



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

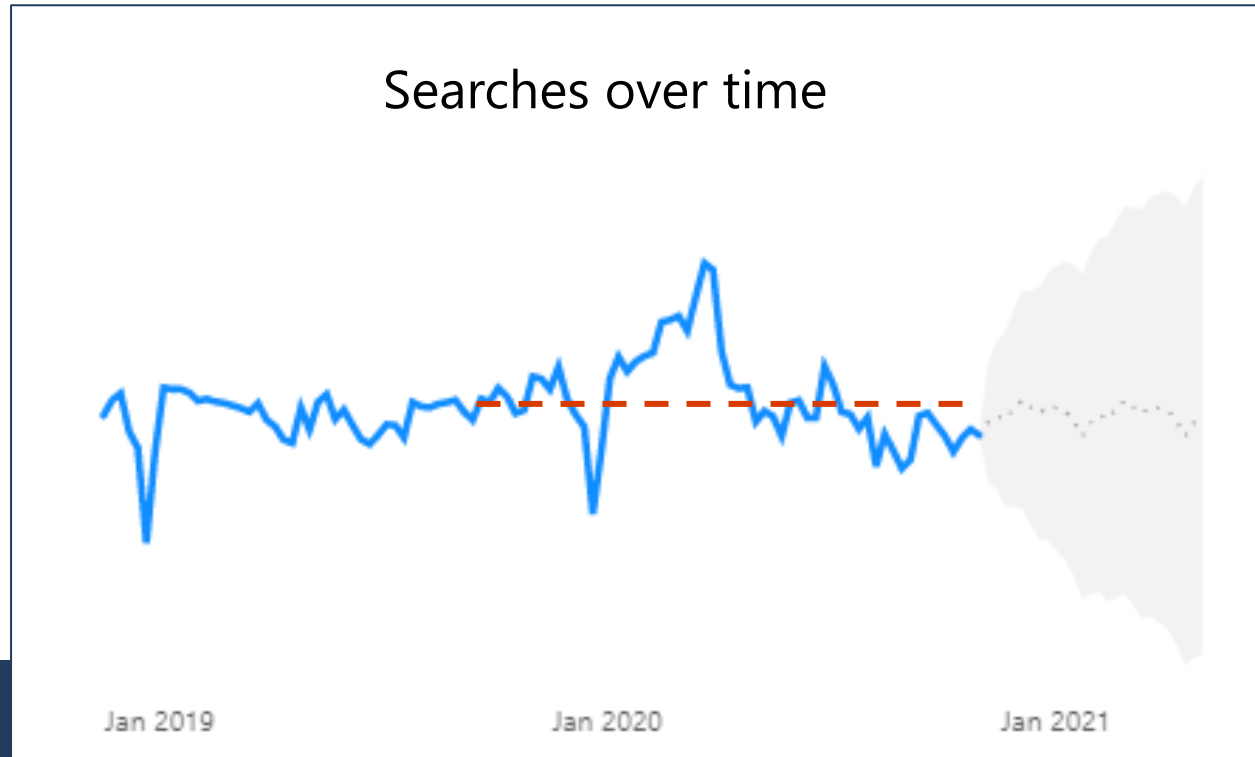


Microsoft Advertising. Intelligent connections.

Credit Cards



Credit Cards and Lending are still not fully recovered, but opportunity remains



Microsoft Internal Data 2020

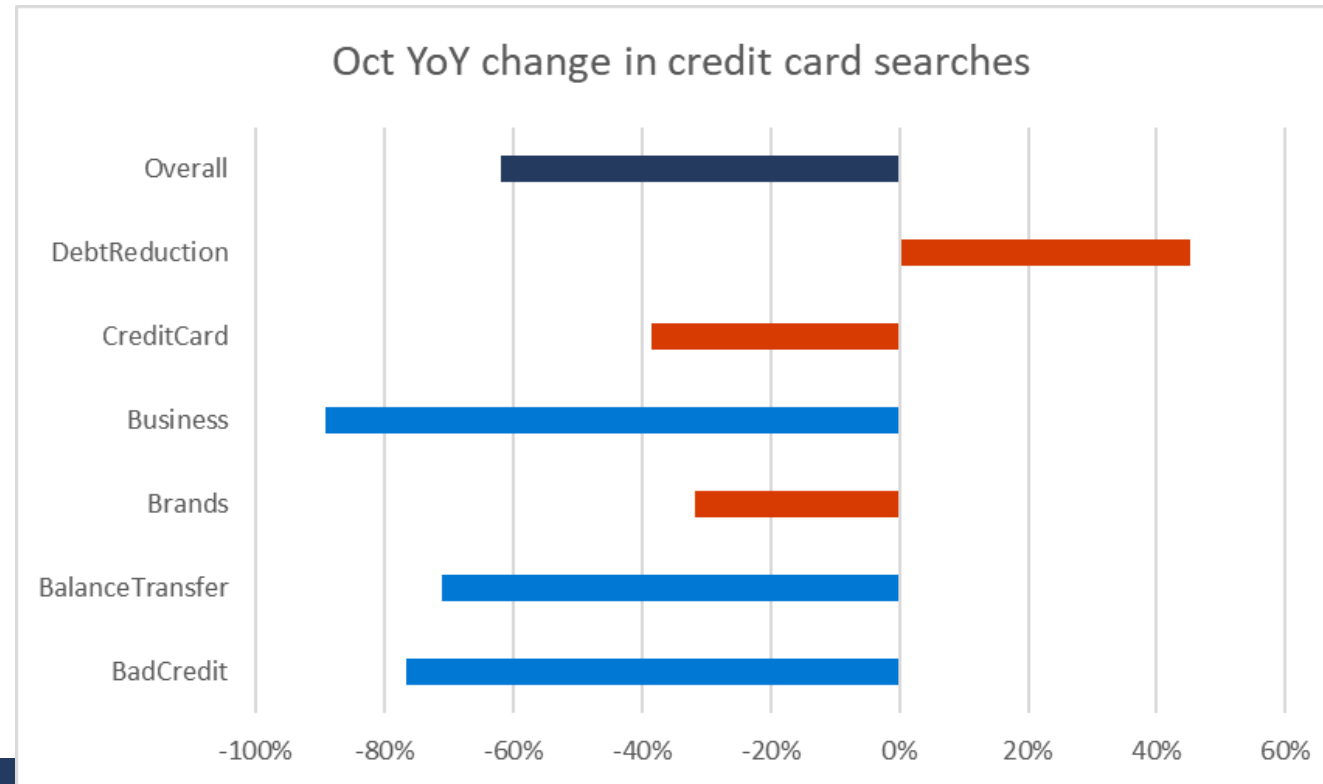


There was a 15% decline on Credit and Lending year over year (YoY)

In 2020, the lending peak was in March, traditionally this is seen in January/November



Types of Credit Card searches have changed significantly YoY



Microsoft Internal Data 2020



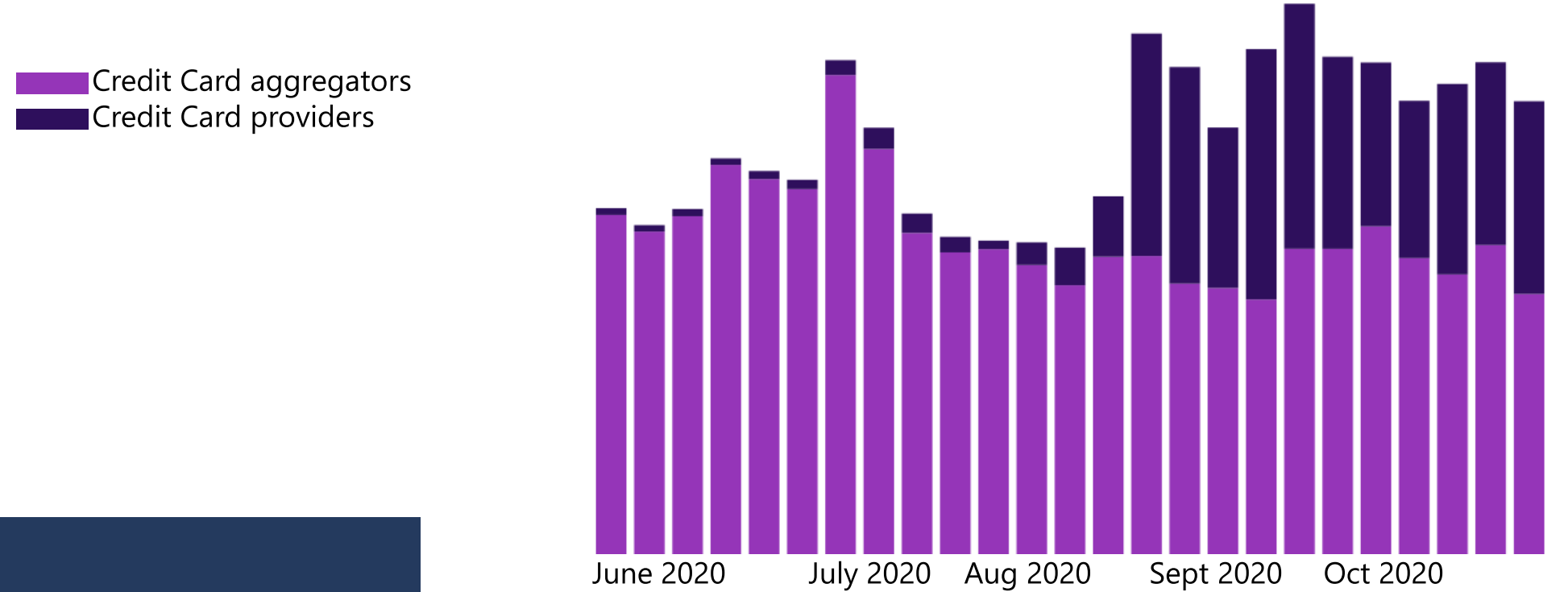
There was a 45% growth in debt reduction searches YoY

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

Clicks of Credit Card providers vs. aggregators



Microsoft Internal Data 2020



39% of clicks now go directly to credit card providers, compared to 5% at lockdown

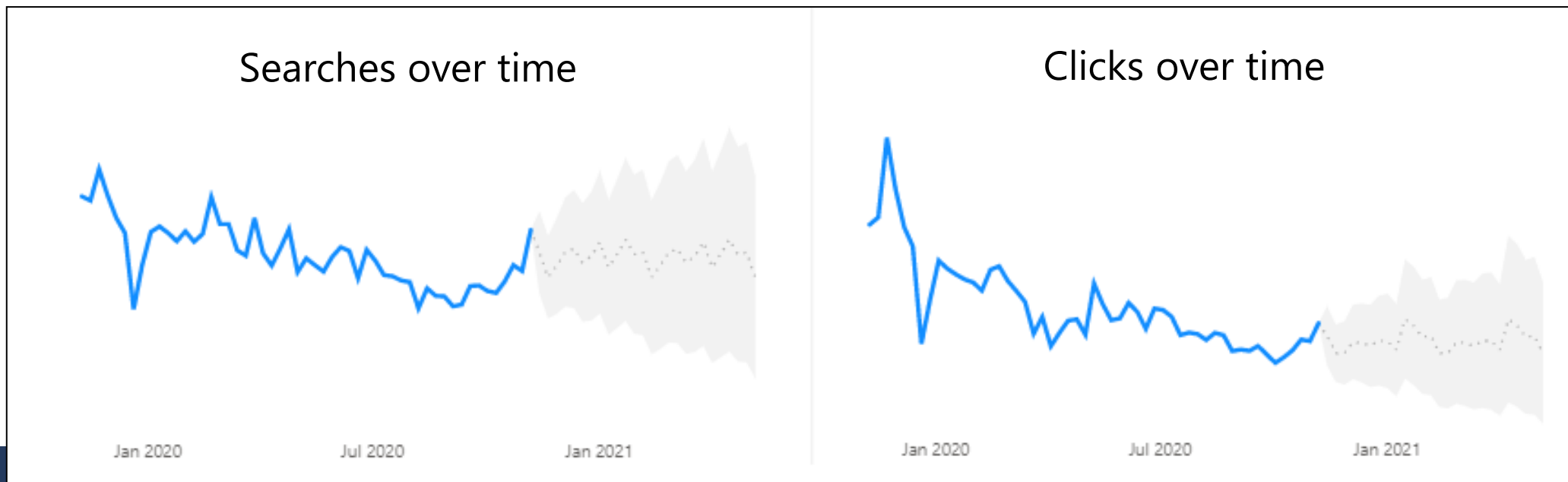
61% of clicks go to credit card aggregators within the market



Rewards Credit Cards are slowly recovering and are expected to continue in 2021



Credit Cards



Microsoft Internal Data 2020

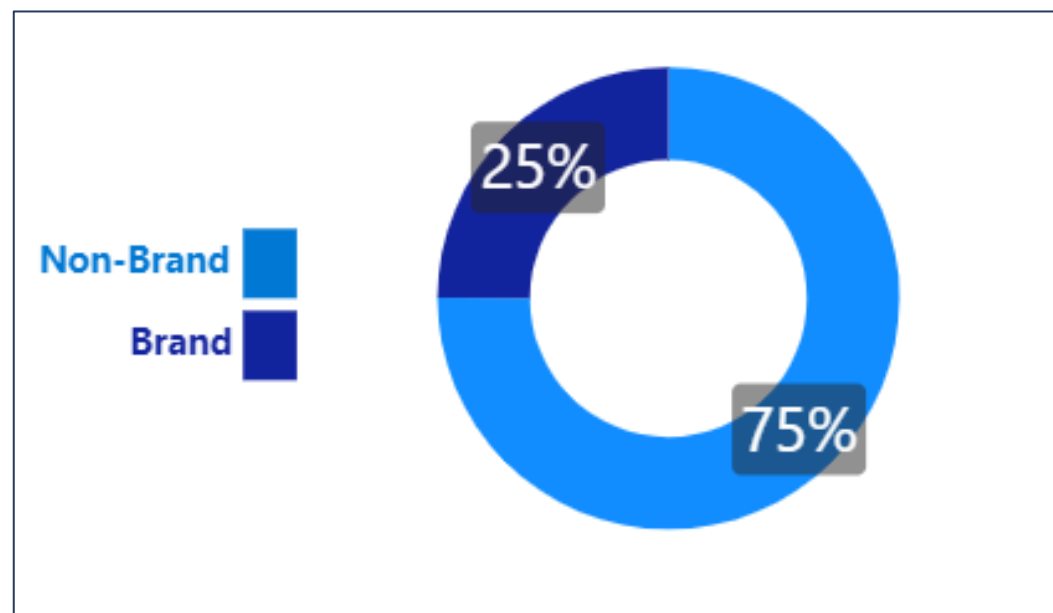


Reward Credit Card searches are almost always followed by Balance Transfer credit card searches in January

Click growth trails search growth, indicating users are conducting more research



Generic term searches are the primary driver of credit card demand



Microsoft Internal Data 2020



75% of searches within the category come from generic queries

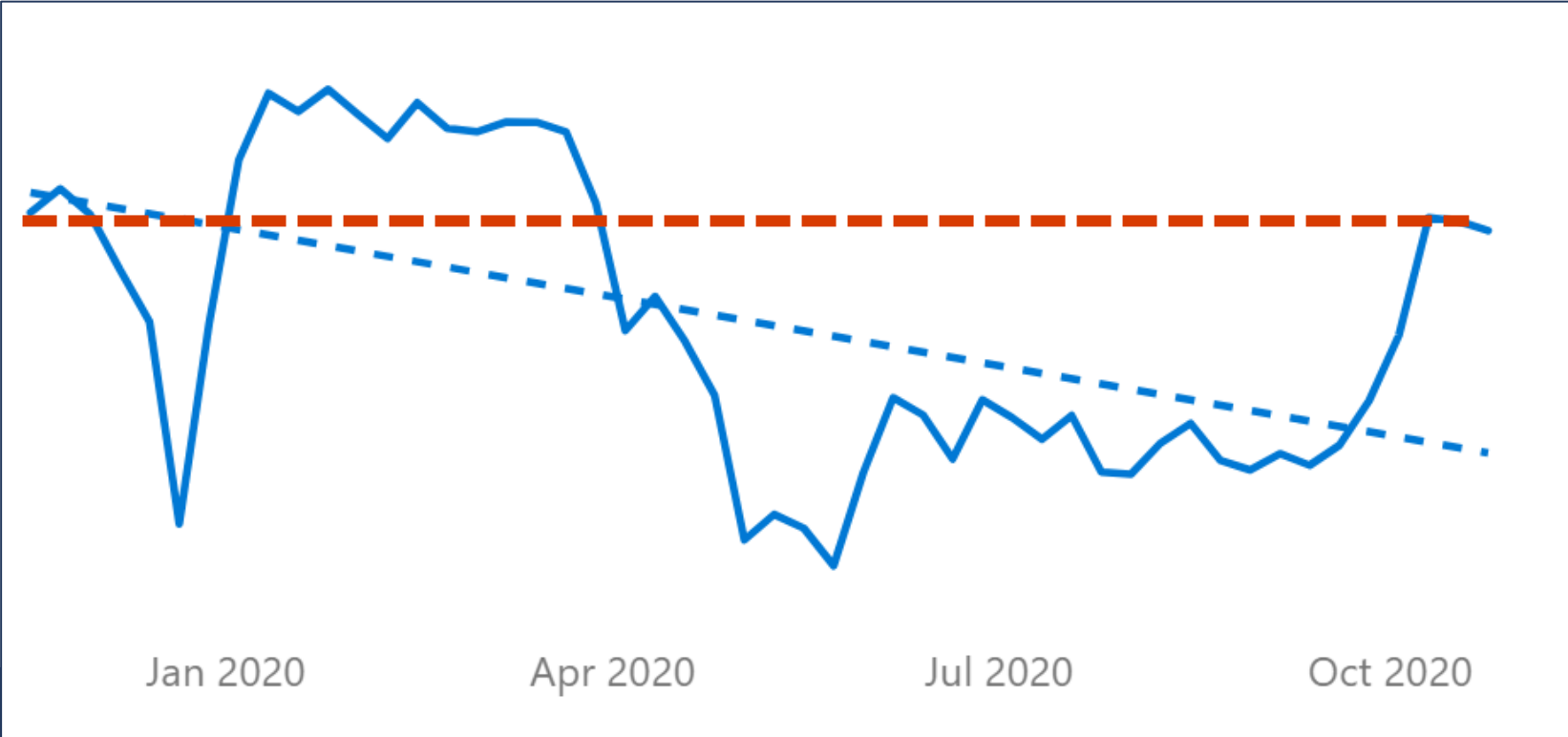
Check your campaigns and ensure you don't just rely upon brand terms



Loans and Lending



Lending and Loans clicks in the UK



Microsoft Internal Data 2020

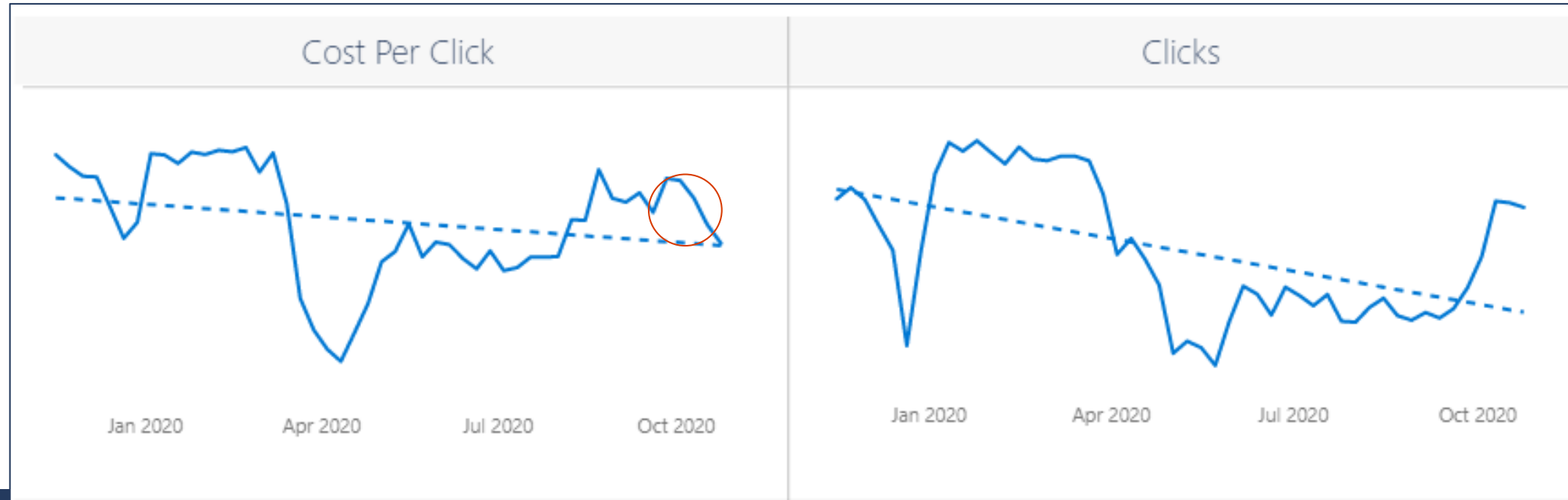


October breaks the previous 2019 levels for click demand post COVID-19 dip within the industry

47% growth month on month (MoM) within Lending and Loans



Total UK Lending and Loans performance on the Microsoft Search Network



Bank of England Statistics 2020

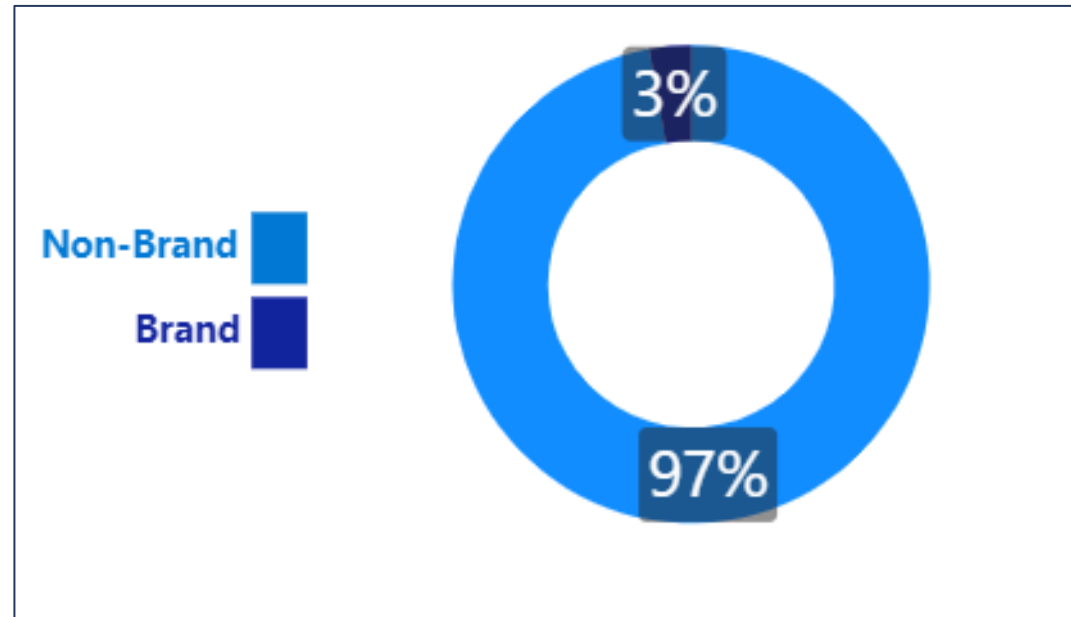


26% lower CPC compared to this time last year

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



Nearly all mortgage searches are generic



Bank of England Statistics 2020



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



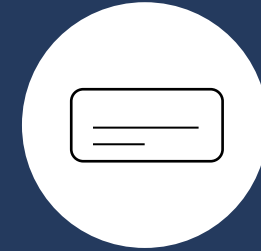
Home Loans &
Mortgages



Personal Lending



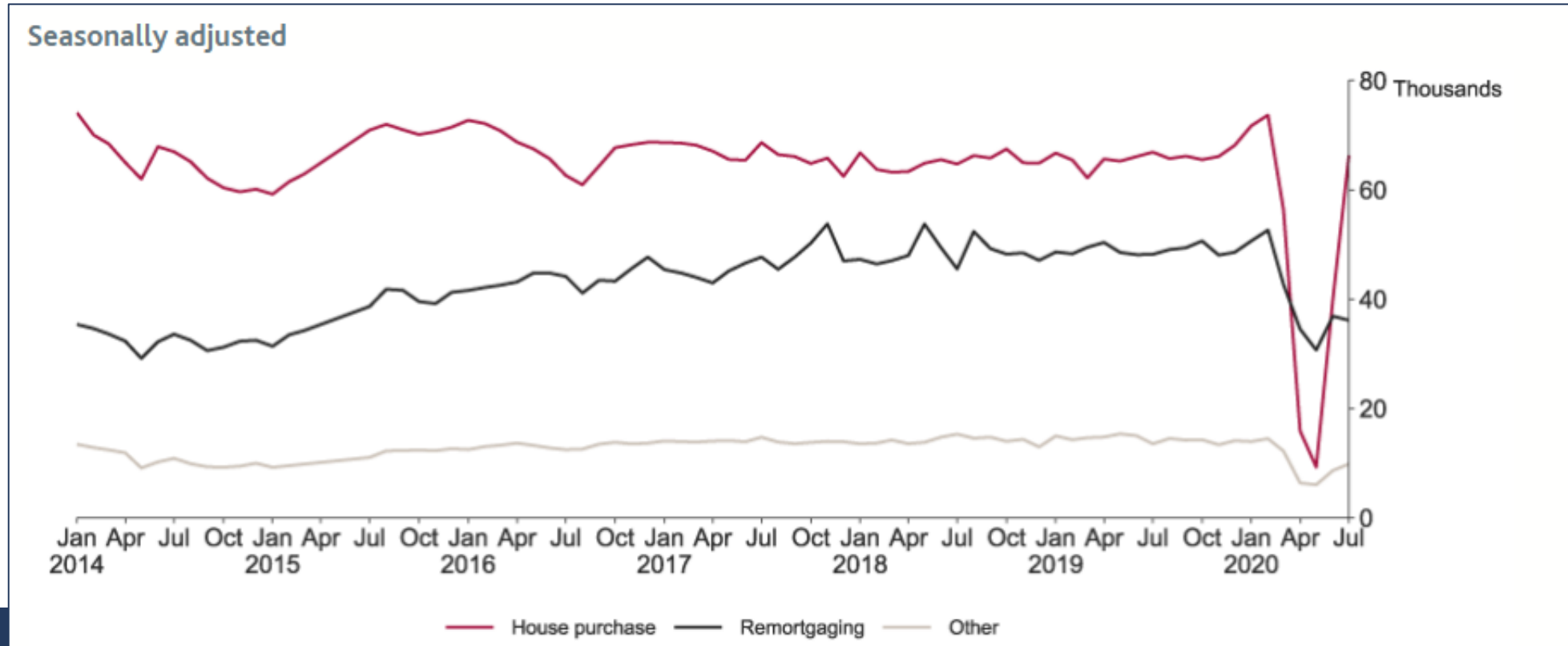
Automotive
Financing



Credit Cards



Total UK Mortgage marketplace shows recovery



Bank of England Statistics 2020



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

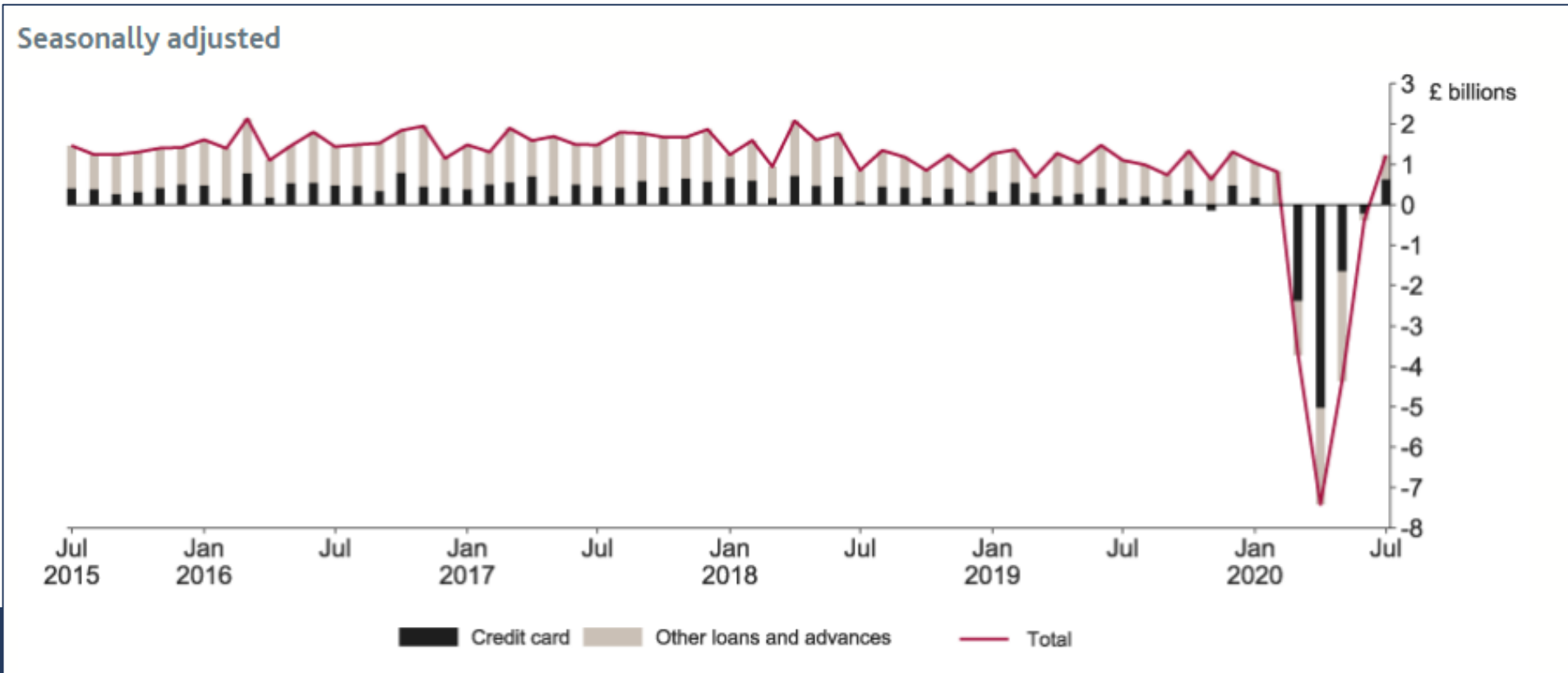
Recovery appears to be for new house purchases rather than re-mortgaging



Total UK Personal Lending marketplace is back to growth



Personal Lending



Bank of England Statistics 2020



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

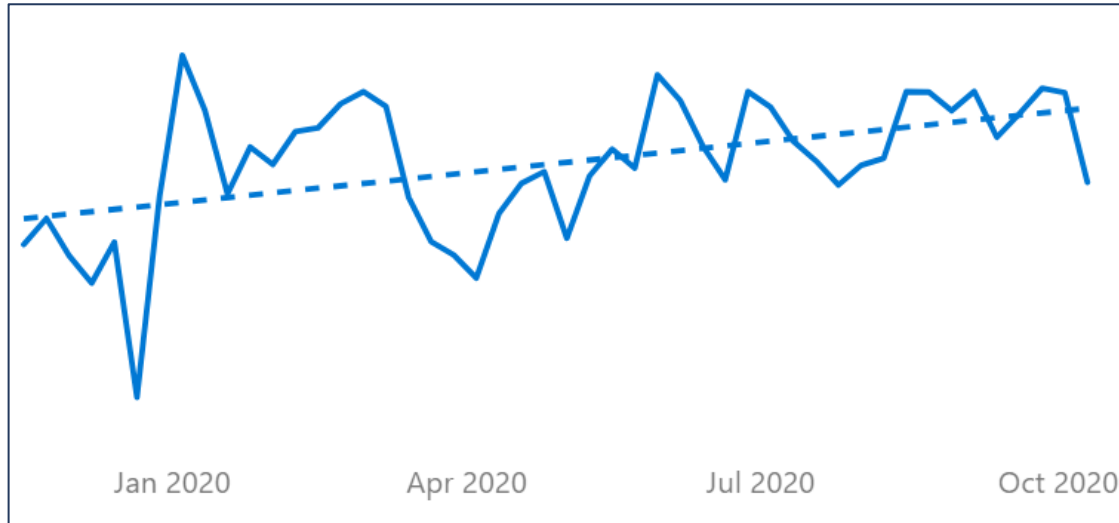
Lending criteria has tightened, however, consumer demand is still there



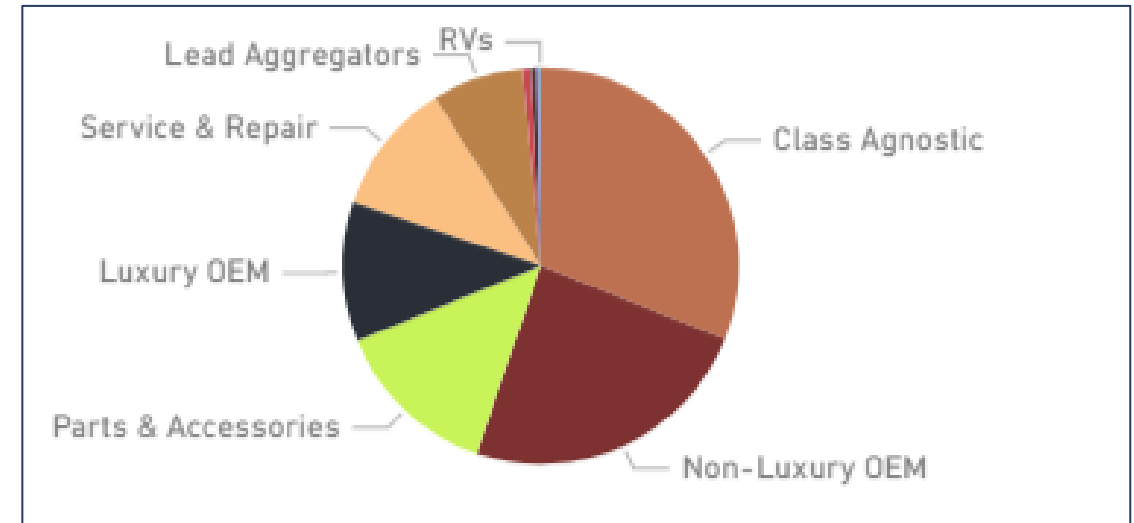
There is an increased consumer interest in car financing



Automotive
Financing



Bank of England Statistics 2020

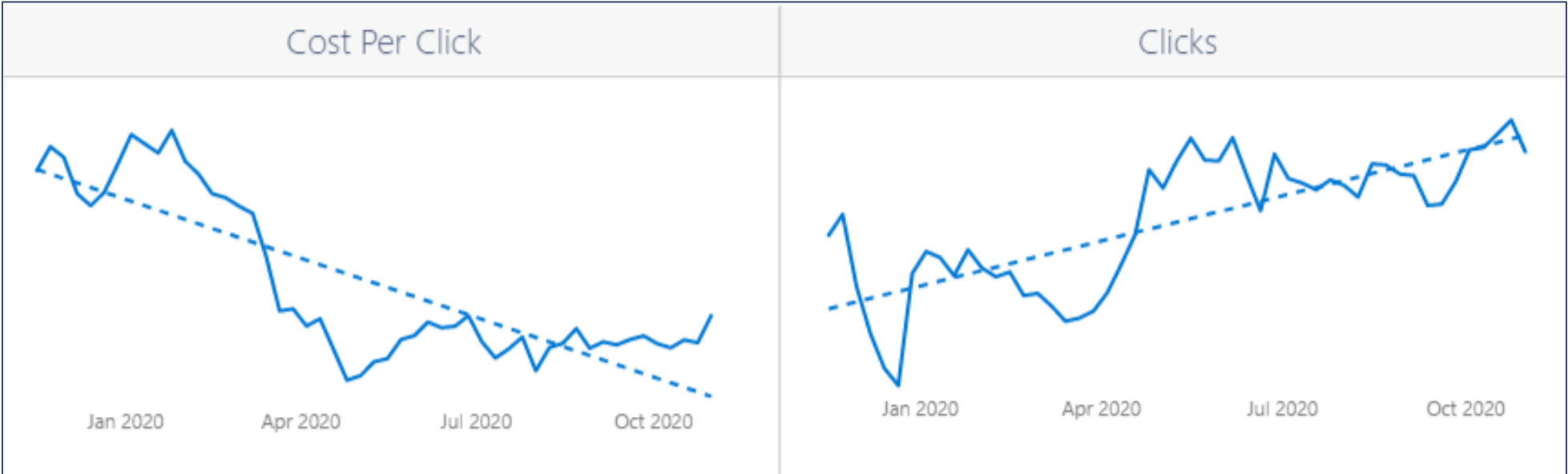


Car Insurance clicks on the Microsoft Search Network rose steadily throughout 2020

Non-luxury searches represent 24% of all total queries



Home and Garden queries have skyrocketed in 2020 as consumers undertake home improvements



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

Lending criteria has tightened, however, consumer demand is still there



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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