

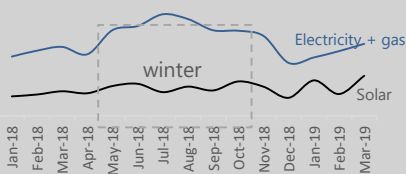
Light up your campaign potential with Microsoft Advertising



Solar energy related terms are on the rise. **Electricity and gas** searches show strong seasonality in **winter months**.¹



Research around gas and electricity surges as temperatures in Australia decline



Electricity/gas and solar searchers show a huge difference in their search behaviour

ELECTRICITY + GAS

89% of the searches are²

Branded

6 in 10

searchers search only one time in their search journey²

SOLAR

92% of the searches are²

Generic

3 in 10

searchers search only one time in their search journey²

Distinct digital landscapes suggest different approaches to win your customers

ELECTRICITY + GAS

Your competition varies from state to state



SOLAR

66% searches are broad generic searches³

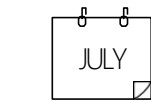
{ Broad Generic 66% } e.g. solar energy

{ Generic with variations 26% } e.g. solar energy deals

{ Brand 8% } e.g. [Brand] solar

PRO TIPS

- Advertise where your best electricity and gas sector customers are with location targeting.
- Provide easy-to-digest, solar energy related educational content to engage searchers looking to increase their understanding.



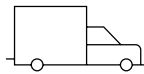
Search terms containing words like: "compare", "energy" skyrocketed in July in Victoria³



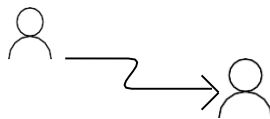
"Gas" related searches are higher in Western Australia³

Moving houses is one of the biggest reasons customers churn

1 in 7 Energy customers move every year⁴



40% of movers switch to another supplier⁴



Leverage Microsoft Advertising features to target your audience and grow your business

Microsoft Advertising predictive intelligence identifies users who have shown purchase intent signals. Use In-Market Audiences to reach people who are moving their houses.

- Home & Garden
- Home & Garden/Home décor
- Home & Garden/Home furnishings

Layer on Remarketing with broader generic keywords to increase traffic and re-engage high-value users

1.7x
Greater Click-Through Rate (CTR)⁵

20%
Higher Cost per Click (CPC)⁵

3x
Greater Conversion Rate (CVR)⁵

80%
Lower Cost of Acquisition (CPA)⁵

Add **broad match keywords**: +energy, +electricity, +gas, ...

Add **cross-industry keywords**: +solar(electricity company), +electricity(solar company), ...

Learn more about how Microsoft Advertising can drive customers to your business today.



1. Microsoft Internal Data, Utility vertical, AU, Jan 2018 – Mar 2019.
 2. Microsoft Internal Data, Utility vertical, AU, Jan 2018 – Mar 2019.
 3. Microsoft Internal Data, Utility vertical, AU, Jan 2018 – Mar 2019.
 4. "The power of customer experience in energy retailing", McKinsey & Company, 2019.
 5. Microsoft Internal Data, utility vertical remarketing performance, AU, Jan 2018 – Dec 2018.