



MICROSOFT ADVERTISING INSIGHTS

# Summer sales insights (US)

May 2022

Microsoft Advertising. Great relationships start here.





# Key solutions to maximize your budget this summer season



Shorts, tank tops, and sandals will lead apparel summer spending while sunscreen, moisturizer, and shaving items will lead the beauty department.

Customize your ad content with a more flexible experience with Responsive Search Ads and get automatic ad performance updates.



Apparel searches and clicks spike in early May and start to decrease in August, while beauty activity ebbs and flows much more throughout the year.

Use Dynamic Search Ads to help match your ads to users' queries that aren't part of your keywords.



Over 75% of consumers who plan to shop in store will have started by the end of May and finding items on sale for the summer is a key driver for users.

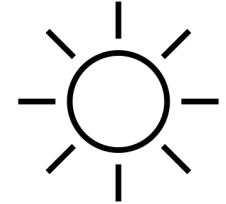
With Merchant Promotions, you can promote products directly from your Shopping Campaigns inventory with special offer tags.

# Make sure you are targeting shoppers who are in-market for sale items

Approximately 1 in every 5 people will be looking to take advantage of apparel or beauty sales this summer



**Which of the following best describes why you will be shopping for summer apparel or accessories this year?**



**46%**

of adults are looking to replace or add clothes to their wardrobes

**19%**

of adults want to take advantage of summer sales

**13%**

of adults just enjoy shopping

**12%**

of adults need new clothes

**10%**

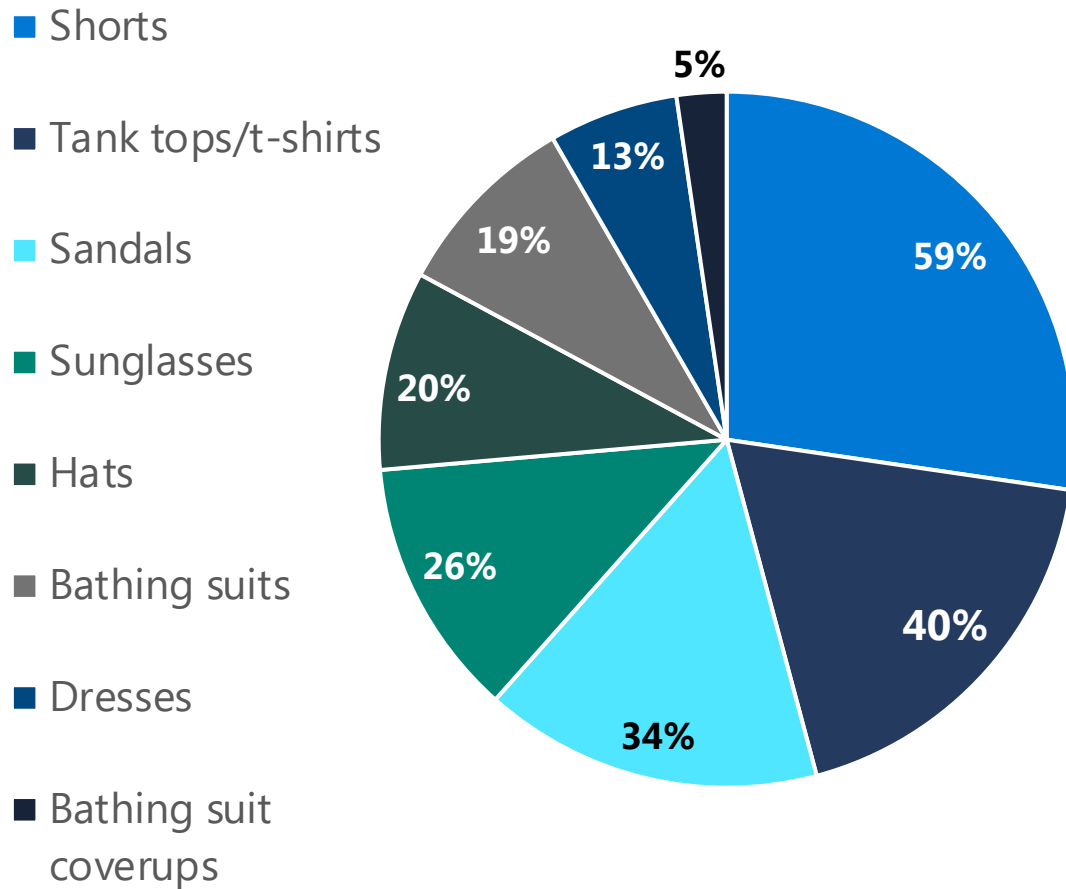
of adults are trip planning

**Pro Tip:** Multimedia ads use large visual imagery that showcases your brand and products, which in turn will help to capture users' attention and own the SRPV's for your category.

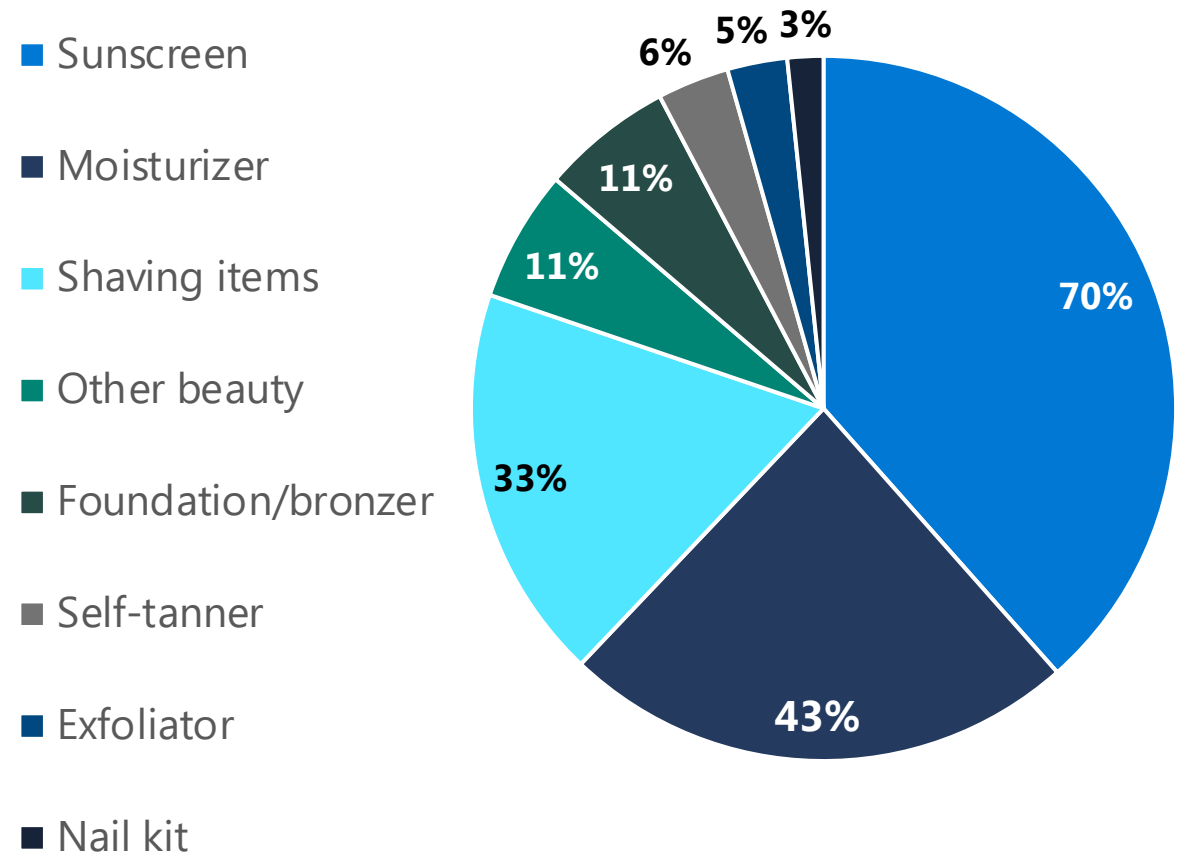
# Use these top trending products when building your keyword strategy

Top 8 summer apparel and beauty items for 2022, based on survey data

## Top summer apparel items for 2022



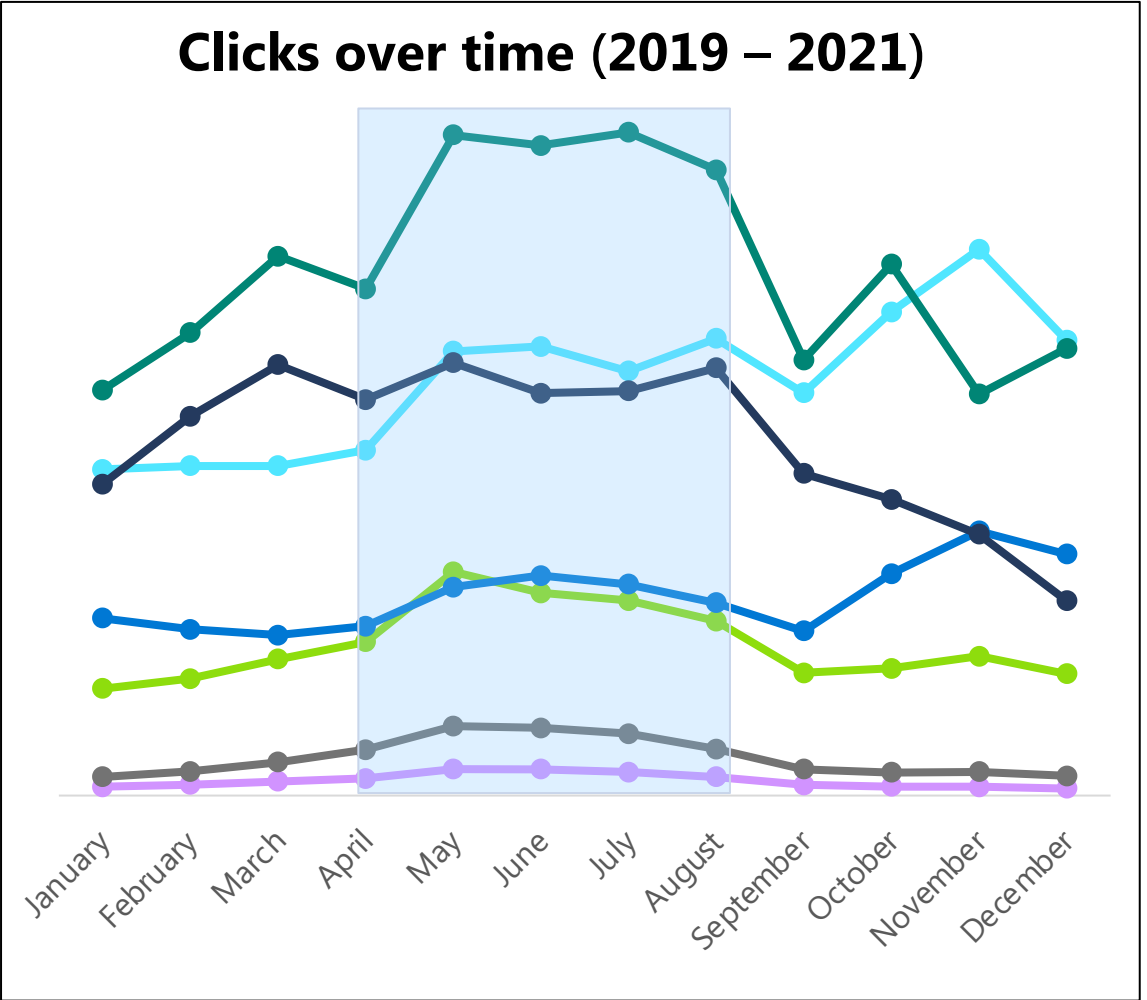
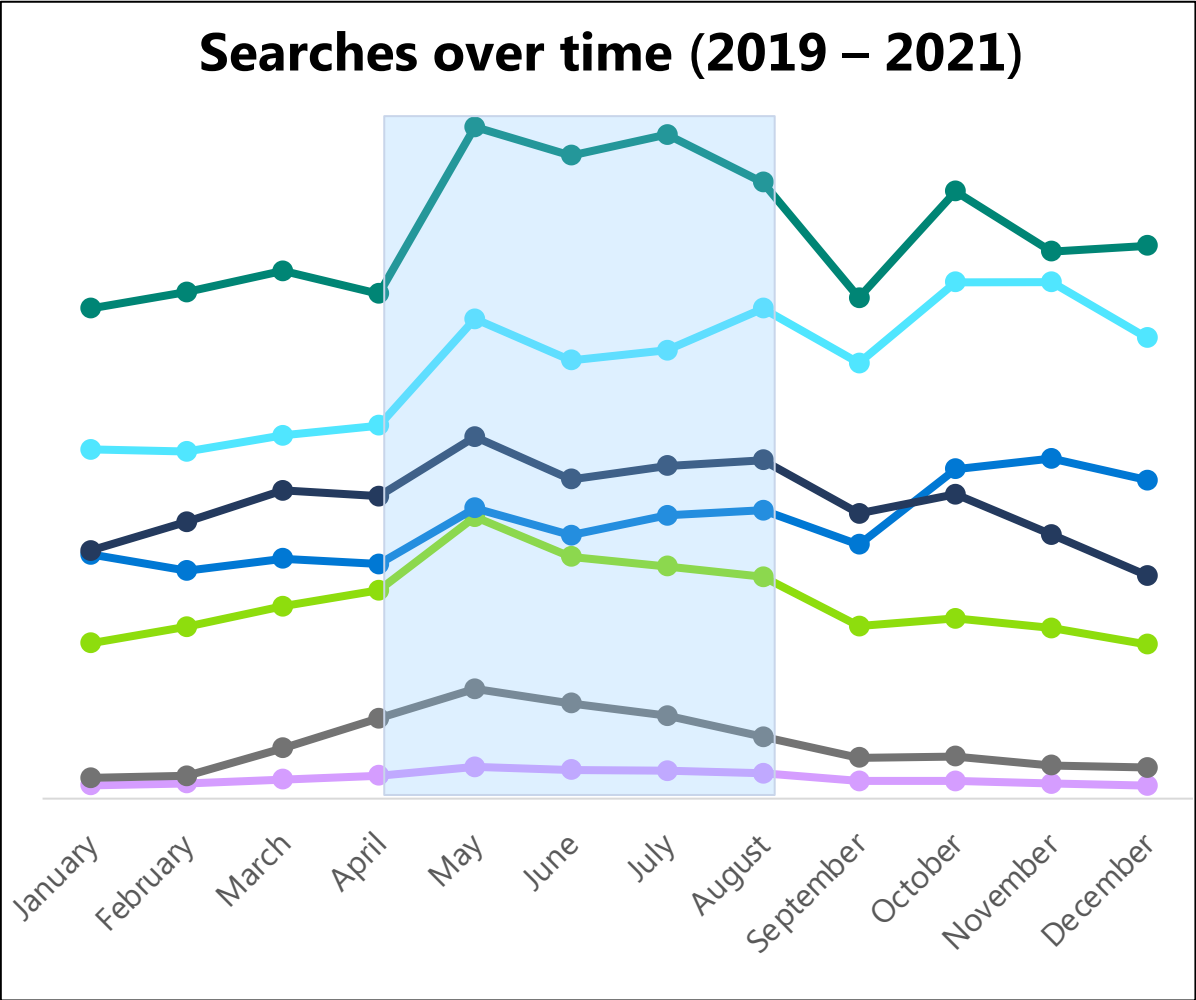
## Top beauty items for 2022





# Plan for increased online Apparel activity between April and August

Searches and clicks for Apparel sub-categories start to ramp in April, before declining again around July or August

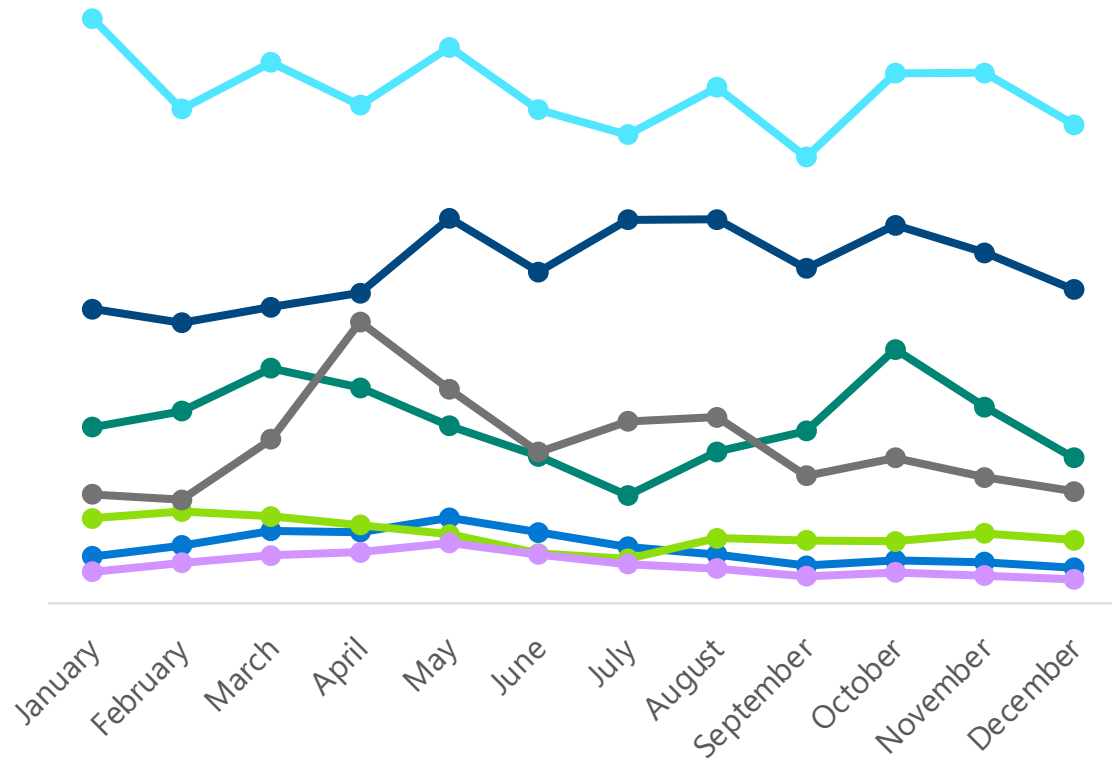


Source: Microsoft Internal Data

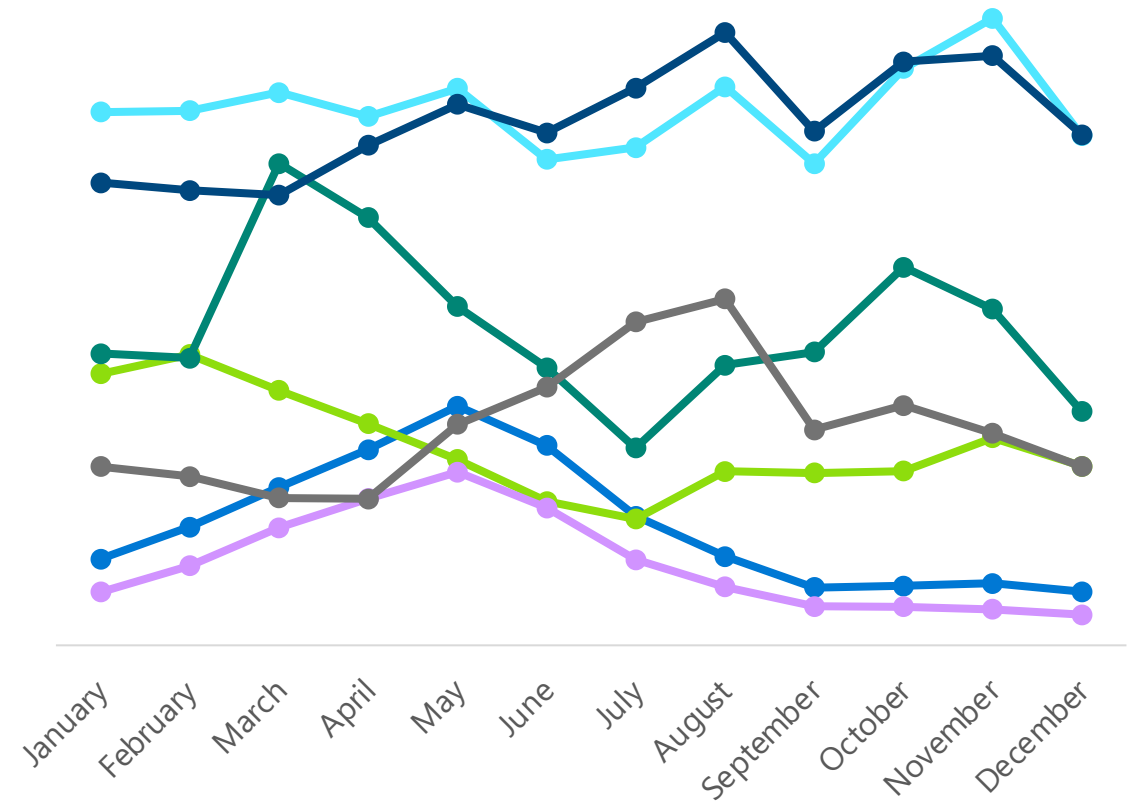
# Consider an “always on” approach for Beauty, with more volatility expected

Beauty product searches and clicks are more varied in seasonality and hit multiple peaks throughout the year

## Searches over time (2019 – 2021)



## Clicks over time (2019 – 2021)



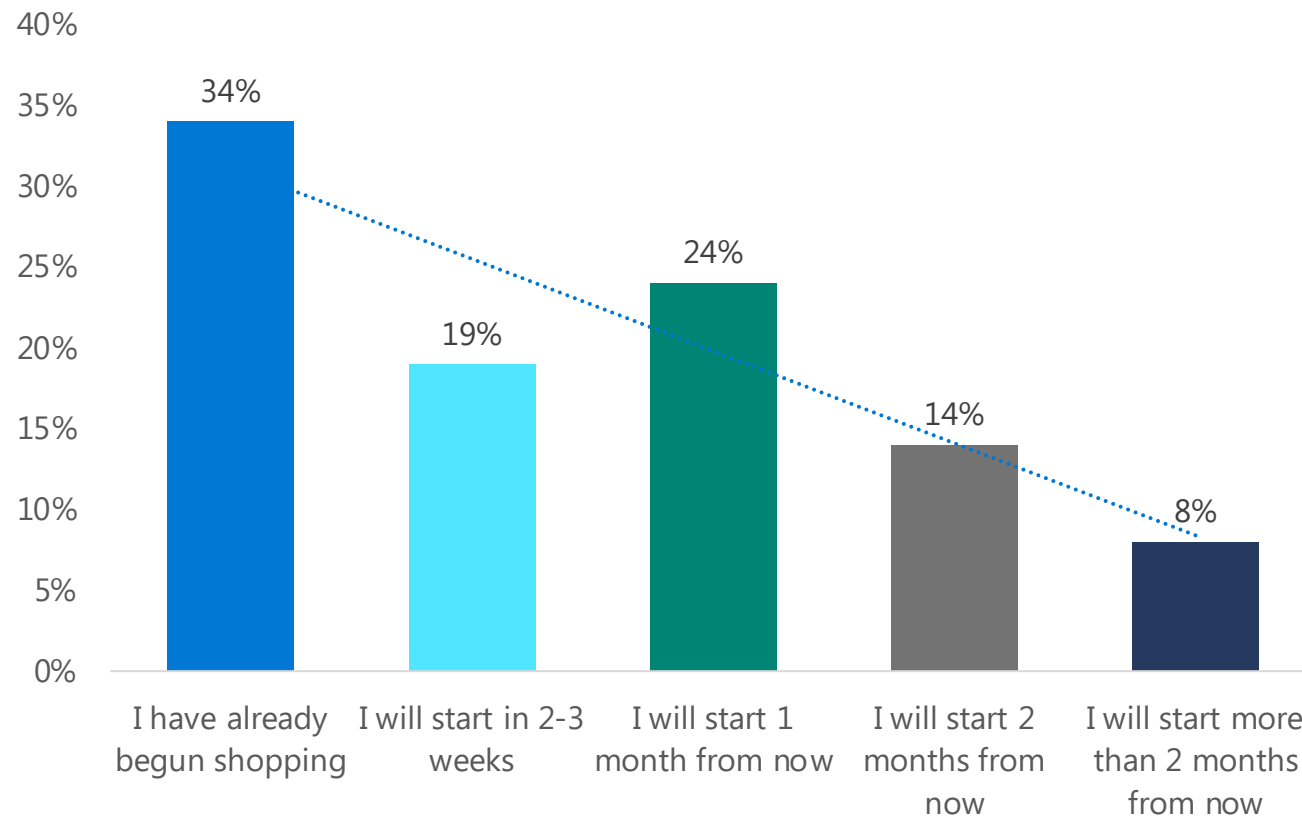
— Sunscreen — Moisturizer — Shaving items — Foundation — Self-tanner — Exfoliator — Nails



# Use Product Ads to showcase your products

77% of users have stated they will begin shopping in stores for summer items by the end of May

## When do you plan to start shopping for summer apparel or beauty products IN STORES?



**Pro Tip:** Queries containing “shop local” grew 66% year-over-year in January.<sup>2</sup> Implement Location Targeting and showcase your products to nearby shoppers with Local Inventory Ads.



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