Microsoft Advertising Insights

Improving your Financial Services ad performance with the Microsoft Audience Network

Microsoft Advertising. Intelligent connections.
It’s a new age for privacy

87% of people in the U.S. believe that privacy is a right, not a privilege

Brands and publishers invested U.S.$19.7B in audience data and activation in the U.S. alone

Regulations and consumer demand will change how brands collect and use data to engage with audiences

Brands will need a **new** data strategy to meet their goals

- A greater emphasis on first-party data
- Importance of logged-in activity
- A new reliance on context and behavior
- Publishers and brands working more closely
- New ways to track the decision journey
Market with a purpose to build trust with your customers

- Focus on your responsibility to employees and consumers
- Values should be more about the consumers you serve and less about the products you offer
- Inclusion creates authentic connections

Responsibility

Trust

Values

Inclusion
Microsoft’s Audience Intelligence (AI) uses first-party data to identify consumer intent and drive performance

AI powered by billions of first-party data signals to identify the right permissioned audience

498M monthly unique visitors

11B global monthly searches

675M global professionals

200M monthly unique visitors


Microsoft confidential
Start testing Microsoft first-party data

Using permissioned audience data at scale

Leverage the Microsoft Audience Network

- Premium native placements
  - Strict publisher standards and AI-powered curation

- Brand-safe experiences
  - Transparency and controls for advertisers

- Highly contextual ad placements
  - Based on Microsoft first-party data

- Strong industry ad performance
  - Driven by leading-edge AI technology

Outlook.com

Microsoft Edge

MSN

Select publisher partners

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Meet your customer where they browse, e-mail, & search

Percentage of user overlap between Microsoft properties & Bing

- Microsoft News: 69.6%
- Outlook: 48.4%
- Edge & IE New Tab: 72.6%

Maximize performance by combining Search & Native strategies

Financial Services Ad Effectiveness Study

Users exposed to both Microsoft Search ads & Microsoft Audience ads are more likely to visit a Financial Services advertiser’s website compared to those who are exposed to only one type of ad.

2.2x
Higher visitation rate
vs. only Search ad exposure

5.8x
Higher visitation rate
vs. only Native ad exposure

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Metrics represent an average of all Financial Services advertisers with lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.07M
“The (marketing) funnel is fed from the top, so generating fireworks and brand equity at the awareness stage will ultimately drive higher conversion rates, more leads and ultimately, more sales.”

- MarTech
Hypothesis:
Microsoft Audience Ads in native environments drive a lift in engagement at every step of the marketing funnel for Financial Service advertisers.
In order to test our hypothesis, we compared online search behavior between those who saw Microsoft Audience Financial Services ads and those who did not.

EXPOSED
Exposed to an advertiser’s Microsoft Audience Ads

Microsoft Audience Ads exposure

Search behavior and site visitation/conversion

CONTROL
Eligible, but not exposed to an advertiser’s Microsoft Audience Ads

Search behavior and site visitation/conversion

Group 1
Exposed to both brand’s Microsoft Audience Ads and search ads

Group 2
Exposed to brand’s Microsoft Audience Ads only

Group 3
Exposed to brand’s search ads only

Group 4
No brand ad exposure
We set out to prove that users exposed to Microsoft audience ads engaged with brands at a higher rate

Financial Services Ad Effectiveness Study

**Awareness**

1.8x

Lift in brand awareness per user, measured by post-exposure brand search rate

**Consideration**

1.9x

Lift in brand consideration per user, measured by post-exposure domain visit rate

**Conversion**

4.0x

Lift in brand purchase per user, measured by post-exposure conversion page visit rate

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Metrics represent an average of all Financial Services advertisers with lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.07M.

Microsoft
Achieve greater brand **awareness**

**1.8x**

*Overall lift in brand awareness per user, measured by post-exposure brand search rate*

- Lead with In-Market and Similar audiences for widest reach of net-new users
- Leverage KPIs that align with your strategy
- Use Image & Video assets known for driving high awareness in other channels

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Achieve greater brand **consideration**

**CONSIDERATION**

1.9x

*Overall lift in brand consideration per user, measured by post-exposure domain visit rate*

Allocate additional budget toward campaigns during peak seasonal periods

Actively monitor & optimize bids, budget levels, & share of voice

Promote brand value proposition with memorable ad copy to drive future engagement

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Metrics represent an average of all Financial Services advertisers with lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.07M.
Achieve greater **conversions** for your brand

**CONVERSION**

4.0x

*Overall in brand conversion per user, measured by post-exposure conversion page visit rate*

**Target & Bid Remarketing & Custom Audiences to upsell converters**

**Monitor domain level performance and exclude low-performing domains if necessary**

**Leverage feed-based ads to engage users with specific products they’ve researched**

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Metrics represent an average of all Financial Services advertisers with lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.07M
We recommend using a combination of In-market Audiences and Remarketing for best performance

Financial Services Ad Effectiveness Study

IN-MARKET AUDIENCES

saw a

2.8x

lift compared to 1.8x overall awareness lift

IN-MARKET AUDIENCES

saw a

6.8x

lift compared to 1.9x overall consideration lift

REMARKETING

saw a

4.3x

lift compared to 4.0x overall conversion lift

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Metrics represent an average of all Financial Services advertisers with lift studies to date (Feb. 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.07M

Lift in brand awareness per user is measured by post-exposure brand search rate, lift in brand consideration per user is measured by post-exposure domain visit rate and lift in brand conversion is measured by post-exposure conversion page visit rate.
Delivering on what matters most to YOU

**Safety**
- Evolving partnership with **Integral Ad Science** for Brand Safety & Viewability
- Premium & reliable ad placements away from user-generated content

**Transparency**
- **Full reporting suite** in the Microsoft Advertising User Interface
- Integration with 3rd party tools through **1x1 Impression tracking**

**Ease of Use**
- Ease of getting started through **Google & Facebook Import** tools
- Partnership with **Shutterstock** giving you access to over 300 million images
Key takeaways and recommendations

Brands should be consistently evolving in how they source their data and use it to target consumers.

Reach your audience in brand-safe environments through Microsoft Audience Network.

Our survey showed that combining search and native strategies can help push consumers down the marketing funnel.

As predicted, users exposed to Microsoft Audience ads in the automotive industry showed higher brand lift than those who were in the control group.

In-market Audiences performed best in upper and mid funnel stages, while Remarketing was strongest in lower funnel.

Take advantage of our In-market audience solution where you can target those ready to buy and send them reminders using Remarketing.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights
Appendix

Methodology
Used experimental design principles to evaluate impact of Microsoft Audience Ads

**EXPOSED** Exposed to an advertiser’s Microsoft Audience Ads

Microsoft Audience Ads exposure → Search behavior and site visitation/conversion

**CONTROL** Eligible, but not exposed to an advertiser’s Microsoft Audience Ads

Search behavior and site visitation/conversion
User segmentation and normalization are applied to ensure exposed and control groups are comparable.
When connecting our Audience Network with our Search Network, we can measure the true value of advertising with Microsoft.

*The visual is to give representation of the four different audience breakouts and is not to scale.*