



Microsoft Advertising Insights: Real Estate insights in Australia

Microsoft Advertising. Intelligent connections.



Summary of findings



The Australian housing market shows resilience in the pandemic



Property websites are the most popular destination to find information



The Reserve Bank of Australia's (RBA's) cut to interest rates boosted house related searches. People aged 50 to 64 searched the most and contributed to highest search growth post COVID-19.

Lower interest rates and prices present an opportunity for property buyers to enter the market

Is it a good time to buy property?



47% think it's a good time
72% are potentially in-market

Top reasons driving people to buy property now

1. Low interest rate
2. Sellers willing to negotiate
3. Low prices– buy within budget
4. Low prices – afford something better
5. Low prices – afford better investment
6. Don't have to buy at auction
7. More properties selling off-market
8. Others

Australia's housing market shows resilience in the pandemic

Buyer demand weekly index



Demand hit historic highs in the middle of June

Despite the recent reduction in demand, it is 24.9% higher than it was the same time in 2019

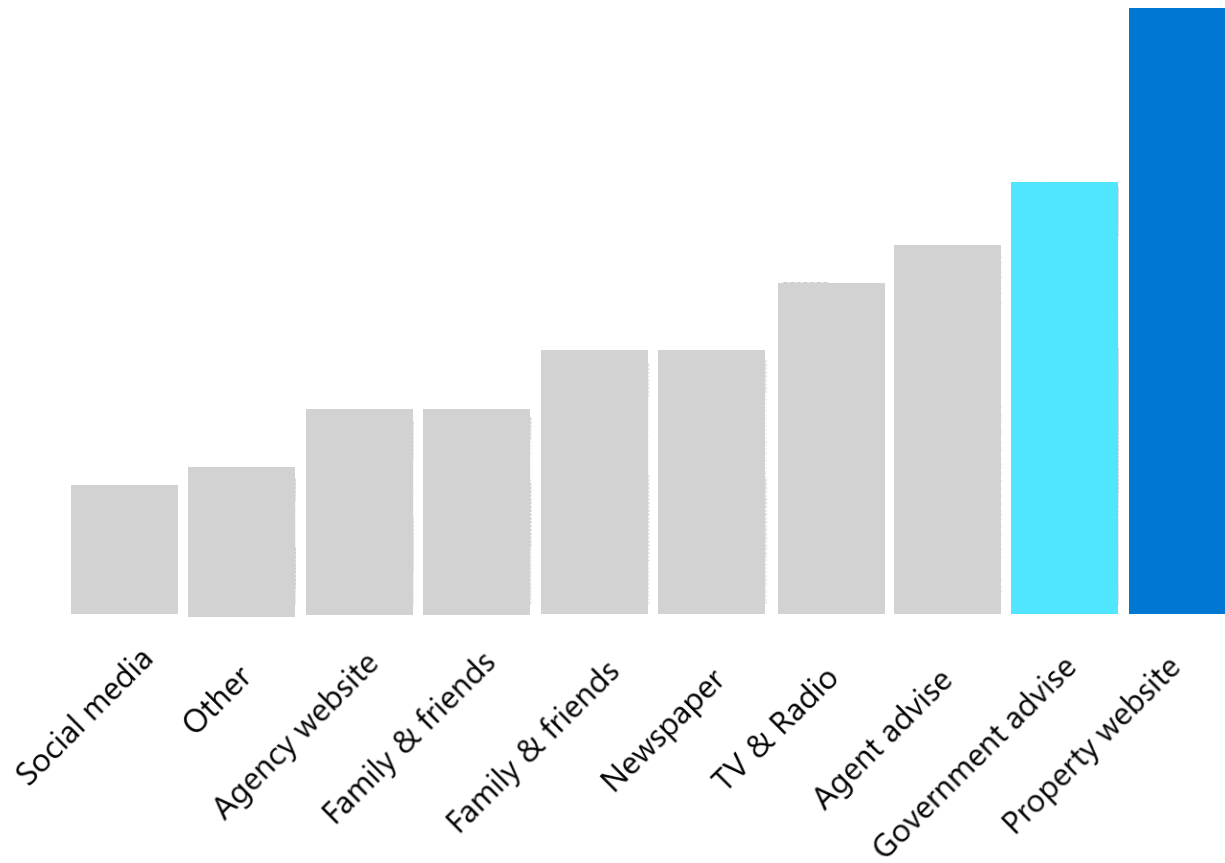
*Number of high intent BUY listing interactions on realestate.com.au indexed against a long-term cumulative average.
*LTA calculated as cumulative average since Jan 2017. Graphic by Natalie Yeo.



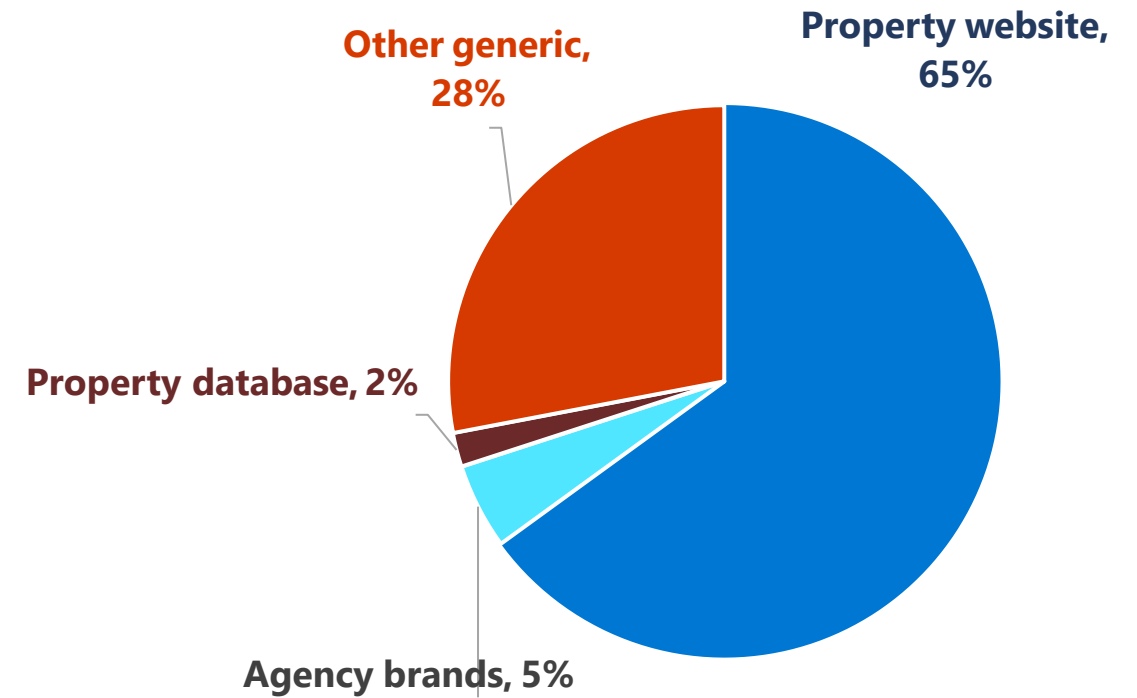
Property websites are the most popular destination for finding real estate information

65% of real estate searches on Microsoft Search Network are related to property websites

Where do users go for information about property¹



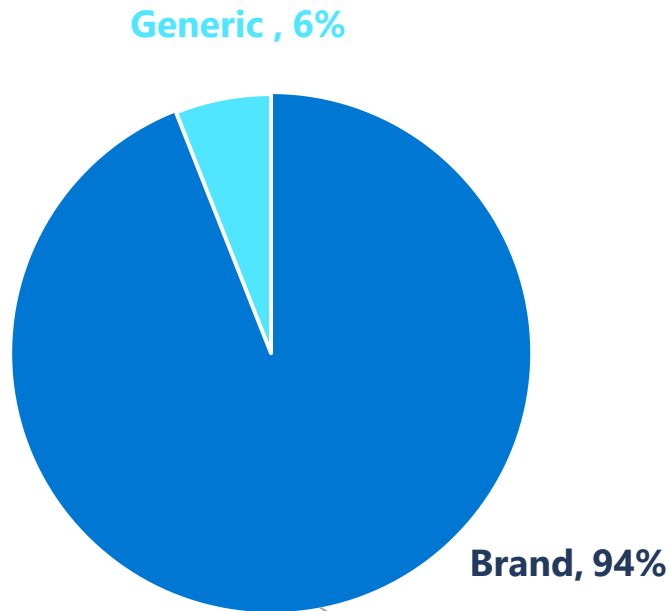
Search share by keyword type²



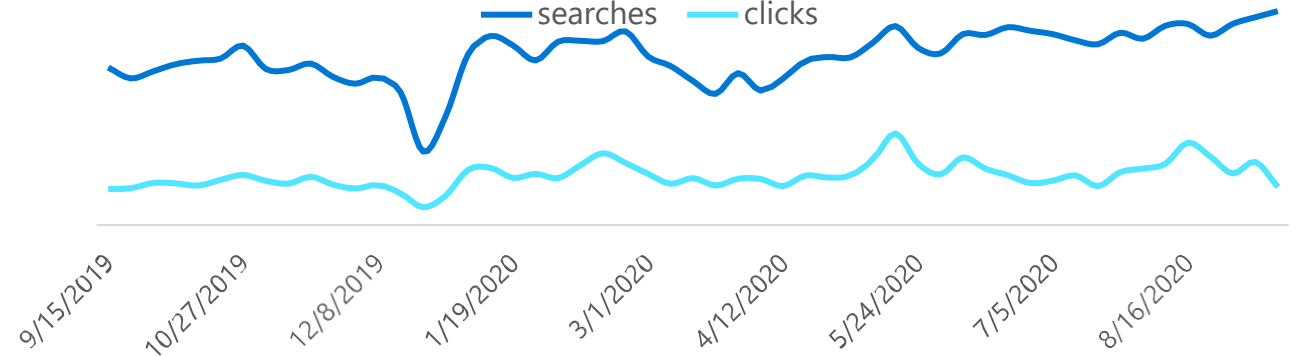
Source:
1. Visualised: How Australia's attitude to property shifted over COVID-19, August 2020 <https://www.realestate.com.au/insights/visualised-how-australias-attitude-to-property-shifted-over-covid-19/>
2. Microsoft internal data | Real estate top 2000 queries | Sep 2019- Sep 2020

Opportunity for agent related terms lies between increasing demand and decreased cost per clicks (CPCs)

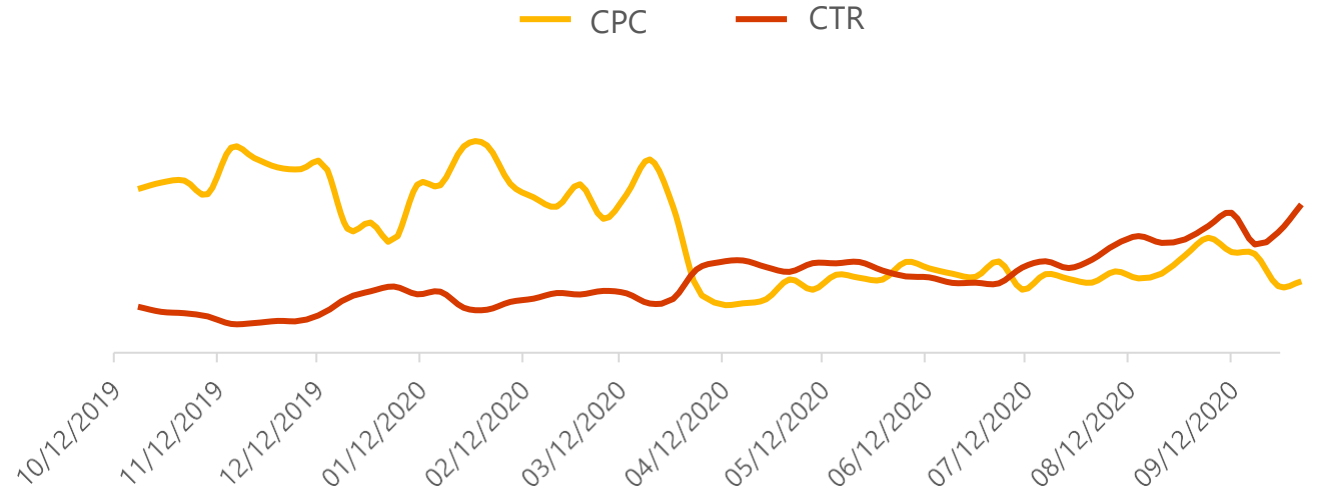
Search share for agency terms¹



Search trend Index¹



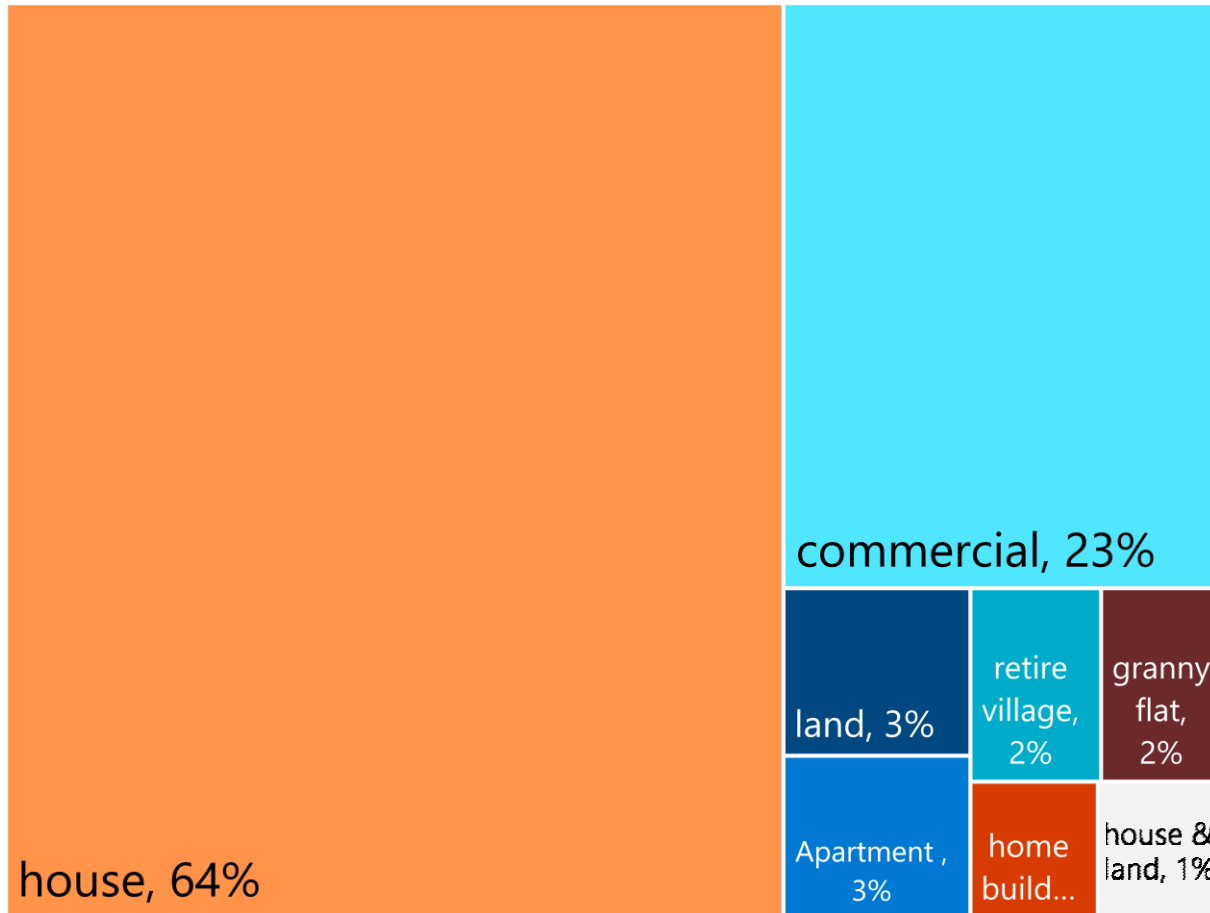
CPC & CTR trend²



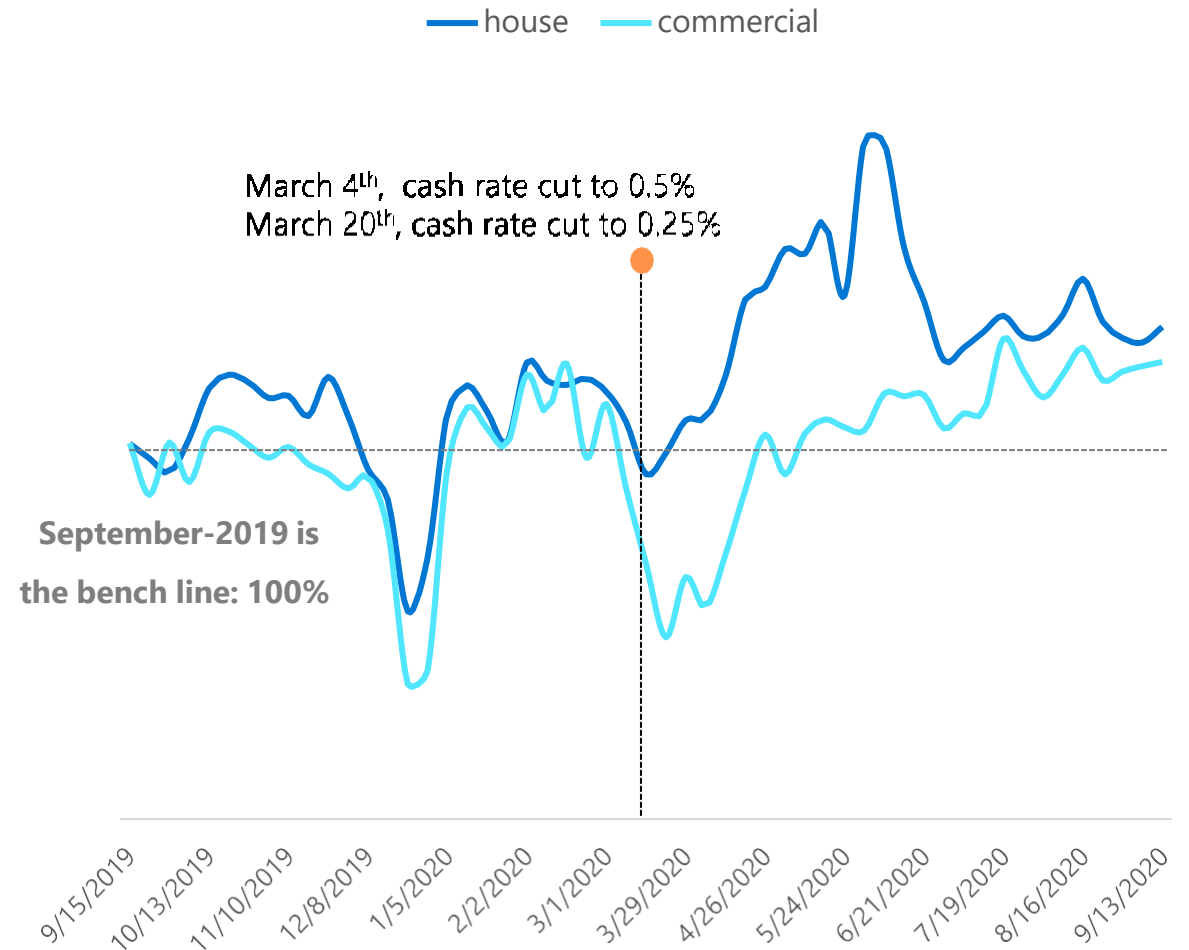
Source: 1. Microsoft internal data | Real estate agency related terms | Sep 2019- Sep 2020
2. Microsoft internal data | Real estate agency related terms | Oct 2019- Sep 2020

Searches for houses surged after RBA trimmed cashrate

Search share by property type

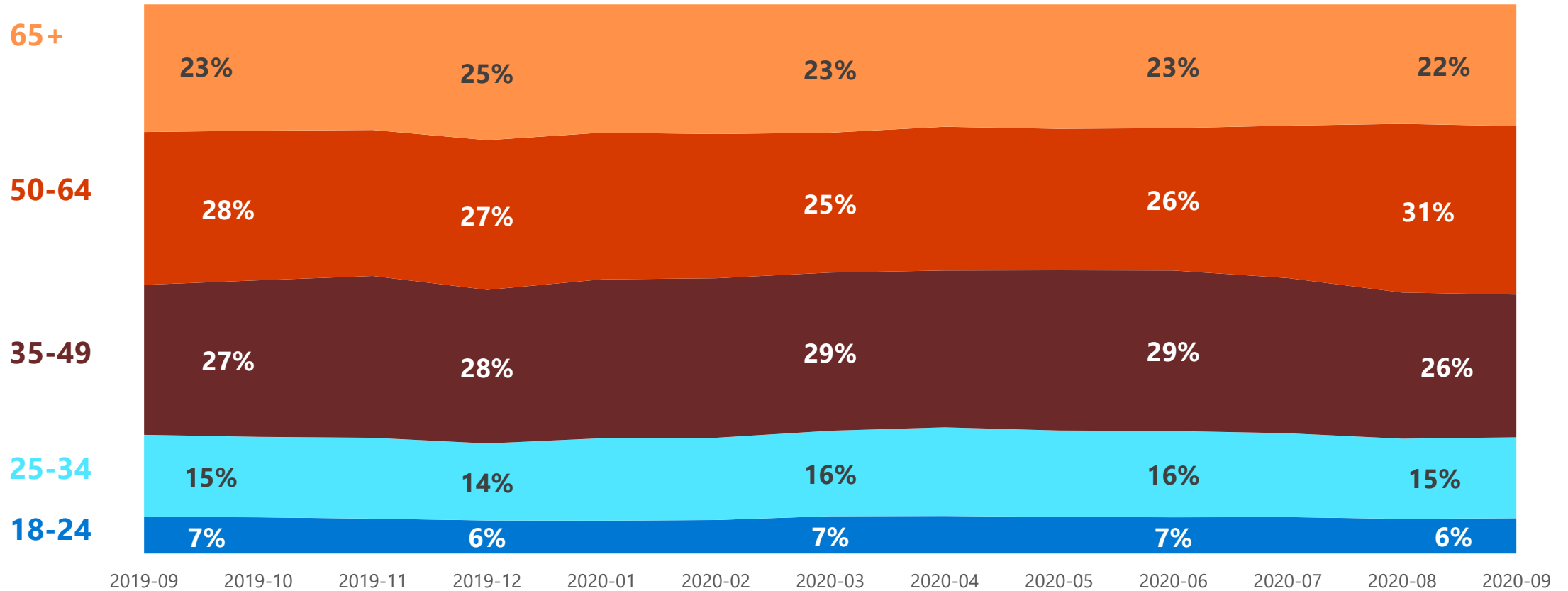


Search trend index



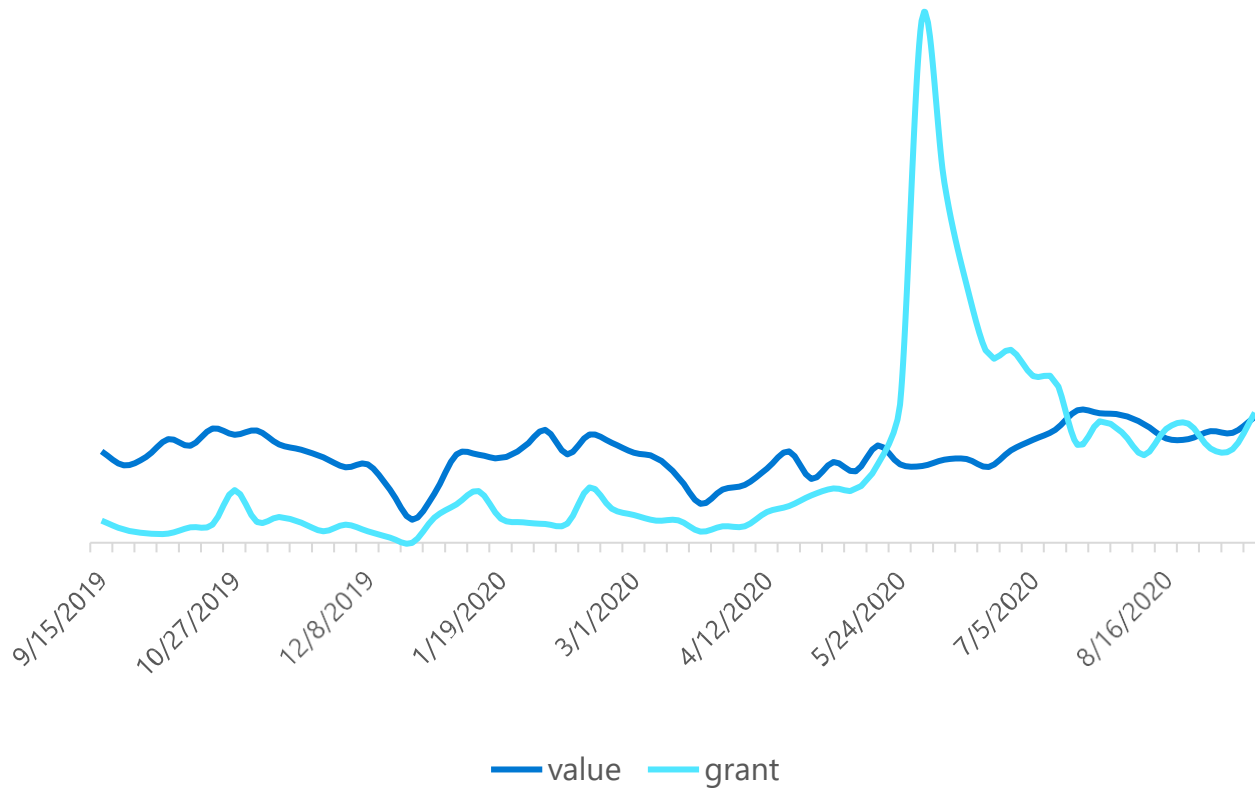
Search growth among the 50-64 age group outpaces other age groups since the onset of COVID-19

Search share by age group



Growing interest in “value” and financial incentive terms

Search trend Index



TOP QUERIES

Terms containing “grant”

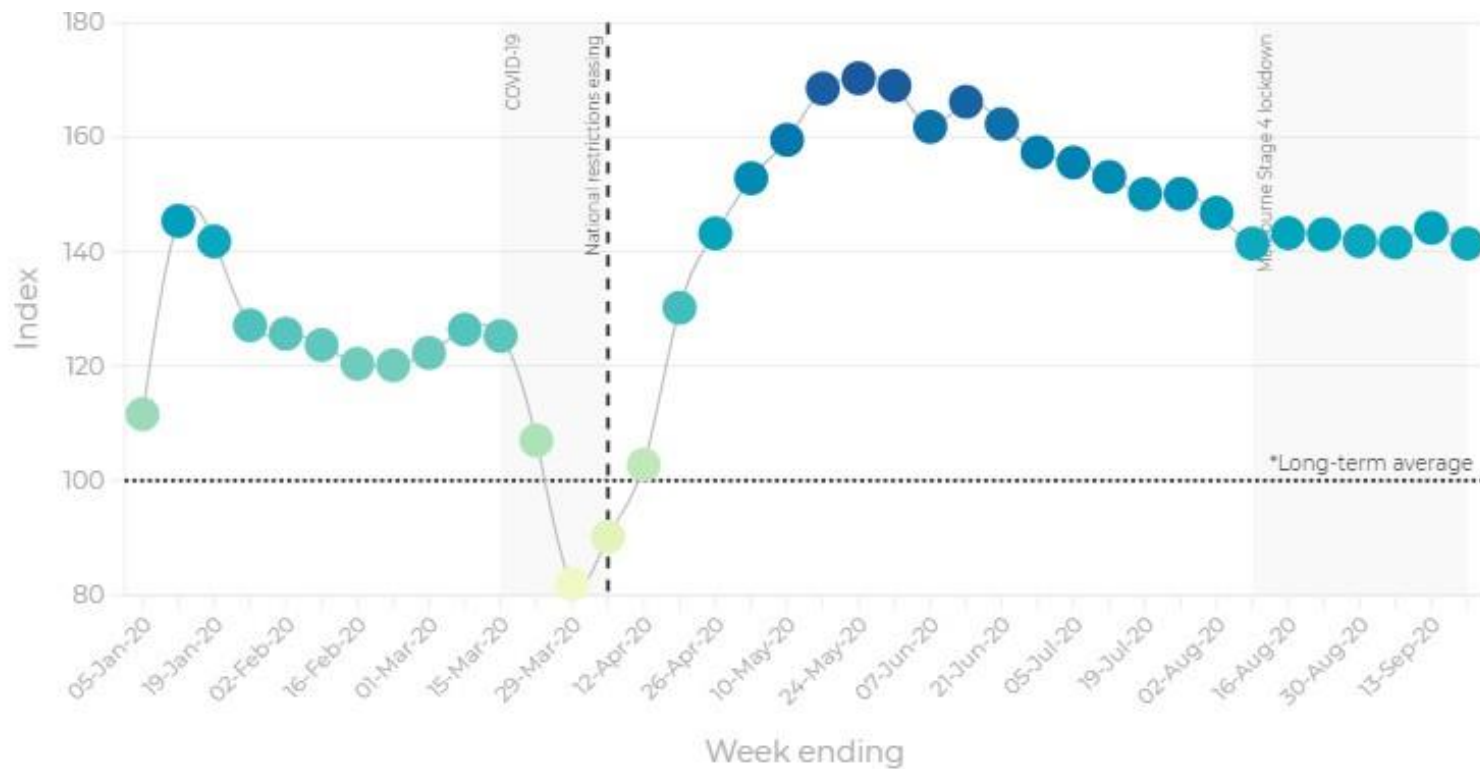
- first home owners grant
- first home buyers grant
- home builder grant
- first home buyers grant nsw
- government renovation grants
- first home buyers grant qld
- home renovation grant
- government grants
- first home owners grant Victoria

Terms containing “value”

- house property values
- property value
- onthehouse property value
- house property values Australia
- property values
- value my house
- house value
- value my property
- current market value my house

Rental demand rebounds sharply since April and peaked in May

Rental demand weekly index

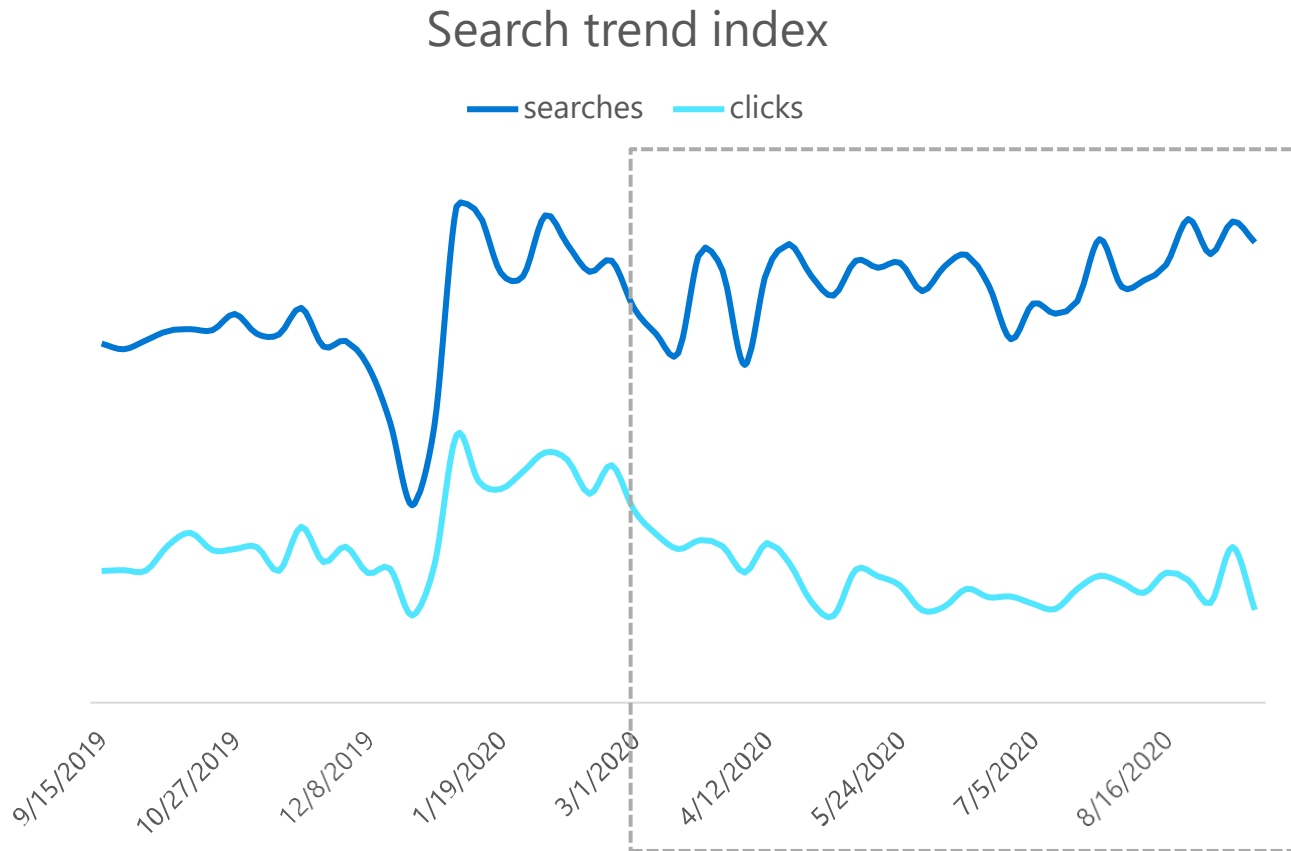


Rental demand remains surprisingly strong, even though international borders and many domestic borders are closed

*Number of high intent rental listing interactions on realestate.com.au indexed against a long-term cumulative average.
*LTA calculated as cumulative average since Jan 2017



Searches for rental property on the Microsoft Search Network remain strong



Search index shows a sign of uptrend. There's a trend discrepancy between clicks and searches.

Opportunities to beat the competition and take advantage of the uprising search volume

Key takeaways

1. Buyers are in market, make sure your ads are on
2. Branded terms are dominating search. Keep your brands and conquering campaigns on.
3. Leverage **Audience targeting** bid modifier to capture increasing online activities of the 50-64 age group. Expand coverage with **Broad match** and **Dynamic Search Ads** to capture increasing demand on "house", "value" and "incentive" terms.

To get actionable data, insights and best practices to help make decisions and grow your business, visit aka.ms/MicrosoftAdvertisingInsights



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