![Microsoft Advertising]

Holiday Planning: Software

UK: insights and recommendations for the 2024 holiday season
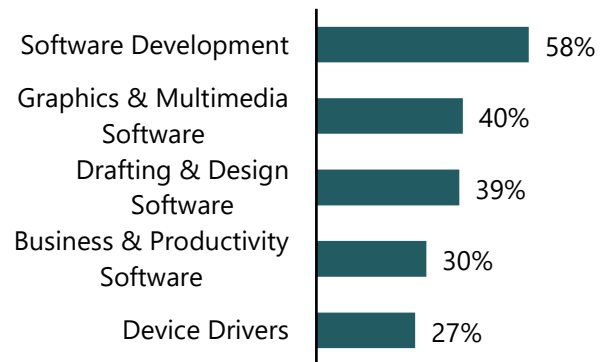
Pro tip: Start Black Friday promotions early using our latest campaign type - Performance Max - to reach over 1 billion users with high propensity to spend online. Advertisers who adopted Performance Max alongside their search campaigns saw a **32% decrease in CPAs** and a **3X increase in ROAS,** compared to advertisers running only search campaigns.[1]
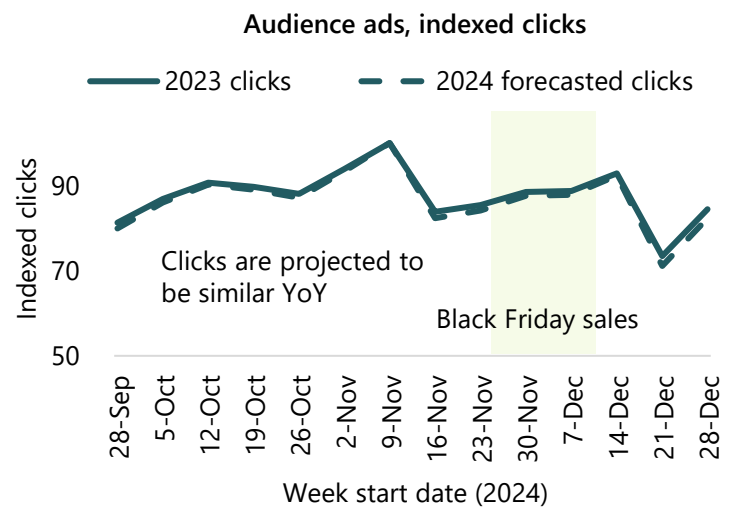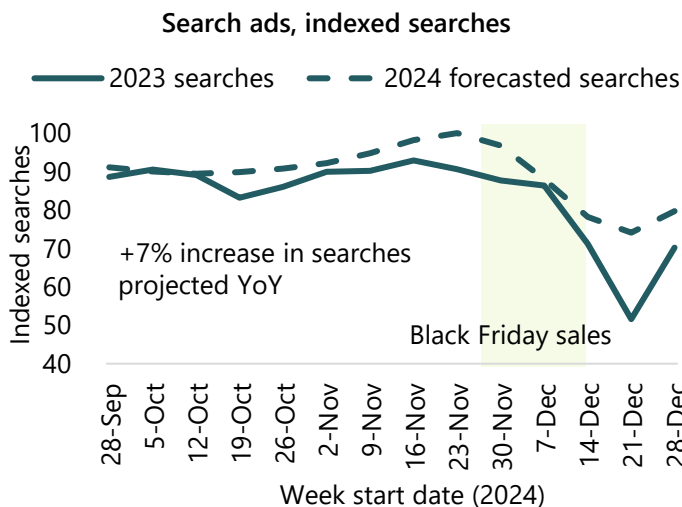
Top optimizations this Holiday season:

- Maximize conversions & reach with **Performance Max (PMAX) campaigns**. Performance Max leverages Microsoft AI to help you reach the right people at the right time across multiple ad formats.

- Import your campaigns from Google Ads and other platforms with a few clicks and use the **Google Import** tool to keep them in sync.

- Increase bids and budgets on your re-targeting campaigns to reach users who are more likely to convert off your holiday ads.

Top sub-categories, YoY search growth[2]:

Sub-category	Growth
Software Development	58%
Graphics & Multimedia Software	40%
Drafting & Design Software	39%
Business & Productivity Software	30%
Device Drivers	27%

Software activity, Holiday 2023 and forecasted 2024[3]:

Traffic across the Microsoft Network is expected to follow similar trends his Q4 holiday season as last year.

Search ads, indexed searches

—— 2023 searches – – 2024 forecasted searches

+7% increase in searches projected YoY

Black Friday sales

Week start date (2024)

Audience ads, indexed clicks

—— 2023 clicks – – 2024 forecasted clicks

Clicks are projected to be similar YoY

Black Friday sales

Week start date (2024)