

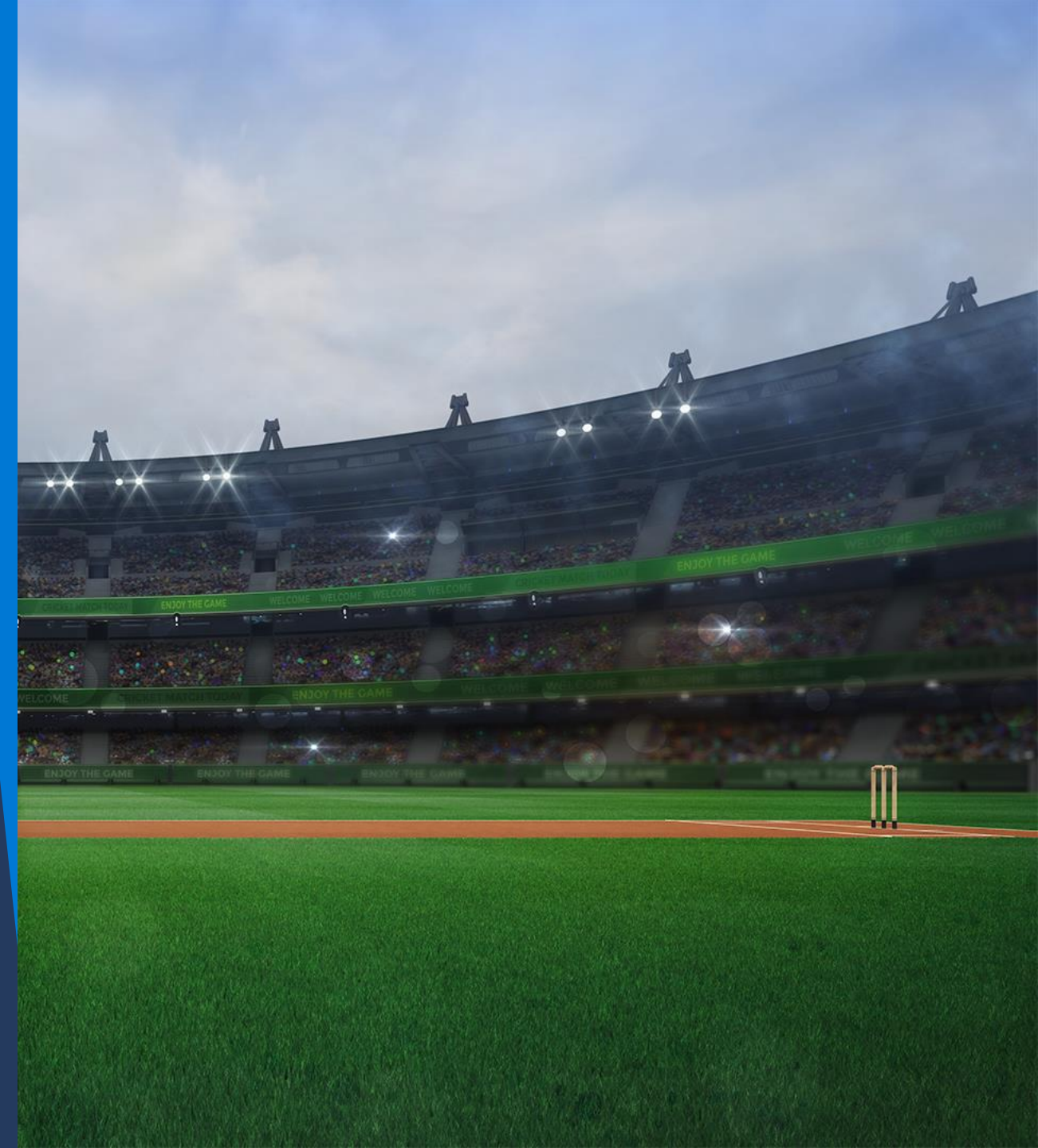
Search Marketing Trends During IPL

A Guide for Marketers



Agenda

1. Know the Sports Enthusiasts of India
2. The IPL Mini Festive Season Timeline
3. Preparing for the 2022 IPL season
4. Getting-in on the action
5. Don't Drop The Ball - Own The Category!
6. Ace the Game this IPL - Search Marketing Tips
7. Benefits of Microsoft Advertising's Bench at InMobi

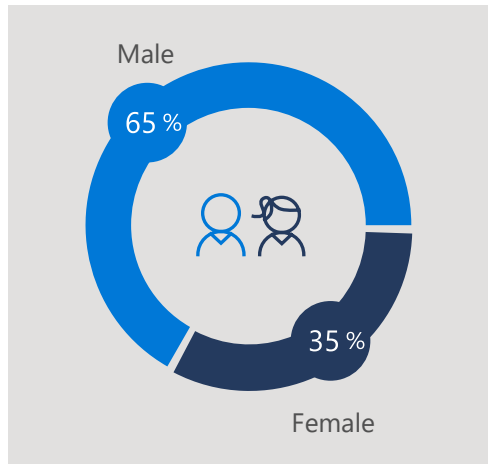




Know The Sports Enthusiasts of India



SPORTS ENTHUSIASTS IN INDIA



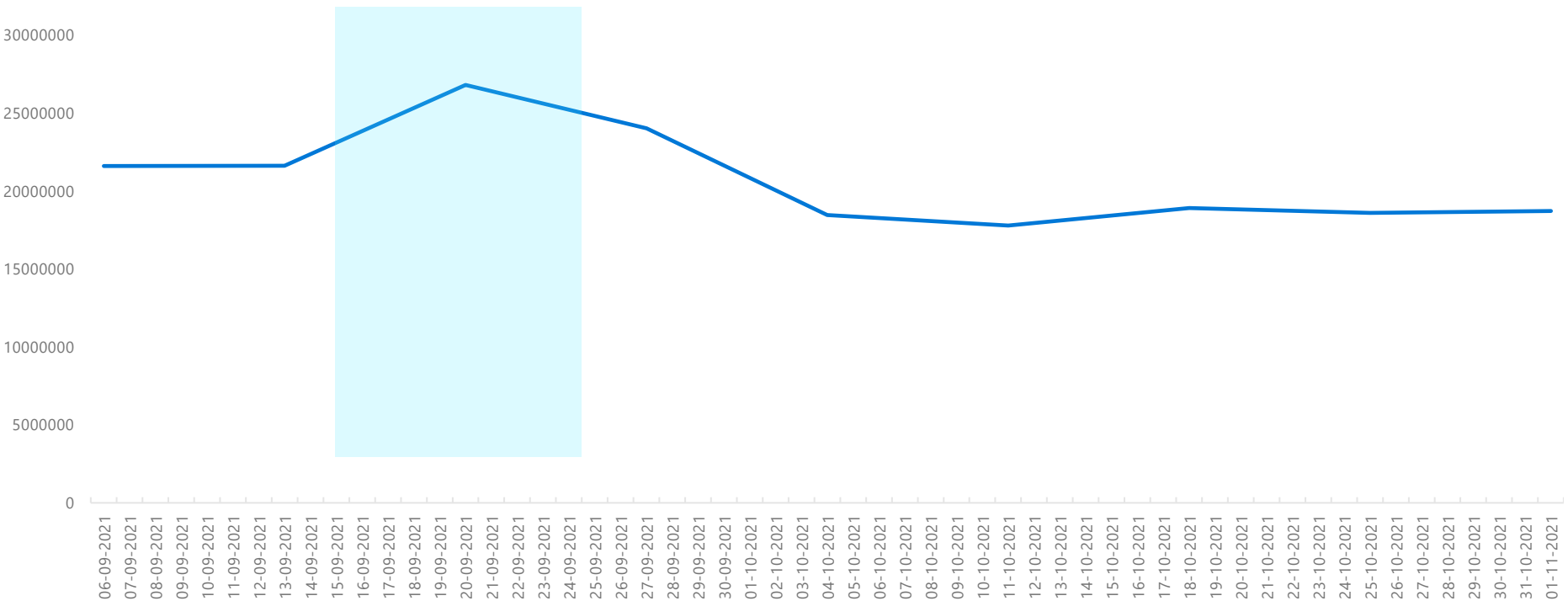
Frequent Shoppers
Upscale Apartment Residents
Gen Z

Sports News
Social Networking
Games
Music

Consumers are glued to their smartphones on cricket match days



Mobile usage spike seen during Cricket match days in the second phase of IPL 2021



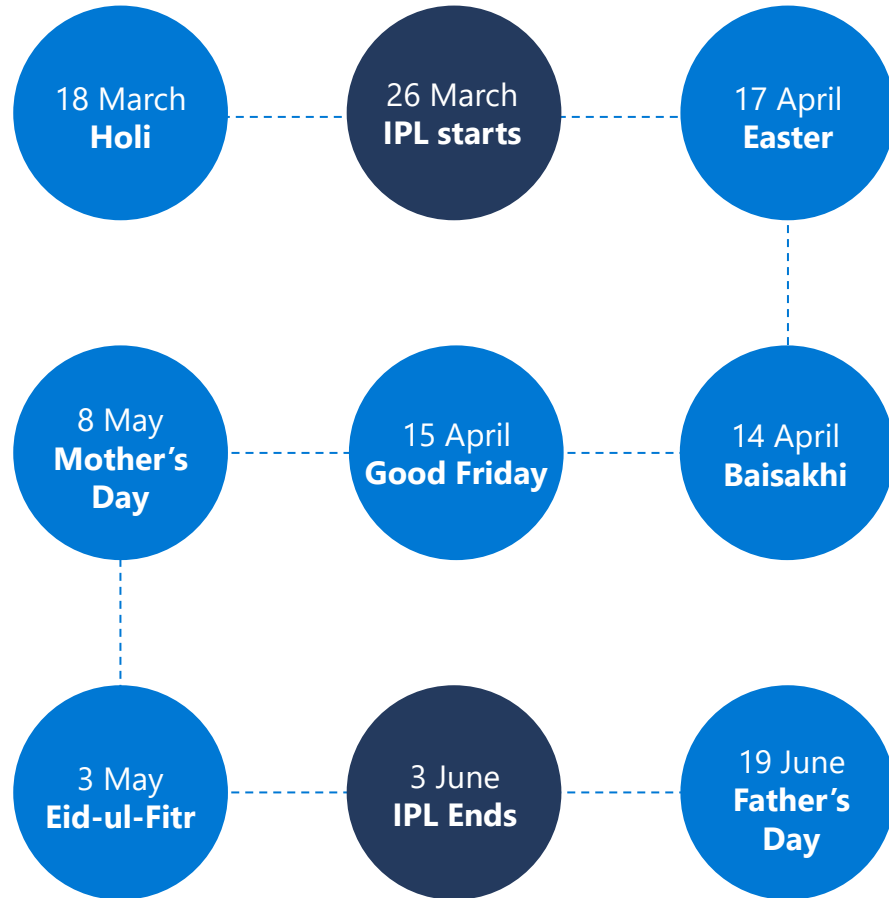
Top Search Keywords

- IPL score
- IPL Live Score
- IPL match
- mi vs
- SRH
- IPL points
- RCB
- KKR
- CSK
- KXIP
- Knight Rider
- Super Kings
- Mumbai Indians
- IPL schedule

The IPL Festival

The Mini Festive Season Timeline

2+ months of marketing season



Tip

Brands can leverage IPL cues to dovetail their campaigns for building brand recall and supporting their marketing funnel focused activities.

For instance, IPL as an event can be used for driving brand awareness campaigns, followed by each of the occasions where brand can then drive sales. Not only festivals, but brands can also target corresponding events such as end of financial year and back-to-school.



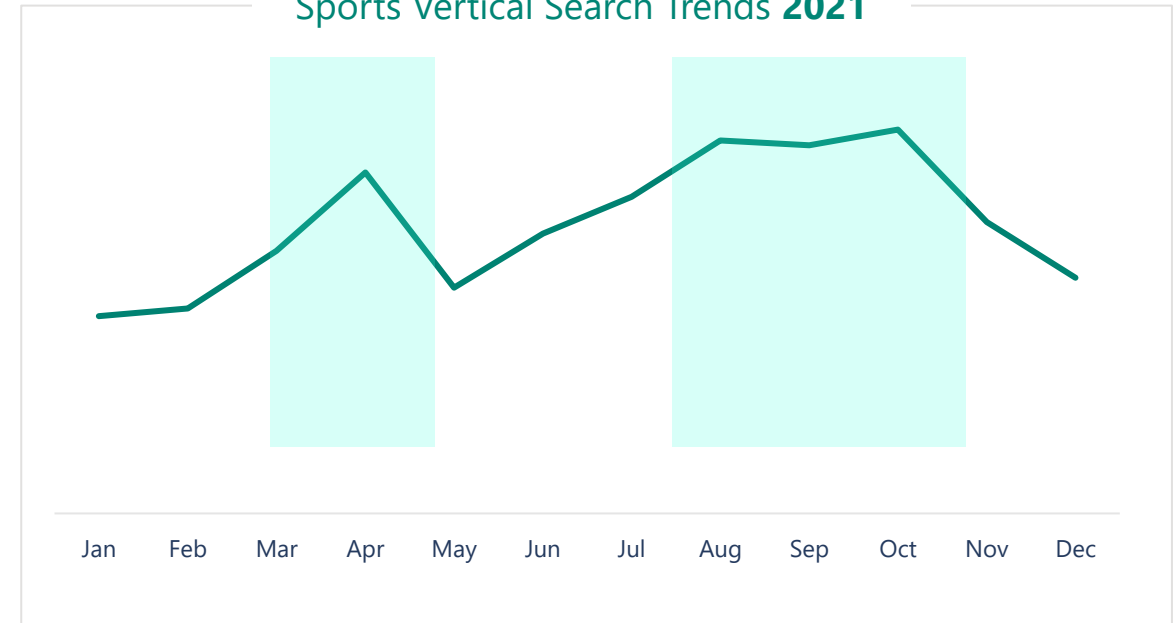
Historical data shows that Search witnesses a massive surge during IPL Season



Sports Vertical Search Trends 2020



Sports Vertical Search Trends 2021



IPL 2021 Season happened in two phases: 9 April to 2 May & 19 September to 15 October

Search witnesses a massive surge during the IPL Season

The overlap of IPL & mini-festive season in 2022 can be leveraged to amplify search volume

Looking at the previous years' data, this is a good time for brands to leverage topical content driven campaigns to connect with a well engaged, high-intent audience on search

- **Leverage the mini-festive season to initiate branding activities** - This is a great opportunity for brands to capture attention and build awareness amongst highly qualified audiences for a period of over 2 months
- **Lay groundwork for the main shopping season in 2022** - Connect with a strongly engaged audience online across segments and equip them with information to make the best purchase decisions during the later half of the year





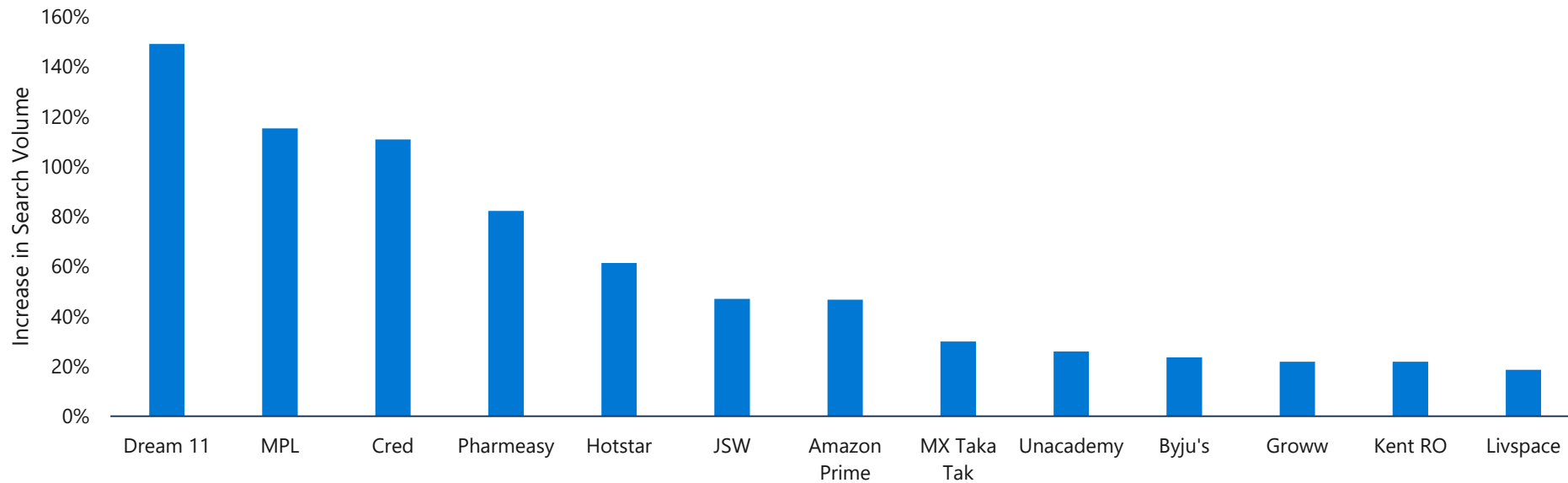
Preparing For The IPL Season

Sponsor brands witnessed spike on search



Brands small or big, old or new influence user searches as they sponsored IPL. Catch this opportunity and drive users to your brand.

Search Vol. Growth – of IPL Sponsor Brands



Tip

Play smart – capture the category the IPL sponsors fit in

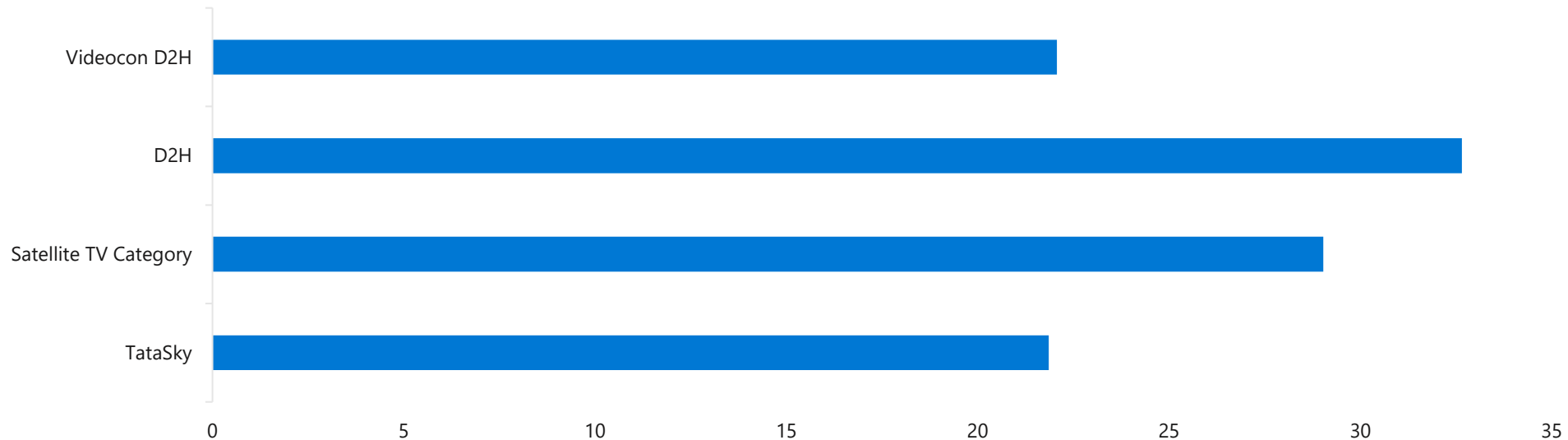
Prepare for game day with [Keyword Planner](#). It'll help you find keywords related to your products, services and commercials.

People plan purchases of satellite TV subscriptions prior to the season



This is the season where most people spend to enjoy watching sports.

Search Vol. Growth Satellite TV Services



Tip

Plan your budgets to leverage this trend in the months preceding IPL.

People usually start searching for Subscriptions weeks in advance of IPL season.

Not just sponsors or direct categories..

- IPL score
- IPL live score
- IPL match
- SRH
- IPL points
- RCB
- KKR
- CSK
- KXIP
- Knight Rider
- Super Kings
- Mumbai Indians

- IPL schedule
- Match Today
- Prime Video
- Disney Hotstar
- Nike
- Amazon Prime
- Adidas
- Dhoni
- Netflix
- Live Score
- T20
- Kohli

...spikes were seen across verticals





Get In On The Action

As expected, cricket related terms have seen a huge spike during the season



Correlate your brands with these rising keywords to boost brand awareness on search

MoM growth, compared between IPL months of 2021

IPL Score
231x▲

IPL
702%▲

Cricket category
55%▲

Match Today
211%▲

Fantasy Sports Category
42%▲

Tip

While you target rising searches, your ad texts and creatives should be event oriented

Ex – An investment / BFSI segment text can read "Be An All Rounder. Make Money From Salary and Strategic Timely Investments"



IPL nudges people to get fit & in shape

Fitness and health related searches also witness an increase during IPL

119% ▲
Exercise Equipment

96% ▲
Vitamin

28% ▲
Nutrition & Diet Vertical

8% ▲
Healthy Food

Tip

The IPL anyway pushes for fitness. With the hybrid work model still in play, this is an opportunity for brands to leverage to connect with their audiences. Brands should double down in the fitness category this season!

In-home entertainment continues to witness a spike

Increase in OTT consumption as well as games related categories

Search Vol. Growth – Entertainment & Gaming

61% ▲
Hotstar

25% ▲
Game download

10% ▲
Game Category

Tip

The onset IPL season encourages cricket gamers and enthusiasts to get back into the game. This is a great time for brands to own the category and focus on the segment.



Food & Grocery Delivery see an uptick with watch parties at home

Searches relating to food delivery will continue to rise this year as cricket fans watch matches together at home

180% ▲
Order Grocery

60% ▲
Order Food

Enhanced Sitelink

Contoso Foods for Every Day –
Home Delivery Available

Ad · contoso.com/party/foods

Enjoy delicious Contoso pizza at your next game day party.

Pizza goes best with cricket, place your order during the timeout.

Tip

IPL and festivals coming together calls for at home get-togethers, watch parties, and celebrations. This category is witnessing a sustained growth on top of the tremendous growth seen last year.

Home furnishing searches rise as people upgrade their living spaces

Home furnishing related categories continue to see increase with the extended WFH

61% ▲
Sofa

48% ▲
Furniture

47% ▲
Chair

30% ▲
Living Room
Furniture Category

Tip

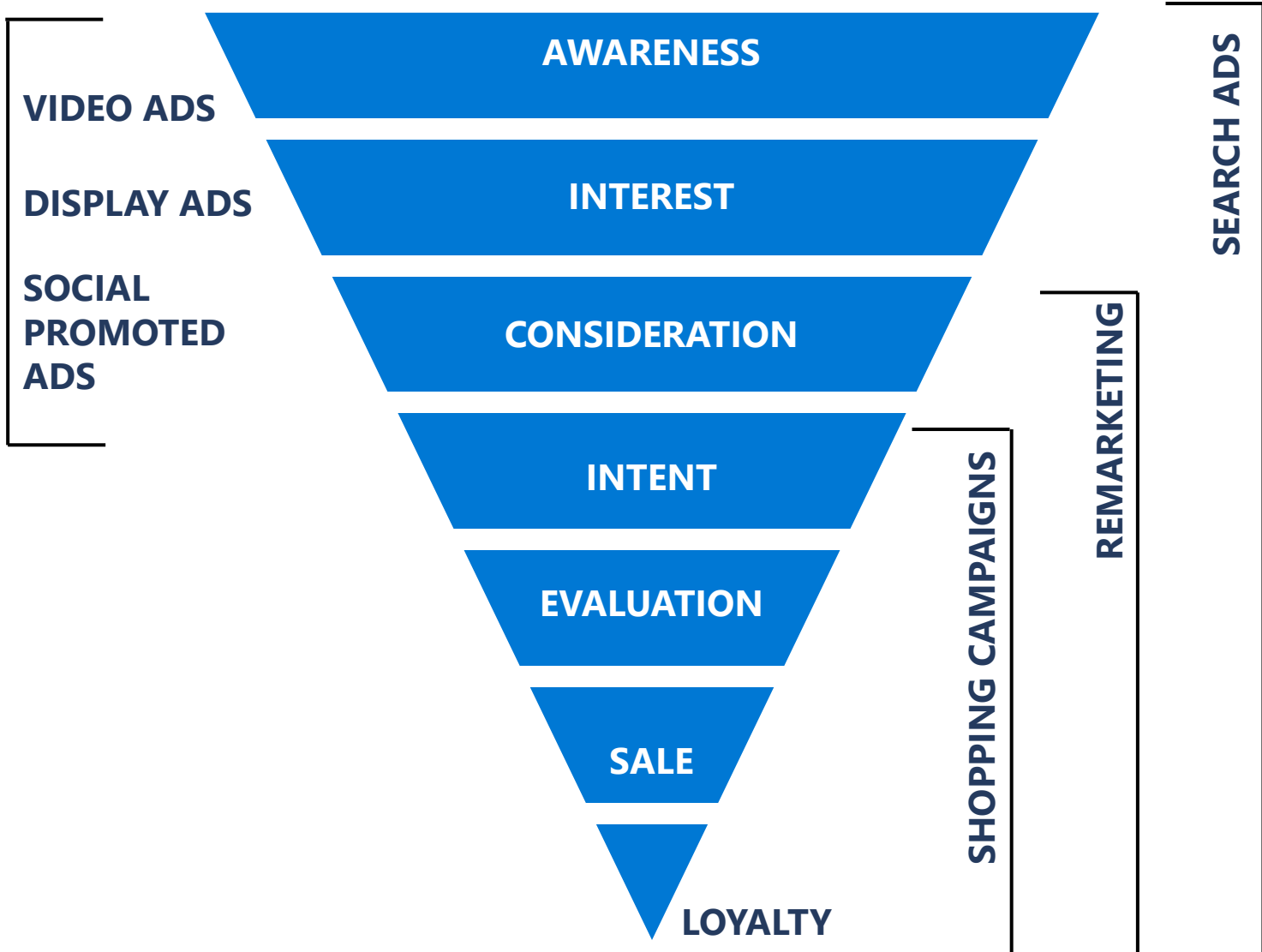
Home furnishing categories related searches increased as people chose the comfort of their home to watch IPL last season.

Brands should ramp up in the home furnishing category during this IPL season to tap into the sports enthusiast audience.

A large, modern stadium at night, illuminated by bright lights. The stadium is filled with spectators, and the pitch is visible in the foreground. The text "Don't Drop The Ball – Own The Category!" is overlaid on the left side of the image.

Don't Drop The Ball – Own The Category!

Leverage Search Across The Marketing Funnel



💡 Pro Tips

AWARENESS

Use IPL related keywords – this is to ensure you establish a correlation and be on top of mind with users searching for IPL. This will also help set-up the brand for the upcoming IPL season.

INTEREST AND CONSIDERATION

Use non-brand or generic keyword to generate interest for your brand in a user's mind. Consumers know about a product or a service but are unfamiliar with the brand. Usually, the search query here is very wide open like "Sunscreen Lotion"

INTENT AND EVALUATION

Search query should have a term including high intent or evaluating between options keywords like "best", "price for", "compare"

SALE

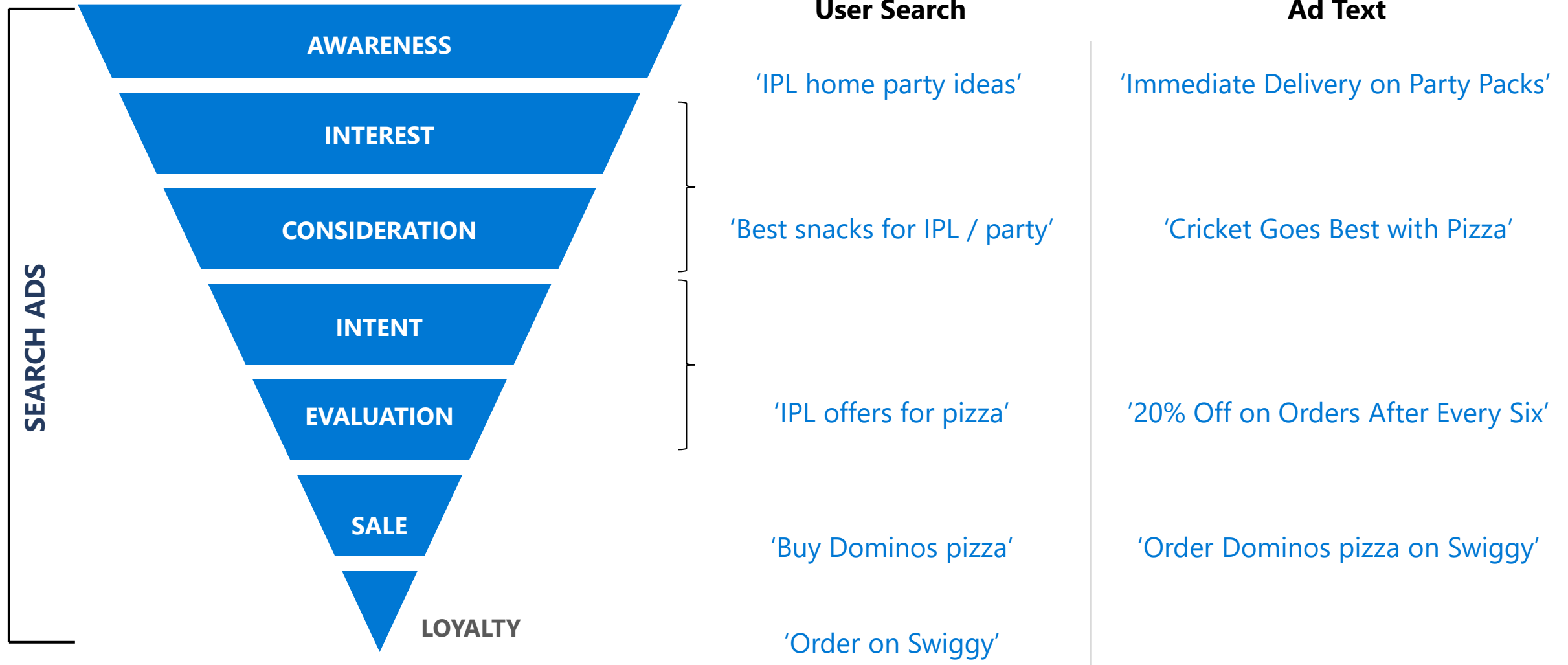
Usually has the brand term or purchase intent terms like, "Buy Lakme Sunscreen Lotion Online"

LOYALTY

Remarket to previous purchasers for loyalty programs or cross-sellers

Own the category – use search all the way!

Ensure you capture prospects throughout their purchase journey and across your marketing funnel



A cricket player in white gear is batting on a field. A large red ball is in the foreground, slightly out of focus. The player is wearing a white shirt, white trousers, and white leg pads. The background shows a green field, a fence, and a clear blue sky.

Ace The Game This IPL – Tips & Tricks

IPL Campaign Ad Samples

ipl 2020

ALL IMAGES VIDEOS NEWS

Watch the Next IPL Match - Sitting on your Wakefit Sofa
<https://www.wakefit.co/buy-sofa/online>

Ad Relax & Watch your Favourite IPL Match on your Favourite Sofa. India's Top Selling Brand. Use Code: WFHOME. Free Shipping. Cash on Delivery. Save With 0% EMI. Buy Now!

Matress

Pillow & Cushions

Mattresses

Indian Premier League, 2020
 19 September - 10 November

MATCHES TABLE NEWS

All MI CSK DC KXIP SF

Match 1 Sep 19, 7:30 pm

Indians Super Kings

Sheikh Zayed Stadium, Abu Dhabi

bing.com/search?q=mumbai+i

mumbai indians

ALL IMAGES VIDEOS NEWS

Top 10 Best Hotels In Mumbai India - Luxury Hotels In Mumbai India 2020
<https://www.luxuryhotelsguides.com>

Ad Lowest Rates Guaranteed. Book 24/7. Search Hotels In Mumbai India today!
 Boutique Luxury Hotels · Superb Locations.

Indians Cricket Team

MATCHES NEWS

Indian Premier League, 2020 **LIVE**
 Match 1

Indians 140/6 (17.0)

Super Kings Yet to bat

CSK elected to field

IPL, 2020
 Match 5 Sep 23, 7:30 pm

Knight Riders

Indians

Sheikh Zayed Stadium, Abu Dhabi

ipl merchandise

ALL Shopping Images News Videos More Settings Tools

About 69,20,000 results (0.44 seconds)

Ads - See ipl merchandise

Buy the official Shreyas Iyer's DC match jersey on FanCode ... ₹1,499 FanCode Shop Free delivery	Buy the official Shikhar Dhawan's DC match jersey o... ₹1,499 FanCode Shop Free delivery	Chennai Super Kings Collared Fan Jersey CSK T-shirt L ₹649 FanCode Shop Free delivery	IPL CSK Chennai SuperKings Half Sleeves T-Shir ₹499 FashionRazor	Sunrisers Hyderabad white Kane Williamson Fan Jersey L ₹599 FanCode Shop Free delivery	Sunrisers Hyderabad Orange Kane Williamson Fa... ₹599 FanCode Shop Free delivery	Kings XI Punjab Match Replica Jersey KXIP Jersey L ₹799 FanCode Shop Free delivery	Kings XI Punjab KL Rahul Red Fan Jersey KXIP Jersey M ₹599 FanCode Shop Free delivery	Mumbai Indians Fan T-shirt MI Jersey XXL ₹599 FanCode Shop Free delivery	Sunrisers Hyderabad Orange Warner Fan Jersey ... ₹599 FanCode Shop Free delivery

Ad · shop.fancode.com/t20jerseys

Official Jerseys of T20 Teams - Only on FanCode Shop

The Official Fan STORE. Get All Your Favourite T20 Team Merchandise Only on FanCode Shop. Official T20 Team Jerseys & Dream11 Merchandise Store. Free Shipping.

Kings XI Punjab Jerseys
View the Available Products
Check Pricing Now

Sunrisers Hyderabad Tees
Browse Through the Available Tees. Check Pricing

Celebrate Birthday with IPL - Order Cakes Online with Fnp
<https://www.fnp.com/birthday-ipl/cake-fnp>

Ad Order Chocolate Cake, Butterscotch Cake, Oreo Cake, Strawberry Cake, Red Velvet Cake. Trusted by 6 Million Customers. Contactless and Safe Delivery. Same Day Delivery Available

Birthday Gifts - ₹ 399.00 · Anniversary Gifts - ₹ 249.00 · Personalised Gifts - ₹ 299.00 · Cakes - ₹ 499.00

ipl

ALL IMAGES VIDEOS NEWS

Get that Perfect Body This IPL - Online Classes Available
<https://www.urbanpro.com/fitness-class/online>

Ad Learn Dance, Yoga, Aerial, Gym-Bringing you the ultimate experience with online classes. Get that Perfect Fitness this IPL with 1-1 Personal Classes Online

Ideal Search For Branding Approach

Capitalize on search trends to build your brand's presence

1 Test Budgets

Start with a fixed budget and increase it basis campaign results. E.g., 10,000 site visitors per month

2 Identify the campaign keywords

Bid on keywords that have high search volume and low competition

3 Define the target audience for the campaign

Build a sustainable audience layer with Microsoft Advertising's In-Market Audiences

4 Set campaign targets and KPIs

Aim for maximum impression share (capture free impressions and pay only for clicks)

5 Build campaign strategy with focused goals

Build innovative and creative ad copies which would help in converting user searches to brand presence

Leverage IPL related terms in search ads

Industry vertical specific ad copies

HOME DÉCOR/ RETAIL

India's Premium Level Mattress. Relax & Watch Your IPL Team Play on a <brand name> Mattress.

E-COMMERCE

Uninterrupted Streaming of IPL with Big Battery Smartphones. Latest & Best-Selling Mobiles at <brand name>

BFSI

Don't worry if your favourite team lost in IPL, <brand name> will never let you lose!

E-COMMERCE

Voice Control Your TVs this IPL Season with Alexa Enabled TVs & Bring Home the Stadium. Buy now at <brand name>

FASHION/ APPAREL

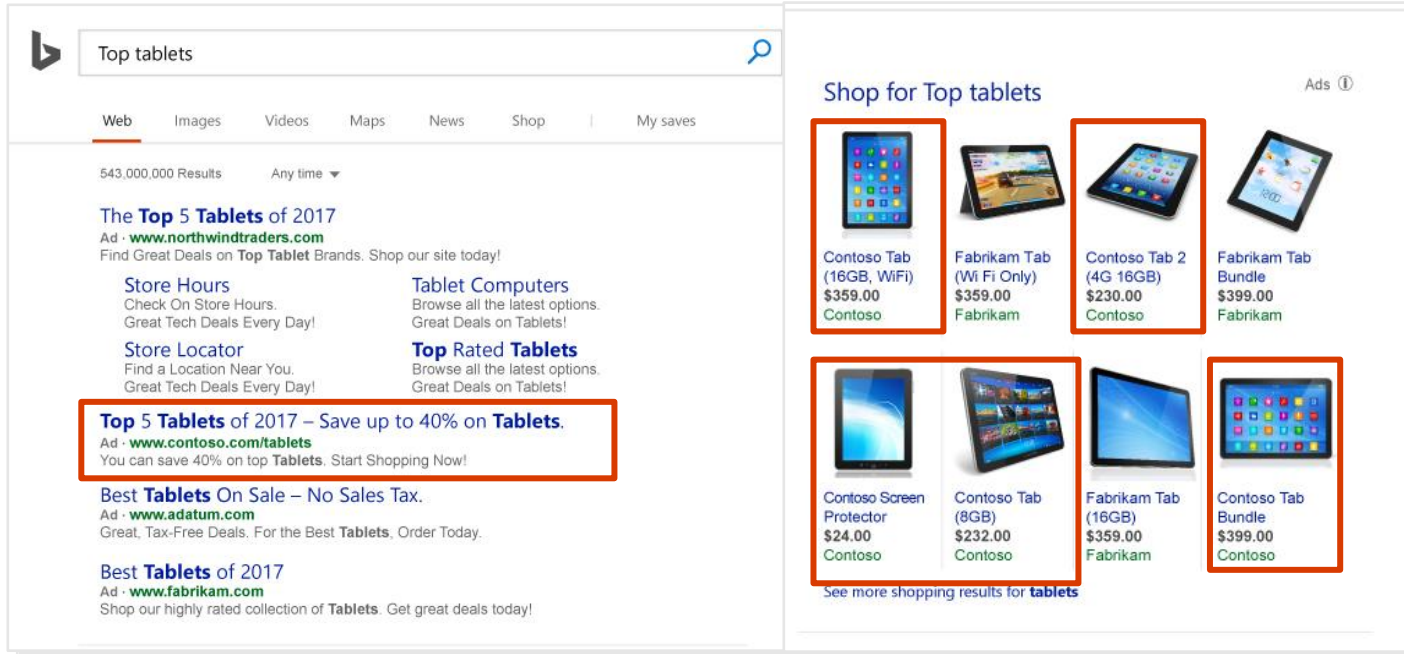
Celebrate your favorite IPL team's win in style with <brand name>.

GROCERY DELIVERY

Relax & Watch Your Favourite IPL Match with Popcorn, Chips, Juices & Cold Drinks. Buy Now at <brand name>!

Own the SERP this IPL

Own maximum real estate on the Search Engine Results Page with fully optimized Text ads & Shopping Ads



1

Bid on your Brand Keywords

2

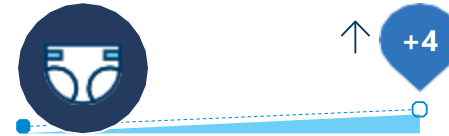
Bid on your Category Keywords

3

Bid on your Competitor Keywords

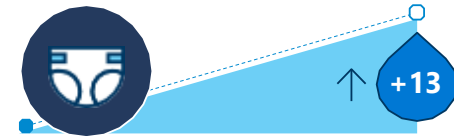
Pro Tips

Search can be used to increase **Brand Awareness & Consideration** just by activating **Text and Shopping Ads Together**



4-POINT LIFT

Brand recall rose four points for searchers exposed to a **name-brand diaper ad** versus searchers who weren't exposed to the ad.



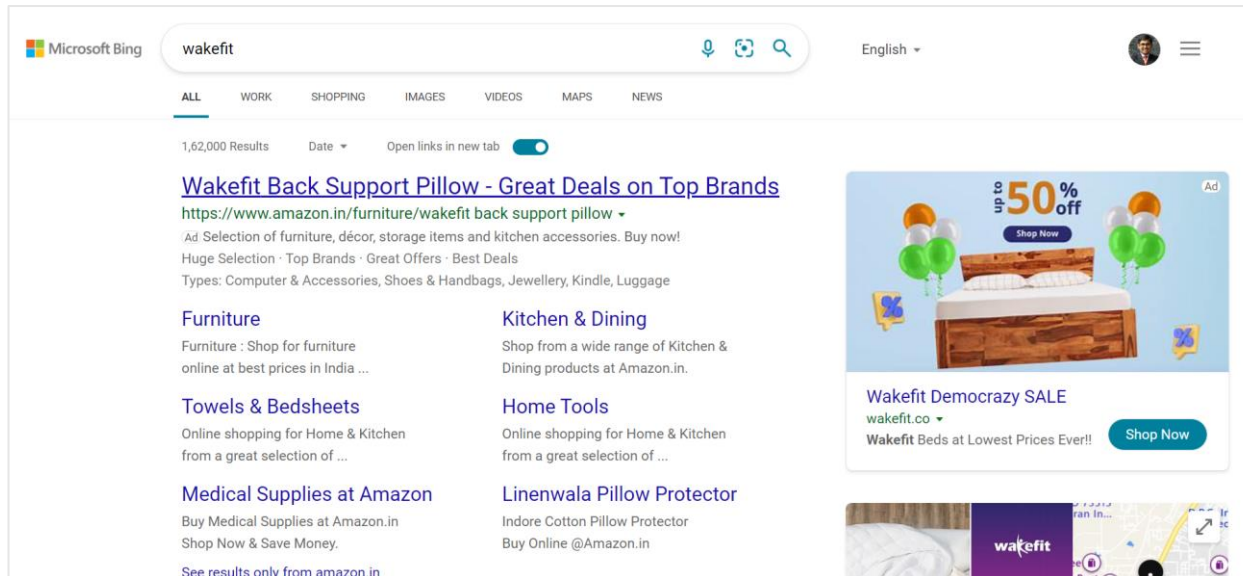
13-POINT LIFT

Searchers exposed to a **lesser-known competing diaper brand ad** instead of the market-leading brand's ad.

Source: "Brand impact of paid search study: disposable diapers," Microsoft, 2019

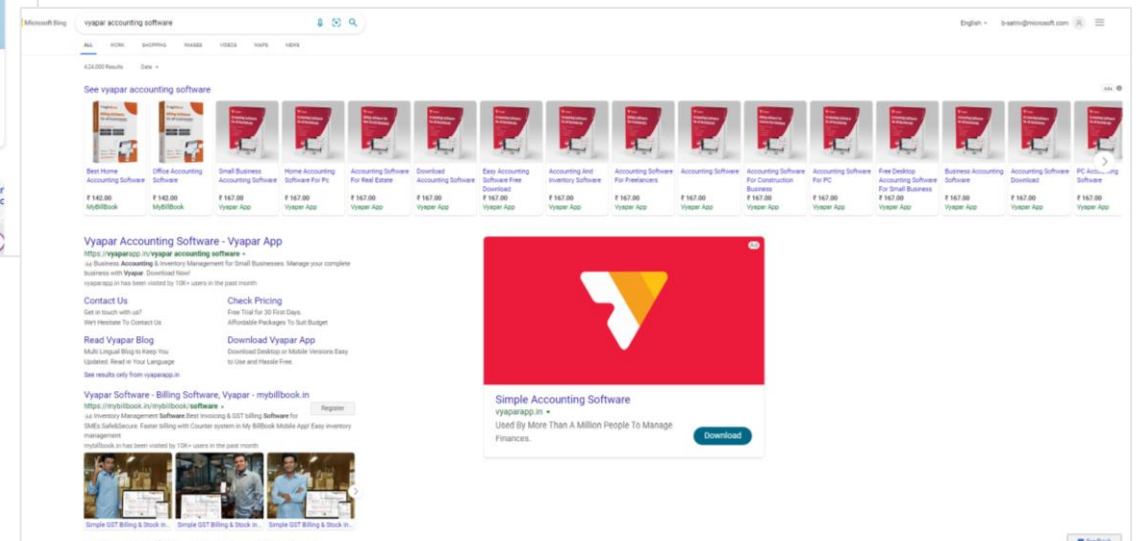
Own the SERP this IPL – Unlock the full search potential for your brand

Capture your target audience's attention with large visual imagery that showcases your brand and products to increase visibility, interest and sales



Pro Tip

Leverage IPL related keywords and elements in your visual imagery to make your brand stand out and connect with the audience.



Build a strong line-up around the keywords related to IPL Commercial

Go beyond the basic brand, product, service and commercial keyword combinations.

Start with keyword variations of this basic combination:

brand + product/service + IPL + ad/commercial

Add in references to:

<product type>, <related products or services>

<actor(s)>, <character(s)>, <commercial elements>

<commercial's name>

<popular past commercial's name>

<questions raised by the ad>

- Who's the actor in the brand commercial?
- Is brand's service really free?
- What song is in the brand commercial?

Searched terms related to TV ads

brand, brand product/service, product/service
brand product year, year brand product
brand product price, brand product deals
brand IPL ad/commercial
brand product IPL ad/commercial
brand product IPL
brand <product type>, new brand <product type>
brand <product type> commercial
brand <related or similar product>
<actor> IPL commercial
brand <actor> IPL commercial
<character> in brand ad/commercial
<quirky or memorable element of commercial>,
<element> brand, <element> brand product
brand <commercial's name> ad/commercial
<questions about the ad or the product shown>
<questions raised by the ad>

Be there for the powerplay

Run these plays to make the most of your IPL commercial campaigns.

1 Team up with phrase match and broad match modifier
They'll help you fill in unexpected gaps in your keyword coverage.

2 Play offense and defense by bidding on your own brand terms
You'll get more clicks and keep competitors at bay. Also bid on competitors' brand terms to exploit gaps in their offense.

3 Give yourself the best on-field advantage with mainline bidding
Bid on the mainline position to show your ad extensions and capture the most clicks. Visit the Opportunities tab to learn more.

4 Plan for more conversions with the Enhanced CPC bid strategy
Maximize your conversions while still having control over your bids by using the Enhanced CPC automated bidding strategy, along with Universal Event Tracking.

5 Keep up on the action with the Microsoft Advertising app for Android and iOS devices
Whenever you need, wherever you are – including your IPL party, the Microsoft Advertising app makes it easy for you to access and update your account on the go.



Microsoft Advertising app



"The partnership with Microsoft Advertising enabled us to achieve a 10X on Return on Ad Spend (ROAS), month on month. As we continue to grow across markets and product lines, we are excited to expand our reach with search through our partnership Microsoft Advertising."

- Srishty Mishra, Sr. Manager of Digital Marketing, Wakefit



[VIEW THE CUSTOMER STORY](#)

Branding Impact

80% Q-o-Q growth of website traffic

44% of total MSA traffic from Search for Branding

131% Q-o-Q growth in brand searches

Revenue Impact - Overall

71% rise in revenue

10X ROAS

Wakefit drives efficiencies across the funnel with Search Advertising

What truly set this campaign apart was Wakefit's ability to appreciate the true impact of intent-based marketing and search advertising by not merely leveraging it as a bottom-of-the-funnel activity. As a brand that understands the pulse of Indian consumers, Wakefit launched a search for branding campaign just in time for the Indian Premier League, the most watched cricket league in the world, in a country where the sport is considered nothing short of a religion.



Benefit from Microsoft Advertising's Partnership with InMobi

Benefit from the Microsoft Advertising's bench

Leverage the Microsoft Advertising platform to help you manage your account, reach your target audience and increase ad engagement.

Ease of management

- [Import Campaigns from Google AdWords](#)
- [Microsoft Advertising Editor for PC and Mac](#)
- [Microsoft Advertising App for Android and iOS devices](#)
- [Universal Event Tracking \(UET\)](#)
- [Automated Rules](#)

Target unique audiences

- [Remarketing in Paid Search](#)
- [Device targeting](#)
- [Demographic targeting](#)
- [Location targeting](#)
- [Day and time targeting](#)
- [Audience insights](#)

Increase ad engagement

- [App Extensions](#)
- [Call Extensions](#)
- [Location Extensions](#)
- [Callout Extensions](#)
- [Review Extensions](#)
- [Sitelink and Enhanced Sitelink Extensions](#)
- [Structured Snippet Extensions](#)

Easily Import Google Campaigns in 6 Steps

Get started with MSA by easily importing Google Search campaigns and capture that incremental audience at minimal effort.



1. Sign in

Sign in to Google Ads and select your account. For multi-account users, you'll be able to select which Microsoft Advertising accounts you'd like to import in to before signing in.

2. Select campaigns and ad groups

Choose the campaigns and ad groups you'd like to import from Google Ads.

3. Choose what to import

Select particular items to import, including new entities like audience lists and negative keyword lists.

4. Use more options

Make decisions about other options, such as your bids, budgets and campaign names.

5. Schedule your import

Select whether you want to import now, once at a later date and time, or on a recurring basis.

6. Review and make changes

Review your import, when it was created, and when you have it scheduled to run.

Tailor made solutions

State-of-the-art expert managed support, when you work with InMobi's Microsoft Search Team

- 1 Dedicated Search Experts**
Get access to a dedicated search campaign expert , with expertise in multiple verticals.
- 2 Advance Account Setup**
Search experts help you leverage state-of-the-art Microsoft Search Technology.
- 3 Optimization Strategies**
Your search experts ensure that you get maximum ROI for all your search ad campaigns.
- 4 Tailor Made Strategies**
Get custom search marketing campaign strategies for your products, services and brand.



About InMobi

InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers. As a leading technology company, InMobi has been recognized on both the 2018 and 2019 CNBC Disruptor 50 list and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit inmobi.com.

About Microsoft Advertising

Represent your brand at its best with advertising solutions guided by an uncompromising respect for privacy, brand safety, and data security. Microsoft Advertising provides intelligent solutions that empower you to deliver engaging, personalized experiences to over a half a billion people worldwide. Bing powers billions of searches monthly on the Microsoft Search Network, including Verizon Media properties (AOL, Yahoo), platforms like Amazon and Apple, and on Microsoft services like Windows, Office and Microsoft Edge. Extend your reach and campaign performance with Microsoft Audience Network, high-quality native placements across devices on premium sites like MSN, Outlook.com, Microsoft Edge, and Verizon Media. Only Microsoft Advertising offers LinkedIn Profile targeting on search and native to help you find highly relevant audiences based on their company, job function and industry. With Microsoft Advertising, gain access to in-depth insights, intelligent advertising tools that use AI to improve campaign performance and audience targeting solutions to create more personalized advertising experiences. Microsoft Advertising. Intelligent connections.