Key takeaways and solutions to maximize your budget

Consumers plan to shop both online and in-stores this Father’s Day and expect to spend roughly $175 per person.

Promote products available locally with Local Inventory Ads and enhance the experience with a Curbside pick-up badge.

Most retail sub-categories should see a spike in early June, but queries including “fathers day” won’t ramp until much later.

Raise awareness for your brand by activating the Microsoft Audience Network and capture attention with Multimedia ads.

Activity-based gifts were popular last year and forecasts suggest they will continue to grow especially dining-out.

By including Merchant Promotions in your Shopping Campaigns, you can improve visibility, leading to more clicks and an improved ROI.
Greeting Cards are expected to be the #1 purchased item this Father’s Day.

Top 3 gift categories for Father’s Day 2022:
- 59% of people plan to buy greeting cards.
- 49% of people plan to buy clothing.
- 46% of people plan to gift a special outing.

Expected per person spending (2012 - 2021):
- 2012: $117.14
- 2013: $119.84
- 2014: $113.80
- 2015: $115.57
- 2016: $125.92
- 2017: $134.75
- 2018: $132.82
- 2019: $138.97
- 2020: $148.58
- 2021: $174.10

Pro Tip: Reach consumers on their retail journey with Shopping Ads that 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.

Source: 1. National Retail Federation – Father’s Day Spending 2021
Over 1/3 of consumers plan to shop online this year

Expectations for Father’s Day 2022: Where people will shop and what they will buy for gifts

Where consumers will shop this year:

- Online: 40%
- Department Stores: 33%
- Specialty Store: 22%

Top 10 gifts shoppers plan to give for Father’s Day 2022:

1. Greeting Cards
2. Clothing
3. Special Outing
4. Gift Cards
5. Personal Care
6. Books/CDs
7. Electronics
8. Home Improvement/Gardening
9. Tools or Appliances
10. Sporting Goods

Source: National Retail Federation – Father’s Day Spending 2021
Retail sub-categories should ramp at least twice in June before Father’s Day.

Indexed searches by sub-category for top 10 expected Father’s Day gifts, June 1-20 Father’s Day 2021

Pro Tip: Microsoft Audience Ads deliver up to 3.0x CTR than other native platforms. Activate the Microsoft Audience Network today.

Source: 1. Microsoft Internal Data; 2. National Retail Federation – Father’s Day Spending 2021
Reach last minute shoppers with “fathers day” queries, which spike late

Year-over-year YoY search volume for queries containing “fathers day” from two weeks before the holiday

Top queries containing “fathers day” since 2019

- when is fathers day
- happy fathers day images
- fathers day clipart
- fathers day gift daughter
- happy fathers day pics
- fathers day diy
- fathers day print
- fathers day svg

Pro Tip: Target key customers with your first-party data by implementing Customer Match or find curated lists of users found to be in-market for your purchase category with In-market Audiences.

Source: Microsoft Internal Data: March – May 2019, 2020, 2021
Gift searches during Father’s Day week were most popular for Females 35+

Audience insights  device type, age group, gender  by number of searches Father’s Day week 2021

**Device Type**
- PC: 66%
- Mobile: 30%
- Tablet: 4%

**Age Group**
- 18-24: 6%
- 25-34: 15%
- 35-49: 27%
- 50-64: 28%
- 65+: 24%

**Gender**
- Male: 46.77%
- Female: 53.23%

**Pro Tip:** 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: Microsoft internal data, June 2021
Clicks during Father’s Day last year skewed toward activities

YoY percentage change for clicks on Father’s Day by query category 2020 – 2021

- Apparel: +0.8%
- Arts & Entertainment: +37.3%
- Computers & Consumer Electronics: -2.1%
- Dining & Nightlife: +38.0%
- Hobbies & Leisure: -12.6%
- Home & Garden: -19.4%
- News, Media & Publications: -12.1%
- Personal Care: -13.4%
- Sports & Fitness: +0.8%
- Travel & Tourism: +114.1%

Source: Microsoft internal data: May 9, 2021 and May 10, 2020
Dine-in restaurant activity should continue to ramp in upcoming months

"Consumers are showing they are comfortable with pre-pandemic behaviors and activities, particularly as we head into the summer season. Many are planning to take Dad out for a special meal or experience this Father’s Day." – Phil Rist, VP of Strategy at Prosper

Source: 1. Microsoft Internal Data; 2. National Retail Federation – Father’s Day Spending 2021
38% of consumers are expecting to shop at a local restaurant or store

Responses to “Where are you most likely to get a Father’s Day gift this year?” – Civic Science

- National retailer / restaurant: 21%
- Local store / restaurant: 38%
- Online retailer: 9%
- Online marketplace: 3%
- Make at home: 29%

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.

2. Microsoft Internal Data, January 2022
Reach users across both search and native platforms this Father’s Day to attain incremental lifts in site visitation and conversion rate.

Gifts & Occasions Ad Effectiveness Study Results

Search + Native

Both Search and Native

+3.9x visitation rate
vs. only search ad exposure

+8.2x conversion rate
vs. only search ad exposure

Source: Microsoft internal data; results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with lift studies done during peak seasonal periods thru Sept 2021. These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.8M
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights