



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?

Scope of research

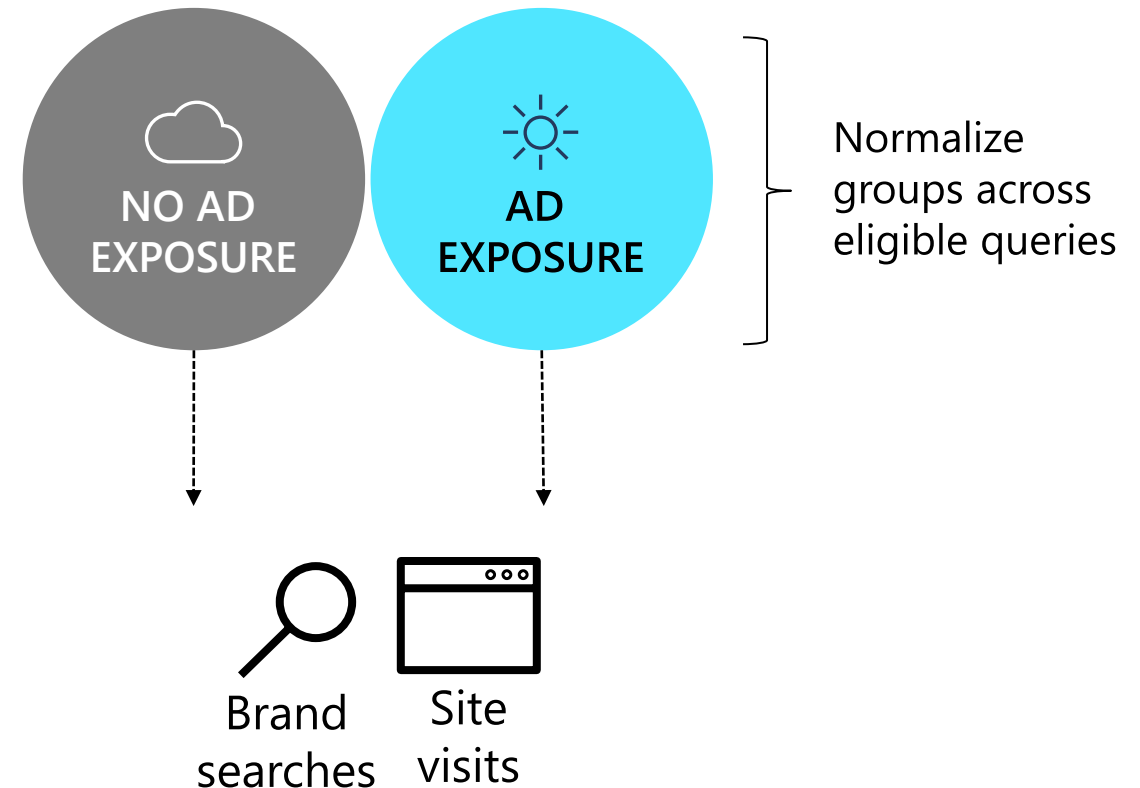
We looked at the non-brand ad effectiveness for

- Bank main site
- Bank credit card landing pages
- Bank credit card pages on 5 Aggregator sites

Behavioral study methodology

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



Brand awareness

Analysis methodology



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



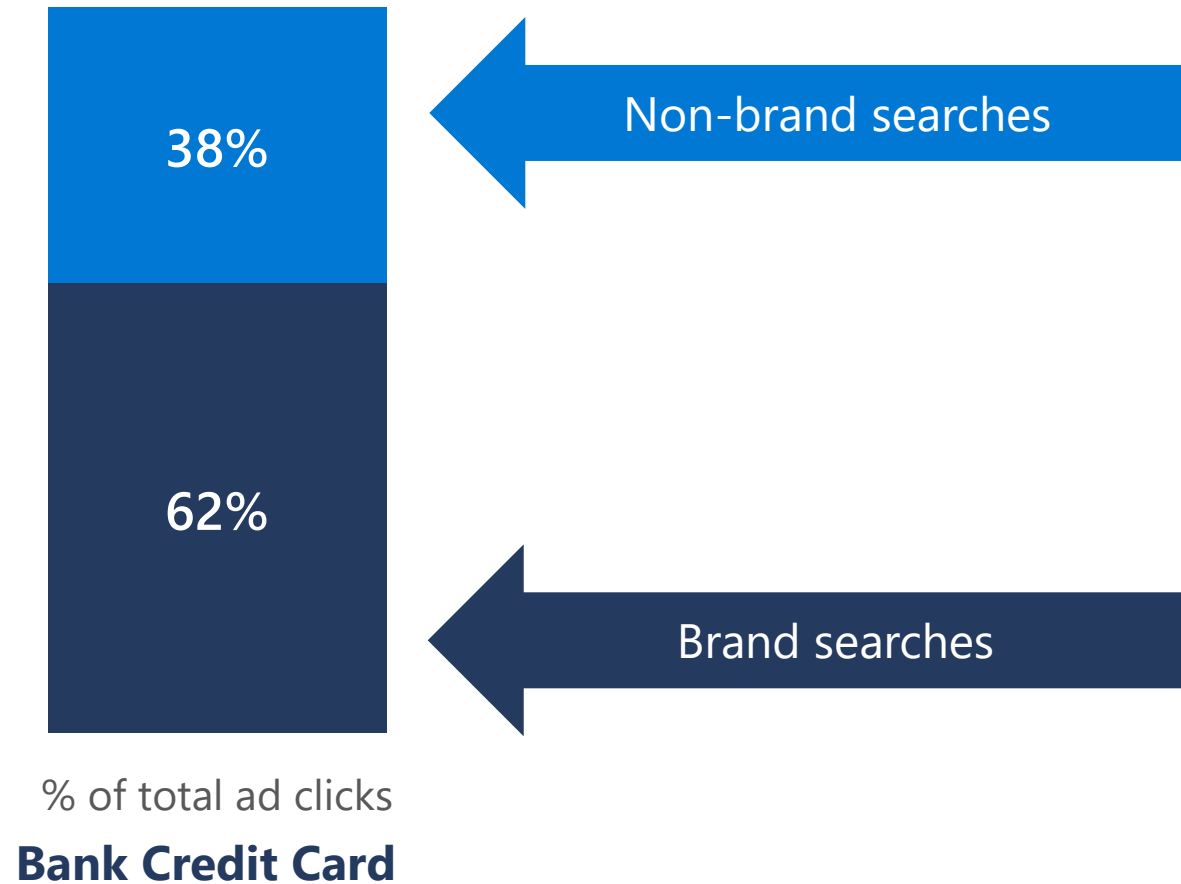
Study groups:

Control group = no ad exposure

Test group = exposed to advertiser's ads

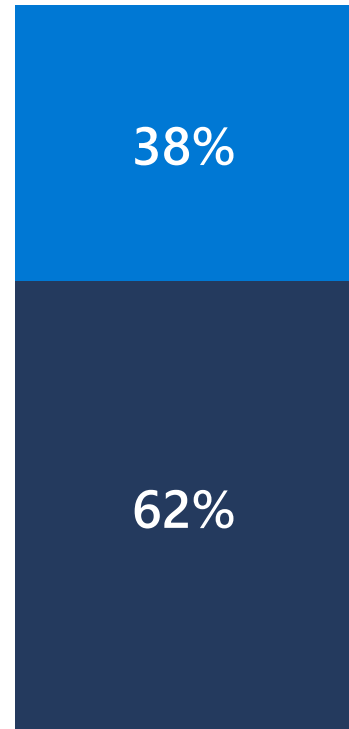
Observation: 62% of the Bank credit card ad clicks come from brand searches

Brand awareness

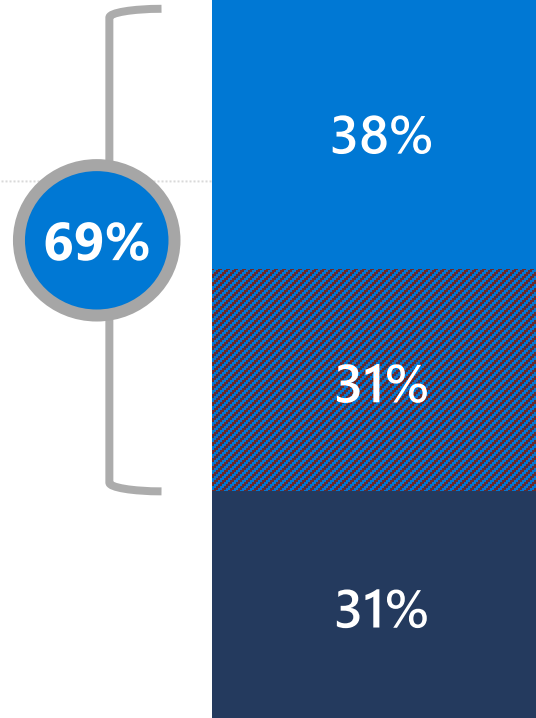


Reality: 69% of the ad clicks are influenced by non-brand searches

Brand awareness

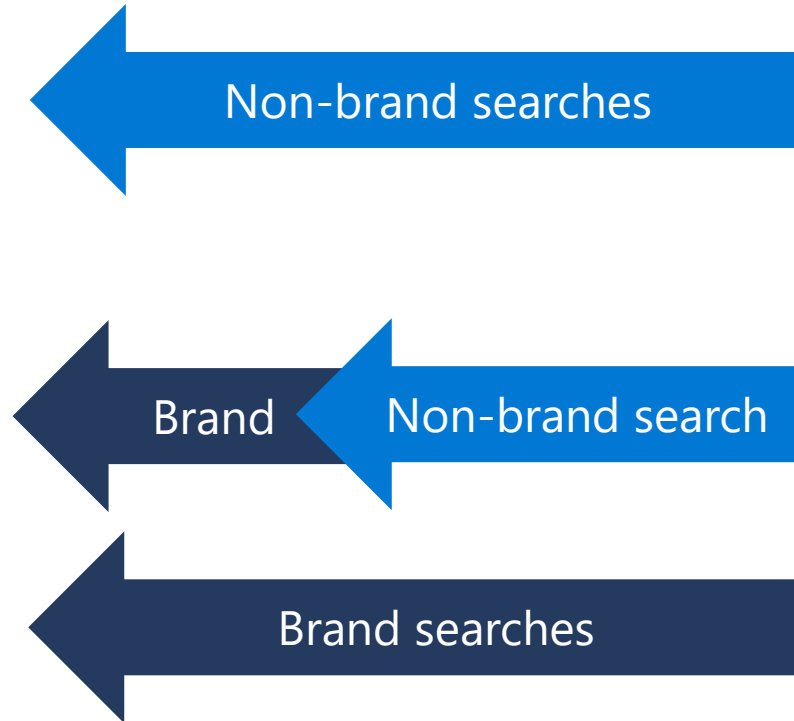


% of total ad clicks



% of total ad clicks

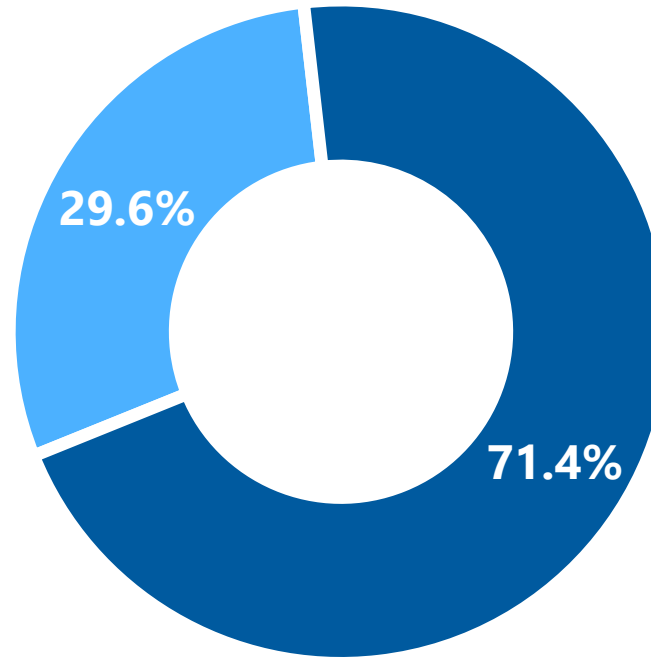
Bank Credit Card



Non-brand queries dominate Credit Card search share

Brand awareness

Microsoft Search Network Credit Card searches

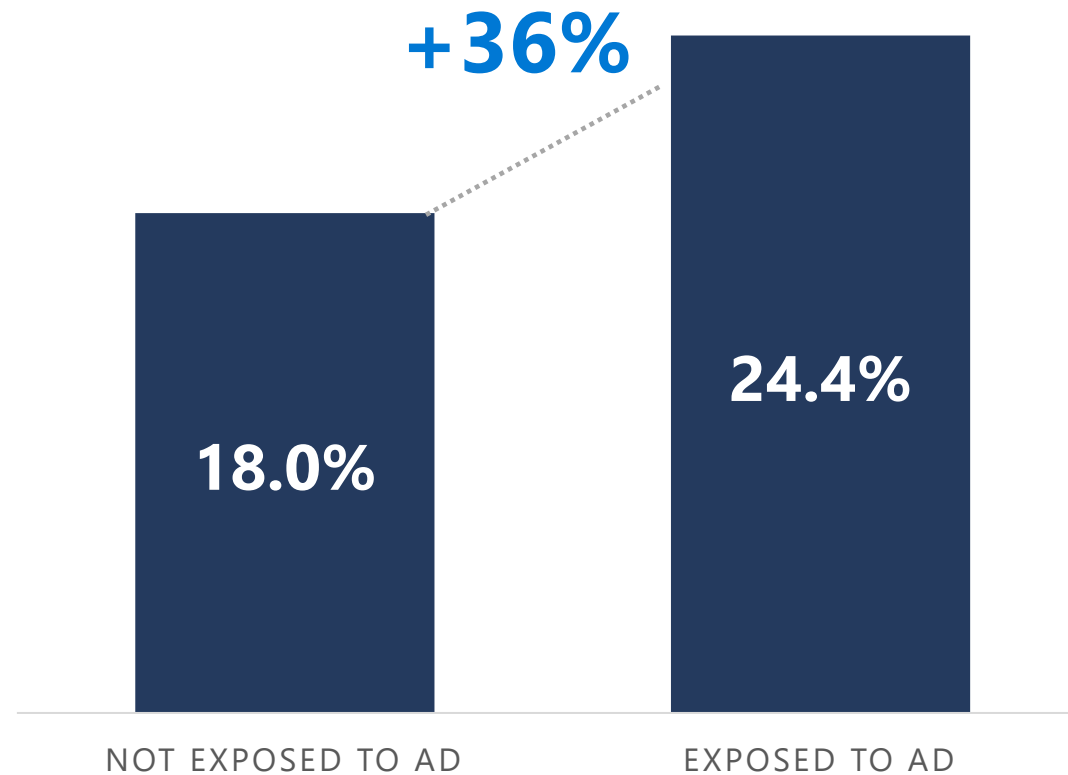


■ Brand ■ Non-brand



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

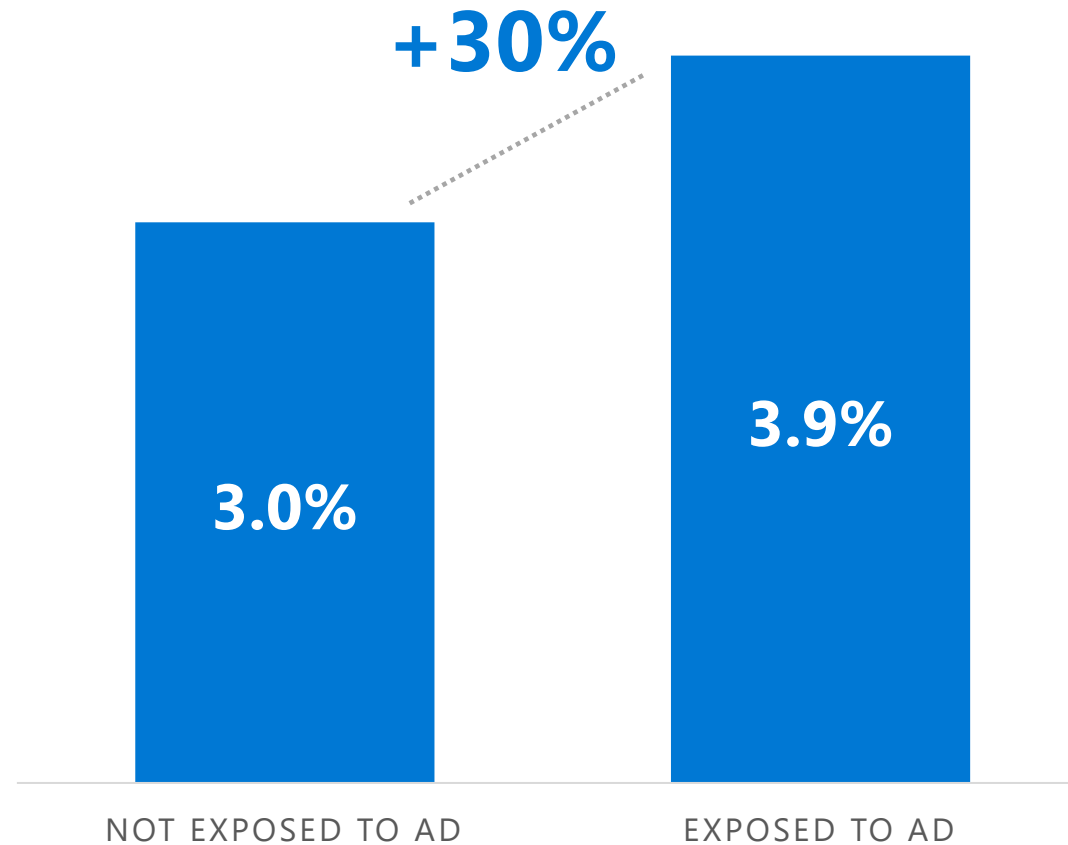
Brand awareness



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

Ads on non-brand terms drive incremental property visits on partner websites

Brand awareness



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



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:

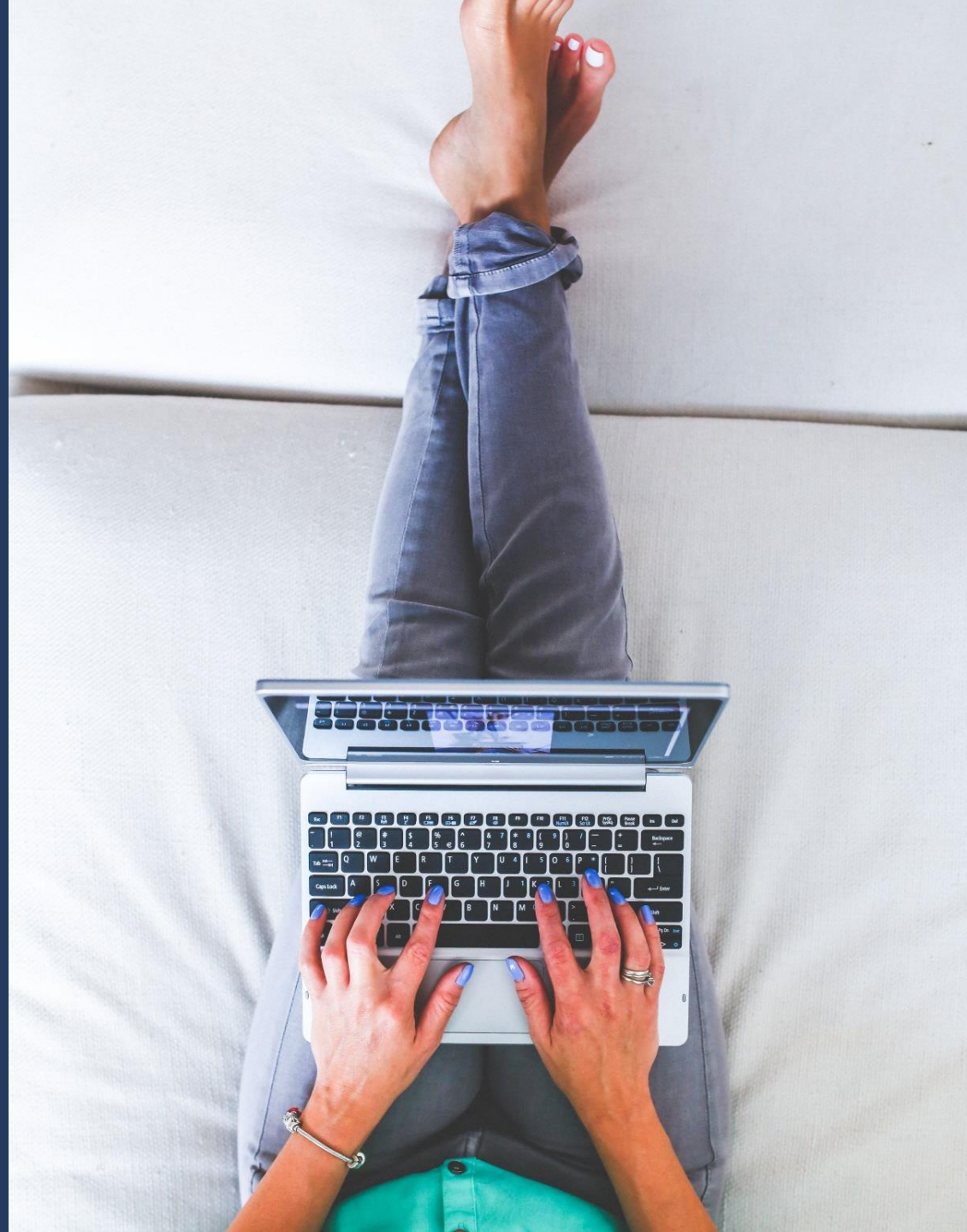
Site visit rate = number of searchers visiting the advertiser's site / total number of searchers



Study groups:

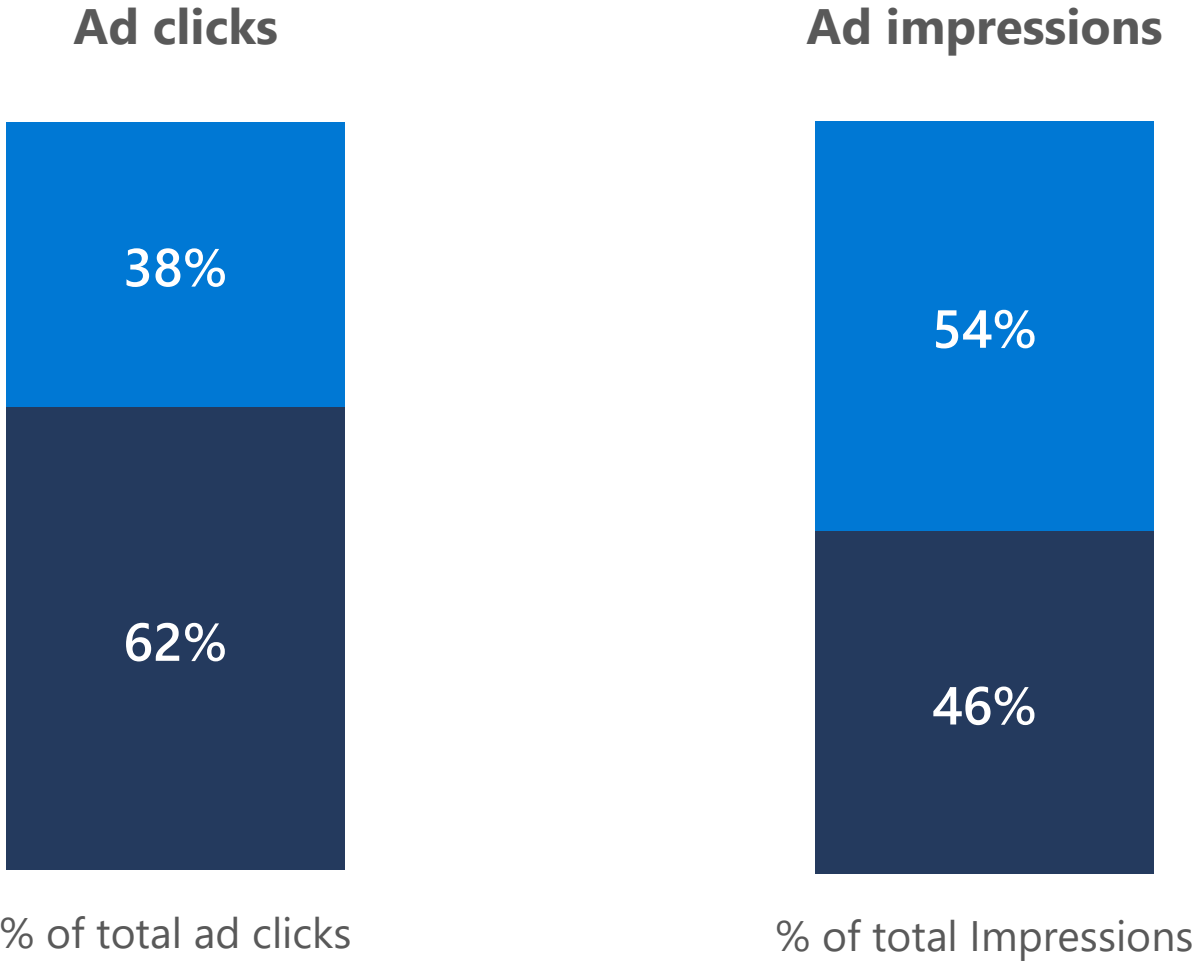
Control group = no ad exposure

Test group = exposed to advertiser's ads



More than half of ad impressions are on non-brand searches, but some go unmeasured

 Brand consideration



 Non-brand searches

 Brand searches

Bank Credit Card



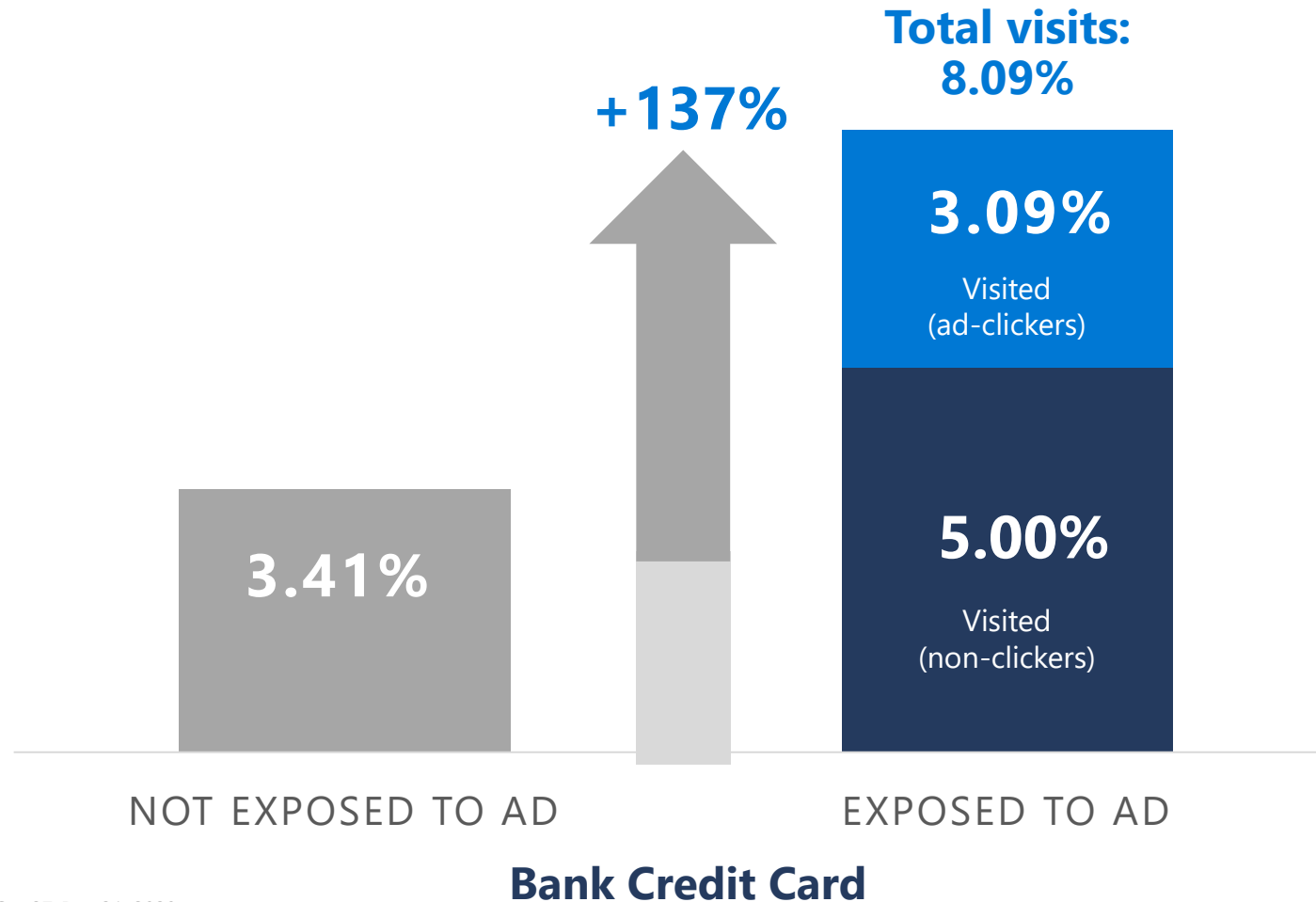
Source: Microsoft internal, Bank credit card account, Oct 27-Dec 31, 2020.

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




Brand consideration

% OF USERS WHO VISITED BANK WEBSITE



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

