



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



Make your holiday plan multi-format

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

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 Al

Smarter tools delivered real-time wins.

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.

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 Al-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

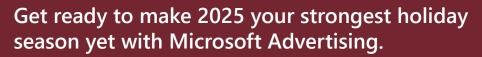


Build lower-funnel momentum.

OCTOBER-DECEMBER



Scale up and maximize visibility through the holidays.





Get 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