



# Your holiday season marketing playbook 2024

Unwrap growth with Microsoft  
Advertising's festive season  
insights and tips

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# 01

## Season's greetings

# Season's greetings

The festive season is fast approaching, and now is the perfect time to understand the evolving landscape of gifting. That's why we've created **Your holiday season marketing playbook 2024**.

Throughout this playbook, you'll find Copilot prompts. Please note that the use of Copilot in **Your holiday season marketing playbook 2024** is purely illustrative, and replicating these prompts may yield different outcomes. The content of this playbook was compiled through extensive research by our teams, using our own first-party data, Copilot, and other third-party sources. You can find these sources in the footnotes.

Read on for festive insights from industry experts and the Microsoft Advertising 2024 Retail Holiday consumer research report, developed in May 2024 by Microsoft teams in the US, UK, and Australia. Inside, you'll find key consumer insights, plus a treasure trove of shopper trends that advertisers can use today to create holiday campaigns that convert.

Start planning your holiday advertising campaigns now to reach your customers wherever they are—across devices, platforms, and countries.



We invite you  
to unwrap  
growth today.





# 02

## Insight

Retailers are revving up.  
Shoppers shop 24/7

# Retailers are revving up. Shoppers shop 24/7

## Seasonality for searches and clicks are moving toward October<sup>1</sup>

From our data, we see search volume shifting in seasonality from December to October, and clicks shift to the beginning and end of the season away from the middle of the season.



**You**

Copilot, can you tell me about the first insight 'Retailers are revving up. Shoppers shop 24/7'?



**Copilot**

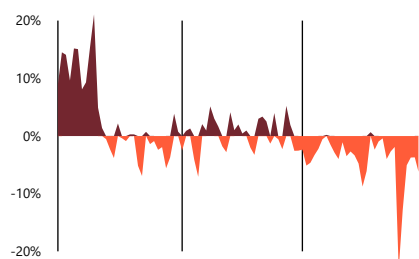
Your personal and company data are protected on this chat

Sure! What this means is that retailers are launching their promotional calendar sooner, prompting consumers to start shopping earlier this season. And those consumers are eager to do so.

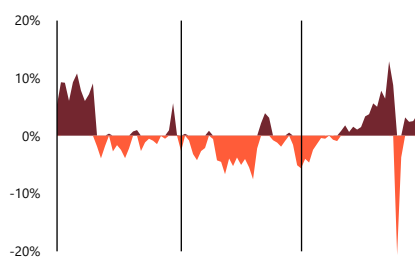


1 of 15 responses

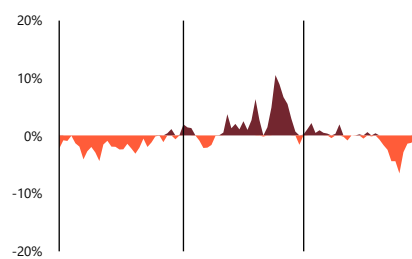
Search volume



Clicks



CPC



And there's great news for advertisers that target those early shoppers, because

**90%** of Holiday conversions (October–December)

happen outside of **Cyber 5** the five-day period between, Thanksgiving (November 28) and Cyber Monday (December 2), at more efficient cost-per-clicks (CPCs).<sup>2</sup>

1. Microsoft Internal: Retail CAT Supply (Oct – Dec)

2. Microsoft Internal | Retail & CPG Demand | Search & Audience Network.

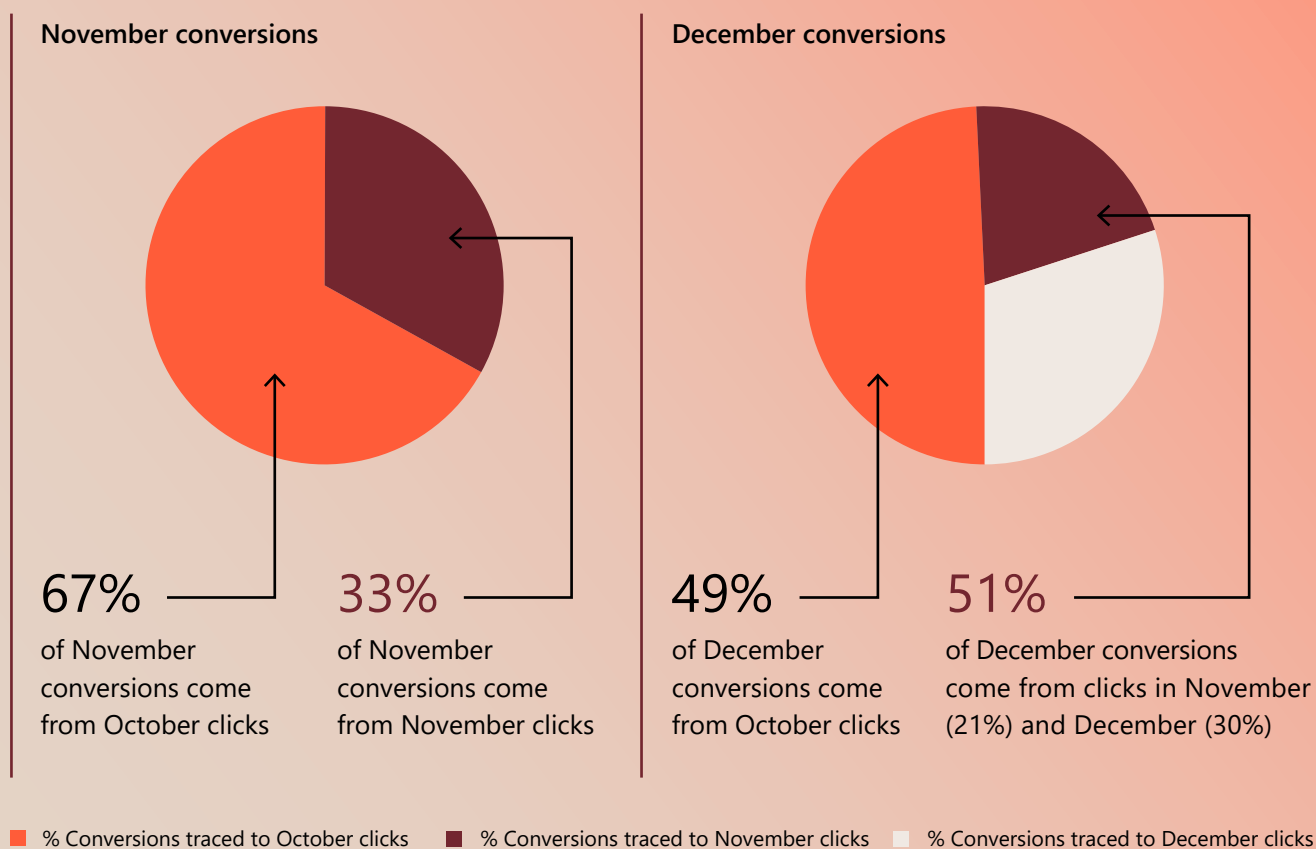
## October clicks mean 'add to cart' gifts



The spark for November and December conversions? October clicks.<sup>3</sup>

That's why launching your holiday advertising early, on any platform and with any content type, will maximize results throughout the festive season. Research shows that a considerable amount of holiday conversions originate from October clicks. So, establish early exposure on Search and Audience channels for optimal success.<sup>4</sup>

## October clicks drives holiday conversions<sup>5</sup>



3. Microsoft Advertising 2023 Retail Holiday Query Path

4. Microsoft Advertising Internal Data, Retail & CPG Demand, Search & Audience Network

5. Retail Holiday Query Path 2023 final conversion



## FESTIVE RECOMMENDATION

Launch [Audience ads](#) in September or early October and layer in remarketing to ensure audiences are nurtured through your funnel. Make sure you have text ads to drive conversions.

# 21%

of first ad exposures are on the Audience Network, prompting the Holiday shopping journey.<sup>6</sup>

## Audience ad exposure drives search and conversion behavior



### Began searching 6–9 days later

Depending on Audience Network tactic.



### Converted 35 days later

10 day decrease from the year prior!<sup>7</sup>

6. Retail Holiday Query Path 2022, 2023 final conversion, MTA.

7. Based on average days between Audience ad exposure and conversion in 2023 vs 2022.

## The power of Cyber 5



**You**

Copilot, can you tell me more about the importance of Cyber 5 this year?



**Copilot**

Your personal and company data are protected on this chat

You bet! Cyber 5 is the five-day period between Thanksgiving (November 28) and Cyber Monday (December 2), which includes Thanksgiving, Black Friday, Small Business Saturday, Cyber Sunday, and Cyber Monday. Cyber 5 continues to grow and see an increase in retail e-commerce sales, with 2024 predictions showing growth as well. However, retailers are trending toward focusing on the full holiday season. This is likely the result of advertisers pushing promotions earlier and more consistently throughout the entire season. That means that as an advertiser, you'll want to focus on Cyber 5, but also ensure visibility throughout the full holiday season to compete for awareness and maximize conversions.<sup>8</sup>

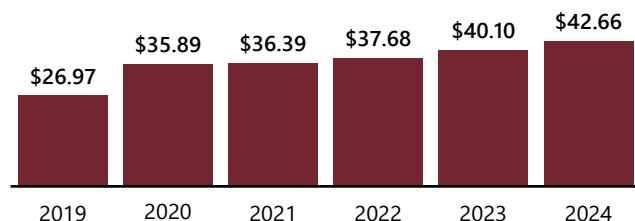


1 of 15 responses

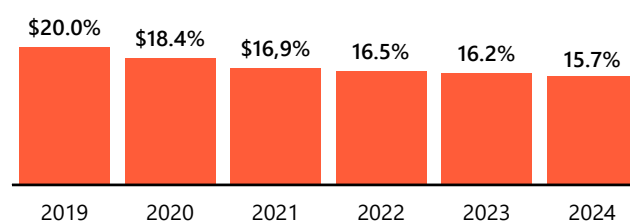
**Cyber 5 continues to grow and remains crucial.<sup>9</sup>**

However, retailers tend to focus on the entire holiday season.

C5 retail ecommerce sales, \$ billions



C5 % of total retail ecommerce holiday sales



8. Microsoft Advertising Internal Data, Retail & CPG Demand, Search & Audience Network

9. EMARKETER Forecast, Feb 2024



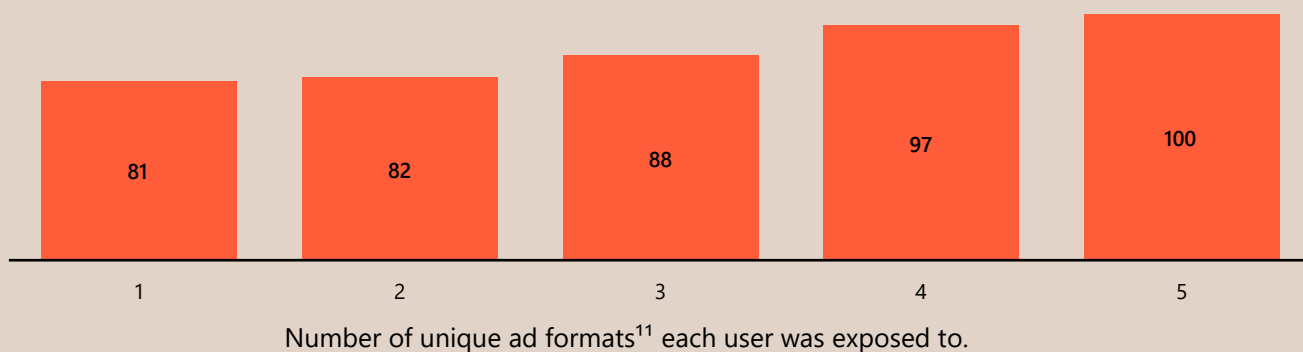


## FESTIVE RECOMMENDATION

We found that users spend more when exposed to more unique [ad formats](#). Launch your [Connected TV \(CTV\) ads](#), [display ads](#), [video ads](#), and [native ads](#) in September to generate awareness and consideration and increase brand exposure throughout the season.

## Ad exposures are more impactful when served across multiple formats<sup>10</sup>

Revenue per user by number of distinct ad formats



## Also, think about budgets, bids, and ad scheduling

### BUDGETS

Increase budgets for Cyber 5. Use **shared budgets** for smaller campaigns to ensure high-performing campaigns don't run out of budget.

### MOBILE BID MODIFIERS

If you're using negative bid modifiers for mobile devices, clear them to 0% especially for these days.

### AD SCHEDULING

You may want to schedule your ads to concentrate at different times of day.

10. Retail Holiday Query Path 2023 UET conversion. Revenue per user exclusively looks at conversions that took place during November 2023, while exposures were traced back to September 2023.

11. Ad Formats bucketed as: 1) Text + RSA + EXTA, 2) Shopping, 3) DSA, 4) MMA, 5) Audience ads.

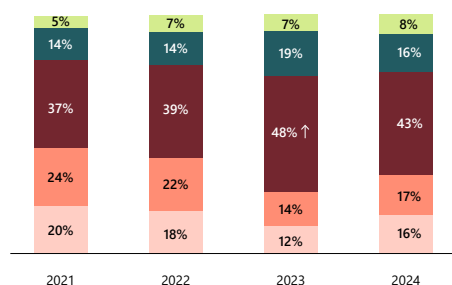
# Black Friday

Black Friday, which falls on November 29 this year remains highly popular.

Deal-seeking continues to be the primary motivation for Black Friday shoppers, with the convenience of finding multiple gifts in one location being a close second.<sup>12</sup>

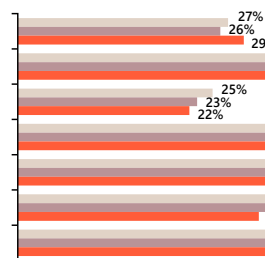
## WHEN WILL THEY START SHOPPING?

### US

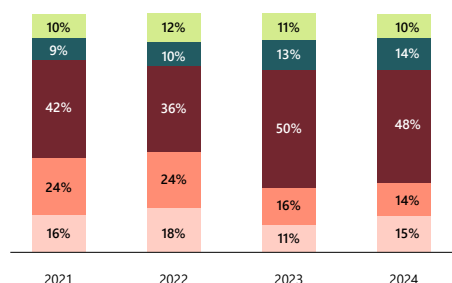


## RANK THREE REASONS FOR SHOPPING BLACK FRIDAY

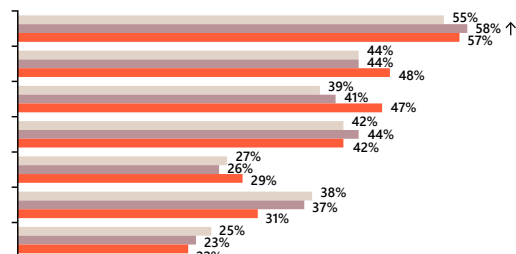
- Get the best deals on the products that I am shopping for.
- Buy multiple gifts in one place.
- Buy from the brands that I trust.
- Find great deals on products I have NOT been considering.
- Find new brands that I have not previously heard of.
- Find deals on luxury and high-cost items.
- To find selections of brands/products that promote sustainability.



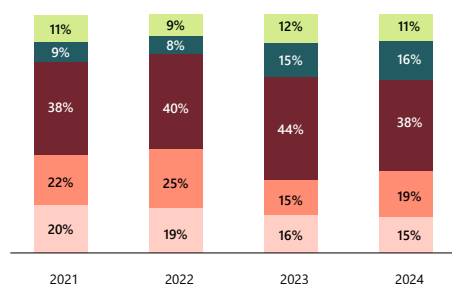
### UK



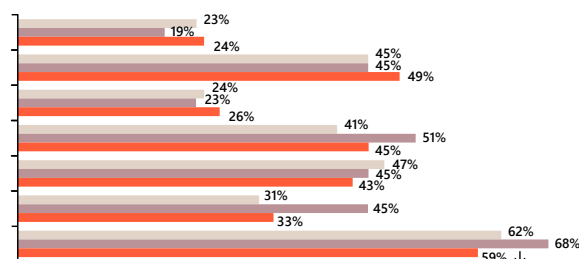
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### AU



- Get the best deals on the products that I am shopping for.
- Buy multiple gifts in one place.
- Buy from the brands that I trust.
- Find great deals on products I have NOT been considering.
- Find new brands that I have not previously heard of.
- Find deals on luxury and high-cost items.
- To find selections of brands/products that promote sustainability.



■ Already started    ■ Mid-December  
■ In the next month    ■ Black Friday  
■ After Halloween

■ 2022    ■ 2023    ■ 2024

12. Microsoft Advertising 2024 Consumer Trends Holiday Research.



## FESTIVE RECOMMENDATION

Reach audiences during commercially relevant events this holiday season! Microsoft's seasonal moments package offers advertisers the chance to stand out by allowing them to take over relevant MSN pages, from the homepage to entertainment and lifestyle pages, to reach millions of users browsing during key holiday moments. Additionally, we will collaborate with you to build a detailed media plan, including curated supply packages and in-market audiences, to enhance reach, visibility, and engagement throughout the festive season. [Reach out to a Microsoft representative](#) to learn more.



## QUICK FACTS

Retailers are starting their promotions earlier, encouraging consumers to shop sooner. They are also spreading promotions more evenly throughout the season, leading to consistent conversions. While Cyber 5 remains crucial, the surrounding days have gained importance, so retailers should plan their budgets to cover a longer period.



## Searches, views, chats, wow! Your consumer's 47-day path...



**You**

Copilot, how long will the average holiday shopper take to complete their journey?



**Copilot**

Your personal and company data are protected on this chat

Great question. To start, picture this: the holiday season is upon us, and shoppers begin their shopping journey.

From searches, views, chats—to the advertiser's moment of conversion, gifters weave a digital journey that spans an average 47 days. Although the path to purchase cycle duration has decreased slightly, search and click engagement has grown.



1 of 15 responses

## ...to buy now.

The average holiday shopper takes

**47** days to complete their journey.<sup>13</sup>

During this time, the average user

searches

**17x**

and clicks

**12x**

before converting and concluding their journey.



### QUICK FACTS

Our research shows shoppers are searching 17 times. And clicking 12 times. Every step matters before consumers convert. Each moment bringing your customer closer to finding that perfect gift.<sup>14</sup>



### QUICK FACTS

- Copilot in Bing usage is increasing at a fast pace.
- 5 billion Bing copilot chats since launch, with volume doubling every quarter.
- 2.8x faster growth of journeys including Bing copilot than traditional search.<sup>15</sup>

13. From the time of first exposure to final conversion.

14. Microsoft Advertising 2022 Retail Holiday Query Path, 2023 final conversion (not final click) | Median Days inclusive of audience paths, Average Searches exclude audience paths | Average Clicks inclusive of audience paths.

15. Internal data. Microsoft Advertising.





## FESTIVE RECOMMENDATION

Designed for multi-format cross-channel optimization, Microsoft's new AI-powered campaign offering, Performance Max (PMAx), is a powerful tool advertisers can leverage now. With [PMAx](#), boosting visitation and conversions has never been easier. And the research shows that PMAx has the power to create significant performance gains. When we compared retail consumers in the US exposed to at least one PMAx impression within one month to people who were not exposed, the stats speak volumes. Using PMAx achieved:

2.6x

more site visits<sup>16</sup>

4.2x

more conversions<sup>16</sup>

Use PMAx to launch text and multimedia ads that show up in search engines and Copilot. Even your Shopping campaigns will show up in search and Copilot.

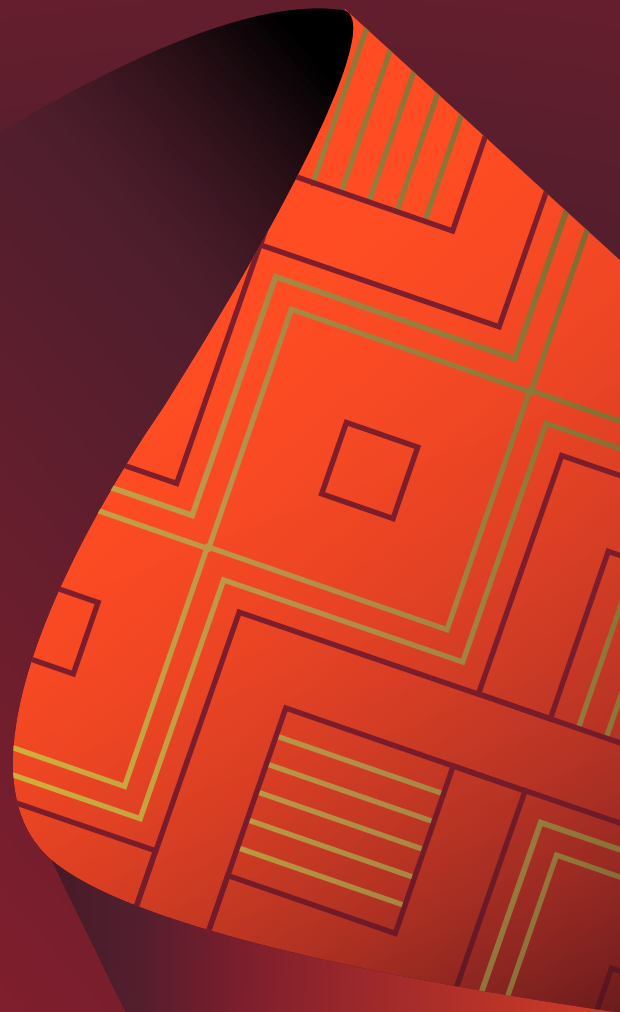
16. Source: Microsoft internal data.



# 03

## Insight

Consumers are still  
price conscious, search  
is their compass



# Consumers are still price conscious, search is their compass



**You**

Copilot, can you tell me more about this second insight 'Shoppers are still price conscious, search is their compass'?



**Copilot**

Your personal and company data are protected on this chat

Certainly! We are all feeling the pinch. If we just look at the US, we see that inflation is still higher than the 2% Federal Reserve target for a productive economy and after 2022 we saw that disposable income growth lagged inflation.<sup>17</sup> Similar scenarios can be seen across the globe. So how do consumers navigate this holiday season? They use search as their compass.



1 of 15 responses

## The guiding lights of gifting: research and deals

Search is evolving from a navigation tool to a place where consumers go for discovery and empowerment. Research and deal-seeking emerge as the twin pillars of shopping, guiding holiday consumers toward the best choices.

### Generations leverage Search in 2024 to...<sup>18</sup>

#### GEN Z

Find new retailers and best prices, less for coupons and deals.

#### MILLENNIALS

Research items before purchase. They also care about finding best prices, but less important than last year.

#### GEN X

Find products related to another purchase. Research items before purchase is also important, but less important than last year.

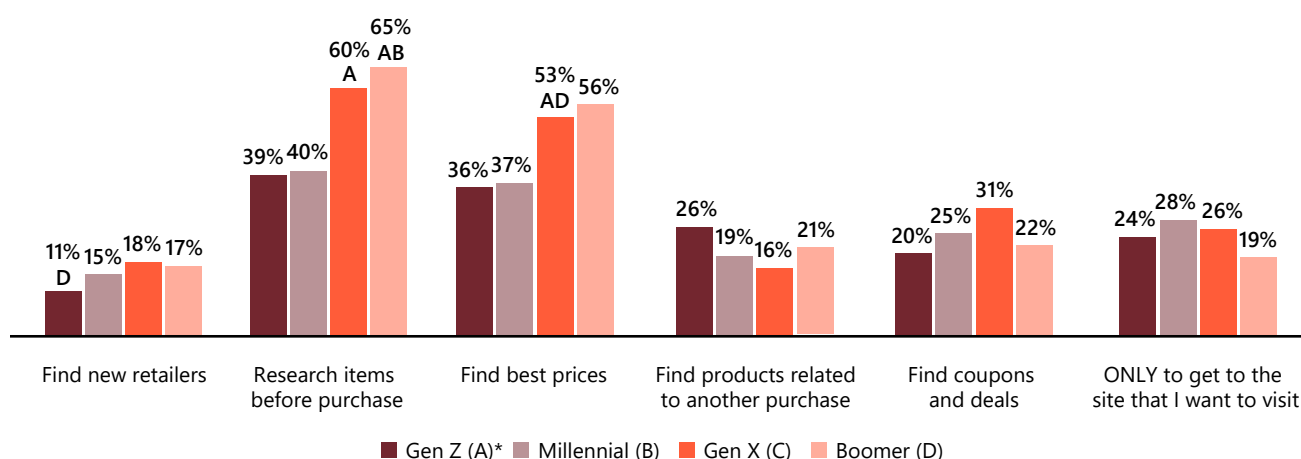
#### BOOMERS

Research is still the top reason, but declining. Finding better prices is the second reason.

17. Use Cases Beyond Claims Moves Insurance Industry to Instant Payments (pymnts.com)

18. Microsoft Advertising 2024 Consumer Trends Holiday Research

UK

How do you use search when shopping online?<sup>19</sup>FESTIVE  
RECOMMENDATION

As shoppers are browsing and researching online one of the best ways to break through is with rich and highly visual ad formats. Leveraging multimedia ads is a great way to use large visual imagery that makes your brand stand out. Clients that have used multimedia ads have seen up to

**200%** ↑ increase in ROAS<sup>20</sup> compared to standard text ads.

19. UK Only 2024 Gen Z n=70, Millennial n= 178, Gen X n=159, Boomer n=103 | UK Only 2023 Gen Z n=47, Millennial n= 212, Gen X n=136, Boomer n=109  
| Arrow indicates significant difference from previous year at a 95%CI,\* Indicates lowbase size, less than 50; \*\* Indicates unreportable base, less than 25

20. Looka builds brand awareness with Multimedia Ads | Microsoft Advertising

## Holiday spend trends<sup>21</sup>

### US

Spend remains steady, with the majority of gifters planning to set aside \$100 to \$500 for holiday shopping.

### UK

Over 50% of consumers in the United Kingdom are expected to spend less than £300 during the 2024 holiday season. Last year, 47% decided to spend less than £300 vs 53% this year.

### AU

Down under, spending patterns mirror the United States, with approximately 50% of shoppers planning to spend between \$100 and \$500 (AUD).



### QUICK FACTS

Shoppers are deal seeking and will expect more options with their online shopping. We saw year over year growth in searches for the keywords: 'buy now, pay later', expedited shipping, free returns, and freebies.<sup>22</sup>

Additionally, flexible options are paying off. Shoppers who researched buy now, pay later options spent

**21%** more last season.<sup>23</sup>

21. Microsoft Advertising 2024 Consumer Trends Holiday Research

22. Microsoft Internal. Supply SRPVs. US Only. Query Phrases related to listed categories. Oct – Dec 2023).

23. Retail Holiday Query Path 2023 UET conversion | Revenue per user exclusively looks at conversions that took place during November 2023, while exposures were traced back to September 2023



## Industry trends and consumer expectations<sup>24</sup>

+16%

### Buy now, pay later

Continued consumer interest in financing options.

+23%

### Expedited shipping

Note: free shipping up 2% YoY, making up 96% of searches for shipping options.

+7%

### Free return, return and exchange policy

The new default for online purchasing.

+24%

### Freebies

Continued growing incentive.



## FESTIVE RECOMMENDATION

- Integrate key query phrases Buy now, Pay later, Expedited shipping, Free returns, and Freebies into ad copy and layer on applicable site links and extensions.
- Apply merchant promotions to highlight discounts to deal seeking shoppers.
- Use the 'free shipping' setting in Merchant center for your shopping ads.
- To streamline the editing process, leverage responsive search ad asset recommendations to modify your ads.
- Microsoft's AI companion Copilot in the Microsoft Advertising platform can collaborate with you to design new ad copy or refine existing ads at scale.

24. Microsoft Internal. Supply SRPVs. US Only. Query Phrases related to listed categories. Oct-Dec 2023.



## In real life or online



**You**

Copilot, will shoppers prefer to buy in-store this year?



**Copilot**

Your personal and company data are protected on this chat

Shopping happens everywhere! People like both. Where your consumer lives typically determines their preference.



● 1 of 15 responses

# US

TRENDS

While most shoppers plan to combine in-store and online experiences, a significant number are opting for all or mostly in-store shopping.<sup>25</sup>

# UK

TRENDS

In-store shopping is on the rise, driven by millennials seeking tangible experiences.

And good news, 95% of consumers still plan to shop in-store for holiday gifts.<sup>25</sup>

# AU

TRENDS

Australian shoppers will strike a harmonious balance between in-store and online shopping for their holiday gifts.<sup>25</sup>

25. Microsoft Advertising 2024 Consumer Trends Holiday Research

## Top wish lists

Across the globe, gift categories that light up the holiday season range from skincare, pets, gift cards, and more.

### US

SHOPPERS

Fewer people intend to purchase apparel, toys and games, and pet items this year. Large electronics are on the rise and other categories like gift cards, small electronics, skin care, household decorations and home furnishing remain similar to last year.<sup>26</sup>

### UK

SHOPPERS

The leading 2024 holiday categories in the United Kingdom are skin care, gift cards, and toys and games. Pet products are rising in popularity, while apparel and electronics take a step back. And electronics and toys dance their way into online shopping carts.<sup>26</sup>

### AU

SHOPPERS

People are less likely to choose skincare gifts this season, but other categories—like apparel, gift cards, toys and games, small electronics, household decorations, pet items, home furnishing and large electronics—remain consistent with last year.<sup>26</sup>



### QUICK FACTS

Shoppers are well-informed, price-conscious, and deliberate in their choices. They use search like a compass, guiding them to the best prices across demographics—especially Gen X and Baby Boomers, who embrace shopping online.

<sup>26</sup> Source: Microsoft Advertising 2024 Consumer Trends Holiday Research

# 04

## Insight

People gift friends and family first. Then, it's self-gifting joy

# People gift friends and family first. Then, it's self-gifting joy



You

Copilot, can you tell me more about this third insight 'people gift friend and family first. Then, it's self-gifting joy.'



Copilot

Your personal and company data are protected on this chat

Absolutely! More and more people are buying gifts for themselves. Accessories, self-care products, and trending apparel top the self-gift list. Treating oneself is no longer a guilty pleasure; it's a celebration of personal well-being.



1 of 15 responses

US

TRENDS

Excluding Baby Boomers, more holiday shoppers report self-gifting this year.

Gen Z and Millennials show a strong preference for accessories and self-care products, while apparel scores better with Boomer and Gen X.

UK

TRENDS

Gen Z and Millennials are most likely to self-gift. For Gen X this likelihood is only 31% and for Boomers 33%.

Millennials and Gen Z are likely to buy self-care products, wellness items and fitness items. Gen X and Boomer are more likely to buy apparel and home items.

AU

TRENDS

Australian shoppers will strike a harmonious balance between in-store and online shopping for their holiday gifts.

Self-care products and apparel are personal gifting favorites. Older generations (Gen X and Boomer) also self-gift items for their home, while younger generations are also purchasing wellness and fitness items. Gen Z is most likely to purchase travel gifts for themselves.<sup>27</sup>

27. Microsoft Advertising 2024 Consumer Trends Holiday Research

## Changes in how we shop for...



### FRIENDS AND FAMILY

Most people express their intention to shop for friends and family. These cherished relationships remain at the heart of holiday gifting. In Australia, significantly fewer people plan to purchase for friends and family this year. However, the majority still intend to spread holiday cheer within these essential circles.<sup>28</sup>



### FRIENDS AND PETS

Interestingly, this year sees a shift. While most will shop for loved ones, significantly fewer people plan to purchase gifts for their friends and even their beloved pets. Perhaps it's time to pamper our furry companions a little less—or maybe they're already content with their chew toys and cozy beds.<sup>28</sup>

## The gift of creativity: DIY presents

Gen Z and Millennials lead the way in DIY gifting. Both generations have witnessed significant year-on-year increases in homemade gifts.

Most DIY gift creators intend to keep crafting heartfelt surprises for years to come.



### FESTIVE RECOMMENDATION

Responding to changing consumer trends in real time can be hard. By using automated bidding strategies like target cost-per-acquisition or target return on ad spend you can expand the reach of your campaign to find new audiences whilst maintaining control on costs that optimize to your target.

<sup>28</sup> Microsoft Advertising 2024  
Consumer Trends Holiday Research



## What is each generation's shopping mindset?

### GEN X AND BOOMERS

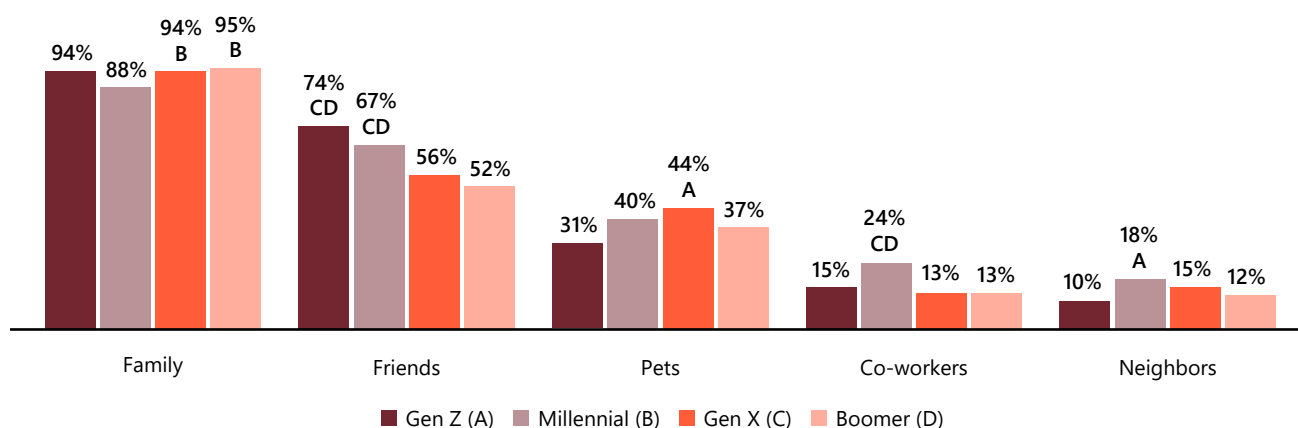
These seasoned shoppers prioritize family (Boomers—95%, Gen X—94%). They're significantly more likely to select thoughtful gifts for their loved ones.<sup>29</sup>

### MILLENNIALS AND GEN Z

The younger generations take a different approach. They're more inclined to purchase for friends (Millennials—67%, Gen Z—74%), embracing the spirit of camaraderie and shared experiences.<sup>29</sup>

Gen X and Boomers are more likely to shop for family, while Millennials and Gen Z are more likely to buy for friends.

Who do you intend to purchase<sup>30</sup> gifts for this holiday season?



### FESTIVE RECOMMENDATION

Our research shows that In-market audience shoppers spend more. In fact, 80% of sampled holiday shoppers were in at least one Microsoft [In-market audience](#). Impressively, this group spent 13% more on average during the holiday season. Just another reason why it's smart strategy to implement In-market audiences to expand your reach and connect with your ideal consumer.

29. Microsoft Advertising 2024 Consumer Trends Holiday Research

30. US Only 2024 Gen Z n=105, Millennial n= 369, Gen X n=296, Boomer n=231 Arrow indicates significant difference from previous year at a 95%CI

# 05

## Insight

Gifters love  
discounts, but that's  
not all that matters

# Gifters love discounts, but that's not all that matters



**You**

Copilot, can you tell me more about this final insight 'Consumers love discounts, but that's not all that matters'?



**Copilot**

Your personal and company data are protected on this chat

Certainly! Overall, consumers are fans of trendy and less expensive gifts. One of the newer mass merchants from China has captured the attention of nearly 40% of holiday shoppers in the United States, showing that consumers are exploring their options.



• 1 of 15 responses



## QUICK FACTS

**57%**

of shoppers in the United States plan to explore discount retailers.<sup>31</sup>

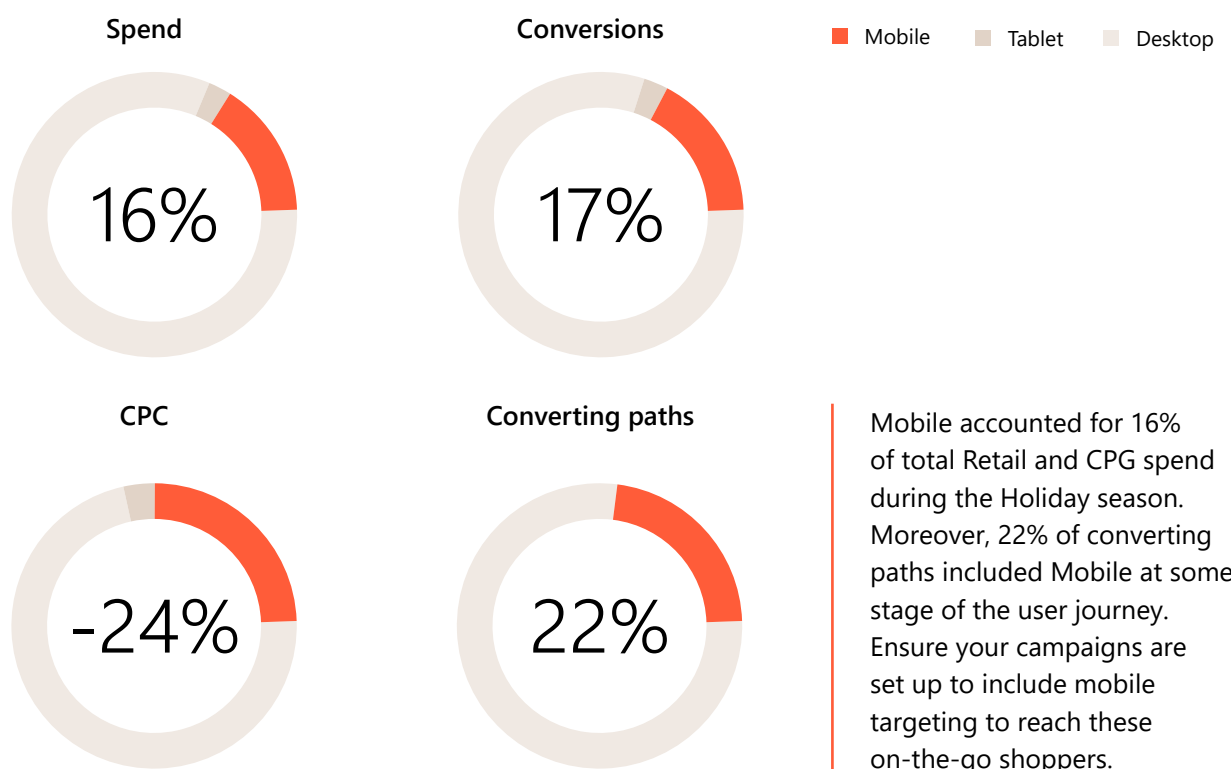
31. Microsoft Advertising 2024 Consumer Trends Holiday Research

## When style meets savings

In the United Kingdom, 61% of people have dipped into the world of fast fashion and discount retailers.

Inexpensive, on-trend styles from fast fashion merchants strike a chord with shoppers. Australian gifters are aligned, where 55% of people plan to buy presents from discount and fast fashion retailers.<sup>32</sup>

## Mobile dollars over-index on clicks and conversions<sup>33</sup>



32. Microsoft Advertising 2024 Consumer Trends Holiday Research

33. Microsoft Internal | Retail Demand; Retail Holiday Query Path 2023 UET conversion

## From eco to ethical, values-based gifting is on the rise



**You**

Copilot, is this year solely about finding lowest prices?



**Copilot**

Your personal and company data are protected on this chat

Not at all. Consumers are placing significant importance on values this year.

Approximately a quarter of shoppers opt for values-based gifts—think sustainable, eco-friendly, and cause-oriented presents. If gifters choose these thoughtful options, over half plan to make values-based purchases again. It's a trend that aligns purpose with generosity. In the UK, sustainability, eco-friendliness, and ethical considerations drove gift purchases. These values grow stronger each year, shaping the choices we make.

85% of consumers say they'll only consider a brand<sup>34</sup> if they trust the brand. If you're interested in learning more about building a more trusted brand, visit our [Marketing with Purpose page](#), which includes a Marketing with Purpose playbook, courses and more.



● 1 of 15 responses



### FESTIVE RECOMMENDATION

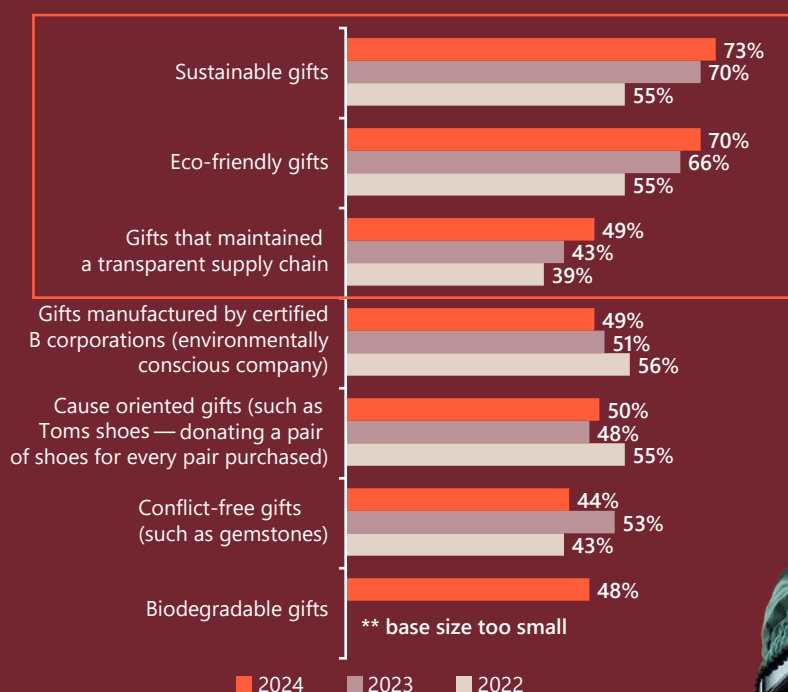
Show your brand values using Marketing with Purpose attributes. To help you build trusted relationships with your customers, we offer inclusive business attributes that can be used with search ads to highlight your values. [Learn](#) how you can create loyalty and inspire true connections.

34. Marketing with Purpose Playbook, Microsoft Advertising.



# Sustainable, eco-friendly, and ethical values are increasingly driving gift purchases each year

Plan to purchase again this year (of those that previously purchased)<sup>35</sup>



35. UK Only 2021, n= 521; 2022, n=507; 2023, n=504; 2024, n=511

Arrow indicates significant difference from previous year at a 95%CI



# Consumers connect. Because every label tells a story.

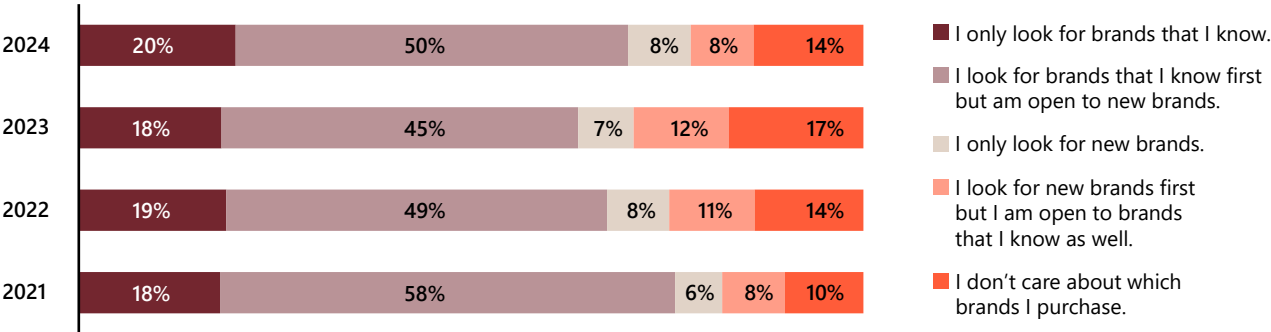
Every gift carries a message—a token of appreciation, a spark of joy, or a nod to shared values.

While many shoppers start by seeking familiar brands, they’re open to new discoveries during sales events. This year, brand familiarity has gained increased importance among consumers.

UK

## Brand familiarity matters more this Black Friday compared to last year<sup>36</sup>

How do you shop for brands during shopping events like Black Friday<sup>37</sup>



Display a positive review, award, or ranking by an independent, respected third-party source directly in your ad via Review Extensions to bolster consumer trust in your brand.

36. 2024 Consumer Trends Holiday Research  
37. Shop during major shopping events UK Only 2021, n=; 2022, n=; 2023, n=; 2024, n=348  
Arrow indicates significant difference from previous year at a 95%CI

# 06

## Unwrap growth

with Microsoft Advertising

# Unwrap growth with Microsoft Advertising

This holiday season, create campaigns that convert by targeting our engaged audience, poised to gift presents to everyone on their list.

With strong sales expectations and less traditional shopping days, anticipation and pressure are on this holiday season. With AI-powered solutions and an audience that clicks 'add to cart' more frequently,<sup>38</sup> Microsoft Advertising can help you achieve your goals.



## Unwrap a valuable audience

Imagine unwrapping a gift that contains not just any audience, but the most engaged audience in the world—one with exceptional purchasing power. With Microsoft Advertising, you can:<sup>38</sup>



### Access premium shoppers

Target an audience with exceptional purchasing power.



### Elevate your sales

Benefit from an audience primed for holiday shopping.



### Reach over a billion users

Connect with a vast, engaged audience.



### Boost spending potential

Our users are 15% more likely to spend online.

38. Comscore Cross Visiting Report Multi-platform, Microsoft sites, US, May 2023

## Unwrap a diverse ecosystem

The holiday season is about connecting and sharing, and so is our diverse ecosystem. Discover three ways you can leverage it:

01

### Generative AI integration

Our advanced AdTech and generative AI is integrated across platforms like Windows, Edge, Bing, LinkedIn, and Xbox.

02

### Engage daily users

Connect with over 1 billion permissioned users who spend 6–8 hours daily within the Microsoft ecosystem<sup>39</sup>.

03

### Cover every aspect of digital life

You can seamlessly reach users as they work, shop, game, and socialize across MSN, Outlook, Edge, Bing, Microsoft 365, and Microsoft Casual Games, and more.

## Unwrap cutting-edge technology

Use our tech to power advertising with Microsoft in three ways:

01

### Reach across channels

Access high-quality audiences through search, native, display, video, CTV, and retail media.

02

### Innovative AI solutions

Leverage our innovation in generative AI to engage your audience throughout the holiday season.

03

### Maximize engagement

Ensure your campaigns resonate during key shopping moments with our AI-powered campaigns such as Performance Max.

39. GWI Core, Q1 2023–Q1 2024, Global



# 07

## Your holiday checklist

# A holiday checklist to maximize conversions



## QUICK FACTS

Strategic flighting of ad types maximizes conversions. So, get ahead of the crowds this holiday by unwrapping the power of the Microsoft ecosystem. Thoughtful gifting transcends trends. Whether it’s an inspiring card, a cozy sweater, or a playful toy for your beloved pet, the spirit of giving connects us all. And Microsoft Advertising provides you with the tools to achieve the full potential of your holiday campaigns.

## Strategic flighting of ad types maximizes conversion

CORE			ENHANCE		
	Audience ads	Search	Shopping	Local inventory ads	Multimedia ads
September	Audience ad exposure influences search behavior 6–9 days later and conversion behavior 34 days later.	Search demand is elevated— increase campaign daily budgets and bids to capture users from research to conversion.			
October					
November			Users are exposed to more Shopping ads beginning in Nov—stay aggressive with bids to keep impression share.	Stay aggressive with bids to guide shoppers in-store for last minute purchases.	Keep campaigns funded to capture long-tail, specific searches for shoppers who know exactly what they want.
December					
					Use the separate auction to your advantage to keep your brand top of mind as competition grows.

# Your holiday checklist

To help you take action, we've created a holiday checklist to guide you in identifying the Microsoft Advertising products that can boost your growth this holiday season.

## 01 Be there ahead of time

- ✓ Use [Google Import](#) to easily create and automatically sync your Merchant Center, Performance Max, search, Shopping, and Demand Gen campaigns.
- ✓ Launch your [Connected TV \(CTV\) ads](#), [Display ads](#), [Video ads](#), and [Native ads](#) in September to generate awareness and consideration.
- ✓ Launch your [Performance Max](#), [Search](#), and [Shopping campaigns](#) in October.
- ✓ Double-check to make sure all relevant accounts and campaigns are active.
- ✓ Add new seasonally relevant and emerging keywords. [Use our automated solution using scripts](#) to easily discover disapproved ads and rejected keywords.
- ✓ Make sure that you are opted [into the entire Microsoft Advertising Network](#), including Syndication and mobile inventory to maximize reach and results.

## 02 Find approaches for a better ROI

- ✓ Schedule a [free consultation](#) with our experts to kickstart or optimize your campaign setup.
- ✓ Set up your [Universal Event Tracking](#) tag and define [Conversion Goals](#) unlock conversion tracking and optimization, and Re-marketing.
- ✓ Apply [in-market audiences](#), including specific seasonal audiences, across your search and audience campaigns to find people ready to buy.
- ✓ Use [Remarketing](#), [Dynamic Re-marketing](#) and [Similar audiences](#) to nurture and re-engage users down the funnel.
- ✓ Use a combination of Search [ad extensions](#) like Action, Review, Enhanced Sitelinks, disapproved ads and rejected keywords.
- ✓ Increase visibility and capture attention for your brand with rich image ads: [Multimedia ads](#) and [Audience ads](#).

## 03 Optimize keywords, ads and bids

- ✓ Use [Dynamic search ads](#) to discover gaps in your keyword lists.
- ✓ Use [Broad Match and Phrase Match](#) keyword targeting on Search ads to increase search term coverage.
- ✓ Use [shared budgets](#) for across smaller campaigns to efficiently spend budget where there is demand.
- ✓ Apply [auto-bidding](#) to drive the ROI metrics you care about most and apply seasonality adjustments.
- ✓ Add last-minute shopping keywords, like gift cards, to search ads in December.
- ✓ Clear mobile device bid modifiers to 0% in November and December.
- ✓ Set up [automated rules](#) to schedule and automate campaign management tasks.

## 04 Optimize shopping campaigns

- ✓ Use [high-quality images and best practices](#) to maximize the value of Shopping campaigns.
- ✓ Add [Merchant Promotions](#) to make the most of your seasonal deals.
- ✓ Expand your reach by creating a shopping feed-based campaign for audience ads.
- ✓ Include specific brands, product types or individual products that align with your business goals.
- ✓ Use the SKU column and unique identifiers to help differentiate product titles and descriptions that may only differ in size, color, etc.



Core tactics



Enhancements

# 08

## Unwrap an outstanding

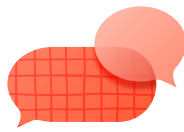
holiday season

# Unwrap an outstanding holiday season

From all of us at Microsoft Advertising, we wish you a wonderful festive time with family and friends. Our goal is to empower you to do more with your ad campaigns.



Filled with the good cheer of this holiday guide, here's to your continued success!



Get in touch with your account representative or schedule a [consultation with our team of experts](#) to learn more. New to Microsoft Advertising? We welcome you to join us.

SIGN-UP  
TODAY



And if you want to learn more, check out our virtual festive holiday season events on-demand:

- [Unwrap growth with Microsoft Advertising \(North America\)](#)
- [Unwrap growth with Microsoft Advertising \(Europe\)](#)
- [Unwrap growth with Microsoft Advertising \(Australia\)](#)

You can also find these (and more) on our [Holiday season resources page](#)







## FESTIVE RECOMMENDATION

### Want to get started?

Import your campaigns from Google in a few seconds.

Our Google Import can save your time in creating new campaigns for this holiday without starting from scratch. You can reach more customers instantly with Google Import, by simply copying and pasting in your Performance Max, Demand Generation, Video ads, Shopping Campaigns and Search Ads from Google to Microsoft Advertising. Our Google Import tool can also support you in importing your Google Merchant Center feed into Microsoft Merchant Center, so you can further save time in launching your product ads.

MediaCom and British Gas used our Google Import tool to save time and scale campaign performance across platforms, reaching a 44 %<sup>40</sup> higher click-through rate (CTR) with significant time saved:

// It's great to see these results. Search teams are generally time-poor, so anything that we can automate to not only make our lives easier but that improves our campaign performance is a win for us."

**Claudie Ziegenbein**  
MediaCom's Head of Search



### Want to get started? Import your campaigns from Google in a few seconds.

Simply ask Copilot in the Microsoft Advertising to support you. Of course, you can always find the detailed answers on the



HELP PAGES



40. British Gas internal data, comparing Responsive Search Ads with Standard Text Ads, September to October 2019.

