Key solutions to maximize your budget this summer season

The third Monday in June is typically when summer sales kick off in Canada and they usually span into the last week of August.

Apparel searches and clicks spike in May and July, with slight decreases in June. Beauty & Personal Care online activity has many more peaks and valleys.

Over 50% of consumers are planning to add to their wardrobe and those who have shopped online during the pandemic will continue to do so.

Customize your ad content with a more flexible experience with Responsive Search Ads and get automatic ad performance updates.

Use Dynamic Search Ads to help match your ads to users’ queries that aren’t part of your keywords.

With Merchant Promotions, you can promote products directly from your Shopping Campaigns inventory with special offer tags.
June through August is the key time frame for summer sale activity. June and July are very popular months for apparel sales as consumers gear up for back-to-school.

Pro Tip: June is a very popular month for semi-annual sales. Showcase your products with Multimedia ads! Multimedia ads use large visual imagery that showcases your brand and products, which in turn will help to capture users' attention and own the SRPV’s for your category.

Source: Calendar Canada & Global News Canada
Use these top trending products when building your keyword strategy
Top 8 summer apparel and beauty items for 2022, based on survey data

**Top summer apparel items for 2022**
- Shorts: 59%
- Tank tops/t-shirts: 40%
- Sandals: 34%
- Sunglasses: 26%
- Hats: 20%
- Bathing suits: 19%
- Dresses: 13%
- Bathing suit coverups: 5%

**Top beauty items for 2022**
- Sunscreen: 70%
- Moisturizer: 43%
- Shaving items: 33%
- Other beauty: 11%
- Foundation/bronzer: 11%
- Self-tanner: 11%
- Exfoliator: 6%
- Nail kit: 5%
- Other: 3%

Source: Civic Science Survey – 1,096 responses collected 4/5/2022
Make sure you account for spikes in online Apparel in May and July.

Searches and clicks for Apparel sub-categories dip slightly in June prior to picking up again in late summer (through August).

Source: Microsoft Internal Data

Searches over time (2019 – 2021)

Clicks over time (2019 – 2021)
Consider an “always on” approach for Beauty, with more volatility expected.

Beauty product searches and clicks are more varied in seasonality and hit multiple peaks throughout the year.
Showcase your new products with Local Inventory ads to reach consumers shopping around for wardrobe refresh

- 50% of consumers plan to purchase new clothing when COVID restrictions end.
- 25% of consumers aged 18-34 plan to ONLY wear new clothing after COVID restrictions end.
- 25% of consumers plan to do most of their shopping online regardless of COVID status.
- 33% of consumers aged 18-34 buy apparel specifically for social events.

Pro Tip: Queries containing “shop local” grew 66% YoY in January. Implement Location Targeting and showcase your products to nearby shoppers with Local Inventory Ads.

Source: 1. NPD – Canadian Consumers Yearn for a Wardrobe Refresh Post Pandemic
2. Microsoft Internal Data, January 2022
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights
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