



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.

General Retail

- BOPIS (Buy Online, Pick-up In Store) search interest spiked with coronavirus concerns.
- There has been a **400% lift in food/grocery-related in-store pickup searches**.
- Top Queries: [brand] order pickup, [brand] store pickup, [brand] online order pickup, [brand] pick up store, [brand] pickup order, [brand] food online order pickup, [brand] order online store pickup, [brand] curbside pickup ordering groceries, [brand] pick up order, [brand] store pickup



- ✓ Does your advertiser have an option for curbside pick up? Are they equipped to take orders over the phone in lieu of an e-Commerce site.
- ✓ How does this apply to other retailers that are still open but whose customers are reluctant to shop in-store? Is delivery or pickup an option for your advertiser today where it may not have been a month ago

Suggested Action



Sales teams should focus the conversation with local retailers on how to promote the goods and services they have available for pick up or even delivery.



How has the business evolved to meet their customers' needs in today's climate? How have the needs of their customers



Sports & Fitness Equipment

- Sports and fitness equipment clicks have **increased by 97% week over week (WoW)** as consumers shift their fitness needs to home-based options.
- 75% of exercise equipment queries are focused on cardio equipment vs. 25% for strength training. Home treadmills and elliptical machines make up 57% of exercise equipment searches.
- As more consumers are looking for remote workout options, home gyms are becoming more and more popular. The increase of home fitness equipment will continue to grow as the option to use fitness equipment at one's own time and convenience has increasingly appealed to consumers.



✓ The shift into home fitness equipment sales is a solid indicator that local businesses offering online fitness classes, yoga, meditation, etc would be in high demand.



✓ As consumers look for ways to maintain wellness routines from home, business owners have an opportunity to meet that demand by thinking outside the box when it comes to their service offerings. We know of personal trainers offering sessions via video conference and martial arts classes being held on Zoom. What are the possibilities for your advertisers?

Suggested Action:



How can this translate to other industries? As consumers are looking to maintain their pre-COVID lifestyle from home, how can businesses adapt? Home painting party kits, In-home Cooking Classes and Baking parties?



Sales teams have an opportunity to serve in a consultative role in ways they have never done before. Help your advertisers push the limits of what their business can do and how they can adapt to meet changing consumer needs.



Home & Garden

- Home & Garden has underpaced YoY since the beginning of February, and in recent weeks has diverged from seasonality.
- Rug & Carpet Cleaning Services have increased 28% this week YoY
- Spring typically marks a time for major home remodeling projects, but many projects require outside help.



Refocus efforts on smaller DIY projects that can easily be completed with products purchased exclusively online.

- Equipment and supplies for essential home updates are accelerating ahead of spring seasonality. Construction Tractors, Water Filters, Yard & Garden Equipment & Supplies, Outdoor Cooking Equipment, and Hardware Tools & Supplies categories are outpacing year to date performance since many products within these categories could be viewed as preparative.

Suggested Action:



Social Distancing doesn't have to mean staying indoors. Help your advertisers open the door for their consumers to enjoy the changing weather and use the time they have gained from not commuting by sprucing up or creating new outdoor living spaces.

Sources:

[How COVID-19 is affecting in store pick up interest](#)

[COVID-19 effects on exercise and fitness trends](#)

[How COVID-19 is affecting our Home & Garden search marketplace](#)