Microsoft Advertising Insights

A case study on the value of non-brand search in banking

Microsoft Advertising. Intelligent connections.
What you’ll learn...

After exposure to ads on non-brand terms, are users more likely to:

Be **aware** of my brand?

and **consider** my brand?
Goal: Determine incremental impact on the Bank Brand

Measurement: Control vs. exposed comparison of millions of searchers with a similar set of nonbrand credit card queries

Scope of research

We looked at the non-brand ad effectiveness for:

- Bank main site
- Bank credit card landing pages
- Bank credit card pages on 5 Aggregator sites
Goal:
Find out: “Are people more likely to search for my Brand after seeing my ad on non-brand terms?”

Metric used:
Brand search rate = customer’s searches for Bank / total searches for credit cards

Study groups:
Control group = no ad exposure
Test group = exposed to advertiser’s ads
Observation: 62% of the Bank credit card ad clicks come from brand searches.

- 62% Brand searches
- 38% Non-brand searches

% of total ad clicks

Bank Credit Card

Reality: 69% of the ad clicks are influenced by non-brand searches

- 69% of total ad clicks
- 38% of total ad clicks for brand searches
- 31% of total ad clicks for non-brand searches

Bank Credit Card

Non-brand queries dominate Credit Card search share

Ads on non-brand terms drive incremental searches for your brand

Bank Brand searches as a % of all related credit card searches

Source: Microsoft internal, Bank credit card account, Oct 27-Dec 31, 2020, analysis based on Bank credit card ad clickers.
Ads on non-brand terms drive incremental property visits on partner websites

+30%

3.0% 3.9%

NOT EXPOSED TO AD EXPOSED TO AD

Bank credit cards visitors as a % of all aggregator partner site visitors

Source: Microsoft internal, Bank credit card account, Oct 27-Dec 31, 2020, analysis based on Bank credit card ad clickers.
Brand consideration
Analysis methodology

Goal:
Find out: “Are people more likely to visit my website after being exposed to my ad on nonbrand terms?”

Metric used:
Site visit rate = number of searchers visiting the advertiser’s site / total number of searchers

Study groups:
Control group = no ad exposure
Test group = exposed to advertiser’s ads
More than half of ad impressions are on non-brand searches, but some go unmetered.

<table>
<thead>
<tr>
<th>Ad clicks</th>
<th>Ad impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>54%</td>
</tr>
<tr>
<td>62%</td>
<td>46%</td>
</tr>
</tbody>
</table>

% of total ad clicks | % of total Impressions

Non-brand ads drive incremental user site visits, particularly from non-clickers

% of users who visited bank website

- Not exposed to ad: 3.41%
- Exposed to ad:
  - Visited (ad-clickers): 5.00%
  - Visited (non-clickers): 3.09%

Total visits: 8.09%

Key takeaways: Non-brand search ads drive brand impact beyond the click

- Are people more likely to search for my brand after being exposed to a non-brand ad? Yes
  Brand search lift +36%

- Are people more likely to visit my site after being exposed to a non-brand ad? Yes
  Site visit lift +137%

- Are people more likely to consider my brand after being exposed to a non-brand ad? Yes
  Property (on partner sites) visit lift +30%
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights