



SEVEN GLOBAL ADVERTISING **trends and tips to unwrap holiday growth in 2025**

In 2024, digital commerce surged—and we took notes. Shape your 2025 ad strategy with these seven winning moves from last year's holiday season.

TIP 01

Start early to capture attention

Early audience-building fueled downstream success



US brands that launched Audience ads ahead of key promo periods boosted site visits and conversions.¹

TIP 02

Make your holiday plan multi-format

Diversify ad formats across native, video, and search to expand reach and impact.

64% Multi-format campaigns in Europe drove up to **64%** more reach among converters.²

TIP 03

Extend your campaigns into January

The holiday season didn't end in December—and neither did marketing opportunities.

25% US advertisers saw 25% more conversions after Christmas (YoY).¹

15% Australia drove a 15% higher conversion rate sustained into January (YoY).³

TIP 04

Power your strategy with AI

Smarter tools delivered real-time wins.

3% Performance Max campaigns paired with search ads lifted conversion rates by 3% and lowered cost per acquisition by 8% in Australia.³

TIP 05

Focus on high-potential traffic

Tap into engaged audiences that spend six to eight hours per day in the Microsoft ecosystem.

1B Reach more than 1 billion permissioned users across LinkedIn, Bing, Edge, Windows, and Xbox.

TIP 06

Embrace next-gen advertising tools

Smarter formats drive smarter outcomes.



Performance Max, Dynamic Search ads, and Audience ads fueled **real-time targeting and optimization**.

Brands that activated automation and AI-driven formats **scaled faster and converted more efficiently**.

TIP 07

Create your 2025 holiday advertising checklist

APRIL–MAY

- ✓ Launch early awareness with Audience ads.

AUGUST–SEPTEMBER

- ✓ Test formats and optimize for first-wave shoppers.

JANUARY

- ✓ Extend your calendar to connect with buyers using gift cards and seeking sales.

JUNE–JULY

- ✓ Build lower-funnel momentum.

OCTOBER–DECEMBER

- ✓ Scale up and maximize visibility through the holidays.

Get ready to make 2025 your strongest holiday season yet with Microsoft Advertising.



Get in touch with Microsoft Advertising and schedule a consultation with our team of experts today to discuss your holiday campaign needs.

Sources:

1. Microsoft Internal | Retail & CPG Demand | Search & Audience Network | Oct'24-Dec'24.
2. Microsoft Internal Data; Period : Sept to Dec 2023 and Sept to Dec 2024 : from -75 days before BF to +15 days after BF each year; Countries : EMEA = UK, DE, FR, NL, ES, IT; (1) Cyber 5 (Thanksgiving->Cyber Monday. (1) x% of the mid-Sep to mid-Dec period
3. Microsoft Internal | Retail & CPG Demand | Search Network | Oct – Dec 2024. AU Only