



MICROSOFT ADVERTISING INSIGHTS

Backyard BBQ: trends to expect this summer

April 2022

Microsoft Advertising. Great relationships start here.



Summary and key findings



Summer BBQs will be most common this year on Memorial Day, Fourth of July, and Labor Day.

Plan campaign timing and spend accordingly to account for search interest during these seasonal holidays.



BBQ searches are expected to rise by an average of 12% and are expected to peak about a month prior to Fourth of July.

Reach consumers on their BBQ search journey with product ads using [Shopping Campaigns](#) to drive up to +57% conversions.



Hamburgers will be the most popular food to grill. Beef searches and clicks are expected to rise by an average of 23% and 38%.

With the [Microsoft Audience Network](#), native and search work better together: users had a +2.6x higher site visit rate and +3.5x higher conversion rate when exposed to both ads vs search only.



Men are more likely to view alcohol as a key element for a BBQ - beer and liquor searches are projected to rise by an average of 29% and 22%.

Target key customers with your first-party data by implementing [Customer Match](#).

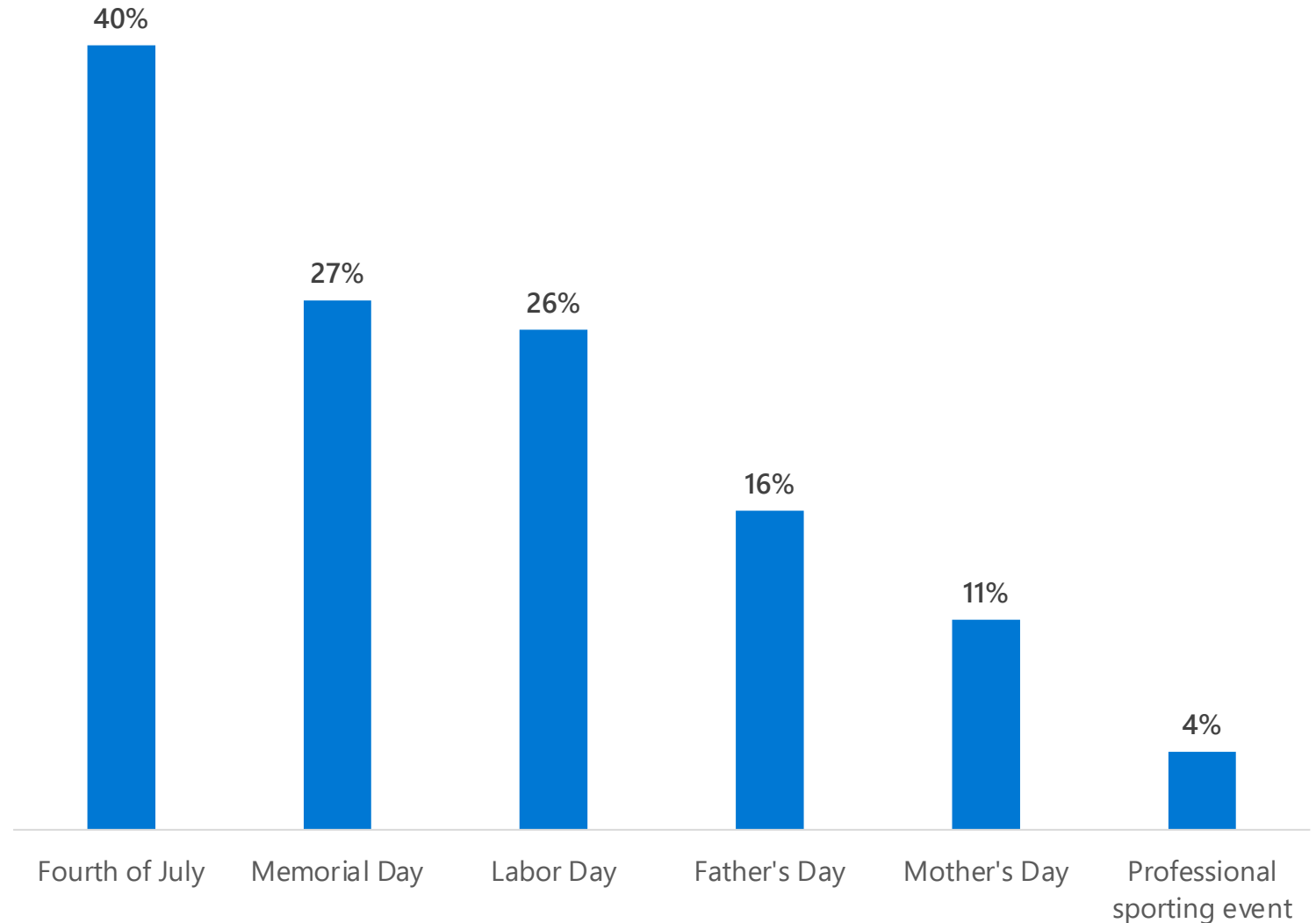
Summer BBQs will be most common this year on Memorial Day, Fourth of July, and Labor Day



Pro Tip: Plan campaign timing and spend accordingly to account for search interest during these seasonal holidays.



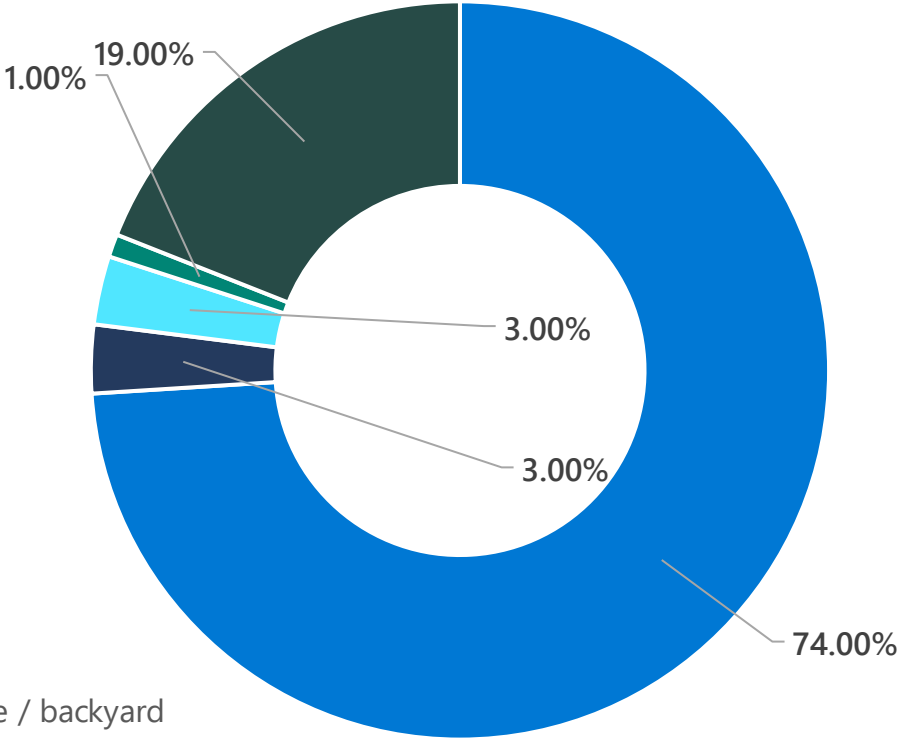
Question: When do you plan to host or attend a BBQ this summer?*



*CivicScience. 2,309 responses collected on 04/06/2022.

This summer, BBQs are happening in backyards

Question: Where do you plan to host or attend a BBQ this summer?*



Interest for backyard BBQ will be high this summer

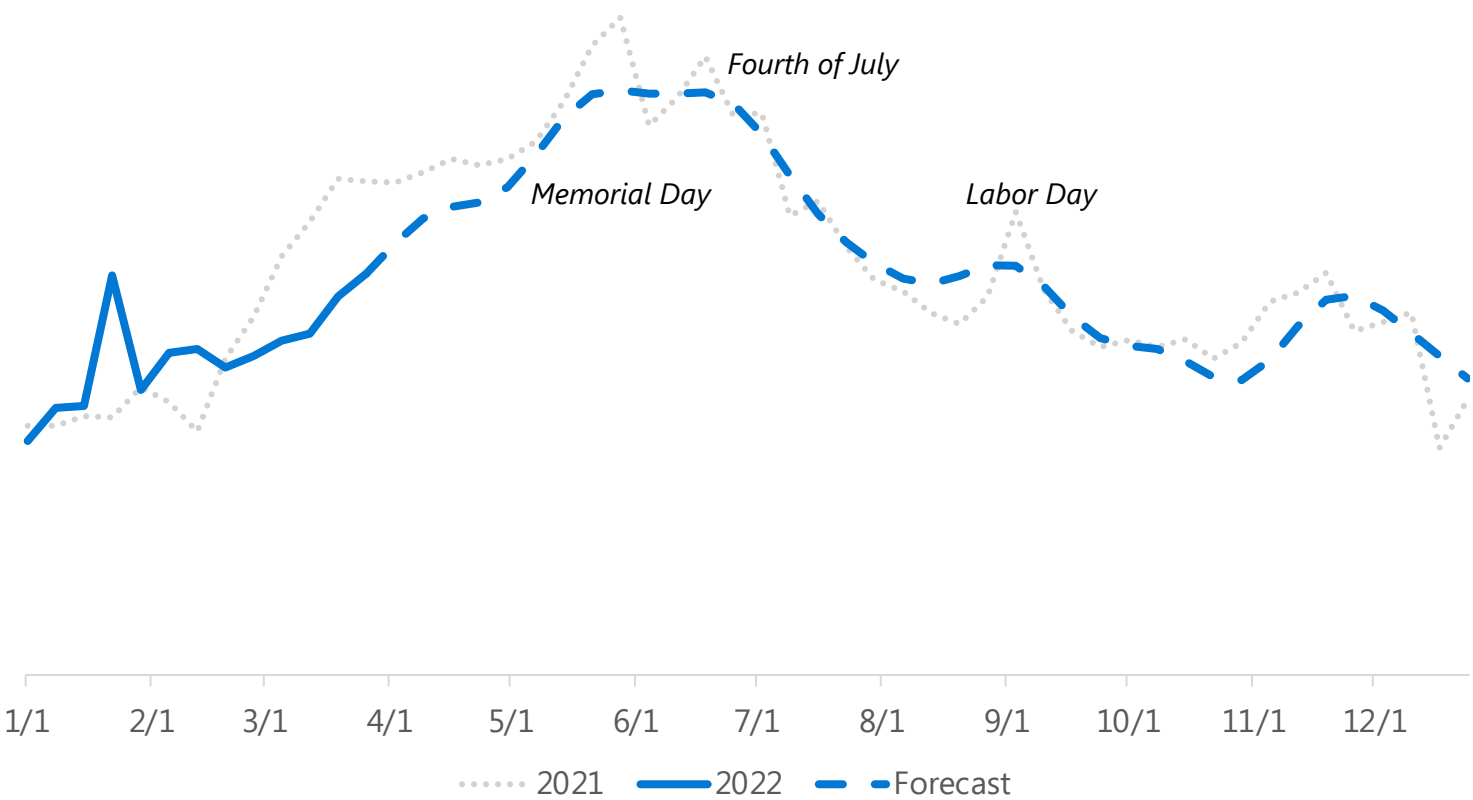
Searches for Outdoor Cooking Equipment & Accessories are expected to rise by an average of 18% and searches for Yard and Patio Furniture are expected to rise by an average of 20% during summer months compared to the rest of the year.

Microsoft Internal Data; May – Sep 2022. *CivicScience. 1,504 responses collected on 04/06/2022. Location of planned BBQ this summer, rebased among those planning to host or attend a BBQ



Search interest is predicted to ramp starting late April

BBQ search trends and forecast



Searches are expected to rise by an average of 12%.

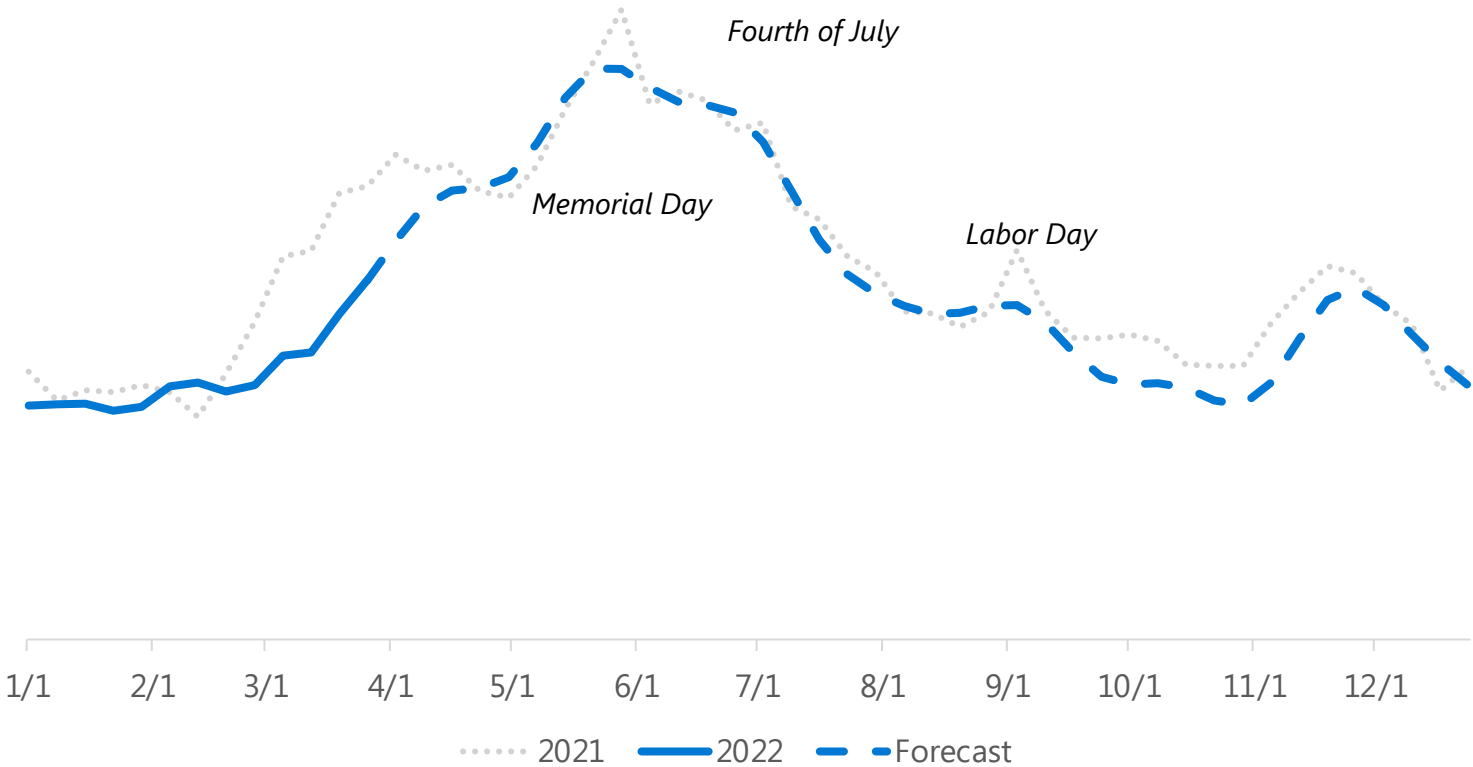
Reach consumers on their BBQ search journey with product ads using [Shopping Campaigns](#) to drive up to +57% conversions*. After set up, you can include [Ad Extensions](#) (such as filter link and multi-image) to highlight your offerings even more.

Microsoft Internal Data; 2020 – 2022. Solid blue shows actual metric. Dash blue line is the expected forecasted metric. The expected % changes by week are in reference to week 11 of the 2022 calendar year. *Microsoft internal data, Microsoft Search Network, U.S., 2016 vs. 2017.



BBQ clicks are expected to peak late May/early June

BBQ click trends and forecast



Clicks are expected to rise by an average of 21%.

Apply bid adjustments based on which [Remarketing](#) lists users belong to; ads shown to users in [Remarketing](#) lists saw a 34% greater conversion rate*.

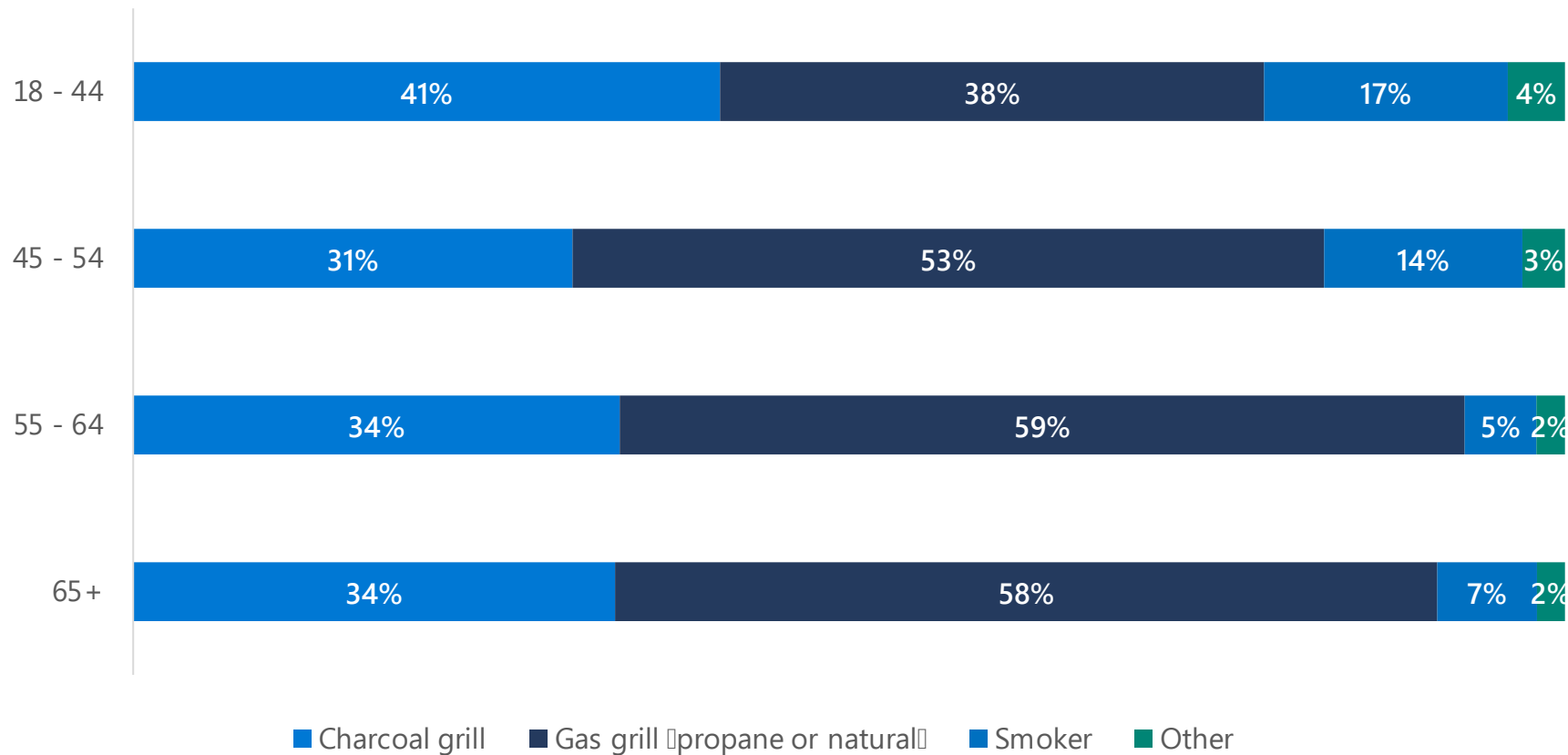
Microsoft Internal Data; 2020 – 2022. Solid blue shows actual metric. Dash blue line is the expected forecasted metric. The expected % changes by week are in reference to week 11 of the 2022 calendar year. *Microsoft internal data, performance on U.S. traffic using bid-only targeting, October 2017.



Adults over 45 are more likely to buy gas grills

Question: When cooking meat outdoors which of the following methods do you prefer to use?

Rebased among respondents who cook meat outdoors

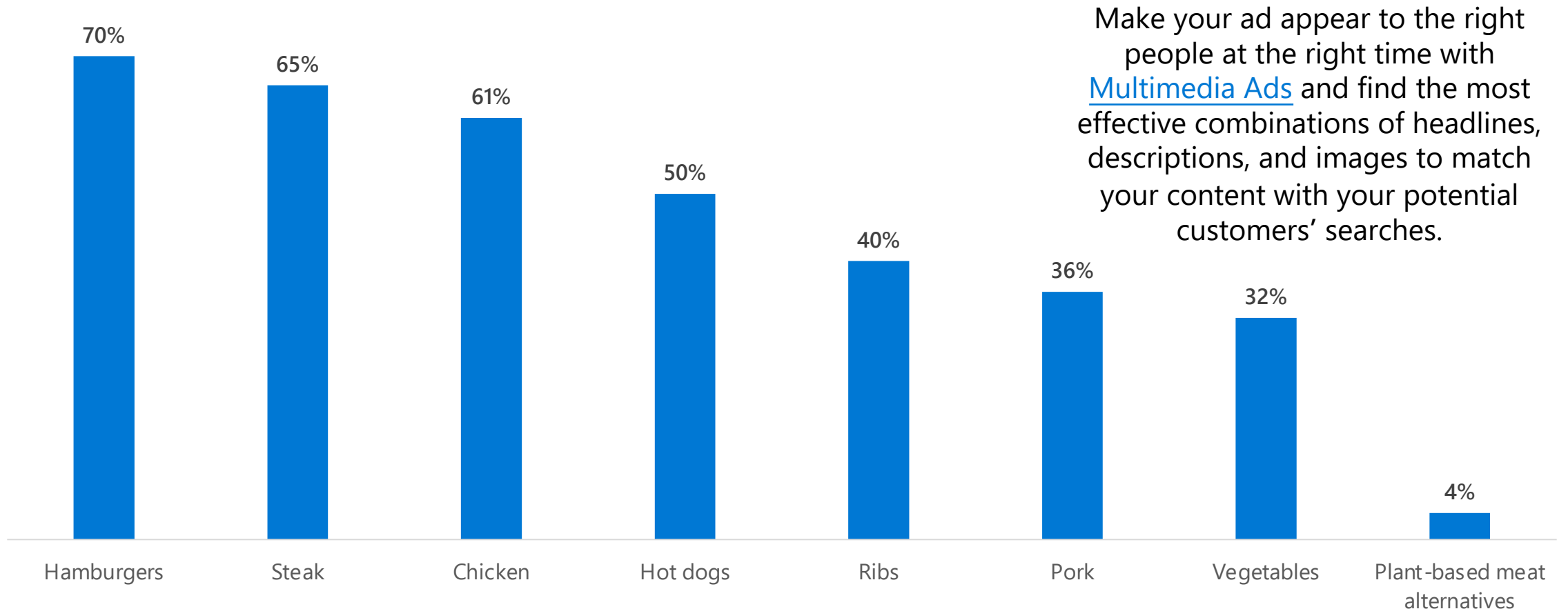


Top NON-BRAND BBQ related queries:

- *bbq*
- *outdoor grills*
- *outdoor kitchen grills sale*
- *charcoal grilling recipes*
- *bbq grills*

Hamburgers will be the most popular food to grill this summer

Question: Which of the following foods are you most likely to grill this summer?*



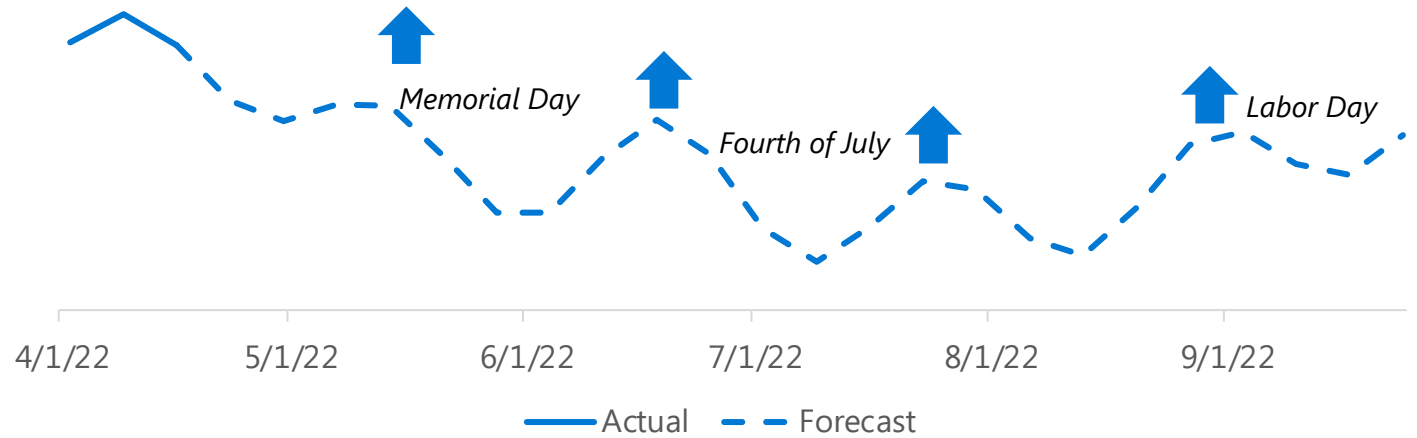
*CivicScience. 2,309 responses collected on 04/06/2022.

Beef searches are expected to rise by an average of 23% and clicks by an average of 38%

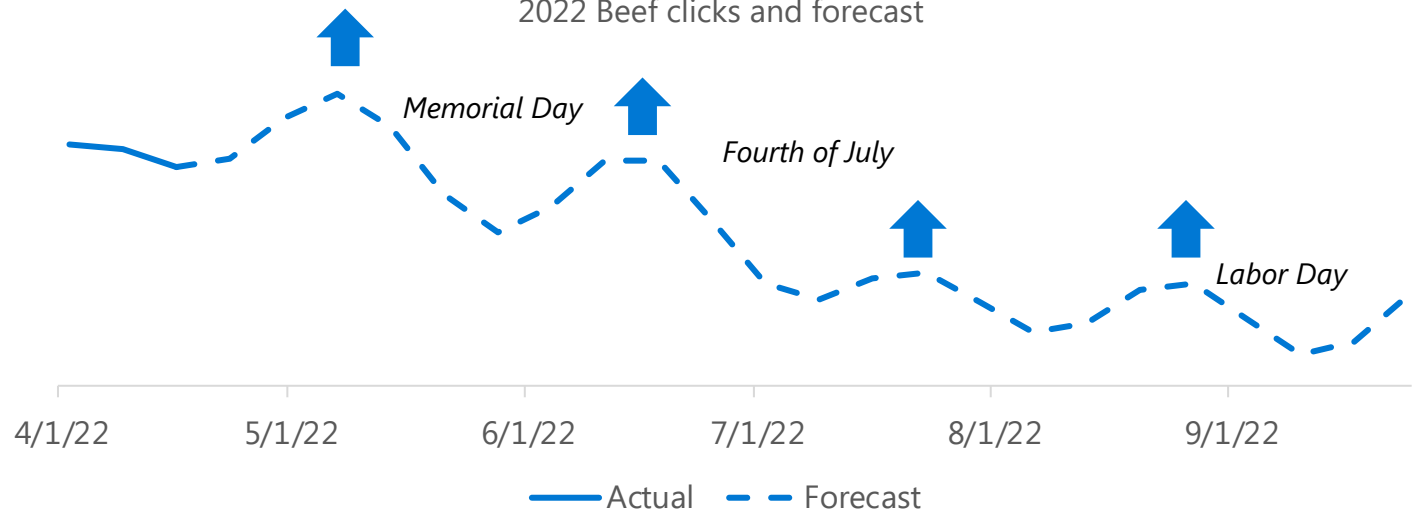


Pro Tip: Native and search work better together: users had a +2.6x higher site visit rate and +3.5x higher conversion rate when exposed to both ads vs search only.

2022 Beef searches and forecast



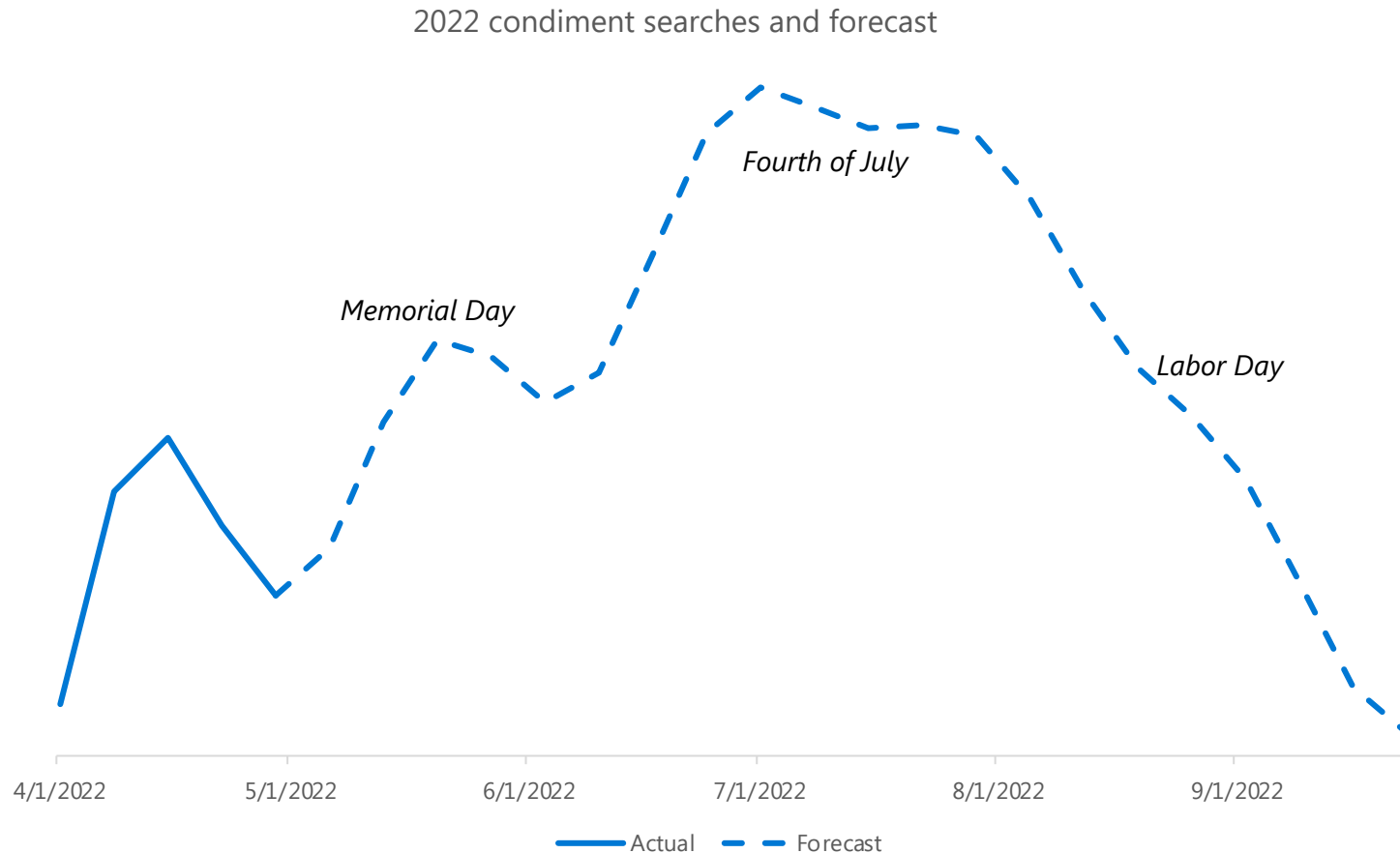
2022 Beef clicks and forecast



Microsoft Internal Data; 2020 – 2022. Solid blue shows actual metric. Dash blue line is the expected forecasted metric. The expected % changes by week are in reference to week 11 of the 2022 calendar year. *Average user count per advertiser study = 818K, data collected May-October 2020

2022 condiment search interest this summer

Searches and clicks are expected to rise by an average of 13% and 16%



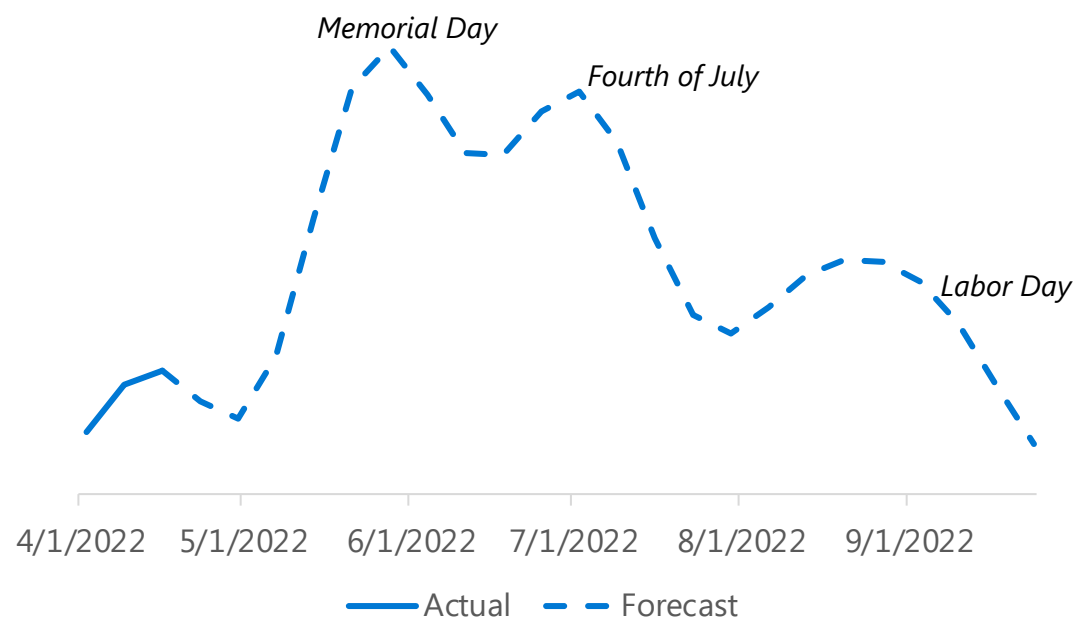
- ✓ BBQ sauce is expected to be the top condiment this summer. The average number of searches is expected to increase by an average of 78%, and the most searches are likely to occur around Memorial Day weekend.

Top BBQ sauce related queries:

- *homemade bbq sauce*
- *homemade bbq sauce recipe*
- *bbq sauce recipe homemade*
- *sugar free bbq sauce*
- *keto bbq sauce*
- *keto bbq sauce recipe*

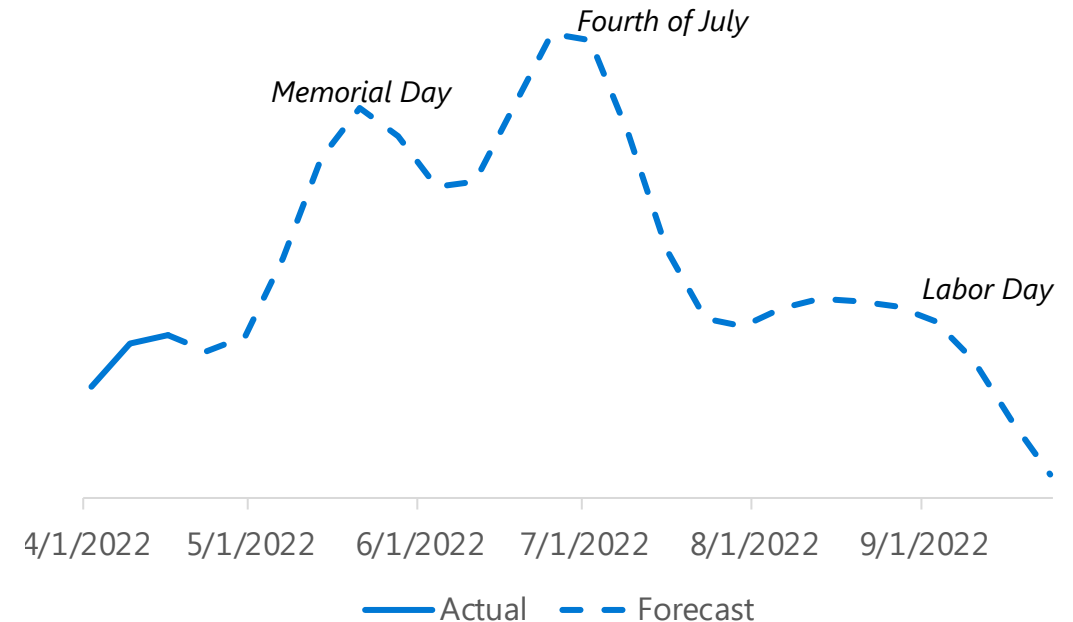
BBQ sauce impressions and clicks

2022 BBQ sauce impressions and forecast



Impressions are expected to rise by an average of 46%. Utilize [Responsive Search Ads](#) (RSA) as a flexible experience driving on average +16% more impressions*.

2022 BBQ sauce clicks and forecast



Clicks are expected to rise by an average of 25%. Use [RSA](#) to automatically produce and serve many ad variations to show the most relevant ad to each potential customer, increasing conversions +7% on average*.

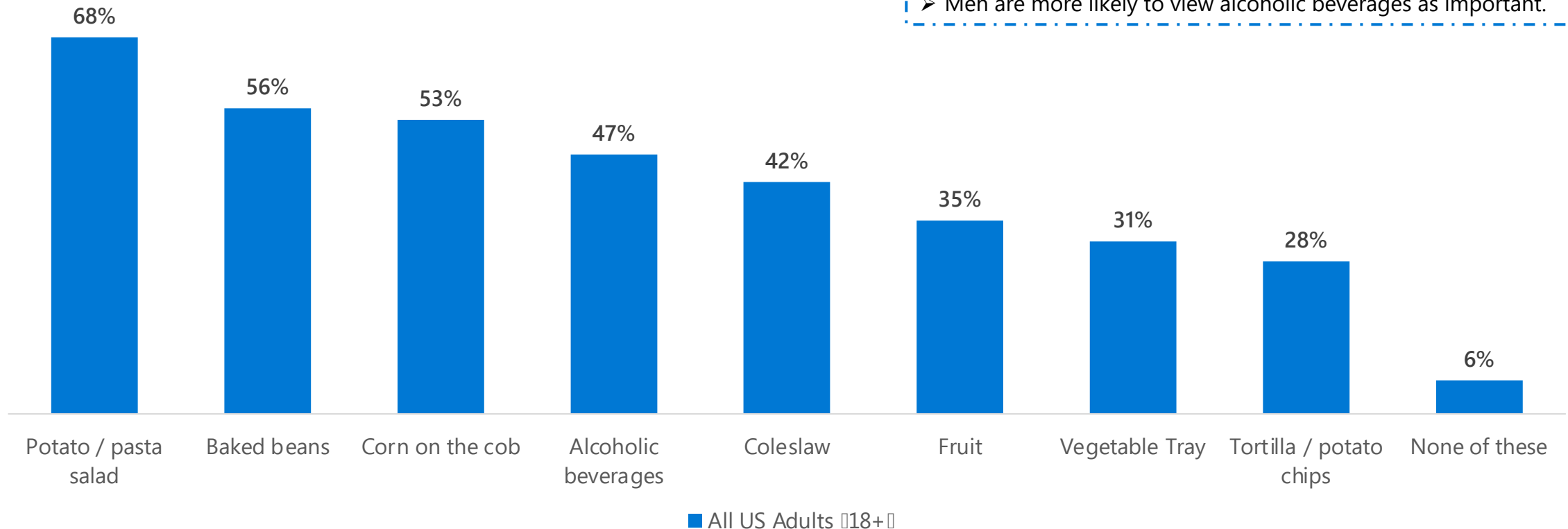
Microsoft Internal Data; 2020 – 2022. Solid blue shows actual metric. Dash blue line is the expected forecasted metric. The expected % changes by week are in reference to week 11 of the 2022 calendar year. *Internal Microsoft data from 2/9/21-4/10/21.

The most popular BBQ side dish is potato/pasta salad

Question: Which of the following side items are most important to have at a summer BBQ?*

KNOW YOUR AUDIENCE

- Women are more likely to view fruits and veggies as important.
- Men are more likely to view alcoholic beverages as important.

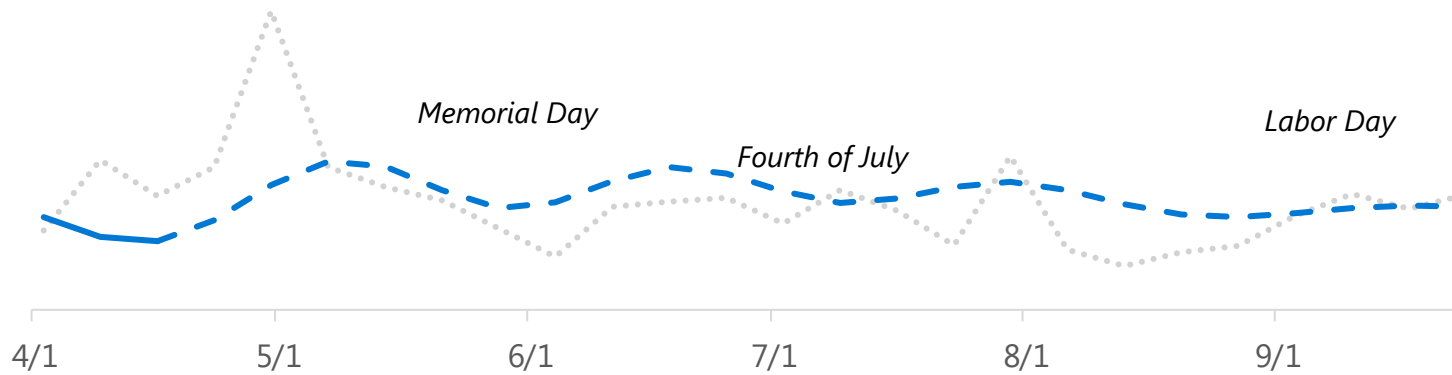


*CivicScience. 2,309 responses collected on 04/06/2022.

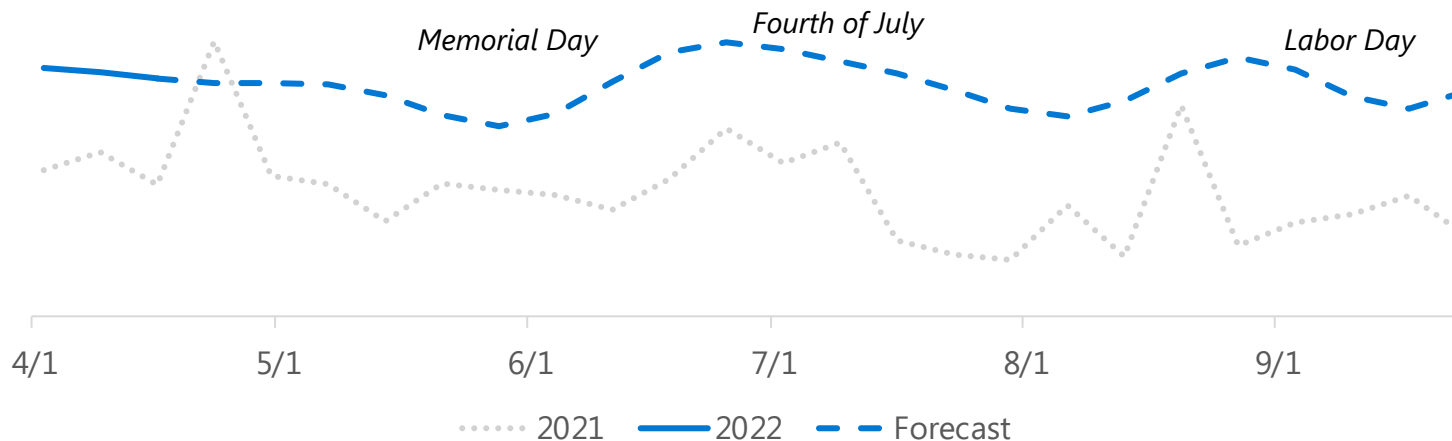
Alcohol searches will rise prior to holidays



Beer search trends and forecast



Liquor search trends and forecast



..... 2021 — 2022 - - - Forecast

Microsoft Internal Data; 2020 – 2022. Solid blue shows actual metric. Solid orange line is the expected forecasted metric. The expected % changes by week are in reference to week 11 of the 2022 calendar year. * Microsoft internal data; U.S. pilot performance data using “bid only” targeting, April 2018..

- ❖ Beer searches are expected to rise by an average of 29%.
- ❖ Liquor searches are expected to rise by an average of 22%.
- ✓ Target key customers with your first-party data by implementing Customer Match.
- ✓ Associating In-market Audiences to campaigns can help increase conversions up to 17%*.

To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights



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