Microsoft Advertising Insights
UK: Credit Cards and Loans & Lending performance

Microsoft Advertising. Intelligent connections.
Credit Cards
Credit Cards and Lending are still not fully recovered, but opportunity remains.

There was a 15% decline on Credit and Lending year over year (YoY).

In 2020, the lending peak was in March, traditionally this is seen in January/November.
Types of Credit Card searches have changed significantly YoY

There was a 45% growth in debt reduction searches YoY

Generic Credit Card and brand searches have decreased by a smaller amount than the vertical overall
The Credit Cards market started to recover in mid-August with the return of advertising by credit card providers.

Microsoft Internal Data 2020

- 39% of clicks now go directly to credit card providers, compared to 5% at lockdown.
- 61% of clicks go to credit card aggregators within the market.

Clicks of Credit Card providers vs. aggregators

Microsoft Internal Data 2020
Rewards Credit Cards are slowly recovering and are expected to continue in 2021

Microsoft Internal Data 2020

Reward Credit Card searches are almost always followed by Balance Transfer credit card searches in January.

Click growth trails search growth, indicating users are conducting more research.
Generic term searches are the primary driver of credit card demand

75% of searches within the category come from generic queries

Check your campaigns and ensure you don’t just rely upon brand terms

Microsoft Internal Data 2020
Loans and Lending
Lending and Loans clicks in the UK

October breaks the previous 2019 levels for click demand post COVID-19 dip within the industry

47% growth month on month (MoM) within Lending and Loans
Total UK Lending and Loans performance on the Microsoft Search Network

26% lower CPC compared to this time last year

45% increase in click through rate (CTR) YoY showcasing increased consumer interest

Bank of England Statistics 2020
Nearly all mortgage searches are generic

97% of all mortgage searches are for generic terms!

Check your campaigns and ensure you don’t just rely upon brand
We break down some key trends into four core areas

- Home Loans & Mortgages
- Personal Lending
- Automotive Financing
- Credit Cards
Total UK Mortgage marketplace shows recovery

July showed recovery for the mortgage market driven by stamp duty cuts and low interest rates

Recovery appears to be for new house purchases rather than re-mortgaging
Total UK Personal Lending marketplace is back to growth

Credit Cards are expected to recover at a faster rate than personal loans

Lending criteria has tightened, however, consumer demand is still there
There is an increased consumer interest in car financing

Bank of England Statistics 2020

Car Insurance clicks on the Microsoft Search Network rose steadily throughout 2020

Non-luxury searches represent 24% of all total queries
Home and Garden queries have skyrocketed in 2020 as consumers undertake home improvements.

<table>
<thead>
<tr>
<th>Cost Per Click</th>
<th>Clicks</th>
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<tbody>
<tr>
<td>Jan 2020</td>
<td>Jan 2020</td>
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<td>Apr 2020</td>
<td>Apr 2020</td>
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<td>Jul 2020</td>
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<td>Oct 2020</td>
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Key takeaways

• Credit Cards and Loans and Lending categories are showing recovery and growth in the UK after the onset of COVID-19
  • Use Remarketing to capture return searchers who are shopping for products/services

• Generic terms are driving search growth in both Credit Cards and Mortgages
  • Use broad match to have broader coverage of search terms
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