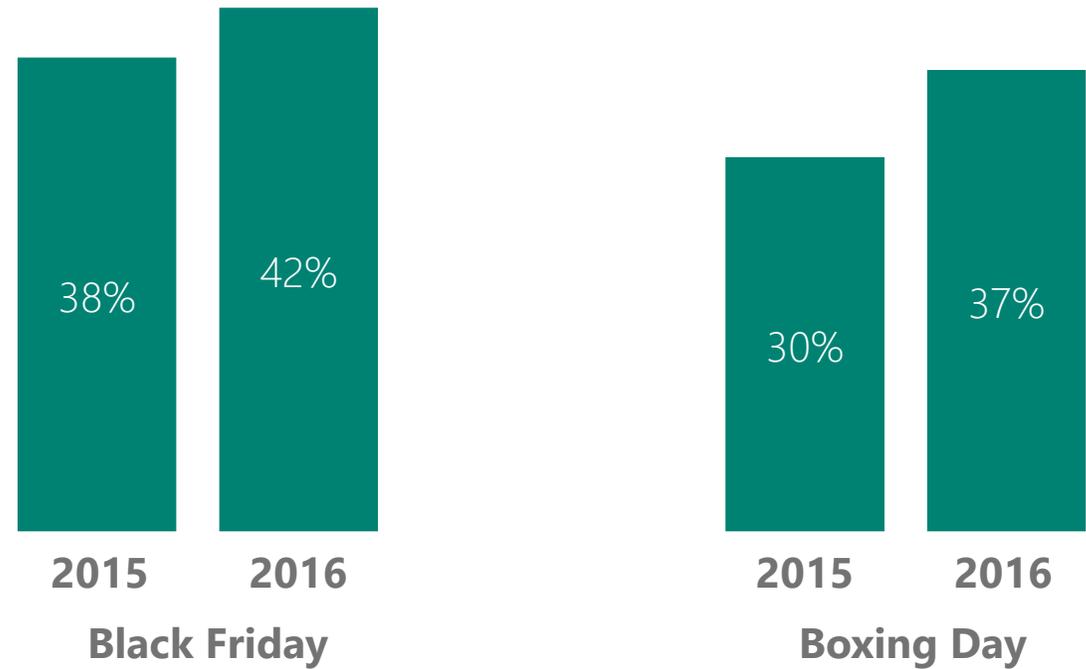


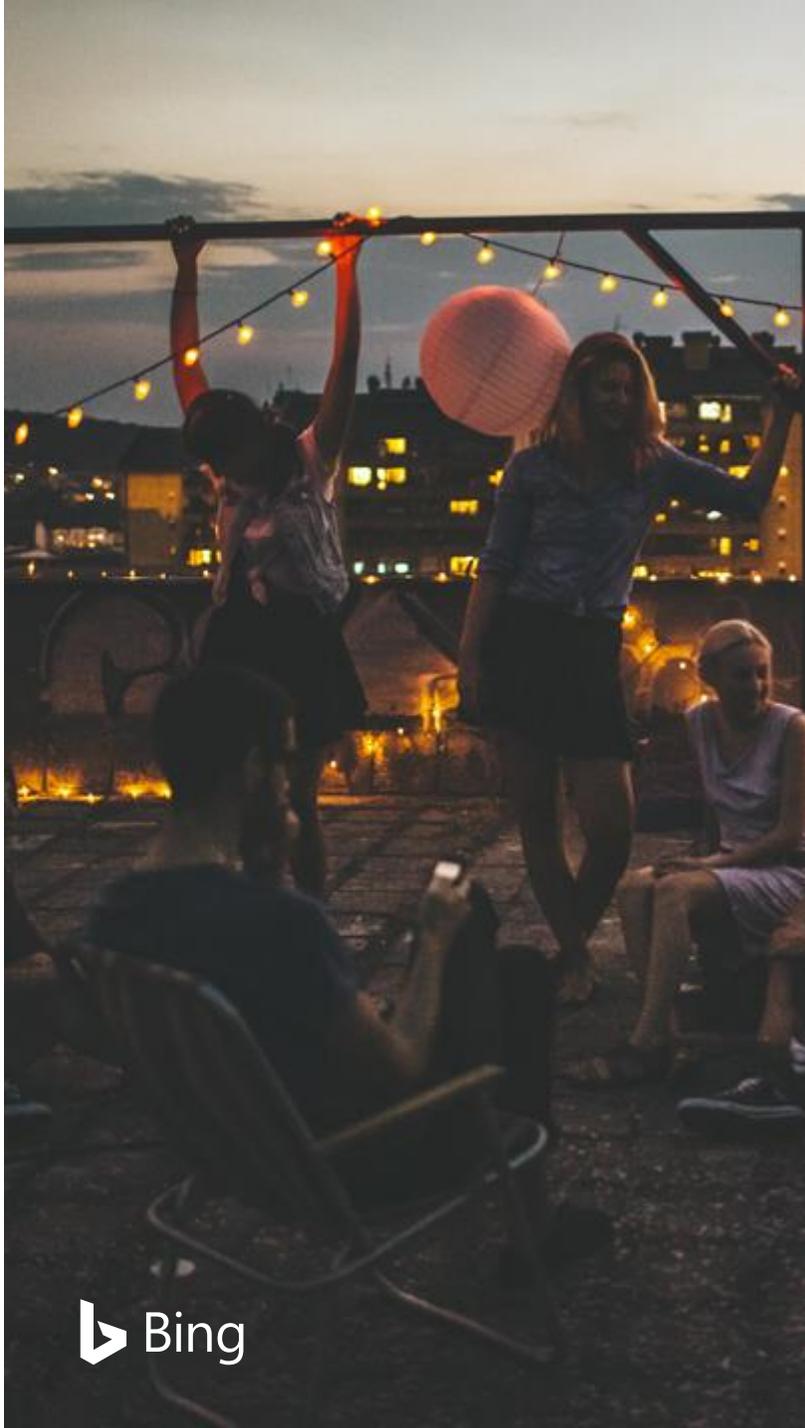
Christmas retail
e-commerce
sales increased
22% from 2015
to 2016





Desktop/laptop sees YoY growth as the primary device for shopping Black Friday and Boxing Day sales





Canadian shoppers are thinking and shopping in omnichannel dimensions

57% buy products online weekly or monthly

30% of millennials agree their mobile phone will become their main purchase tool

Almost **40%** of consumers under the age of 34 say that interactions with their favorite brands through social media have driven them to respect and value those brands more

63% of Canadian millennials are likely to buy online from an out-of-country retailer over the next 12 months because they can get better prices



Audience insights

See who's shopping on Bing





The Bing Network online shopping audience in Canada is well-educated and affluent. They have money to spend!

Online shoppers

69 %

of the audience are online shoppers

Gender

% of online shoppers who are



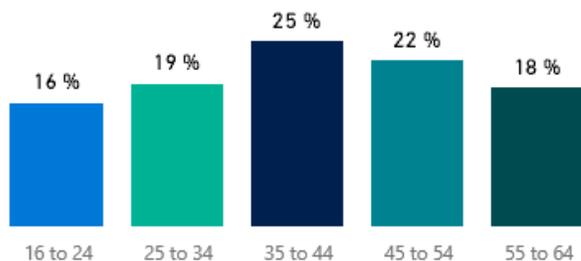
Education

46 %

hold a university degree or higher

Age group

% of online shoppers who fall under these age groups



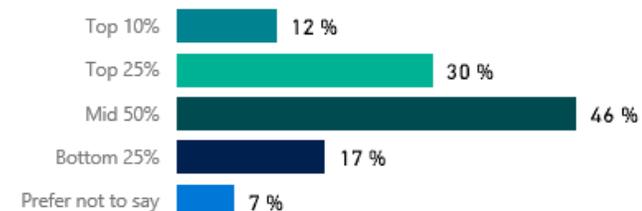
Relationship status

43 %

are married

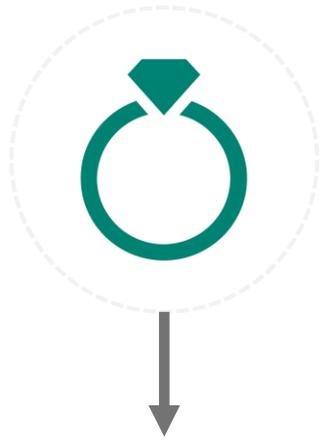
Income segment

% of online shoppers who fall under these income segments



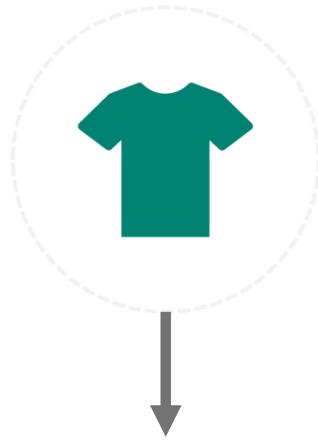


The Bing Network audience in the United States is more likely to spend \$500 or more in the following categories vs. Google



+18%

Jewelry and accessories
online/offline
>\$500



+34%

Women's adult clothing
online/offline
>\$500



+13%

Home furnishings
online/offline
>\$500



+21%

Toys and non-computer games
online/offline
>\$500



+13%

Consumer electronics
online
\$500 - \$999



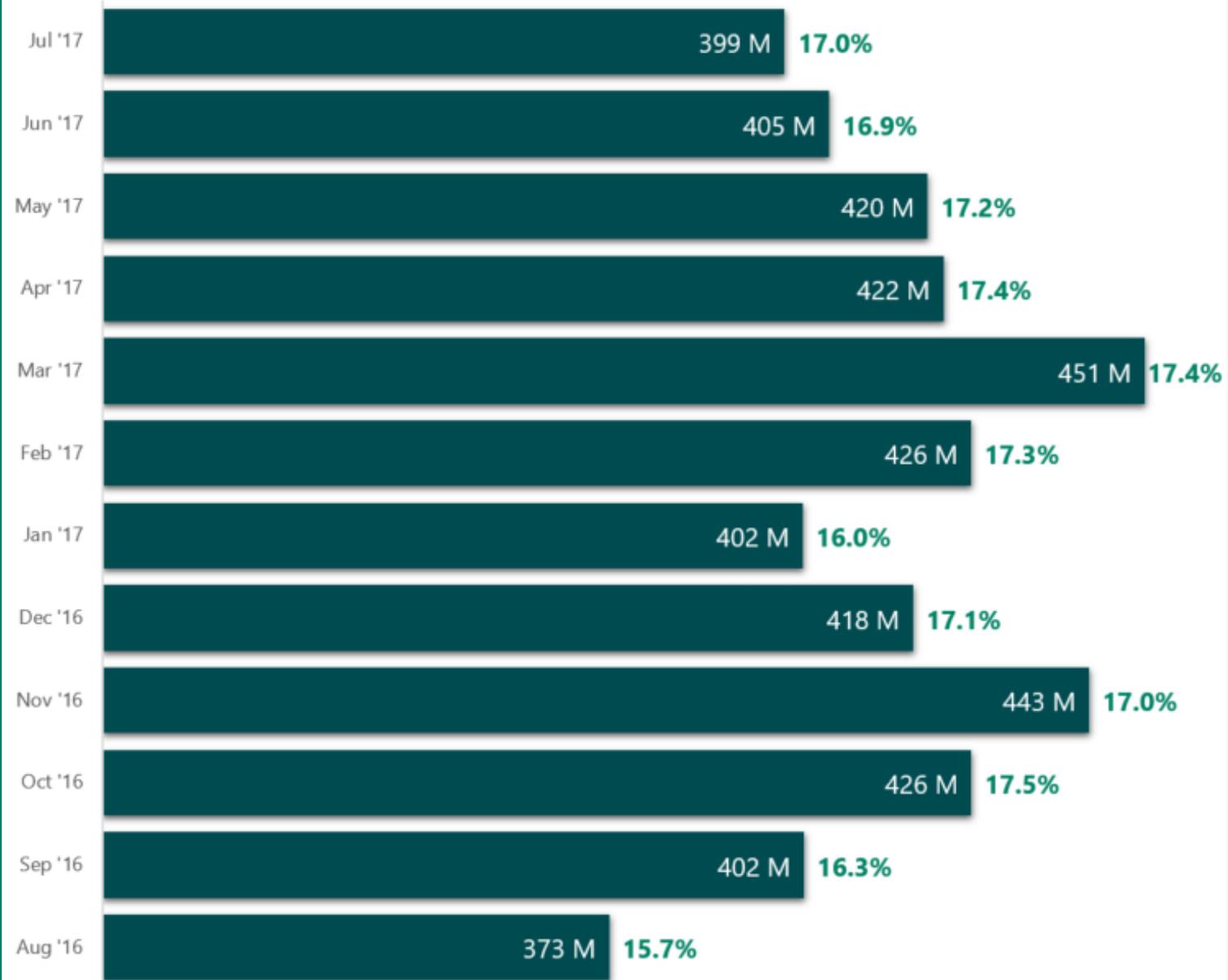
+6%

Cosmetics
online/offline
>\$500





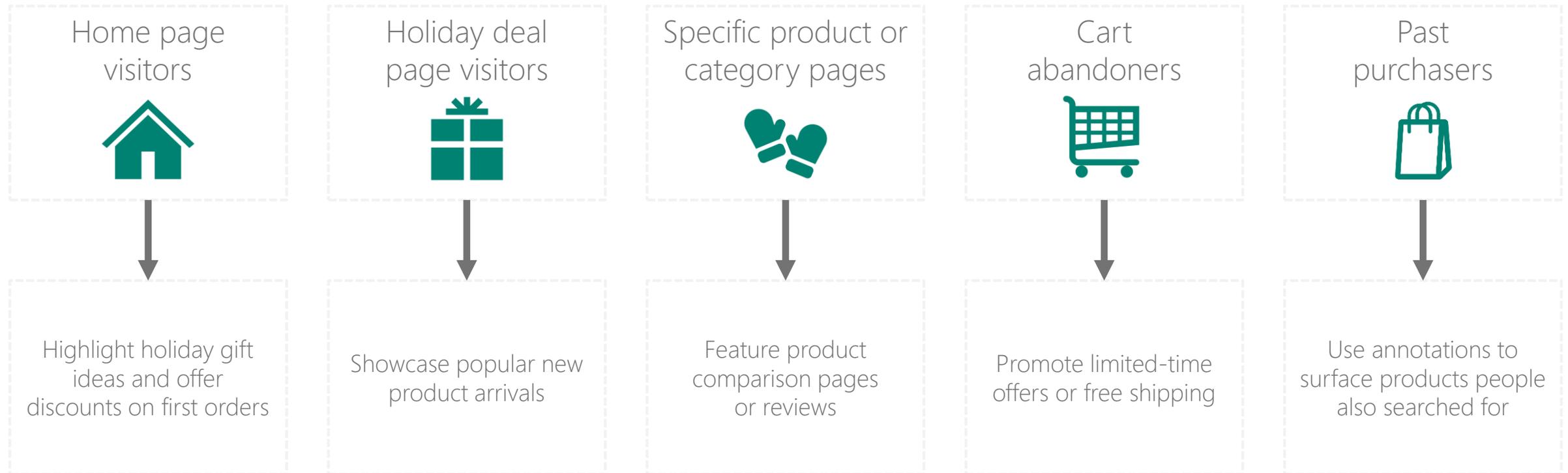
Capitalize on millions of Bing Network searches





Bing remarketing sees a 22% increase in conversion rate¹

Sequence ad copy accordingly as users move down the funnel



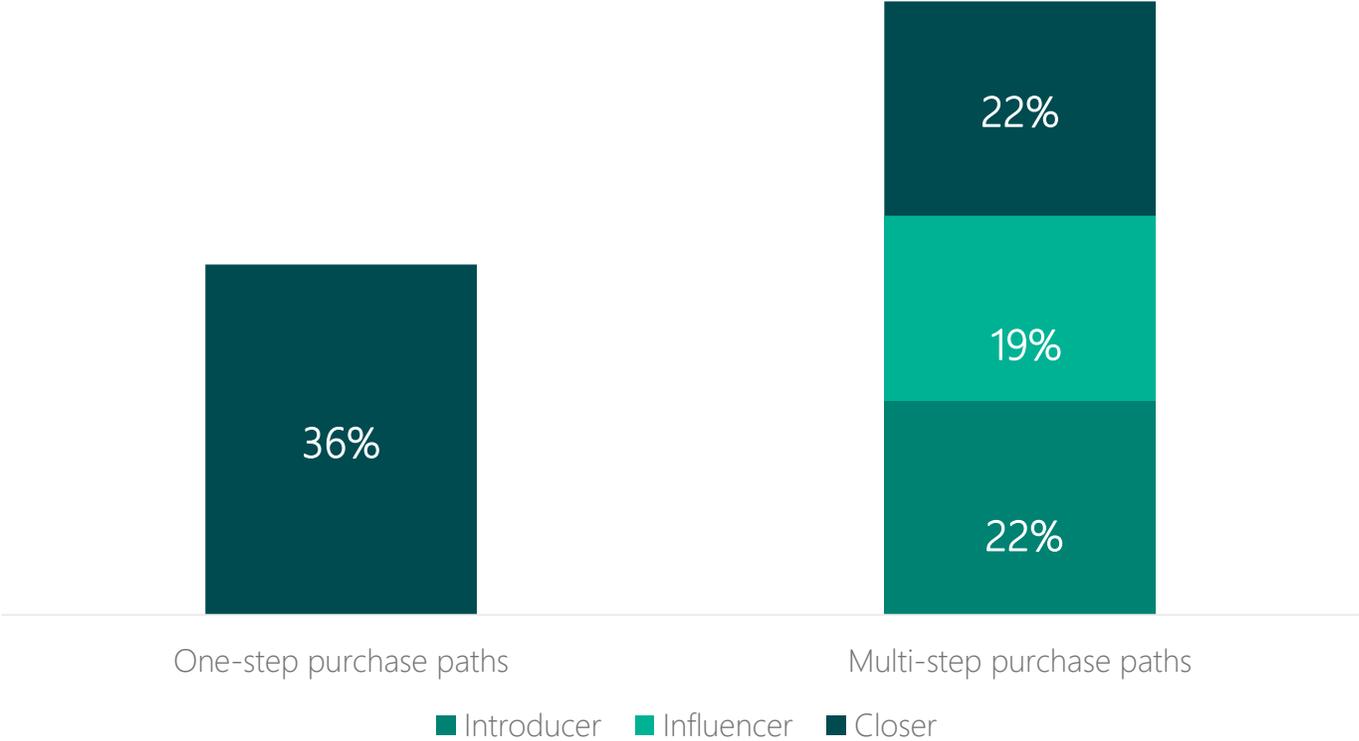


Search's role in the purchase path

Paid search acts as an introducer, an influencer and a closer.

(Sometimes simultaneously as a one-step closer!)

Paid search's path positions



Microsoft, Paid Search and Marketing Mix Study, 2016. Study of the customer journey across digital channels in the U.S., PepperJam, commissioned by Microsoft, 2.6MM orders and 17.7MM path events from ten (10) attribution clients (including a majority of brands in the fashion and apparel industry), January 2015 to May 2016.

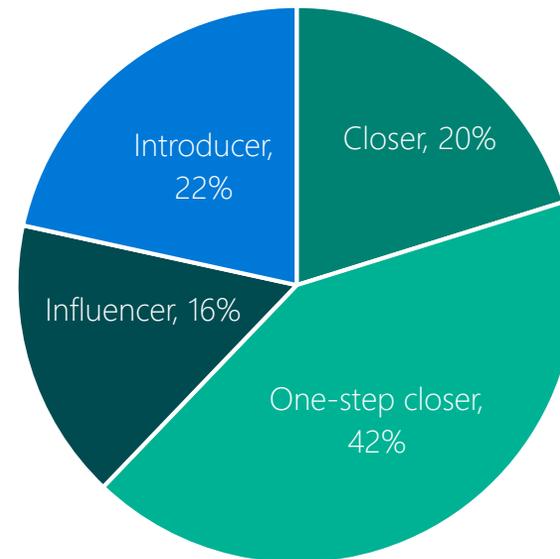


Bing Ads closes faster than Google AdWords

Bing Ads was 20% more likely than Google AdWords to close a purchase path in one step.

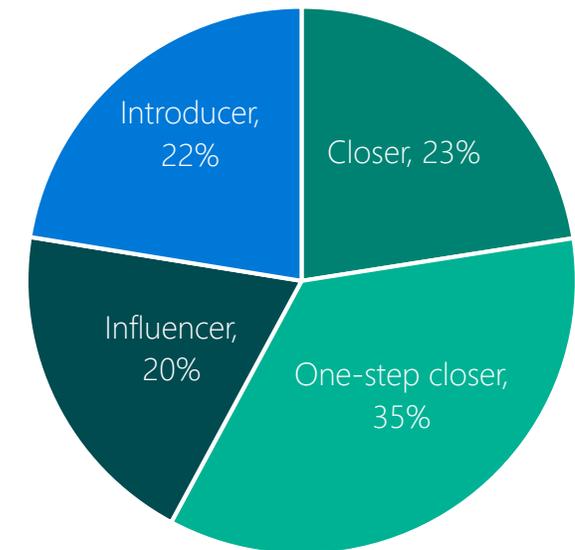
Bing Ads closes more often than Google AdWords overall.

Bing Ads



62% overall close rate

Other paid search



58% overall close rate



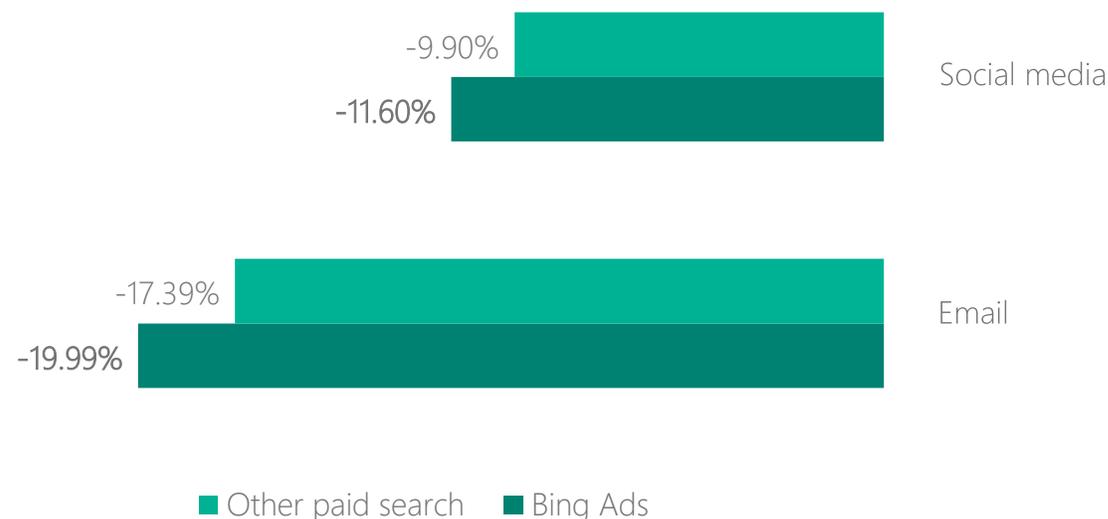


Shorter purchase paths with Bing Ads

When a Bing Ads search ad click was in a purchase path with social or email channels, conversions occurred in 12% and 20% fewer steps, respectively.

Google AdWords involvement did not drive as much improvement (drove 13% and 15% less of an improvement than Bing Ads).

Average steps in purchase path



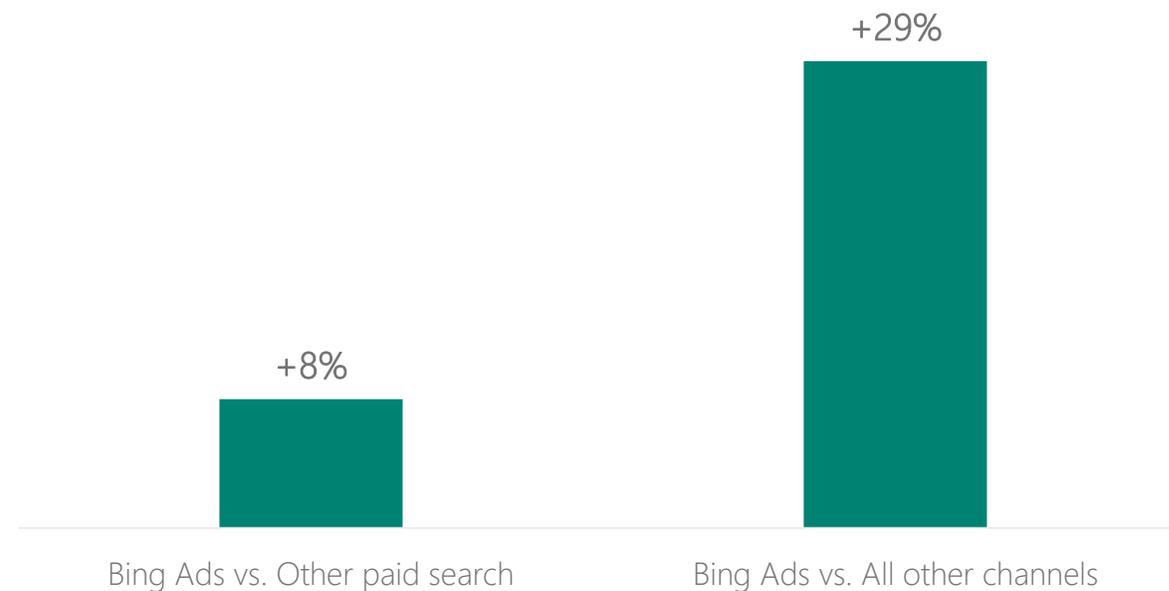


Higher average order values with Bing Ads

In one-step purchase paths,

Bing Ads has an 8% higher average order value (AOV) than Google AdWords and a 29% higher average order value than “all other channels.”

AOV in one-step purchase paths





Messaging strategy

Align messaging strategy with query trends and consumer insights



Early November: Instill brand confidence and alleviate anxiety as users begin their research



Query trends

10% of the top 100 search queries used “Best” or “Ideas”¹

Best cell phone deals
Best flat screen TV deals
Surveillance cameras / identify theft protection

Consumer insights

96% of consumers feel at least a little anxiety about buying Christmas gifts²

For **77%** of shoppers, free shipping remains the most important option during checkout³



Recommended strategies

Alleviate anxiety: Urge shoppers to start early, shop online to avoid crowds, take advantage of preseason deals and enjoy a worry-free holiday

Highlight key selling points like free shipping in Callout Extensions

Expand keyword coverage to research terms “ideas”/“best”

Week prior to Black Friday: Maximize the space occupied by leveraging extensions and reviews to promote upcoming deals



Query trends

20% of the top 100 search queries referenced a consumer electronics product

15% reference deals or sales¹

Black Friday ads/deals/sales/shopping

Best black Friday deals

<brand> Black Friday

Online deals

TV sale



Consumer insights

51% of millennials in Canada say that reading reviews, comments and feedback on social media influence their online shopping habits²



Recommended strategies

Feature deals on big-ticket items as users tended to search for more expensive consumer electronics products

Include combinations of deal keywords such as ads/sales/coupons

Test “don’t miss out” or “limited availability” messaging to prompt immediate action

Use Review Extensions to further influence sales



Black Friday: Make it easier for customers to find your local store and coupon offers



Query trends

18% of the top 100 search queries referenced a brick-and-mortar store name¹

Best <brand> phone
Virtual reality headset
<brand> official site
<brand> Black Friday
<brand> coupons



Consumer insights

72% of shoppers would be enticed by promotions or coupons to shop at a store they have not used in the last year²

73% plan to check prices online before going shopping in-store³

52% of U.S. digital buyers said they still visit stores to buy products, down just 1 percentage point vs. 2014⁴



1. Internal data, Bing Network, U.S., November 20 – 24, 2016. 2. Accenture 2016 Holiday Retail Study.
3. Market Track Holiday Shopping Survey, 2016. 4. UPS Pulse of the Online Shopper, June 2017.

Recommended strategies

Ensure keyword coverage for variations that include your brand name

Use Location Extensions and increase bids for users on mobile devices near your store location

Use Flyer Extensions to surface coupons that shoppers can redeem in-store

Cyber Monday: Help shoppers find exactly what they're looking for



Query trends

(Sunday prior) early Cyber Monday deals
Cyber Monday deals/sales/specials
Christmas photo cards
Online coupons
Plus size sweaters



Consumer insights

90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text²

Nearly **85%** of shoppers take advantage of sales or price discounts during the holiday season to buy gifts for themselves (or a group gift for themselves and their households)³



Recommended strategies

Use visual elements such as Image Extensions

For Bing Shopping Campaigns, bid lower for Product Ads to match generic queries and bid higher for Product Ads to match specific queries

Use Dynamic Search Ads to match specific long-tail search queries and stay up to date with constant content changes

Test “treat yourself” copy for items popular with self-gifters such as apparel

1. Internal data, Bing Network, U.S., November 27, 28, 2016.

2. “The Power of Visual Communication,” Billion Dollar Graphics, 2011. 3. Best Buy Top Tech Survey, September 2015.

Boxing Day: Retain shoppers who are making returns and redeeming gift cards



Query trends¹

Online deals
Men's pants
New years eve dresses
Cheap <phone brand>
Women's winter jackets

Consumer insights

67% review a retailer's return policy before making a purchase²



Recommended strategies

Call out customer service benefit or hassle-free return policy

Promote discounts or deals on future purchases

Use Review Extensions to highlight positive reviews

Encourage shoppers to redeem gift cards or include a sitelink to easily check the balance

Use both text ads and Bing Shopping Campaigns this holiday season to increase performance



Shop for men's pants ADS ①



Contoso Men's Outdoor...
\$44.99
Ad • Contoso

Adatum Men's Classic Khaki...
\$24.99
Ad • Adatum

Fabrikam Men's Pants...
\$26.99
Ad • Fabrikam

Fabrikam Slim Fit Denim...
\$32.00
Ad • Fabrikam

Men's Pants – Contoso.com

Ad • www.contoso.com/menspants • 2,958, 000+ followers

Shop from a wide selection of mens pants on Contoso.com. Free shipping and free returns on eligible items.

Images of men's pants

bing.com/images



See more images of men's pants

Related searches

contoso pants for men
fabrikam men's pants
men's pants with elastic waistband
wide world importers men's pants
northwind traders men's pants
white men's pants
casual men's pants
men's pants with drawstring
formal men's pants

Shop Mens Pants - Wide World Importers

Ad • www.wideworldimporters.com/menspants • 2,958, 000+ followers

WWI Fits for You and Your Lifestyle. Shop Our New Summer Arrivals Today.

Men's Apparel at Adatum

Ad • www.adatum.com • 6,800+ followers

Get Low Prices on Men's Apparel, Free Shipping on \$75 Orders!

Text ads and Bing Shopping Campaigns served simultaneously

CTR **+71%**

CPC **+44%**

Conversion rate **+76%**

Return on ad spend **+22%**



Instill brand confidence as shoppers begin their research

Callout Extensions

Contoso Flowers
Ad · www.contoso.com
Wide Selection. Same Day Delivery Available.
100 Varieties · Fresh Flowers · Garden Supplies
Types: Flowers, Plants, Gift Baskets, Keepsake Gifts

Learn more | [Blog](#), [Help](#)

Review Extensions

[Coho Winery - All red wines on sale!](#)
🍷 cohowinery.com - Official site Coho Winery, LLC
All red wines on sale! Free gift with purchase.
cohowinery.com is rated ★★★★★ on Bing (98 reviews)
"Best selection and prices anywhere!" - fabrikam.com

Learn more | [Blog](#), [Help](#)



Maximize the space occupied to promote upcoming deals and your store location

Location Extensions

Seattle Hotels from \$40
Ad · Contoso.com/SeattleHotels
Phenomenal deals at great hotels. Discover the best deals today.
123 Main Street, Bellevue (425) 555-0100 [Directions](#)
456 State Street, Redmond (425) 555-0101 [Directions](#)

Learn more | [Blog](#), [Help](#)

Enhanced Sitelinks

The Top 5 Tablets of 2016
Ad · www.northwindtraders.com · 352,900+ followers
Find Great Deals on Top Tablet Brands. Shop our site today!
Store Hours
Check On Store Hours.
Great Tech Deals Every Day!
Store Locator
Find a Location Near You.
Great Tech Deals Every Day!
Tablet Computers
Browse all the latest options.
Great Deals on Tablets!
Top Rated Tablets
Browse all the latest options.
Great Deals on Tablets!

Learn more | [Blog](#), [Help](#)

Help shoppers find exactly what they're looking for

Image Extensions

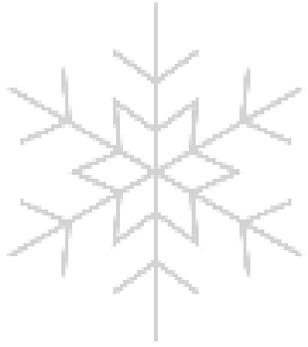
Contoso® Official Site
Ad · www.contoso.com
 Trail Rated® 4WD Mastery. Proven Off-Road Capability.
Build & Price. Explore the **Contoso** SUV & Crossover lineup.
contoso.com has been visited by 100K+ users in the past month
[Find a Dealer](#) [Search Dealer Inventory](#)
[Build and Price](#) [View Current Incentives](#)

Learn more | [Blog](#), [Help](#)

Structured Snippet Extensions

Contoso Flowers
Ad · www.contoso.com
Wide Selection. Same Day Delivery Available.
100 Varieties · Fresh Flowers · Garden Supplies
Types: Flowers, Plants, Gift Baskets, Keepsake Gifts

Learn more | [Blog](#), [Help](#)



Seasonality

Focus on key time periods
of volume and efficiency



Allocate budgets according to these key time periods

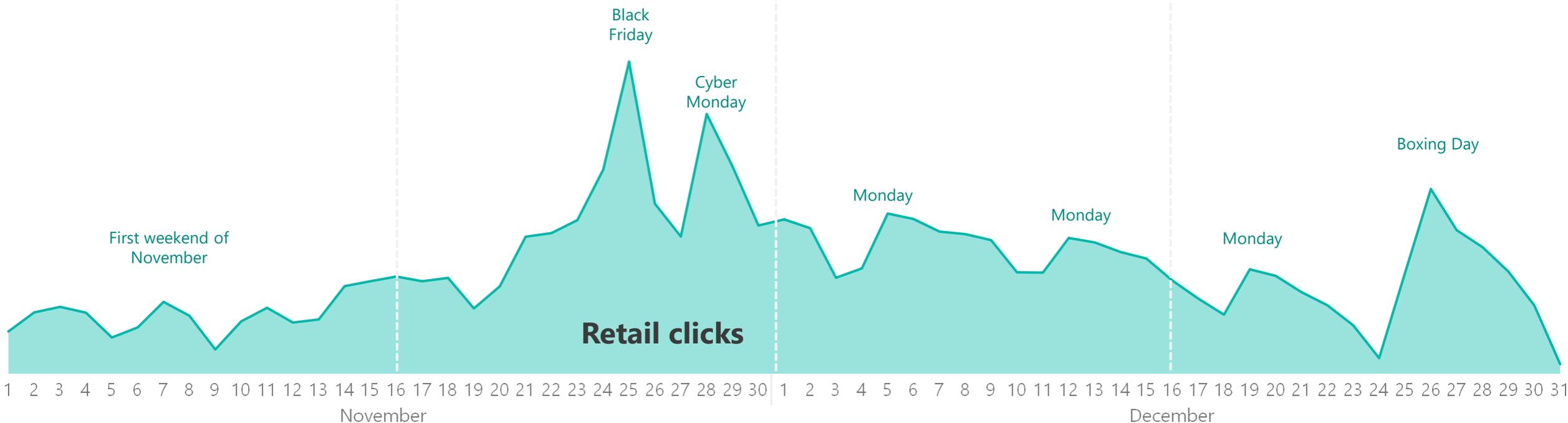


Ramp spend in early November to capture early shoppers

Black Friday totaled 5% of November click volume

Expect shoppers to make online purchase decisions after the weekend

Plan for post-holiday shopping sprees through to the new year



Allocate budgets according to these key time periods

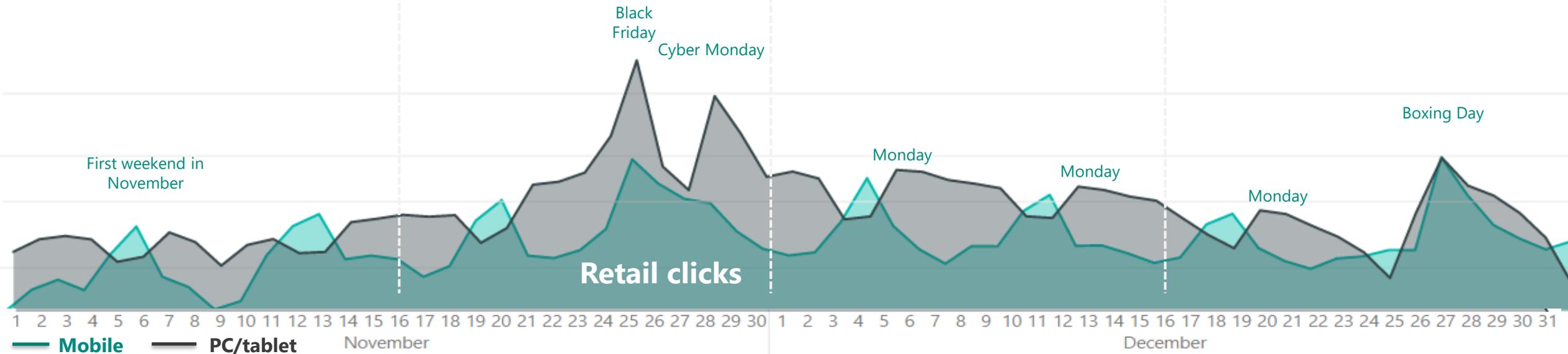


Mobile clicks spiked during the weekend

Black Friday and Cyber Monday clicks totaled 9% of November click volume

Expect shoppers to make online purchase decisions after the weekend

Plan for post-holiday shopping sprees through to the new year



Refine your strategy by category as consumer behavior can shift based on product type



Clicks ramped up from mid-November

November 24 had the highest peak, followed by November 28 (Cyber Monday)

Click activity dipped on weekends throughout December

Clicks peaked from December 19 to 24

Clicks by Month and Day



Occasions and gifts clicks



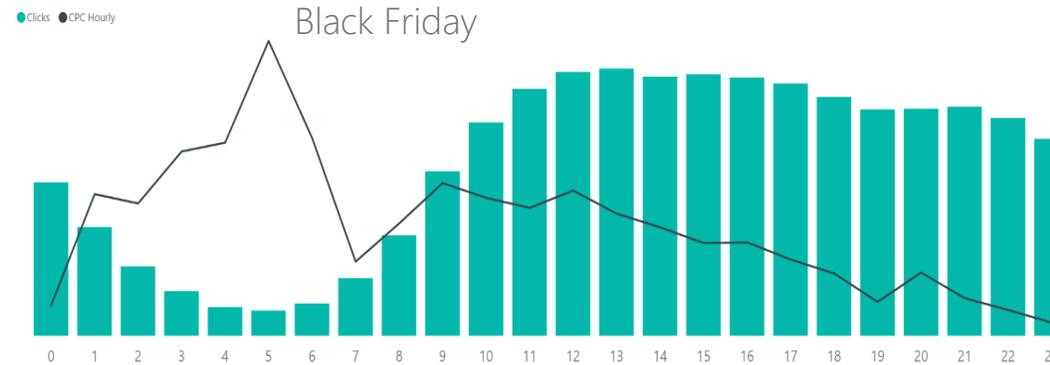


Set time-of-day bid modifiers to maximize efficiencies

Examine your CPA data to determine if it follows the same trend



CPC and click volume by hour

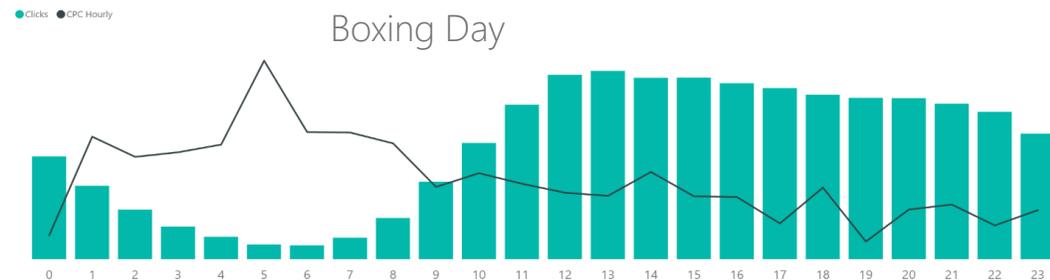


Black Friday

12–4 p.m. (EST) showed a lull in click activity.

Early morning had the highest CPCs.

7 p.m. EST showed better cost efficiency and maintained click volume.



Boxing Day

12–2 p.m. (EST) showed a lull in click activity.

5 p.m. and 7 p.m. EST showed a better cost efficiency and maintained click volume.

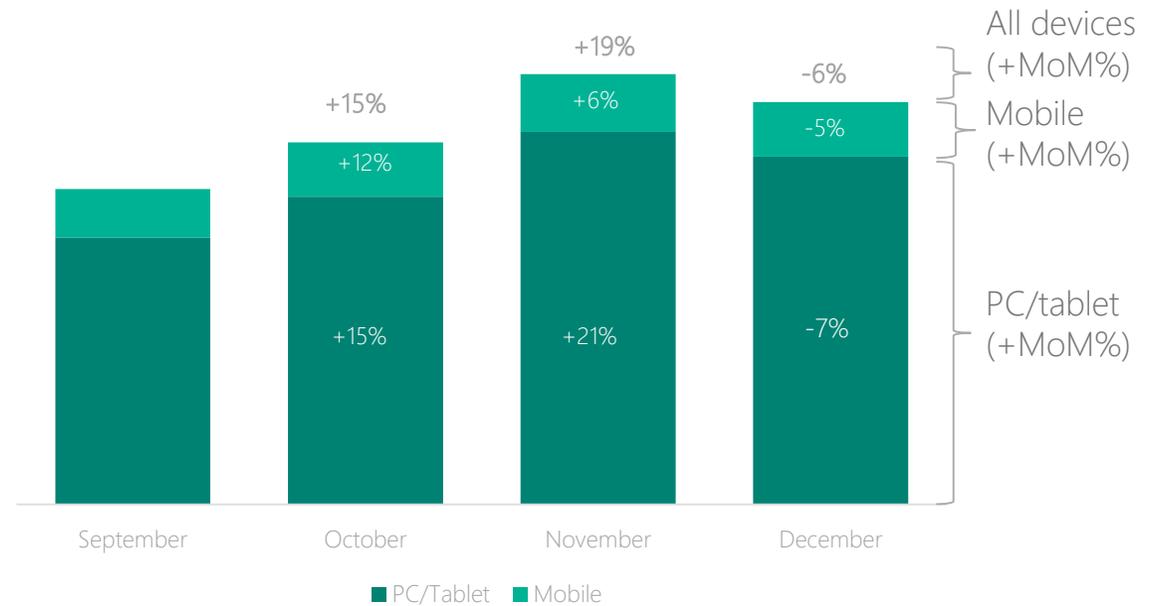


Allocate additional budget for the growing demand in the run up to Black Friday and Cyber Monday

Use this table as a guide:

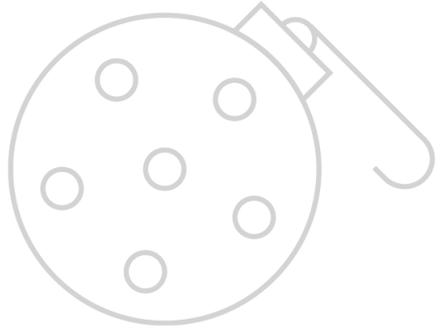
Month	% Increase	Budget
September	-	
October	(Sept \$)*(115%)	
November	(Oct \$)*(119%)	
December	(Nov \$)*(94%)	

Retail click growth projections



- Black Friday and Cyber Monday drive an increase in demand from September to November. Allocate accordingly during these months.
- December sees a slight drop, however remains higher than September and October.





2017 Key takeaways





Key takeaways

Cyber Monday, Black Friday and Boxing Day are the peak days. Ensure budget is sufficiently allocated to the remaining time periods.

Define your strategy by category as consumer behavior can shift based on product type.

Brand-specific queries are strong on the Bing Network. Be sure to bid on brand terms and ensure the budget is sufficient to stay live 24/7.

Mobile searches peaked when consumers were likely on the go, and also during the weekend. Differentiate your advertising strategy by device type.

Black Friday and Boxing Day afternoon had high click volume. Ad scheduling and bid modifiers will help to maximize budget efficiency.

Tap into a prequalified audience familiar with your brand.
Sequence ad copy according to remarketing lists as users move down the funnel.



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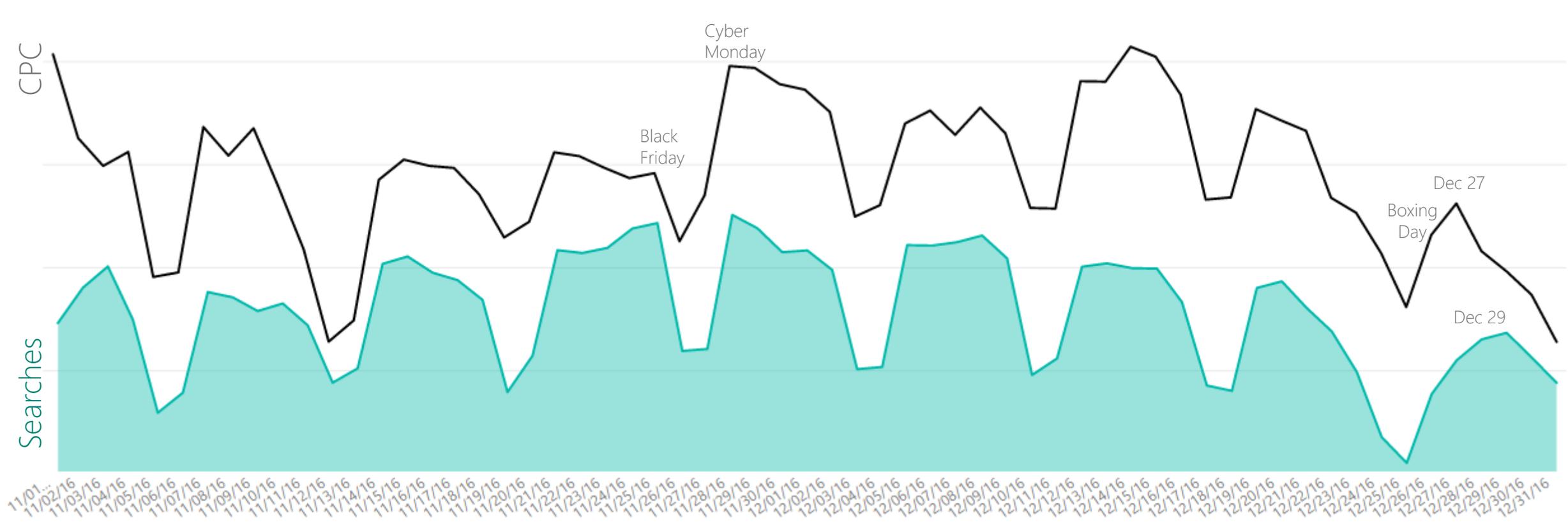
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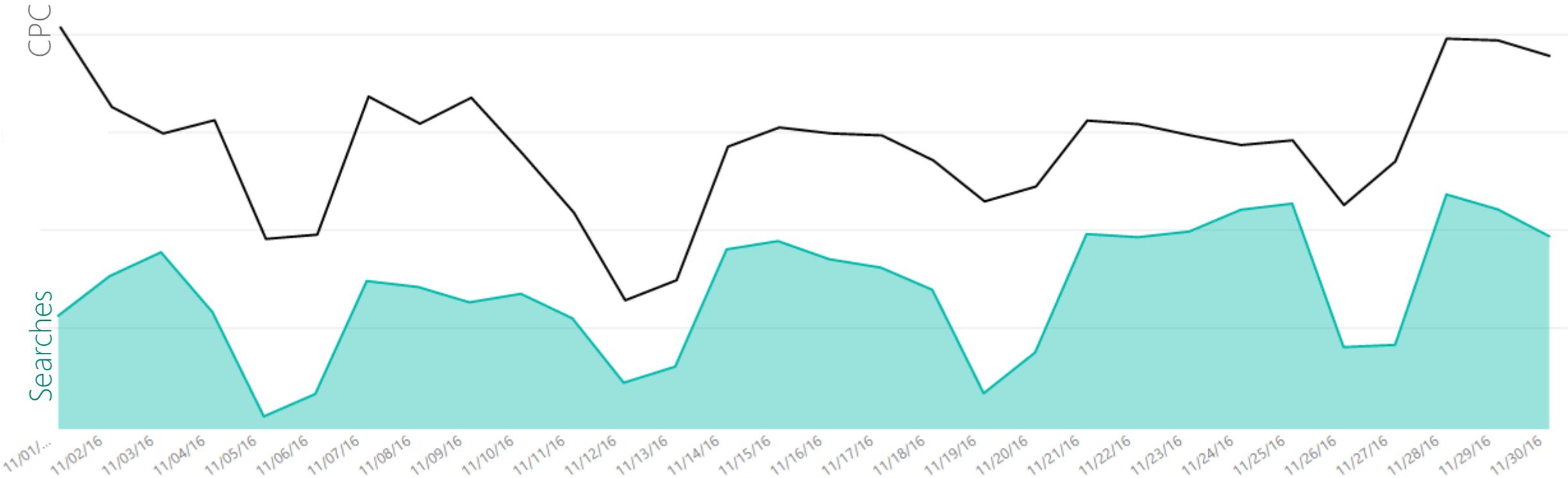
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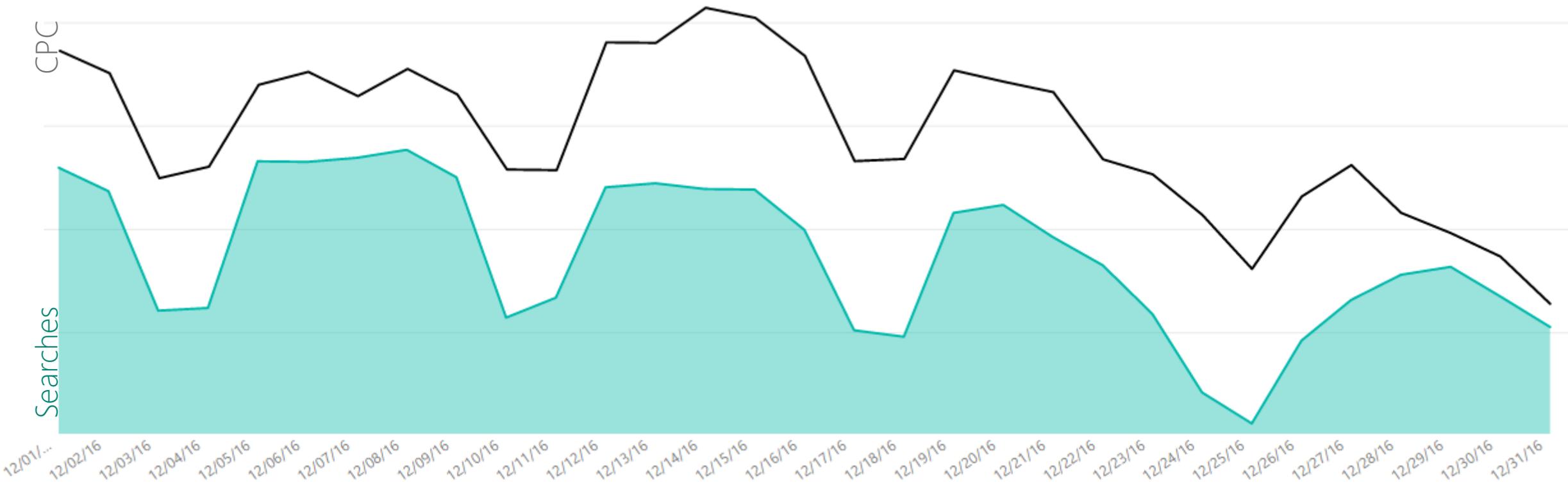
Searches and CPC throughout the holiday period



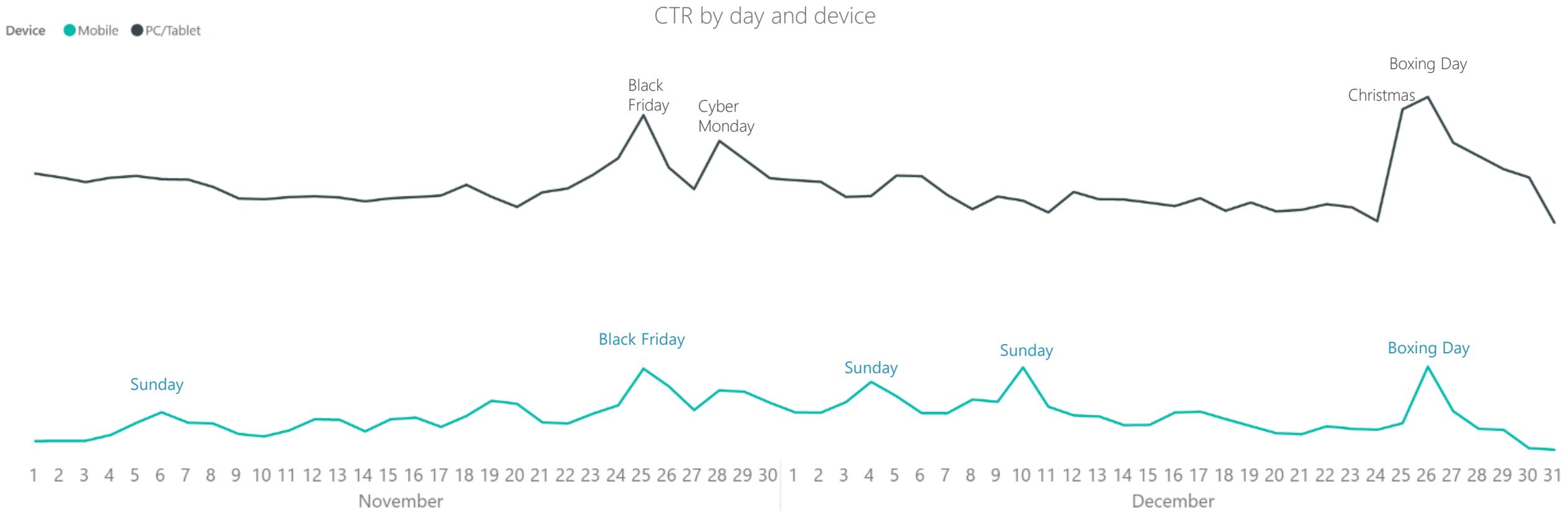
Searches and CPC in November



Searches and CPC in December



PC/tablet consistently had a higher CTR. Mobile had a higher CTR during the weekend on average.



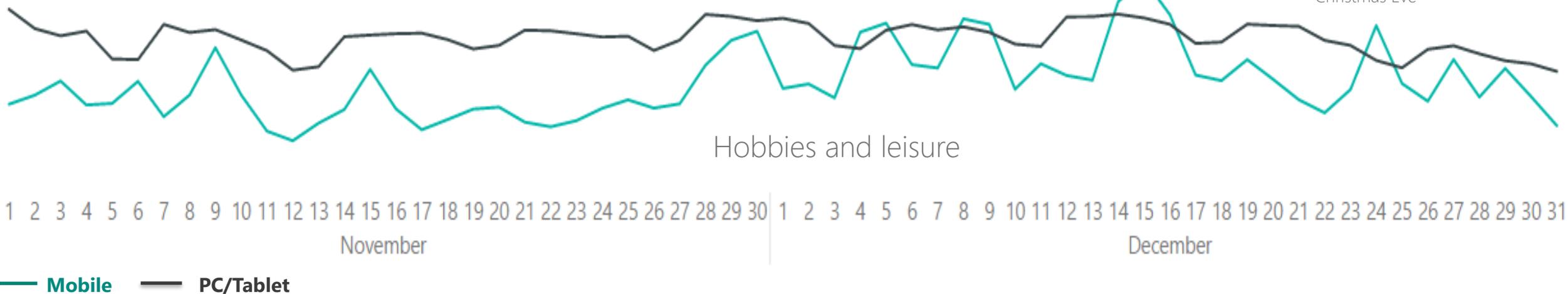
PC/tablet consistently had a higher CPC. Mobile CPC surpassed PC on a few days in December.

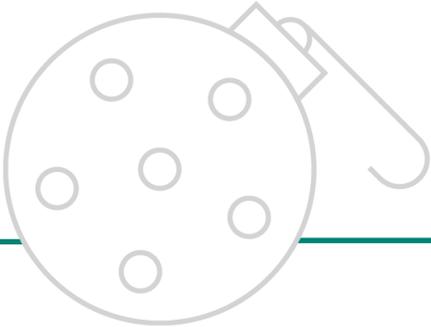


CPC by month, day and device

Christmas Eve

Hobbies and leisure





Bing Ads device launch kit

Choose the right tools to pursue shoppers.



Drive foot traffic to your business

- [Location Extensions](#)
- [Location targeting](#)



Target unique audiences

- [Device targeting](#)
- [Demographic targeting](#)



Acquire new customers

- [Remarketing in Paid Search](#)
- [Universal Event Tracking](#)



Increase ad clicks

- [Structured Snippet Extensions](#)
- [Sitelink Extensions and Enhanced Sitelinks](#)



Sell your products online

- [Elite Merchant Badge](#)



Increase app installs and usage

- [Mobile device targeting](#)



Build your brand trust

- [Security Badge Annotation](#)
- [Review Extensions](#)



Get more phone calls to your business

- [Call Extensions](#)
- [Day and time targeting](#)



Streamline your campaign management

- [Google Import](#)
- [APIs for UET tags, conversion goals and remarketing](#)
- [Automated Rules](#)

Higher average order values with Bing Ads

Multi-step purchase paths with Bing Ads as an introducer have an 18% higher AOV than paths starting with all other channels.

