2020 trends for marketers in the automotive insurance industry

Rising premiums
Over the last 10 years, premiums have risen slower than the wage price index (WPI). However, we forecast this may soon change. Average premiums have risen by 3.74% in the last 5 years, signalling it will soon overtake the WPI\(^1\).

\[ \text{Premium rise over last 5 years} = 3.74\% \]

**Action:** Generate urgency with clear ad-copy call-to-actions and use callout extensions to highlight value for money.

Steady growth on our platform
The online automotive insurance industry is continuously growing, with increased online competition driven by online-only insurers and 3rd party online comparison websites. We have observed strong growth in search and click traffic as a result.

Microsoft Advertising Search Network

+10% YoY increase in search volume\(^2\)
+9.2% YoY increase in clicks\(^2\)

**Action:** Focus on creating online brand awareness and establish your presence with developed campaigns.

Strong, segmented audiences
Auto insurance search behaviour is well segmented on the Microsoft Search Network, with search volume focused in the more affluent, higher purchasing intent 35-65+ age groups.

78% of clicks on our platform are in the 35-65+ age group\(^2\)

**Action:** Apply bid adjustments, age and geolocation targeting to capitalize on these differences.

Click here to read the full research

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