



Our friends at Microsoft Ads released several trend reports earlier this week that provide valuable insight into how consumer sentiment and behavior is shifting as a result of the pandemic. Noted below are our key takeaways and action recommendations as well as links to the reports themselves.

- There has been an uptick in searches over the last few weeks that include purchase incentives such as **"sales, specials, deals and offers"**.
- There was a **90.7% increase in luxury make incentives queries** when comparing the latest 7 days vs. the first 7 days of the year. Compare that to an **11.3% increase for economy make incentive queries**.



Consumers are still looking to maintain the features associated with luxury makes but are keen to take advantage of special pricing and incentives now more than previously.

- The most recent WoW dip was driven primarily by Parts & Service and then Tier 3. Tier 1 is the only sub-vertical that saw an increase in clicks this past week.
- **Tier 1 clicks spiked 11% WoW, holding solid year-over-year (YoY) growth.**
- **Emerging queries** picked up by non-exact match types: car dealerships coronavirus; coronavirus car sales; buying a car after coronavirus; car rebates march 2020 increase corona; coronavirus car deals; is now a good time to buy a car; cars to buy now; best cars to buy now.



Utilize the Search Query Report, especially the interesting query words column, to identify possible target and negative keywords for inclusion in the campaign.



- **Tier 3 clicks are up Year over Year** but declined 6.9% Week over Week
- **Parts & Accessories clicks were down 12% Week over Week. Service & Repair clicks were down 11% Week over Week.** There presumably is less of a need for these products and services with fewer consumers driving due to much of the country either beginning or continuing to isolate this past week.

### Suggested Action:

- Make sure ad copy includes all applicable offers such as deferred payments and 0% financing.
- Prioritize incentive keywords, highlight 2018 & 2019 models that may be more affordable.
- Sales teams should focus the conversation with auto dealers on how to promote the offers they have available.
- Despite the economic uncertainty, consumers continue to show a strong interest in buying cars. Sales teams can reinforce year over year click trends to demonstrate that interest to local car dealers.
- How has the dealership evolved to meet current consumer needs? Some dealerships are delivering newly purchased cars and picking up trade-ins.

### Sources:

[How Covid 19 is Affecting Consumer Sentiment for Autos](#)  
[Weekly Auto Click Trends](#)