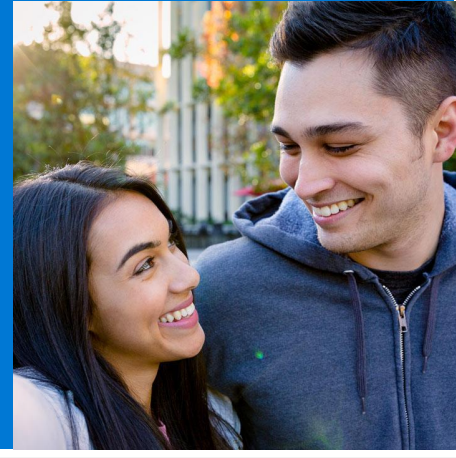
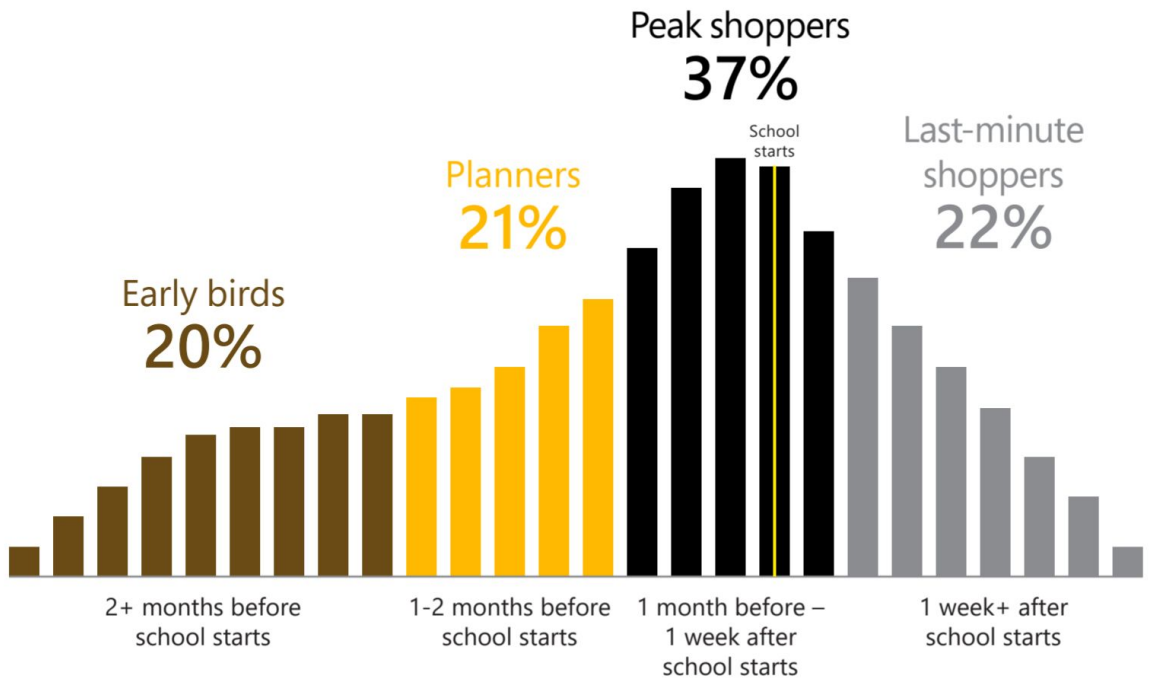
Microsoft

MOTHER'S DAY

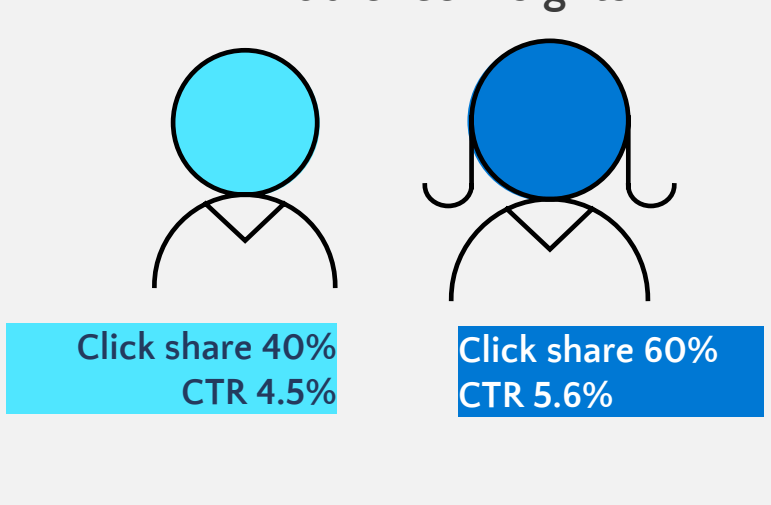
United Kingdom



Click trends over the time and click share by different stages of shopping



Audience Insights



Clicks volume across device

Brand and non-brand queries performance

Top 20 queries for Mother's Day by search

Mother's day	Flower	Iphone
Mother day	Candy	Smart card
When is mother day UK	Chocolate	Laptop
Watch	Valentine card	PC
Wallet	Rose flower	Earpod
Bracelet	Designed cards	Smart watch
Candle	Chocolate box	Note pen
Clothes	Mix chocolate	Magic mouse
Dress	Handmade card	Surface
Red dress	Valentine box	Car accessories

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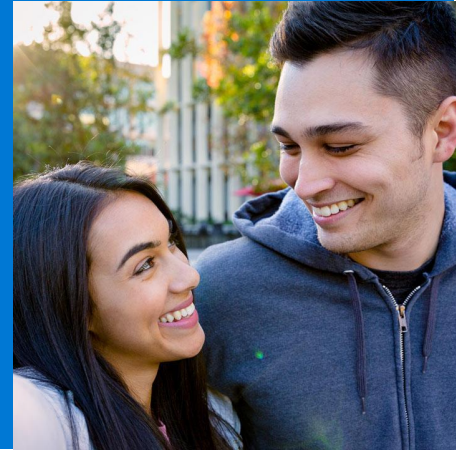
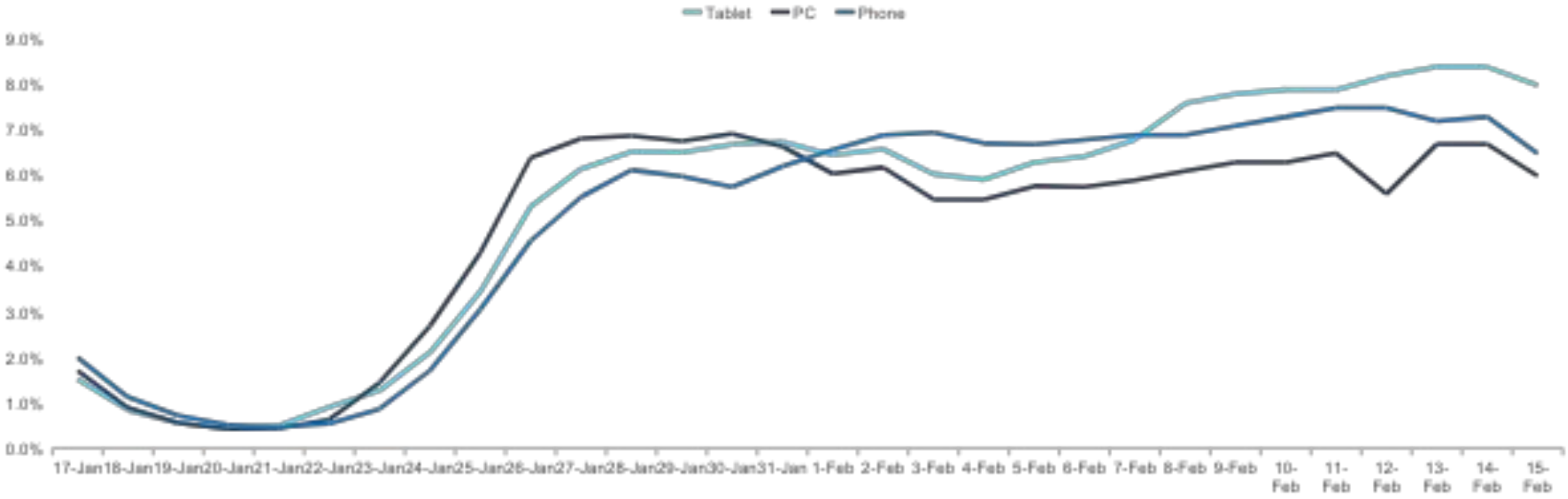
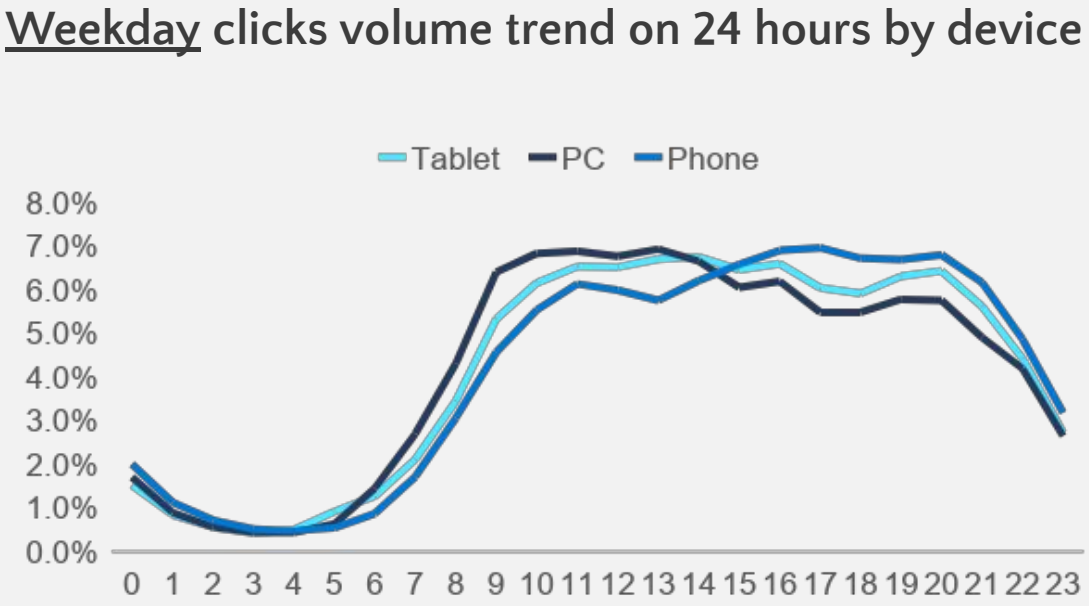


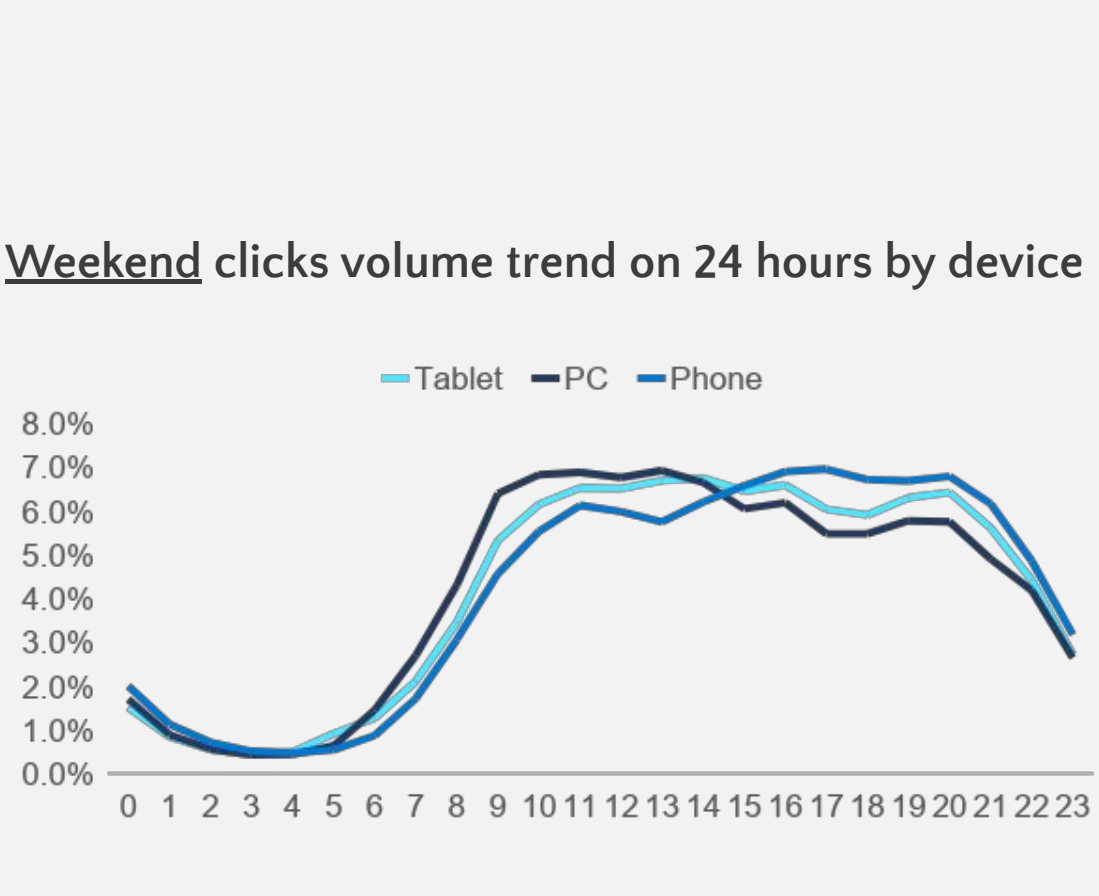
Clicks volume trend over time by device



Weekday clicks volume trend on 24 hours by device

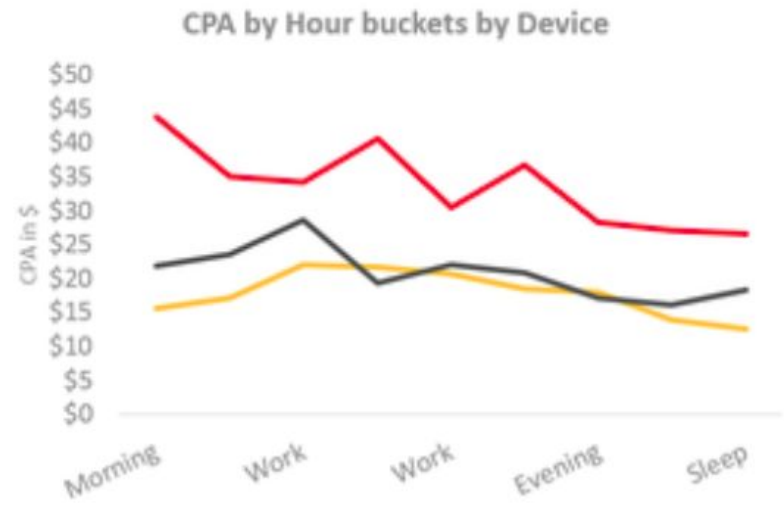


Weekend clicks volume trend on 24 hours by device

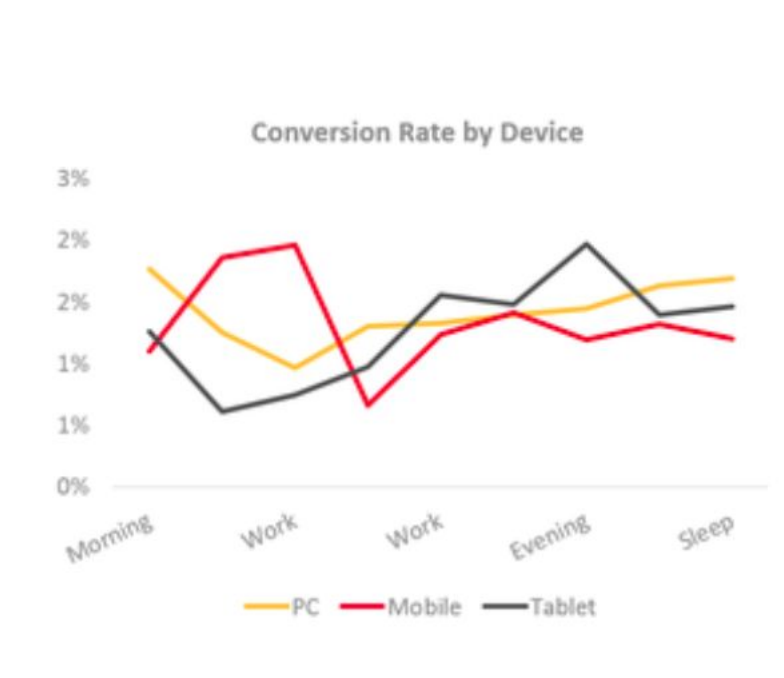


Weekly clicks volume trend by device

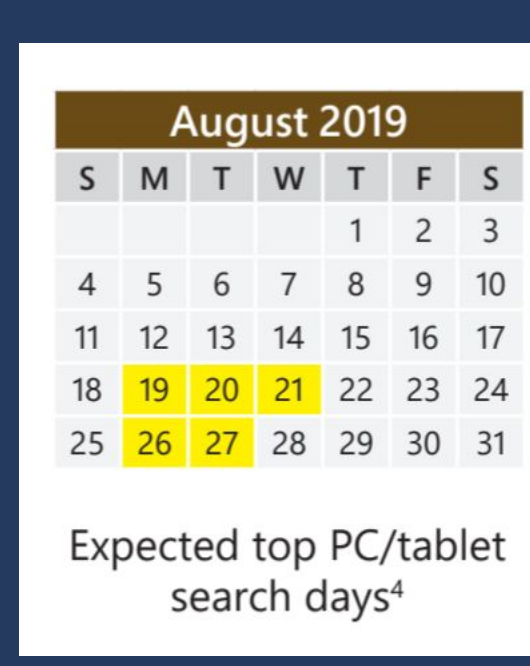
CPA by Hour buckets by Device



Conversion Rate by Device

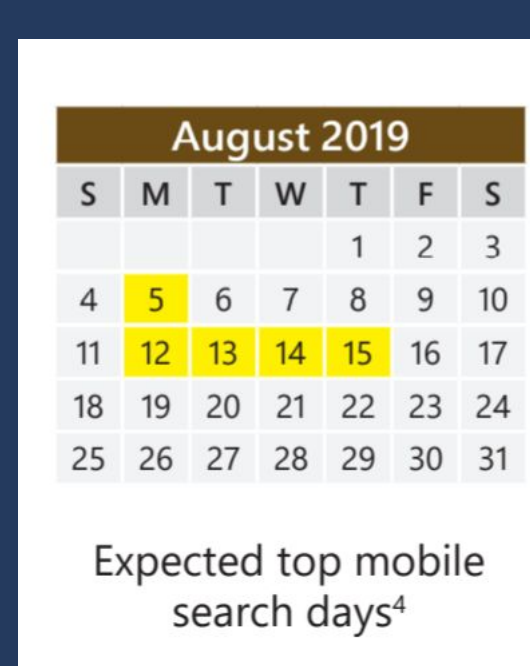


** 2 different ways to bucket hours



August 2019						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Expected top PC/tablet search days[4]



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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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Expected top mobile search days[4]

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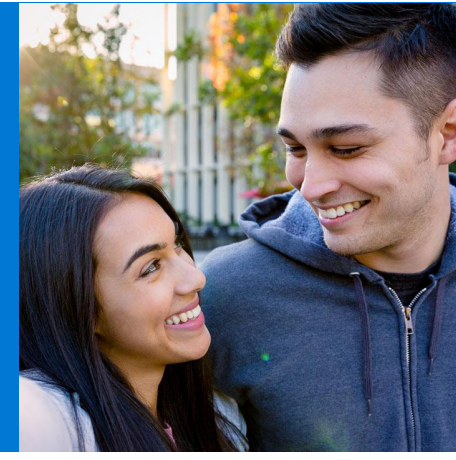
MOTHER'S DAY

United Kingdom



Global Search Growth YoY

+9%

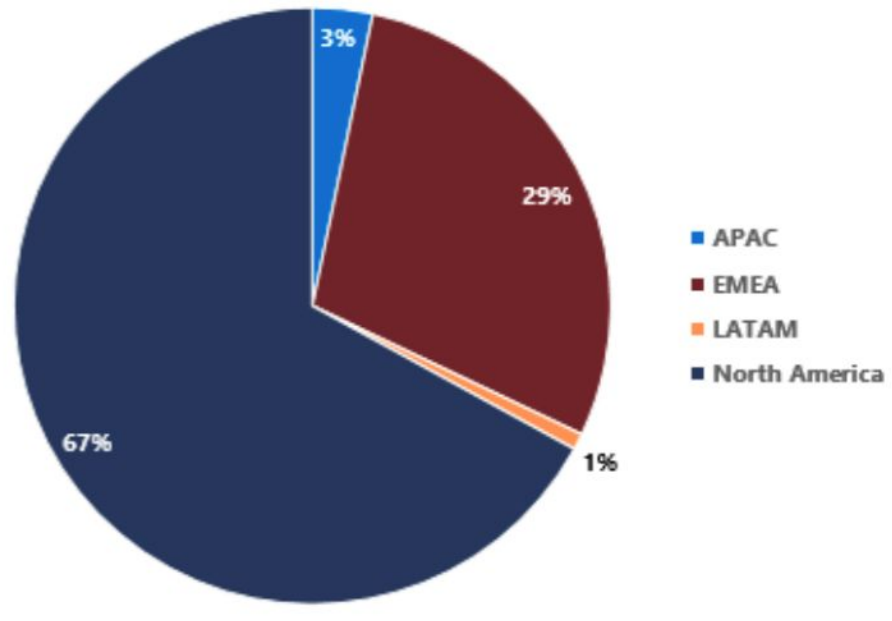
Global Click Growth YoY

+14%

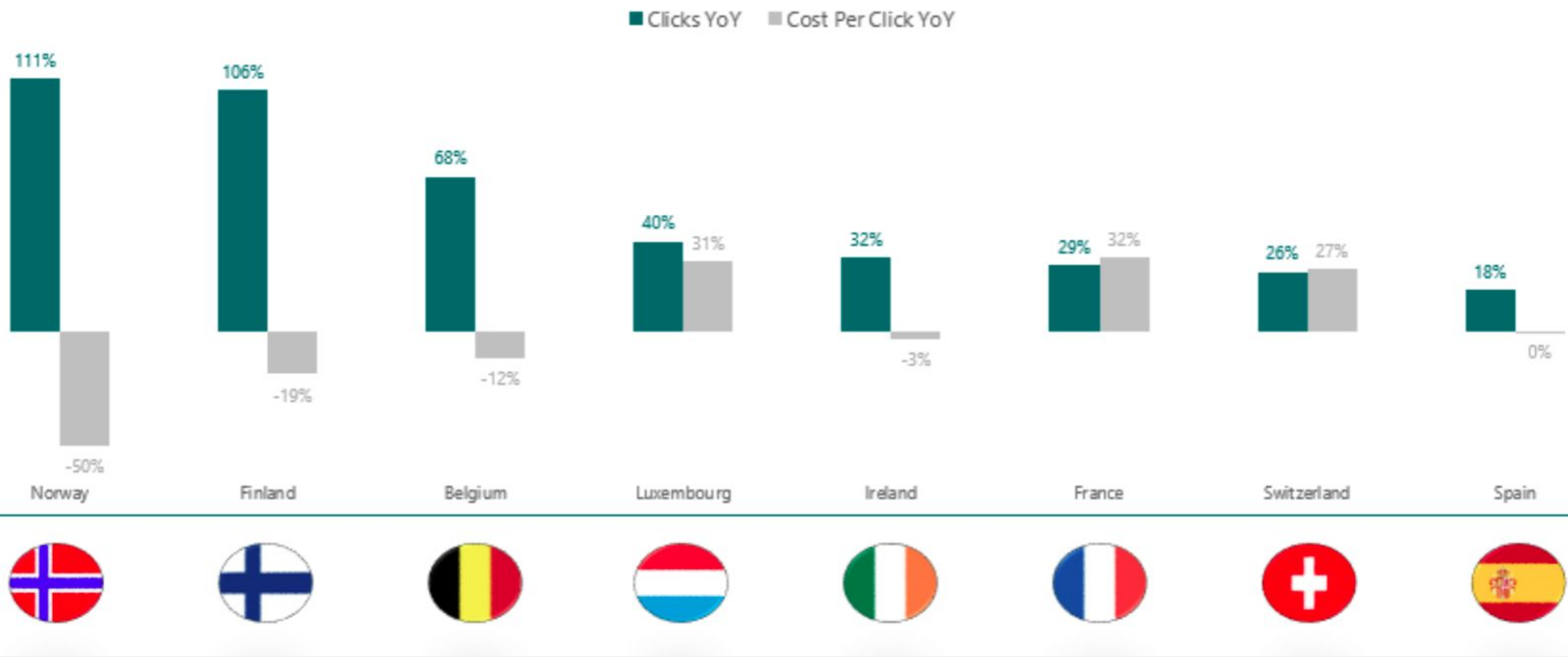
Cost per Click YoY

-4%

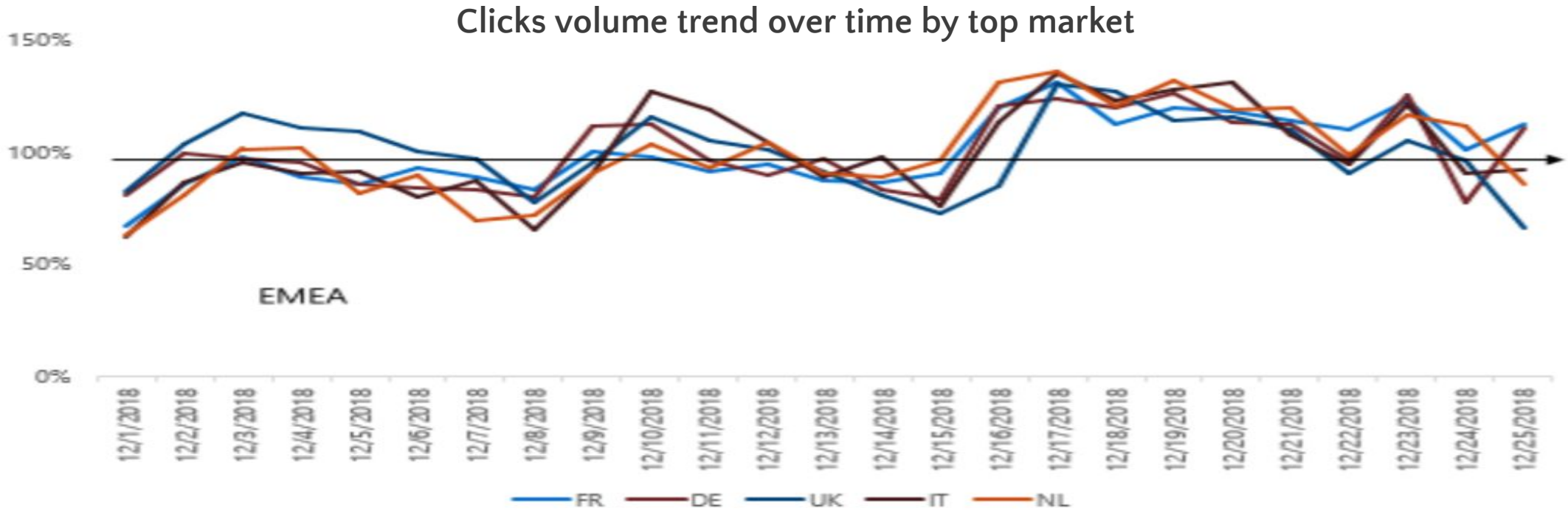
Global Click Share



Click volume growth and CPC across top markets



Clicks volume trend over time by top market



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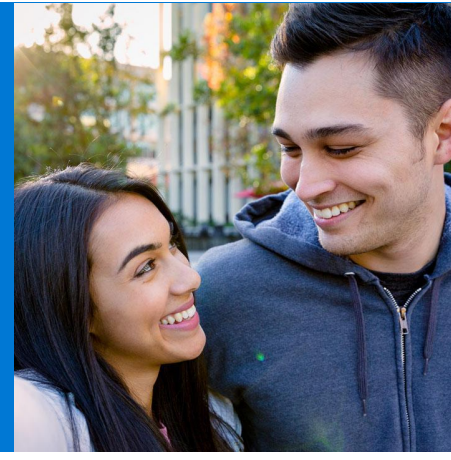
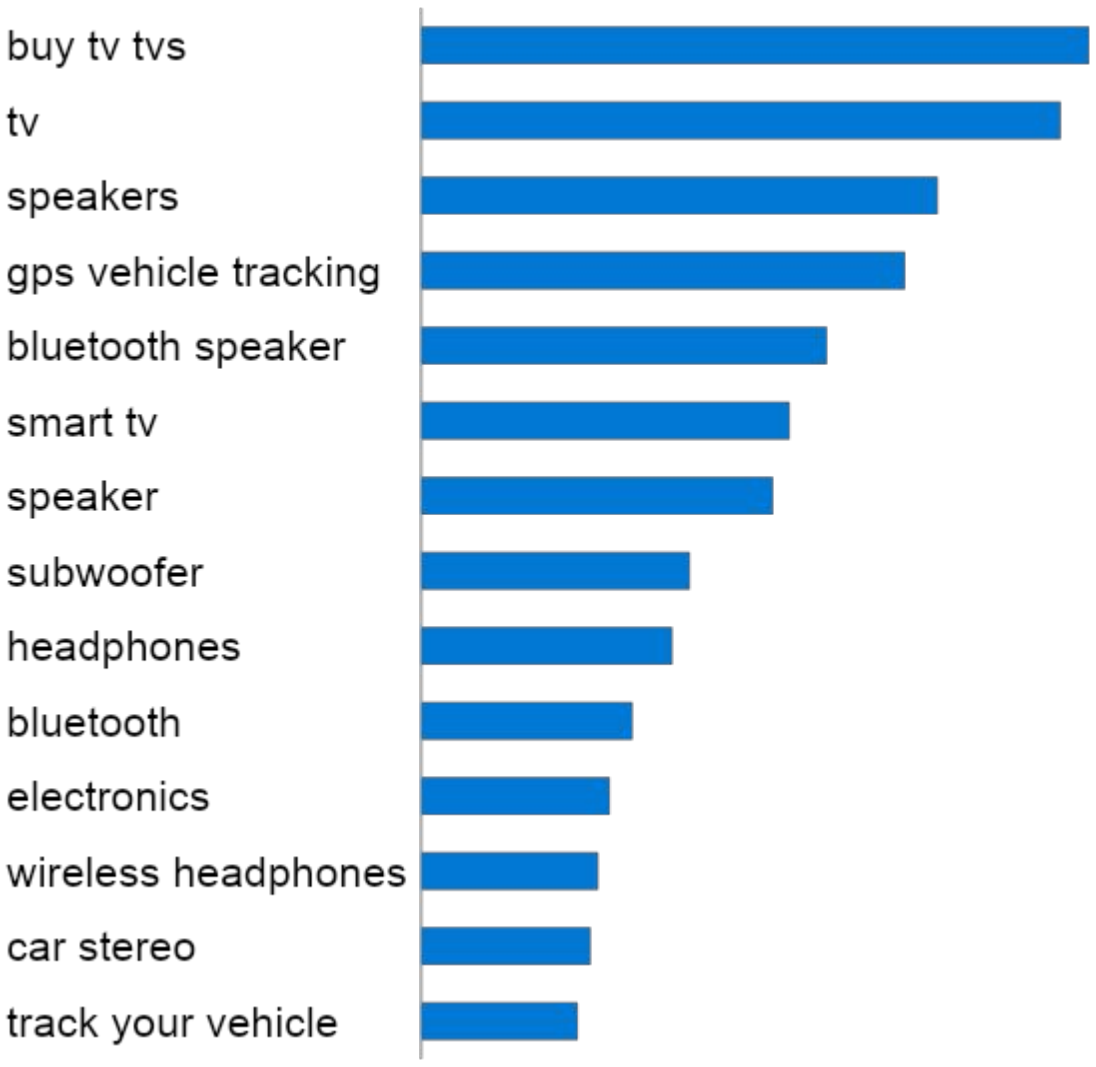
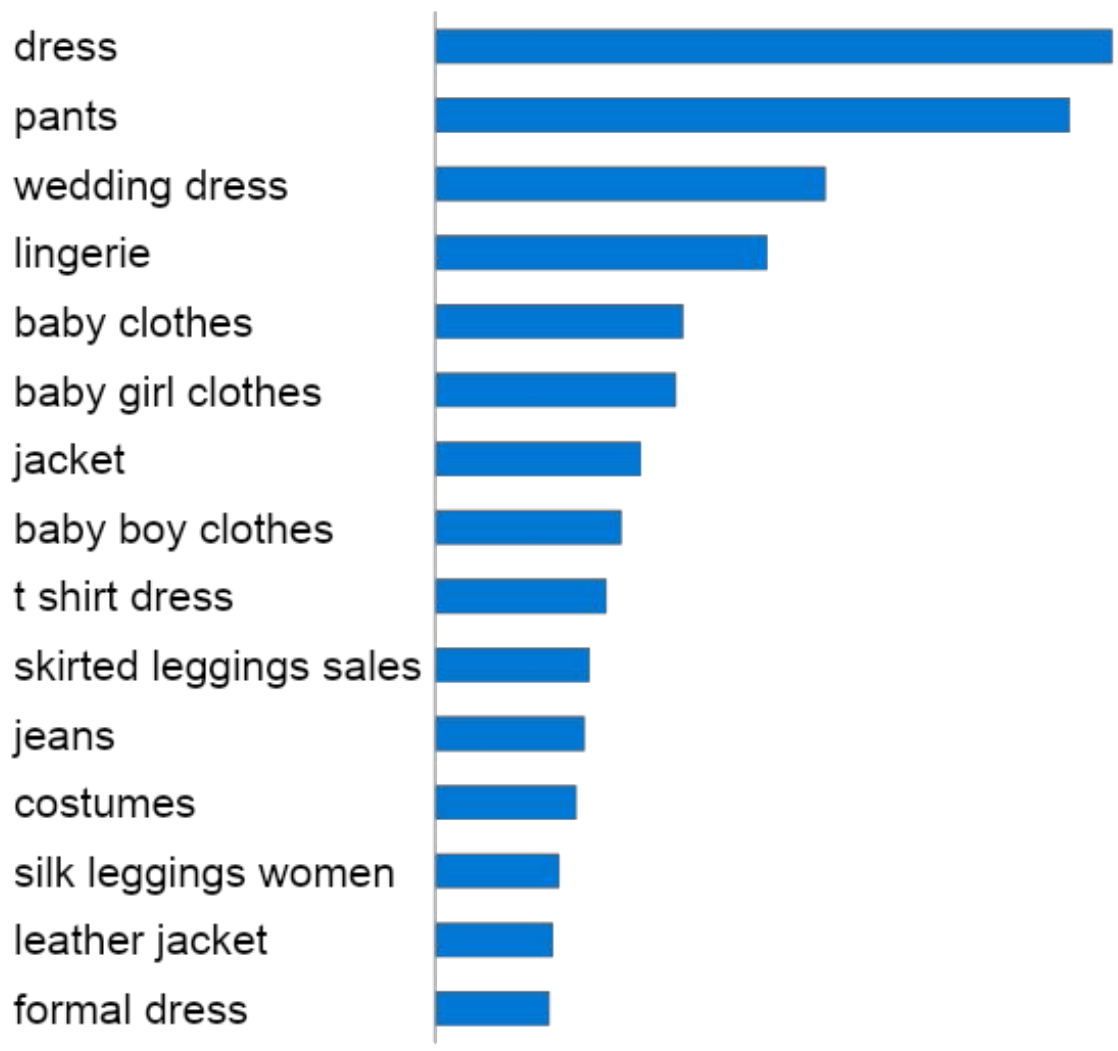


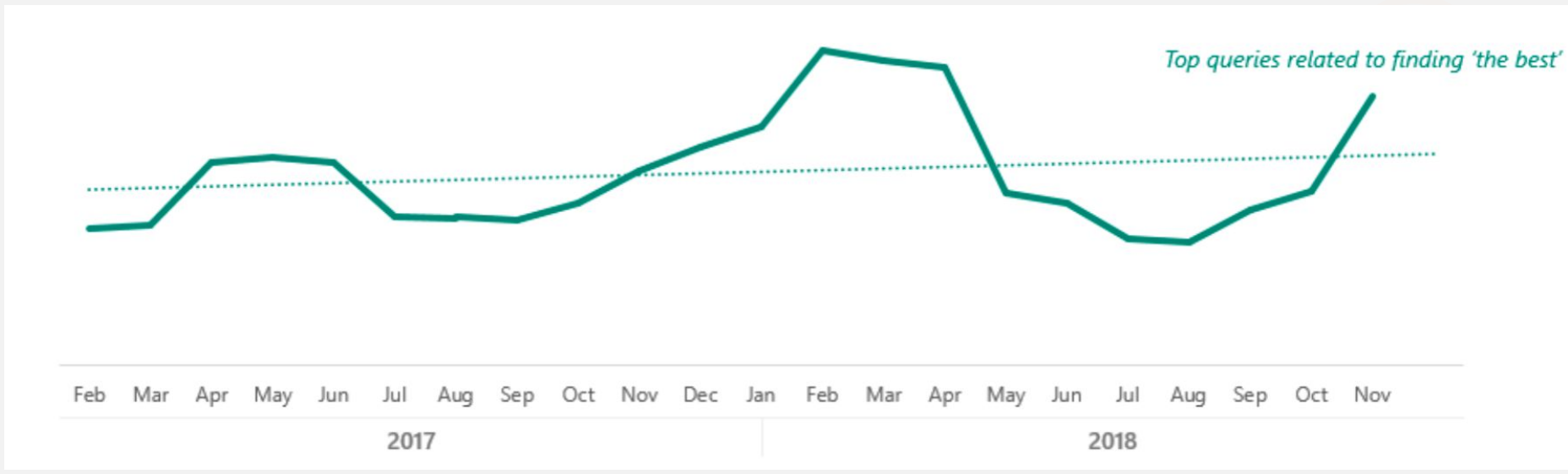
Top queries by clicks volume



Top queries by growth

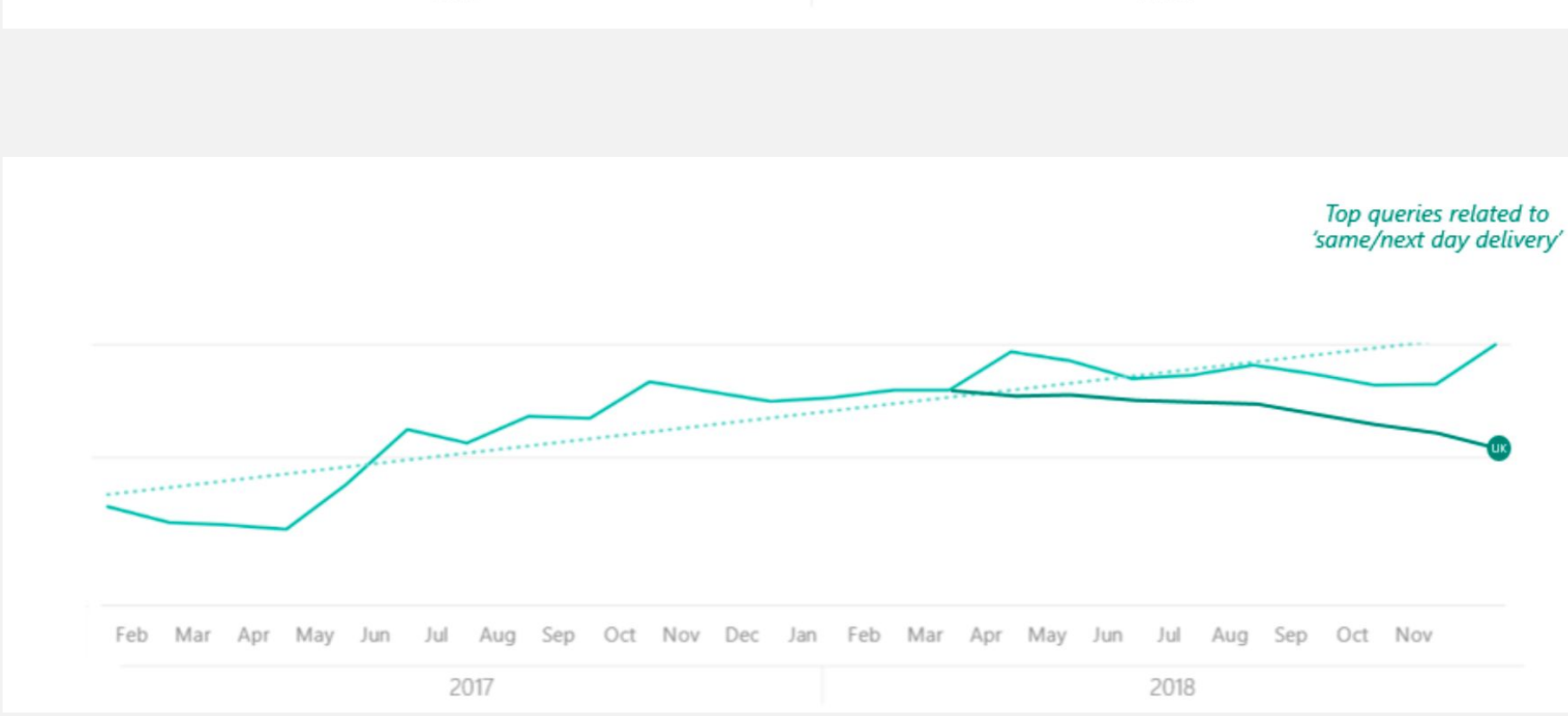


59% year-over year in "price sensitivity" queries such as "best price", "budget", "cheapest", "deal"



33% increase year-over year in "price sensitivity" queries such as "best price", "budget", "cheapest", "deal"

29% increase in "research & comparison" queries such as "review", "comparison",



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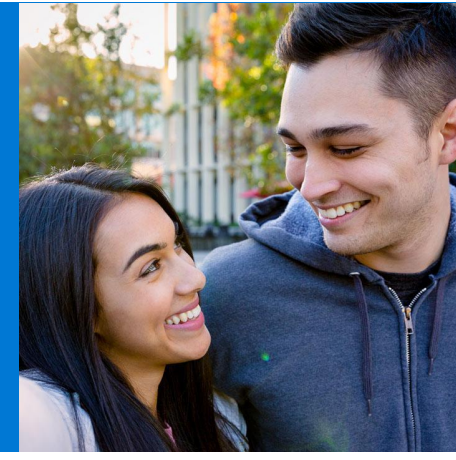


Getting your search ad campaigns holiday-ready

Remember keywords are key

✓ Create ad groups that are unique per product. Take time to create ad groups for your prime products. This helps isolate data for products that are working and provides easy insights.

✓ **Add holiday modifiers to your key products.** Make your keywords specific to holiday searches. For example, "Black Friday Deals on [Smart TVs]." Use discount-oriented keywords, such as "promotions," "save" and "specials," where applicable.

✓ **Layer Dynamic Search Ads (DSA) campaigns.** Increase your chances to serve on new and unpredictable queries by making sure your DSA camapigns have sufficient budget and the right set of auto targets. Use page feeds to make sure product pages that matter are crawled in a timely manner.

Think creative

✓ Create Responsive Search Ads (RSA) for every ad group where you add an Expanded Text Ad. RSA provides about 13% higher conversion rates at about a 5% lower cost per acquisition. Increase your chances of winning auction by delivering the right message combinations that work. Use all 15 slots for title assets.

✓ **Add RSA assets that convey messages that matter.** Create assets that include product names/variants or use keyword substituton specific to that ad group. Consider adding assets about specific offers, shipping details and return policy.

✓ **Include extensions in ad groups with RSA.** Extensions help improve the clickability of your ads. Include extensions — Sitelink Extensions, Review Extensions, etc. — to provide additional information about your products and holiday offers.

✓ **Keep top-performing ads running.** Check the editorial status for newly created ads. Create new ads instead of editing old ads when you want to try different messaging.

Go beyond

✓ Use a countdown to highlight limited-time promotions. Countdown customizers let you easily add a countdown — by day, hour and then minute — to an event in Expanded Text Ads and Responsive Search Ads.

✓ **Target your audience with ad customizers.** Use a feed for your inventory, and customize your creatives by targeting your audience by interest, keyword, location or device. This also allows scheduling capabilities for timed promotions. Advertisers see 12% click-through rate gains and up to 15% conversion rate gains when using customizers.

✓ Plan for daily budgets and increased cost per click.

✓ Review search term reports frequently and adjust for keywords that are picking up steam by continuing to add more variants of them.

✓ Monitor negative keyword conflicts to remove items that are inhibiting growth.

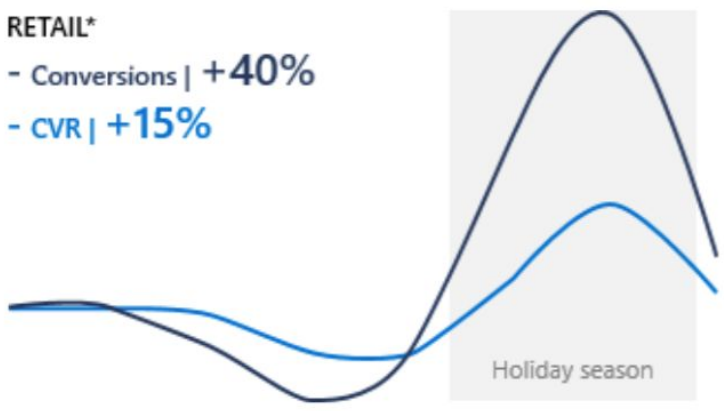
✓ Keep your holiday campaigns running until New Year's.

Microsoft

Bid strategies during the holidays

RETAIL*

- Conversions | +40%
- CVR | +15%



Conversion volume increases significantly during the holidays for retailers and at a higher conversion rate. There's opportunity for you to use automated bidding products to further maximize performance.

Enhanced CPC
Modifies your bids for better efficiency.

Maximize Clicks
Helps you get as many clicks as possible.

Maximize Conversions
Helps you get as many conversions as possible.

Target CPA
Sets your bids to achieve your target cost per acquisition (CPA).

MAXIMIZE PERFORMANCE

1. If you're not already, think about layering Enhanced CPC on top of the Manual bidding to tap into increased conversion volume by using the benefits of auction-time bid adjustments.
2. If using Target CPA for maximizing conversions for the given target, please update your holiday cost per acquisition goals one to two weeks in advance of your promotional period.
3. When planning to use Maximize Clicks or Maximize Conversions to drive more click/conversion volume, it's advisable to start one to two weeks ahead of your promotional period.

Checklist

Budget

- ❑ Plan budgets to meet the increased traffic demands.
- ❑ Plan for before and after peak events; the week before Christmas picks up for last-minute shopping.
- ❑ Monitor you daily budgets and reset as needed.

Bidding

- ❑ Use auto-bidding agents — switch all your manual bidding to Enhanced CPC to make sure you don't miss out on opportunities.
- ❑ Monitor share of voice and adjust bids (when using manual bidding) for ad groups where you see a gap.
- ❑ If using Target CPA, please make changes to the target one to two weeks ahead of promotional period.
- ❑ If planning on using Maximize Conversions or Maximize Clicks, please start one to two weeks ahead of the promotional period.

Settings

- ❑ Make sure payment instruments are up to date.
- ❑ Ad rotation should be set to optimize.
- ❑ Check your editorial rejections and adjust accordingly.
- ❑ Check all your targeting options.
- ❑ Make sure your feeds are updated.
- ❑ Make sure your conversion setup is complete and new pages have the right tags.

Keywords

- ❑ Create ad groups per product.
- ❑ Monitor and avoid keyword conflicts.
- ❑ Add seasonal tokens to your product keywords: "sales," "deals," etc.
- ❑ Run Dynamic Search Ads as a catchall.
- ❑ Make sure your feeds are updated.
- ❑ Make sure your conversion setup is complete and new pages have the right tags.

Text ads

- ❑ Add Responsive Search Ads to all your ad groups.
- ❑ Keep a minimum of three ads per ad group.
- ❑ Use ad customizers, countdown, IF functions where applicable.
- ❑ Use extensions, minimum of three per ad group.
- ❑ Use automated ad formats (Dynamic Search Ads, Smart Campaigns).

Audience

- ❑ Use top Remarketing list for all campaigns.
- ❑ Use In-market Audiences to reach the customers relevant for you.
- ❑ Use bid modifiers.

Microsoft

SOURCE

https://microsoft.sharepoint.com/:p:/r/sites/Infopedia_G06KC/_layouts/15/WopiFrame.aspx?sourcedoc={966e0a75-4da6-4794-9dcb-25ab1d81735a}&action=default&DefaultItemOpen=1