

MICROSOFT ADVERTISING

IMPRESSION SHARE IN THE AUTOMOTIVE MARKET

Did you know that the majority of people researching automotive-related products on Microsoft Advertising platforms are looking to purchase in the next three months?¹ Despite recent challenges, the market is showing good signs of recovery, particularly for electric vehicles.²

If you want to reach millions of additional potential customers and stretch those marketing budgets even further, then you should consider adding the Microsoft Advertising Network to your clients' campaigns.

Opportunities and challenges facing the automotive market



Search interest and consumer demand is at an all-time high



Cost reduction through automation



Fierce competition among manufacturers and dealers



Businesses are seeking smarter and more cost-effective marketing

The solution?

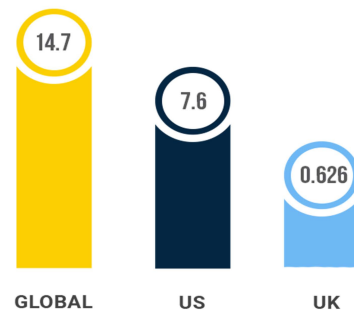
The Microsoft Advertising Network



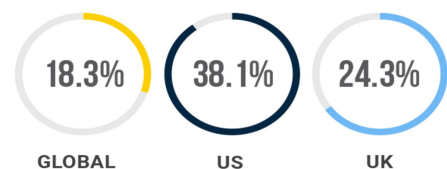
According to Microsoft's internal data studies, search is the most used digital channel for automotive buyers (56-61%), and they are more likely to click on a search ad than an ad from any other channel.³

The Microsoft Advertising Network reaches millions of additional potential customers not currently served by existing platforms. Take a look at the audience data opposite to see the Microsoft difference. These figures⁴ are based on using [comScore market data](#) for PC users.

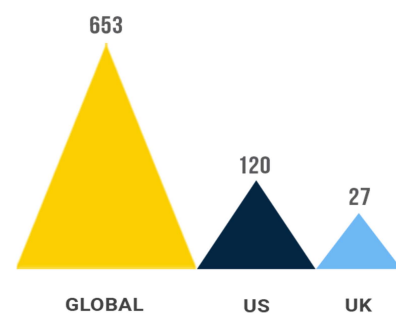
MONTHLY PC SEARCHES (BILLION)



PC MARKET SHARE



UNIQUE PC USERS (MILLION)



¹Microsoft internal research

²Economist Intelligence Unit, Automotive Outlook 2023

³Microsoft's Advertising workday consumer research, Jan 2022

⁴Correct as of October 2022 (source: Microsoft Advertising)

Source for all statistics: Microsoft Advertising Figures correct as of October 2022.

GET IN CONTACT

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Net-new audiences

According to research by Microsoft Advertising, users exposed to Microsoft Audience ads engage with automotive brands at all stages of the marketing funnel.

2.4x BRAND AWARENESS

6.6x BRAND CONSIDERATION

3.8x BRAND CONVERSION

How is this achieved?



Lead with **in-market** and **similar audiences** to reach net-new users and grow the base.



Use images and videos to drive awareness through other channels.



Target recent visitors and concentrate on core market segments.



Testing of different ad types and audience segments.



Increase conversion by optimising bids and budgets.



Provide clear calls to action.

In-market audiences tend to perform best; these are customers researching products and services who are actively considering a purchase rather than just browsing.

Audience profile

There is a preconception that Microsoft Advertising is only for older users and B2B. Both of these are incorrect.

GLOBAL AUTOMOTIVE INDUSTRY



UNDER 45

79% of those researching are under 45.



HIGH HOUSEHOLD INCOME

39% have a household income in the top 25%.

Automotive Ads

Microsoft is rolling out automotive ads globally as part of its focus on vertical-based ads. The ads are based on **dynamic data feeds** with attributes such as car make, model and year appearing on Bing search results and in native ad placements on the Microsoft Audience Network.

Advantages:

- ✓ Provides specific, easy-to-read information to the customer
- ✓ Ads are based on search intent data combined with user needs
- ✓ Uses advertisers' existing digital catalogues to reduce campaign set-up and management
- ✓ Access to Bing search, image and video results pages
- ✓ Access to Microsoft Audience Network and search partner ads such as Yahoo! And DuckDuckGo

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