



Germany | Vertical Insights

Holiday Season



Search Performance

Black Friday + Cyber Monday





Although **Cyber Monday** is growing in Germany, online spending per capita is still more than **40% higher for Black Friday**.

On average, **men tend to spend slightly more than women** over the whole Black Friday week-end.



Source: ¹ HDE / ² Statista, Payone

Online spending per capita on Black Friday and Cyber Monday (Germany, 2017) ¹



Average online shopping cart value on Black Friday weekend, by gender (Germany, 2017) ²

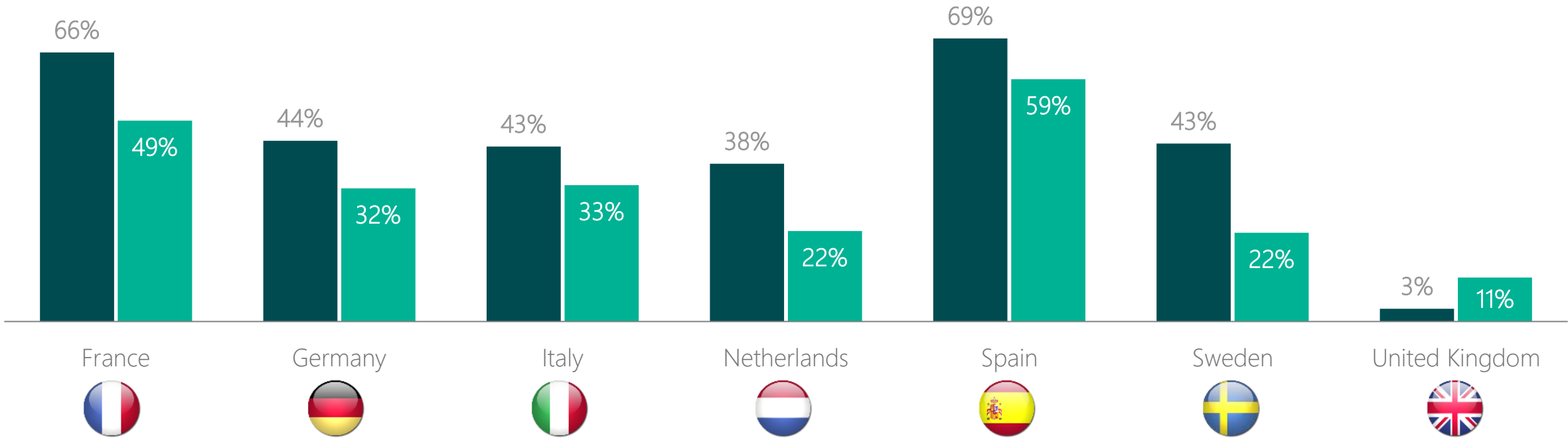


Black Friday and Cyber Monday are growing everywhere in Europe



 Black Friday
 Cyber Monday

Click growth for Black Friday and Cyber Monday by country
(2016 vs. 2017)



Source: Microsoft internal, click growth for Retail queries during Black Friday and Cyber Monday by country, Bing & Yahoo websites, 2016 vs 2017

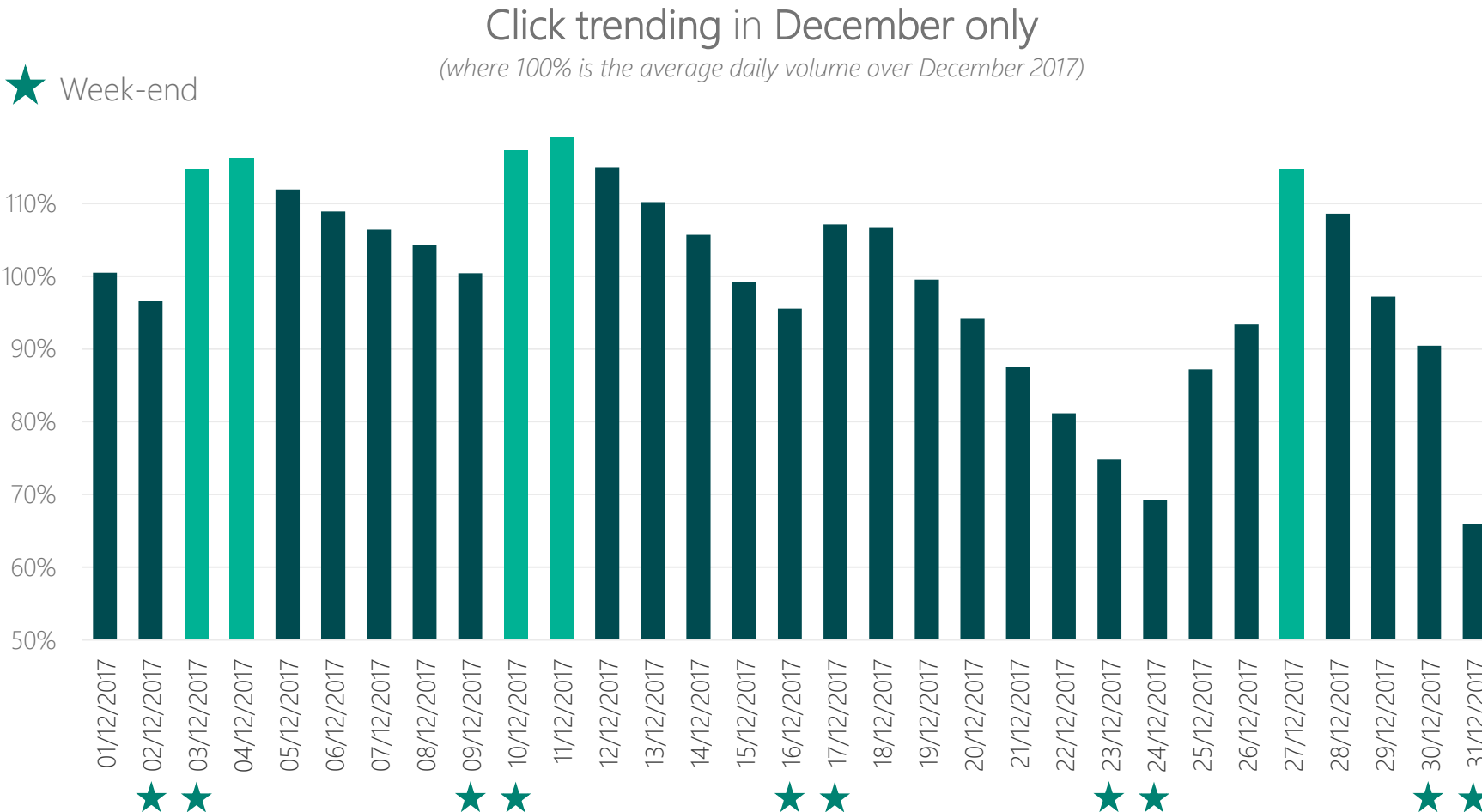


Search Performance Analysis

Advertisers shouldn't pass on top trending days in December, when a good chunk of Christmas shopping occurs



★ Week-end



It is therefore essential for advertisers to **target the busiest days** in December.

Besides the first working day following Christmas Eve, the first two Sundays and Mondays preceding the event see retail clicks peaking between 15 and 20% above average.

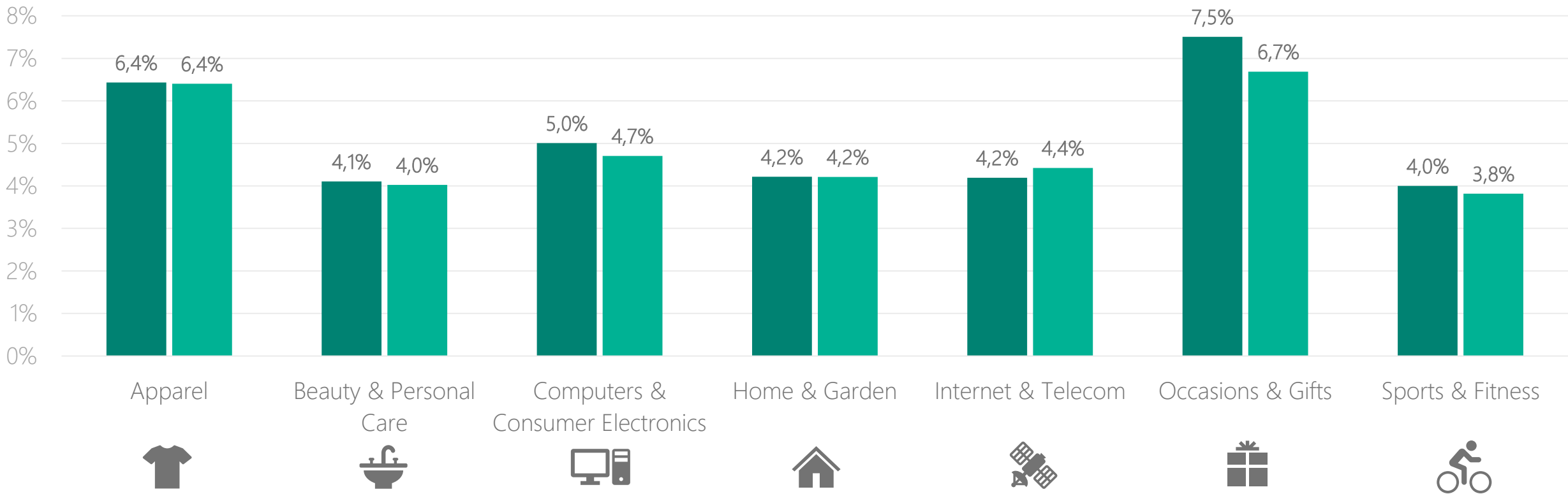


On average, click-through rates remain stable over the Christmas shopping season



- November
- December

Average monthly CTR by query category around Christmas

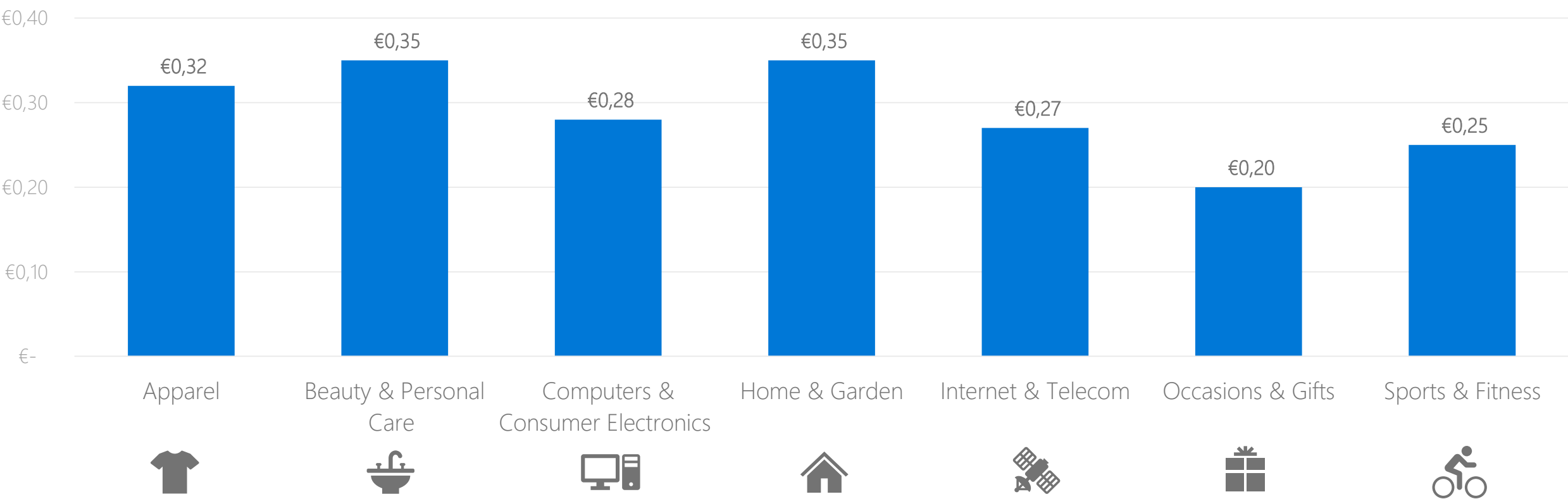


Source: Microsoft internal, average click-through rate by Retail sub-category, Germany, Bing & Yahoo websites, November 1st to December 31st 2017

Take average costs per click by category into account when preparing your Christmas campaigns



Average CPC by query category around Christmas



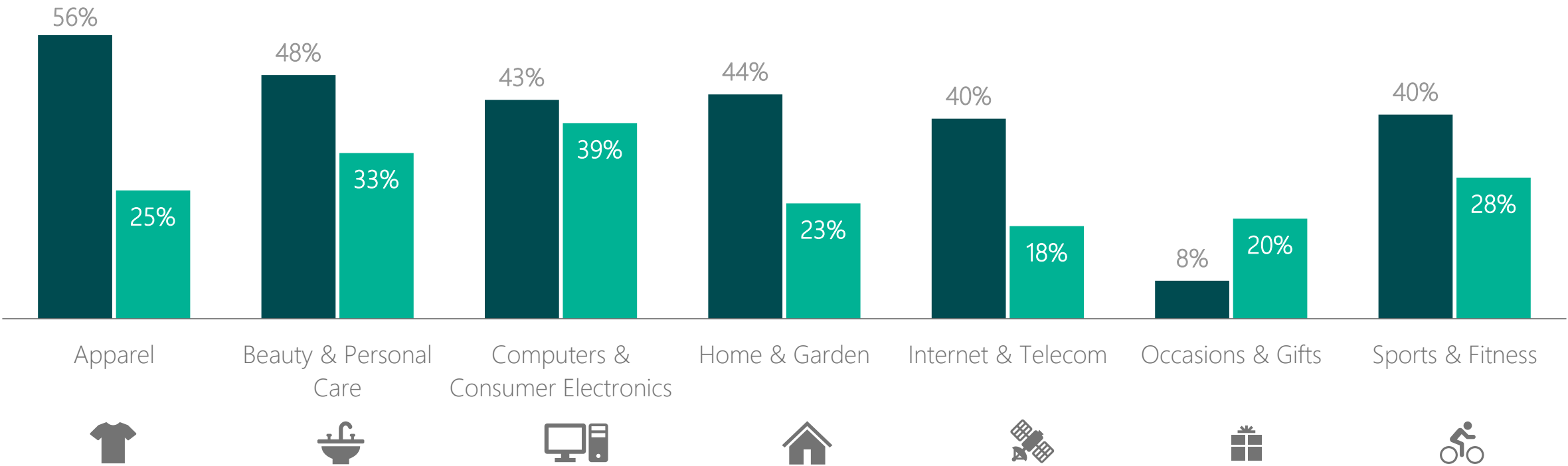
Source: Microsoft internal, average cost per click (brand and generics) by Retail sub-category, Germany, Bing & Yahoo websites, November 1st to December 31st 2017

Be aware of the most dynamic Retail categories during both events



 Black Friday
 Cyber Monday

Click growth for Black Friday and Cyber Monday by Retail sub-categories
(2016 vs. 2017)



Source: Microsoft internal, click growth for Retail queries during Black Friday and Cyber Monday by sub-category, Germany, Bing & Yahoo websites, 2016 vs 2017



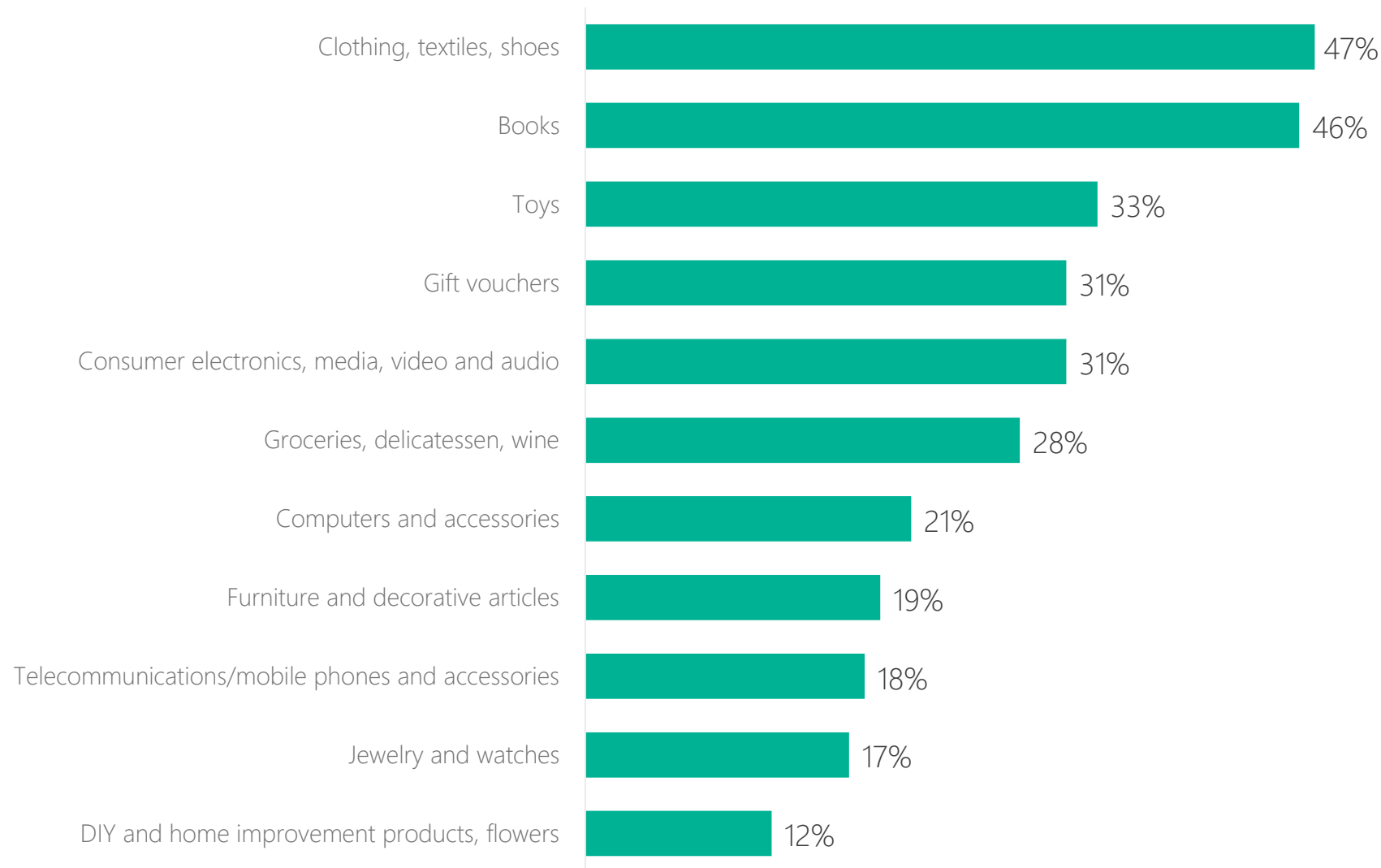
Without a surprise, **clothing**, **books** and **toys** are the most popular Christmas gift categories in Germany.

Voucher and **gift cards** rank 4th as they can easily match anyone's wish.



Source: bevh

Most popular **product categories** for online Christmas shopping in Germany (% of respondents)



Most popular terms searched during November & December



Apparel

Shoes and **pullovers** (especially for women) were the most popular non-brand queries.



Beauty & Personal Care

Shoppers searched mostly for **spas** and **thermal cures**.

Perfumes were the next most popular beauty and personal care queries.



Consumer electronics

People were mostly interested in the newly released high-end **smartphones**.



Most popular terms searched during November & December



Home & Garden

Shoppers mostly sought **big white goods brands** but also **coffee machines** and **kitchens**.



Hobbies & Leisure

Queries related to **video games on mobile** topped the searches.

More **traditional games** such as Sudoku and Mahjong were also popular.



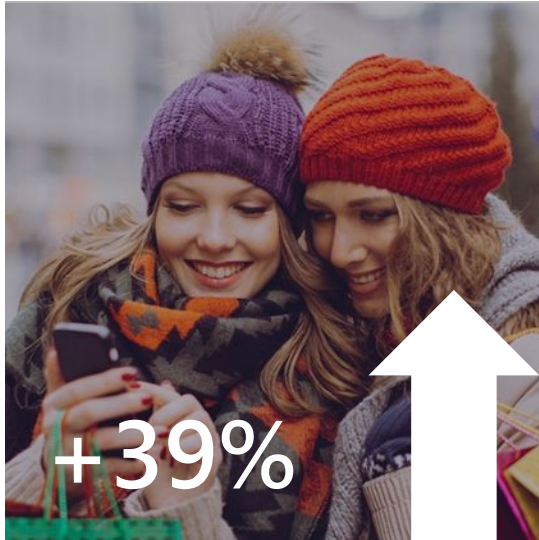
Sports & Fitness

Most top queries in the vertical were related to **football** but people also looked for **big sports outlets**.



Campaign Optimization

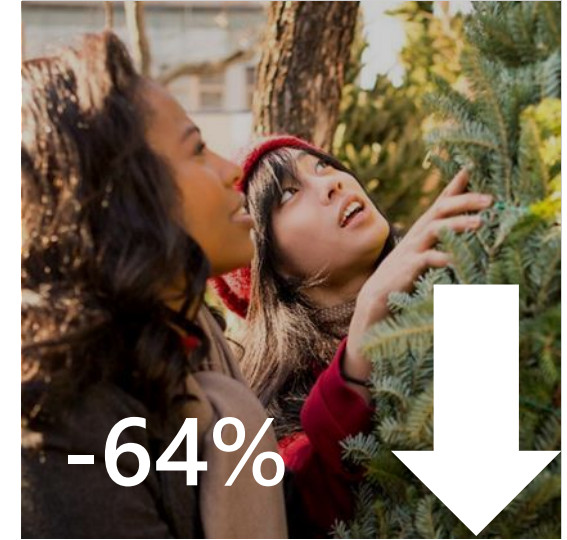
Remarketing | A second chance to reach your customers



Remarketing
click-through rate



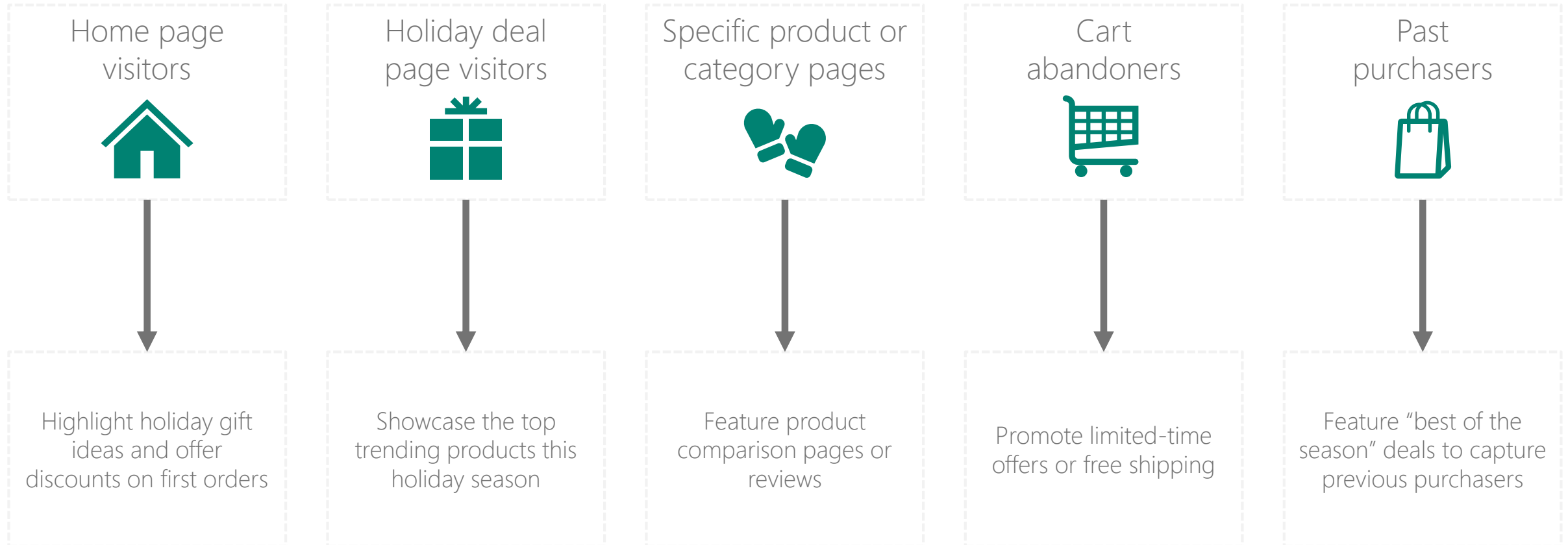
Remarketing
conversion rate



Remarketing
cost per acquisition

Remarket to past site visitors with upcoming holiday deals

Bing retail remarketing ads see a **71%** increase in click-through rate on average



Heatmaps | A data-driven approach to writing effective ad copy

How to read an ad copy heatmap

Brand Endorsements		CTA		Pricing and value perception drivers	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
voted best		apply today		great price	
trust		purchase		discount	
defaqto		buy today		save up to	
official site		get quotes		free	
TM		enquire		low prices	
trusted		switch		save	
official		get a quote		price guarantee	
recommended		buy now		low cost	
				cheap	

Individual Tokens

Ad quality explanations

We've looked at two dimensions in Bing Ads:

- 1 How well tokens impact your ad quality
- 2 How many other advertisers are actively using the token

- Strong impact, rarely used
- Strong impact, sometimes used
- Strong impact, but used often
- Fair impact, rarely used
- Fair impact, sometimes used
- Fair impact, but used often
- Limited impact, but rarely used
- Limited impact, but sometimes used
- Limited impact, but used often



Consumer Electronics

Ad copy analysis



ATTRIBUTE		BRAND		CALL TO ACTION		GESCHENKE		INSERTION		BESTELLUNG		PREISE		PRODUKTE		VERSAND		GESCHWINDIGKEIT	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
leistungsstark	🟢	offiziell	🟢	vergleichen	🟢	geschenkide en	🟢	{keyword}	🟡	einfach	🟢	günstig	🟢	top- marken	🟢	gratisversand	🟢	lieferung bis weihnachten	🟢
einzigartig	🟢	tüv geprüft	🟡	nur hier	🟢	geschenk	🟡			sicher	🟡	sparen	🟡	brands	🟡	kostenlos	🟡	sofort	🟢
höchste	🟢	nummer 1	🔴	finden	🟡					garantie	🟡	preiswert	🟡	auswah l	🔴	0 € versandkosten	🔴	schnell	🟡
perfekt	🟢			holen	🟡					ratenzahlu ng	🟡	gratis	🟡					jetzt	🟡
neueste	🟢			gefunden	🟡					online shop	🟡	bis -() %	🟡					24 stunden	🟡
aktuell	🟡			entdecken	🟡					sicherheit	🟡	ersparnis	🟡					eil service	🔴
hochwertig	🟡			bestellen	🟡					entspannt	🔴	sale	🟡					eilversand	🟡
riesig	🟡			ansehen	🔴					bequem	🔴	discount	🟡						
stilvoll	🟡			kaufen	🔴							rabatt	🟡						
funktional	🟡											beste preise	🔴						
angesagt	🟡											reduziert	🔴						
direkt	🟡											fair	🔴						
gut	🟡																		
toll	🟡																		
neu	🟡																		
intuitiv	🔴																		
brandneu	🔴																		
nützlich	🔴																		
gross	🔴																		
innovativ	🔴																		
digital	🔴																		





Flowers & Gifts

Ad copy analysis



ATTRIBUTE		BRAND		CALL TO ACTION		GESCHENKE		INSERTION		BESTELLUNG		PREISE		PRODUKTE		VERSAND		GESCHWINDIGKEIT	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
angesagt	●	empfohlen	●	shoppen	●	geschenkid een	●	{keywor d}	○	homeshoppi ng	●	discount	●	top marken	●	versand gratis	●	24 stunden	●
gross	●	testsieger	○	holen	●	geschenk	○			mobil	●	sale	●	highlights	●	gratisversand	●	sofort	○
neueste	●	offiziell	○	gefunden	●					wunschterm in	●	reduziert	●	ideen	○	versandkostenf rei	○	jetzt	○
einzigartig	○	empfehlung	●	entdecken	○					kauf auf rechnung	○	sparen	○	service	○	kostenloser versand	○	bis in die wohnung	●
aktuell	○	note	○	bestellen	○					garantie	○	fair	●	design	○	portofrei	●	rechtzeitig	●
hochwertig	○	vergleichssieger	●	inspirieren lassen	●					bequem	○	rabatt	○	auswahl	○	0 € versandkosten	●	schnell	○
riesig	○	™	●	ordern	●					online shop	○	gratis	○	garantie	○			lieferung bis weihnachten	●
gut	○	nummer 1	●	kaufen	○					online	○	bis -() %	○	brands	●			bis weihnachten	●
festlich	●			finde	○					widerrufsrec ht	○	ersparnis	●	bestseller	○				
stilvoll	●			nur hier	●					ohne risiko	●	beste preise	●						
toll	○			ansehen	●					ratenzahlun g	●	preiswert	●						
neu	○			vergleiche	○					rechnungsk auf	●								
intuitiv	●									lieferung	○								
innovativ	●									sicher	○								
funktional	●									einfach	○								
brandneu	●									nur hier	●								
höchste	●									nur jetzt	●								



Source : Microsoft internal, Ad quality analysis is based on the performance of specific tokens within ad copy that showed for a query category, Germany, Bing & Yahoo websites, October 1st to December 31st 2017



Jewellery & Watches

Ad copy analysis



ATTRIBUTE		PRODUKTE		BRAND		CALL TO ACTION		GESCHENKE		INSERTION		BESTELLUNG		PREISE		VERSAND		GESCHWINDIGKEIT	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
brandneu	●	zu jedem anlass	●	vergleichssieger	●	nur hier	●	geschenk	○	{keyword}	○	finanzierung	●	günstig	●	gratisversand	●	lieferung bis weihnachten	●
zauberhaft	●	auswahl	●	note	○	shoppen	●	geschenkkiden	●			nur hier	●	reduziert	●	portofrei	○	bis weihnachten	●
perfekt	●	vintage	●	offiziell	○	holen	●					ohne risiko	●	rabatt	○	kostenloser versand	○	jetzt	○
einzigartig	●	styles	●	empfohlen	●	finden	○					mobil	●	gratis	○	versand gratis	●	rechtzeitig	●
modisch	●	experte	●	testsieger	○	entdecken	○					rechnungskauf	●	bis -() %	○	versandkostenfrei	○	eilverwand	●
angesagt	○	stil	○	empfehlung	●	gefunden	●					online	○	preiswert	●	kein porto	●	bis in die wohnung	●
exklusiv	○	trends	○			vergleichen	○					online shop	○	fair	●	0 € versandkosten	●	schnell	○
grösste	●	design	○			kaufen	○					monatsraten	●	sparen	○			sofort	○
festlich	●	farben	○			bestellen	○					wunschtermin	●	sale	○			24 stunden	○
traumhaft	●	brands	●			ordern	●					ratenzahlung	●	ersparnis	●				
elegant	●	casual	●			inspirieren lassen	●					kauf auf rechnung	●	discount	●				
riesig	○	ideen	●			ansehen	●					einfach	○	beste preise	●				
aktuell	○	kollektion	○									entspannt	●						
hochwertig	○	look	○									sicherheit	●						
höchste	●	top marken	○									beratung	●						
stilvoll	●	lifestyle	●									service	○						





Home & Garden

Ad copy analysis



ATTRIBUTE		BRAND		CALL TO ACTION		GESCHENKE		INSERTION		BESTELLUNG		PREISE		PRODUKTE		VERSAND		GESCHWINDIGKEIT	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
brandneu	●	offiziell	●	nur hier	●	geschenkeideen	●	{keyword}	○	entspannt	●	sale	●	auswahl	●	kostenlos	●	eil service	●
festlich	●	begeisterte kunden	●	ansehen	●	geschenk	○			online shop	○	discount	●	brands	○	gratisversand	○	lieferung bis weihnachten	●
funktional	●	tuv geprueft	○	entdecken	○					garantie	○	sparen	○	topmarken	●	gratis	○	eilversand	○
stilvoll	●			vergleichen	●					einfach	●	rabatt	○			0 € versandkosten	●	jetzt	○
hochwertig	○			holen	●					bequem	●	preiswert	○					sofort	●
einzigartig	○			finden	○					sicherheit	○	reduziert	●					schnell	○
aktuell	○			bestellen	○					ratenzahlung	●	fair	●					24 stunden	●
gut	○			gefunden	●					serviceorientiert	●	bis -() %	○						
toll	○			kaufen	○					sicher	●	günstig	●						
leistungsstark	●											ersparnis	●						
gross	●											beste preise	●						
neueste	●																		
angesagt	●																		
höchste	●																		
neu	○																		
riesig	○																		
intuitiv	●																		
innovativ	●																		
perfekt	○																		
direkt	○																		





Beauty & Personal Care

Ad copy analysis



ATTRIBUTE		BRAND		CALL TO ACTION		GESCHENKE		INSERTION		BESTELLUNG		PREISE		PRODUKTE		VERSAND		GESCHWINDIGKEIT	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
elegant	●	empfehlung	●	vergleichen	○	geschenk	○	{keyword}	○	mobil	●	günstig	●	zu jedem anlass	●	gratisversand	●	bis weihnachten	●
einzigartig	●	vergleichssieger	●	kaufen	○	geschenkid	●	een		rechnungskauf	●	preiswert	●	casual	●	versandkostenfrei	○	schnell	○
hochwertig	○	offiziell	○	finden	○					sicher	○	sparen	○	mode trends	●	versand gratis	●	jetzt	○
riesig	○	testsieger	○	entdecken	○					online	○	sale	○	styles	●	portofrei	●	rechtzeitig	●
perfekt	○	note	○	bestellen	○					lieferung	○	gratis	○	stil	●	bis in die wohnung	●	sofort	○
exklusiv	○	empfohlen	●	ordern	●					online shop	○	schnäppchen	●	experte	●	0 € versandkosten	●	eil service	●
aktuell	○			shoppen	●					bequem	○	beste preise	●	kollektion	○	kostenloser versand	○	24 stunden	●
festlich	●			holen	●					entspannt	●	reduziert	●	design	○				
angesagt	●			gefunden	●					finanzierung	●	bis -() %	○	auswahl	○				
höchste	●			inspirieren lassen	●					monatsraten	●	ersparnis	●	vintage	●				
stilvoll	●			ansehen	●					ohne risiko	●	fair	●	must-haves	●				
toll	○									kauf auf rechnung	○	discount	●	brands	●				
neu	○									garantie	○	rabatt	○	beratung	○				
gut	○									einfach	○			farben	○				
modisch	●									wunschtermin	●			look	○				
traumhaft	●									homeshopping	●			top marken	○				
brandneu	●									nur hier	●			lifestyle	●				





Clothing & Accessories

Ad copy analysis



ATTRIBUTE		BRAND		CALL TO ACTION		GESCHENKE		INSERTION		BESTELLUNG		PREISE		PRODUKTE		VERSAND		GESCHWINDIGKEIT	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
einzigartig	●	offiziell	○	entdecken	○	geschenkideen	●	{keyword}	○	monatsraten	●	beste preise	●	styles	●	eilversand	○	lieferung bis weihnachten	●
zauberhaft	●	™	●	bestellen	○	geschenk	○			ratenzahlung	●	preiswert	●	top marken	○	bis in die wohnung	●	schnell	●
festlich	●			ansehen	●					nur hier	●	fair	●	must-haves	○	kostenlos	○	jetzt	○
traumhaft	●			vergleichen	●					online	○	gratis	○	mode trends	●			eilversand	○
neueste	●			kaufen	○					bequem	○	bis -() %	○	markenmode	●			eil service	●
modern	●			finden	○					sicherheit	●	reduziert	●	farben	○			24 stunden	●
toll	○			inspirieren lassen	●					einfach	●	sparen	○	auswahl	○			sofort	●
exklusiv	○			holen	●					sicher	○	sale	○	experte	●				
aktuell	○									entspannt	●	rabatt	○	look	●				
glamourös	●									mobil	●	günstig	●						
sportlich	●									finanzierung	○	discount	●						
cool	●											spitzenpreise	●						
höchste	●																		
grösste	○																		
hochwertig	○																		
klassisch	●																		
brandneu	●																		
modisch	●																		
stilvoll	●																		
gut	○																		
elegant	○																		





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