Microsoft

Microsoft Advertising Insights

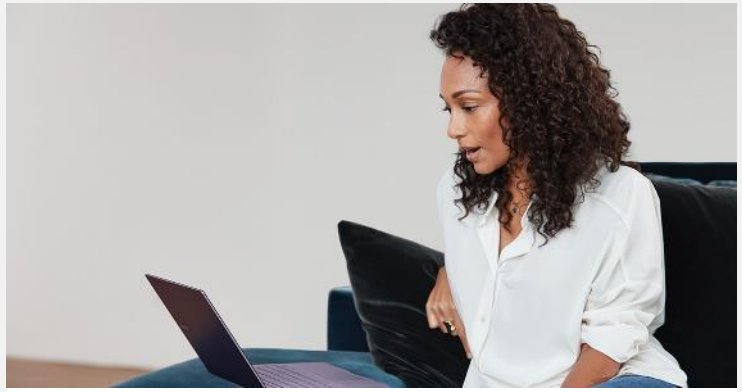
Improving your Financial Services ad performance with the Microsoft Audience Network

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[1]

Brands and publishers invested U.S.$19.7B in audience data and activation in the U.S. alone[2]



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

1. “Uncovering the trust drivers,” Microsoft Advertising and LRW Research, 2019 (U.S.). 2. “The state of data,” IAB, July 2020.

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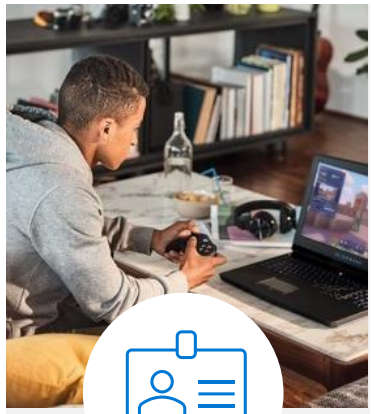
Brands will need a new data strategy to meet their goals

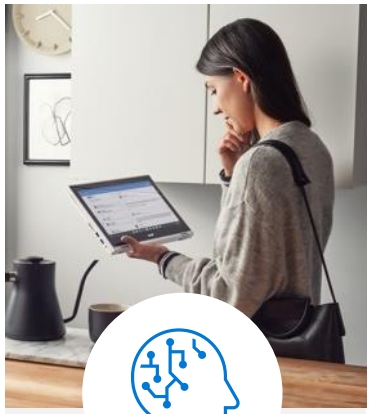
A greater emphasis on first-party data



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

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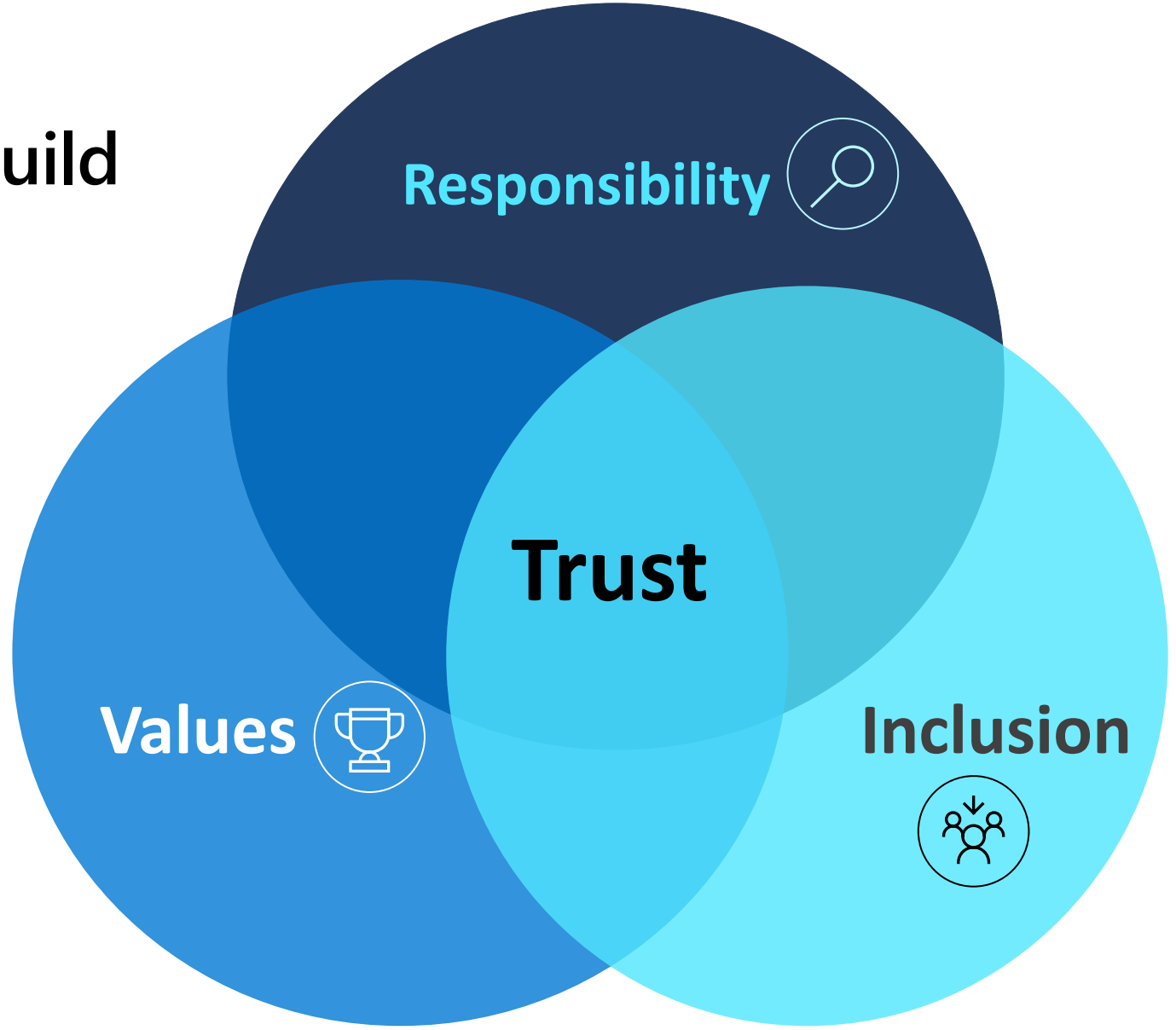
Market with a purpose to build trust with your customers

- 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



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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[2]

11B
global monthly searches[2]

675M
global professionals[3]

200M
monthly unique visitors[2]

1. Microsoft internal data, June 2020, (https://news.microsoft.com/bythenumbers/en/windowsdevices). 2. comScore, August 2018. 3. Omnicore, May 2019. 4. Microsoft internal data.

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Start testing Microsoft first-party data

Using permissioned audience data at scale

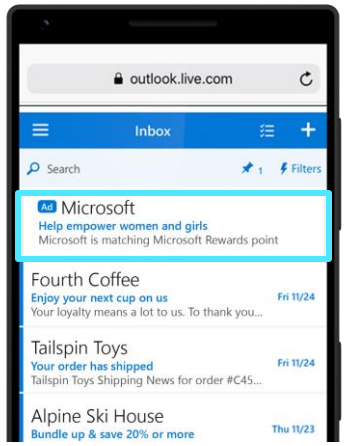
Leverage the Microsoft Audience Network

Premium native placements
Strict publisher standards and AI-powered curation

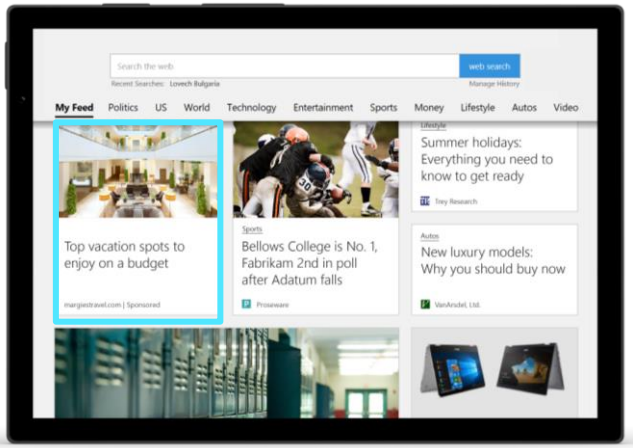
Brand-safe experiences
Transparency and controls for advertisers

Highly contextual ad placements
Based on Microsoft first-party data

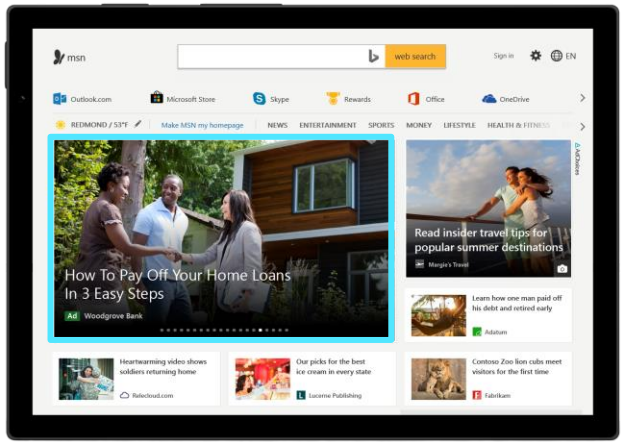
Strong industry ad performance
Driven by leading-edge AI technology



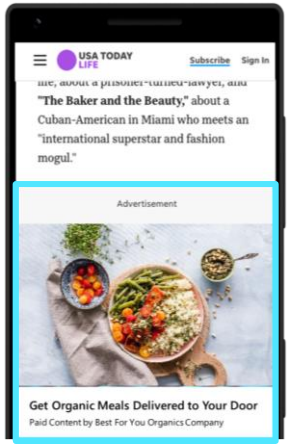
Outlook.com



Microsoft Edge



MSN



Select publisher partners

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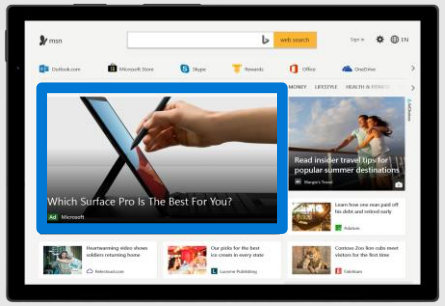
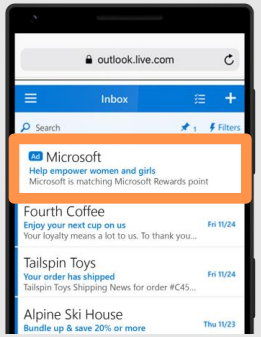
Meet your customer where they browse, e-mail, & search

Percentage of user overlap between Microsoft properties & Bing



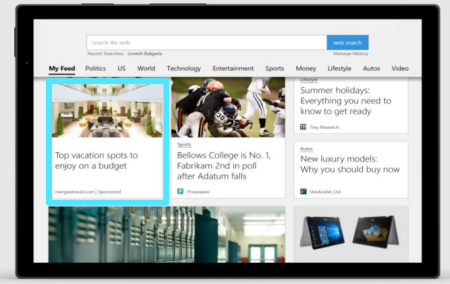
Microsoft News

69.6%



Outlook

48.4%



Edge & IE New Tab

72.6%

Comscore Media Matrix, Cross-Visiting Monthly Shared Audience, Total Audience, December 2020, US, Properties: Microsoft News, Bing Web, Outlook Web, MSN New Tab

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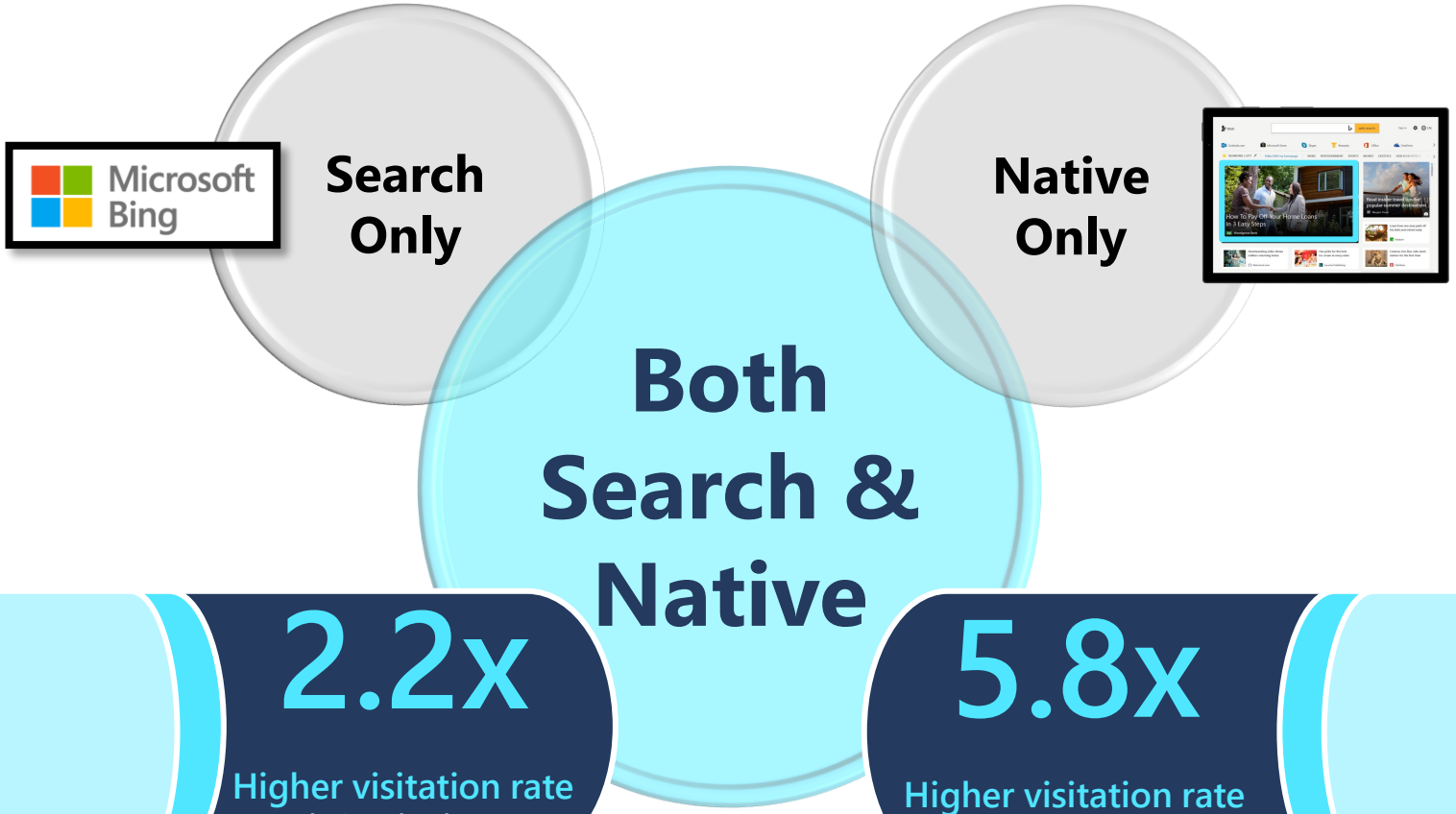
Maximize performance by combining Search & Native strategies

Financial Services Ad Effectiveness Study



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

$

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.

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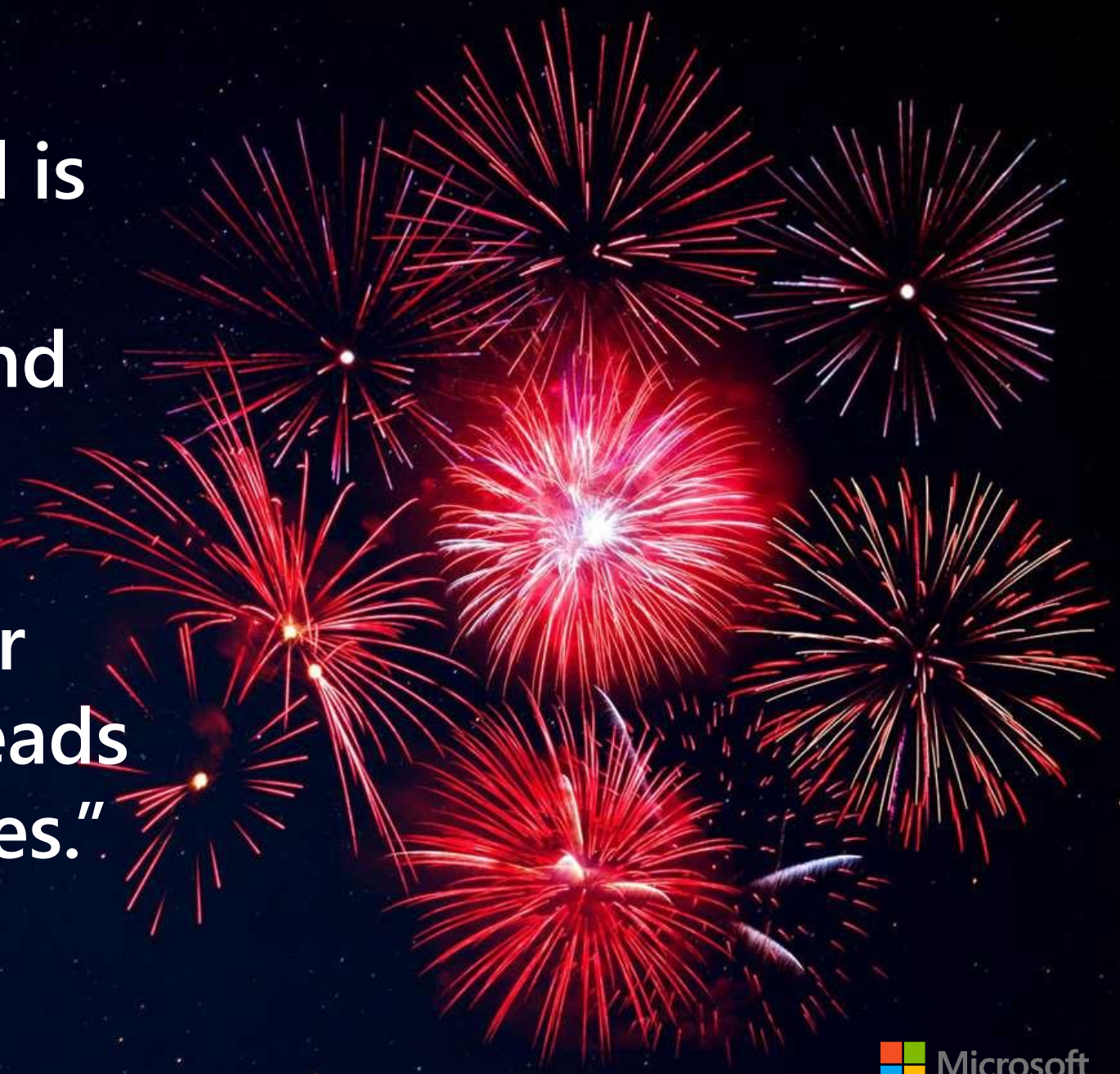
“The (marketing) funnel is fed from the top, so generating fireworks and brand equity at the awareness stage will ultimately drive higher conversion rates, more leads and ultimately, more sales.”

- MarTech



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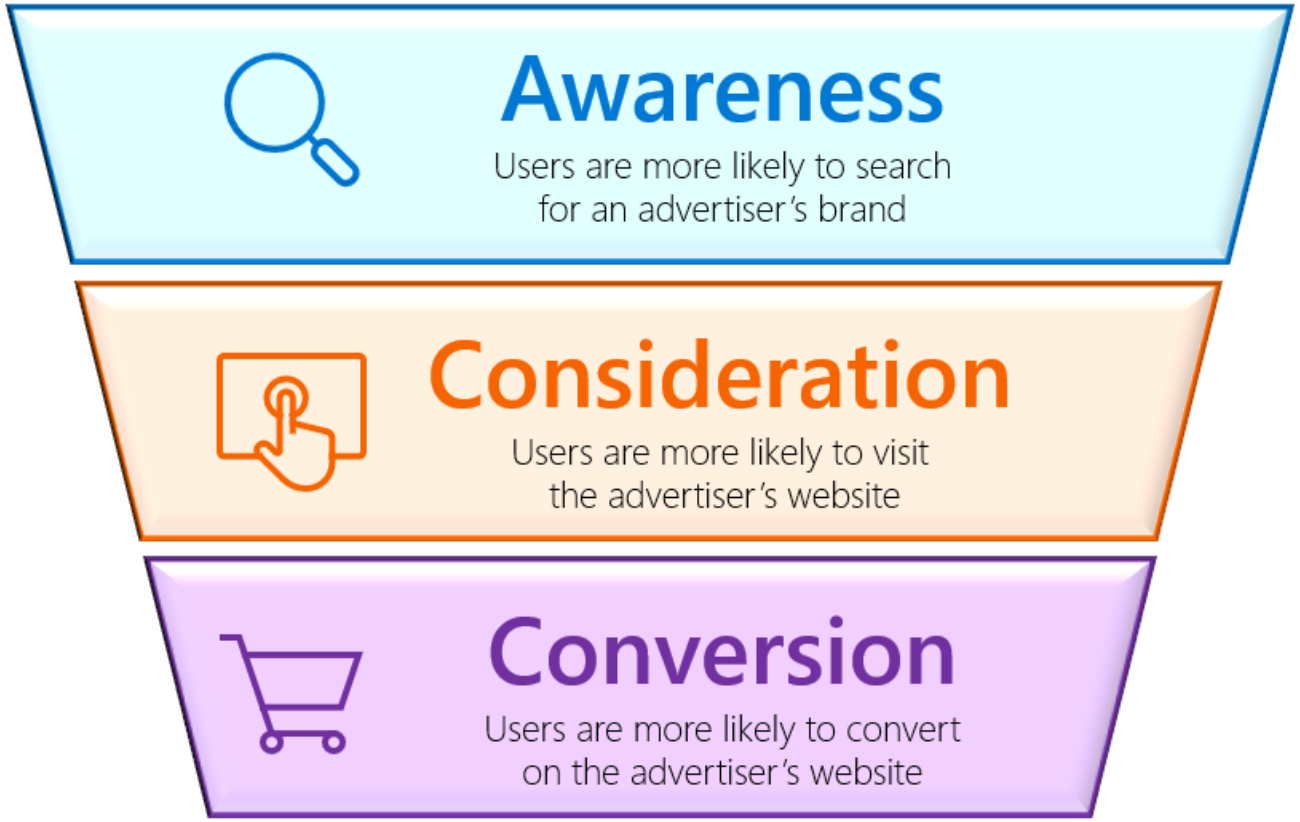
Hypothesis:

Microsoft Audience Ads in native environments drive a lift in engagement at every step of the marketing funnel for Financial Service advertisers

Audience ad exposure helps advertisers achieve greater…



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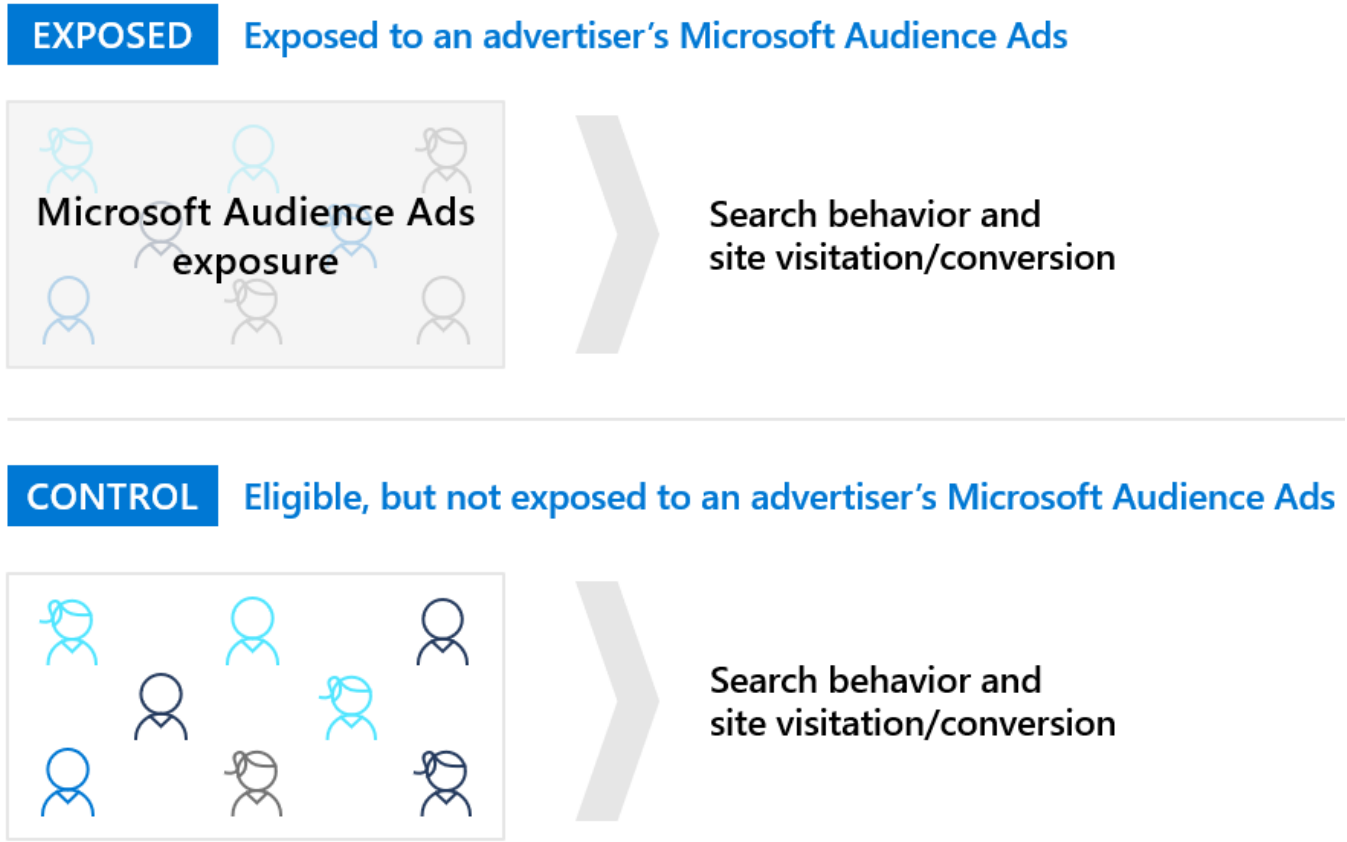
In order to test our hypothesis, we compared online search behavior between those who saw Microsoft Audience Financial Services ads and those who did not



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

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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

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Achieve greater brand awareness

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

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 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

Microsoft

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

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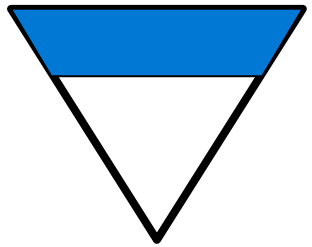
We recommend using a combination of In-market Audiences and Remarketing for best performance

Financial Services Ad Effectiveness Study

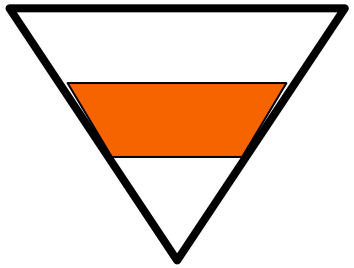


IN-MARKET AUDIENCES

saw a

2.8x

lift compared to 1.8x
overall awareness lift

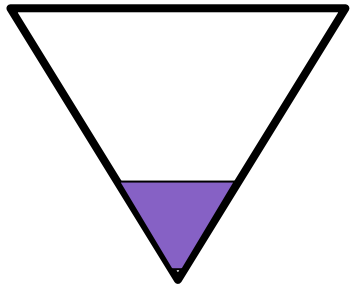


IN-MARKET AUDIENCES

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).
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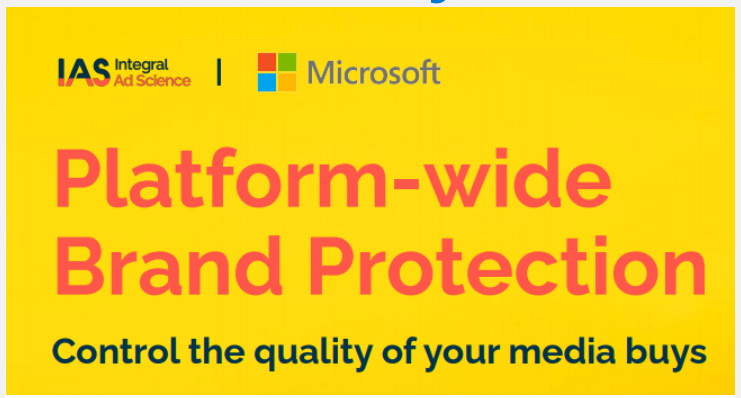
Average user count per advertiser study = 1.07M

Microsoft

Lift n 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

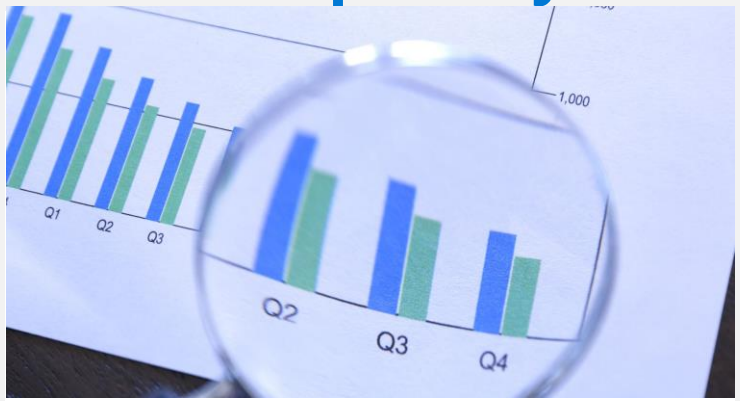
Delivering on what matters most to YOU

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

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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

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To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights

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advertising.microsoft.com

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Appendix

Methodology

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Used experimental design principles to evaluate impact of Microsoft Audience Ads

EXPOSED Exposed to an advertiser's Microsoft Audience Ads

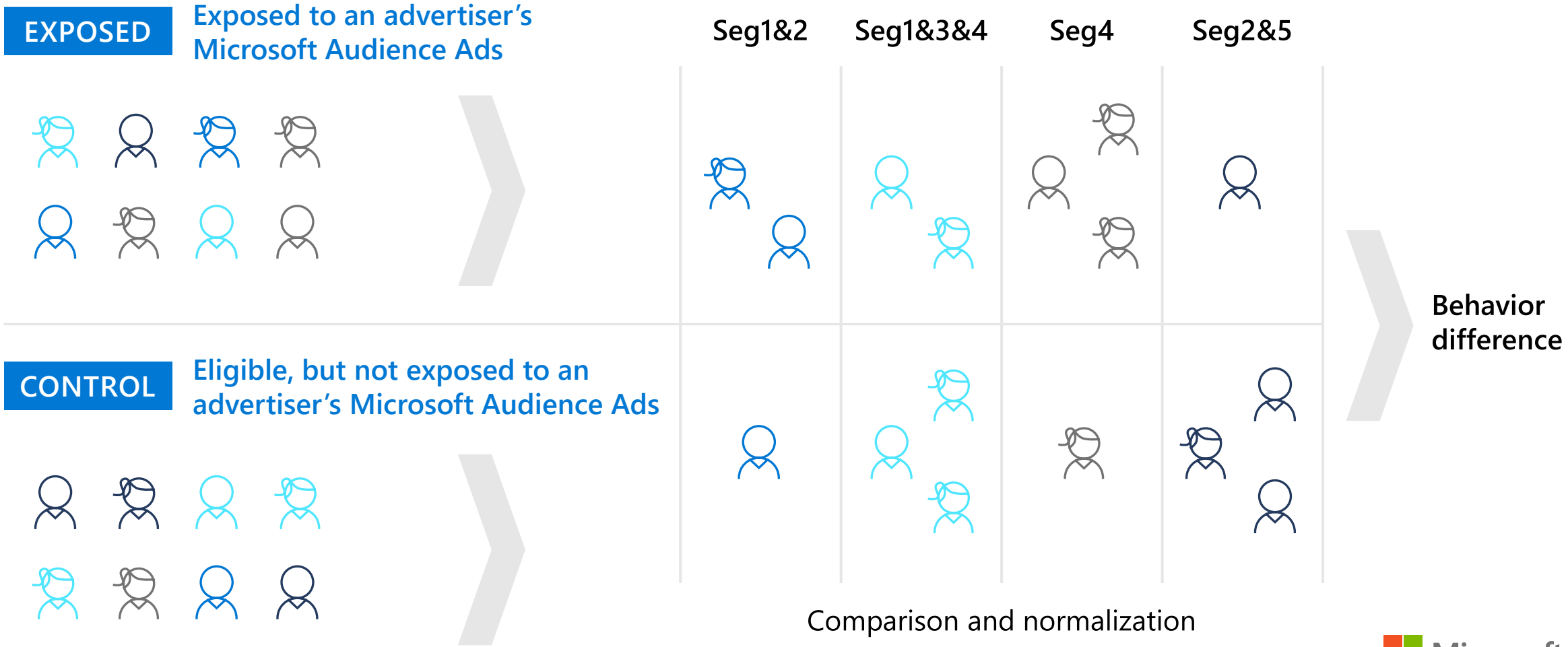
Search behavior and site visitation/conversion

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

Search behavior and site visitation/conversion

Microsoft

User segmentation and normalization are applied to ensure exposed and control groups are comparable



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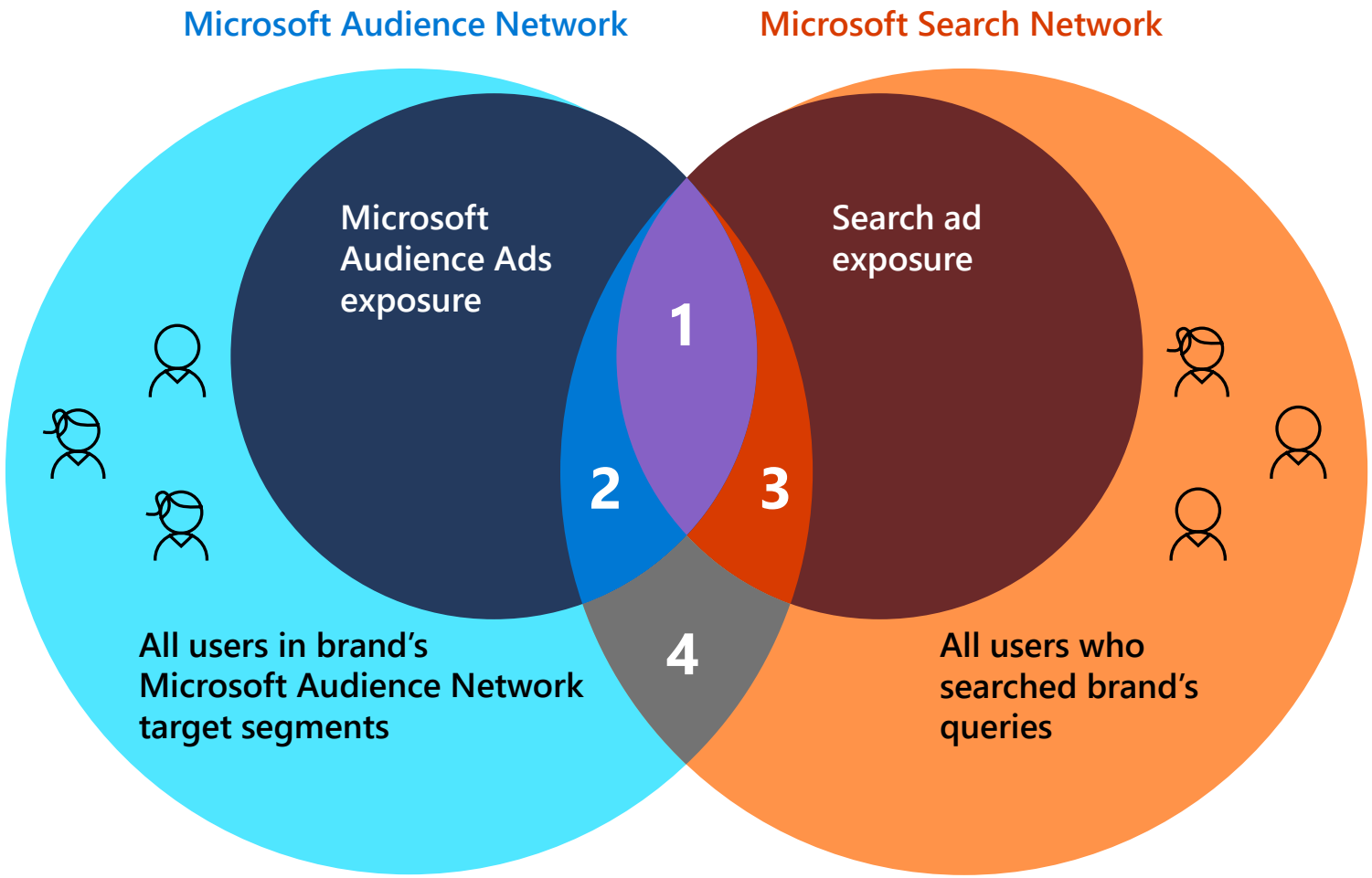
When connecting our Audience Network with our Search Network, we can measure the true value of advertising with Microsoft



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

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