



MICROSOFT ADVERTISING INSIGHTS

# Education search journey

Microsoft Advertising. Great relationships start here.

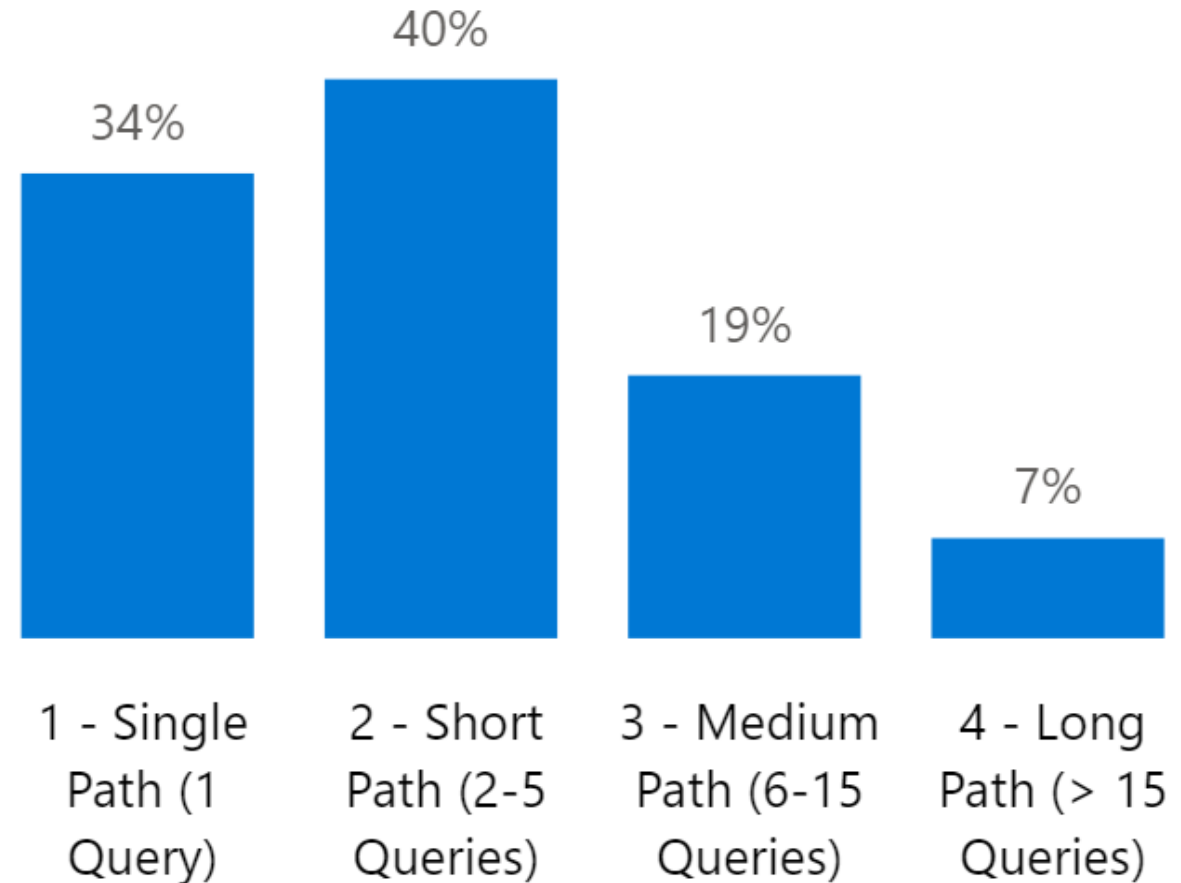


# 66% of all users took more than one day to convert

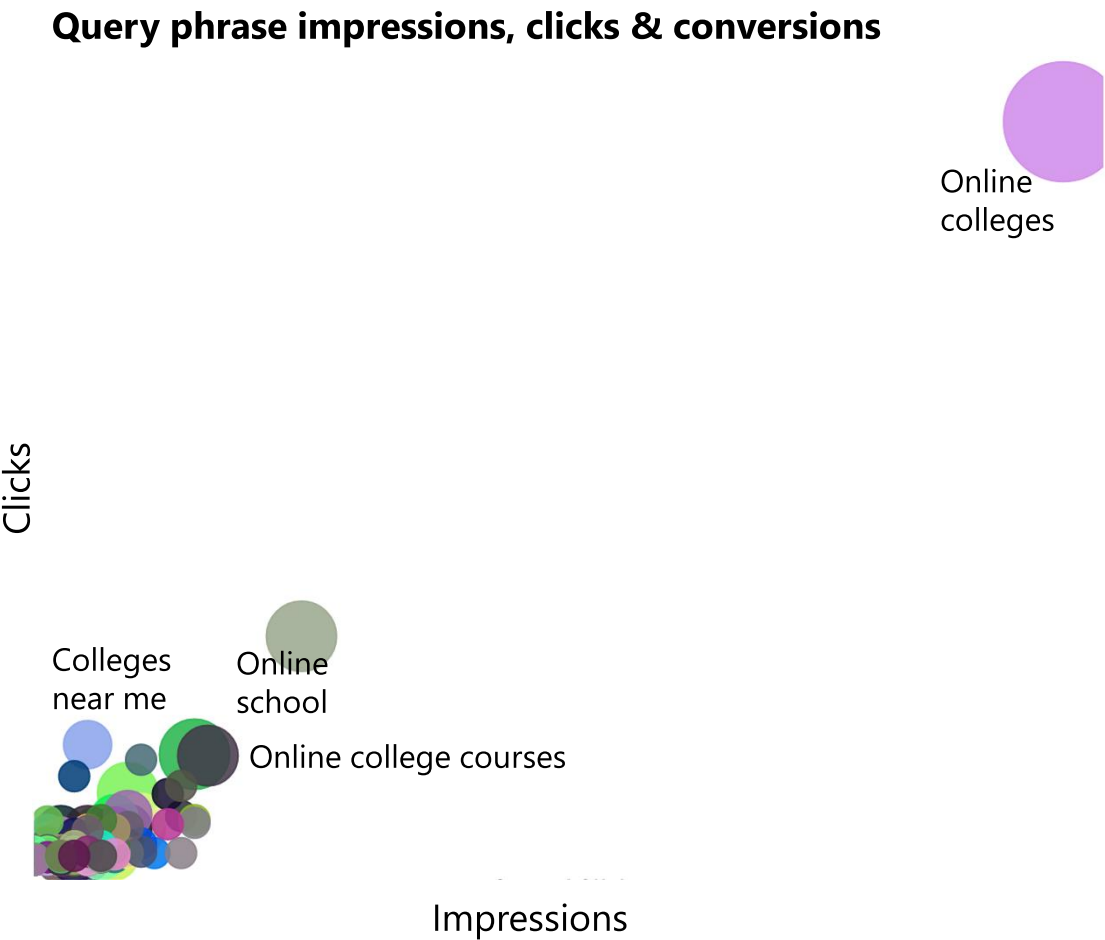
On average a user takes 11 days between the first search and conversion

The average user makes six searches prior to converting

Search path - number of queries



# 46% of first non-brand searches contain “online”

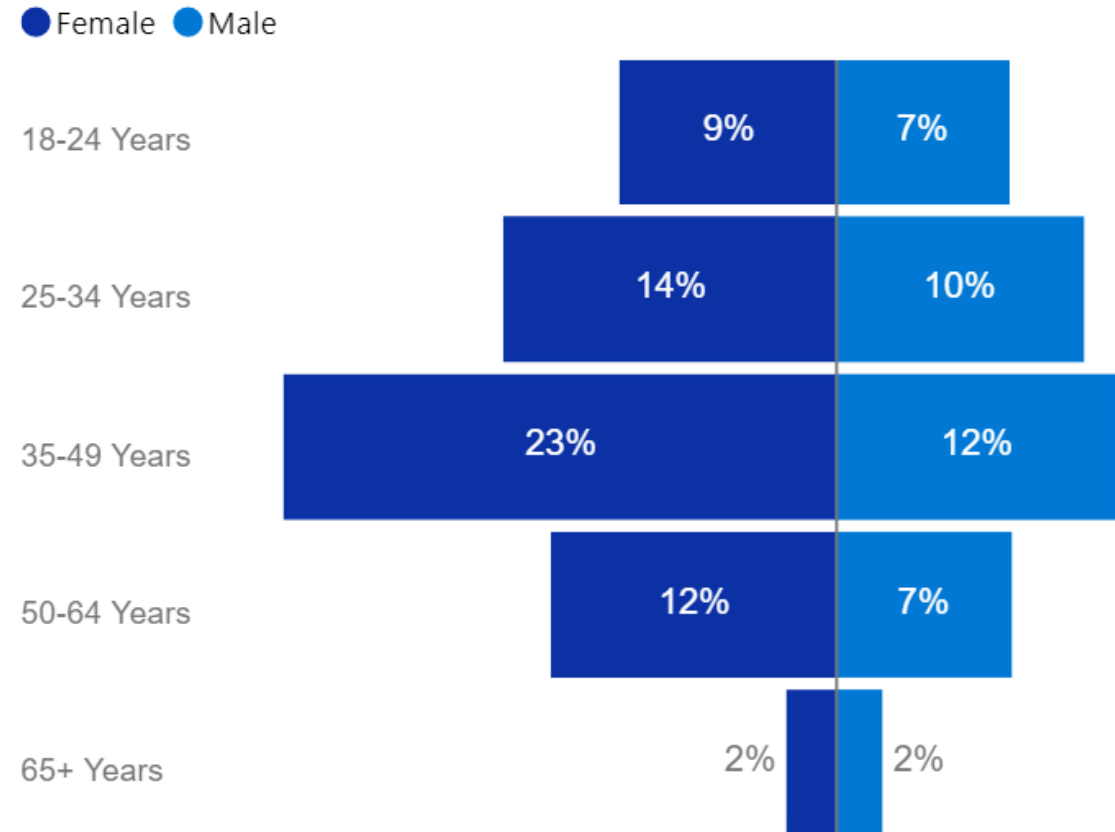


## Top 25 first non-brand searches

Query Phrase	%GT Sum of Impressions
online colleges	12%
online school	4%
colleges near me	2%
online schools	2%
online college courses	2%
college	2%
bachelor's degree	2%
online classes	2%
medical billing and coding	1%
online business degree	1%
online schools with financial aid	1%
fafsa	1%
medical coding certification	1%
online college degrees	1%
fafsa application	1%
psychology degree	1%
online universities	1%
medical billing and coding online programs	1%
online college programs	1%
nursing school	1%
accounting degree	1%
best online colleges	1%
college near me	1%
colleges	1%
online courses	1%

# The education search audience skews female

- 60% of searchers are women
- Almost **2x** more women in 35-49 age group vs men
- 41% of searchers are between 18 to 34 years old



# Education user clusters



## Fast convertors

- Under one week to convert
- 2x more likely to start journey with brand terms
- 13% more likely to convert on mobile
- 6% more likely to be male



## Focused searchers

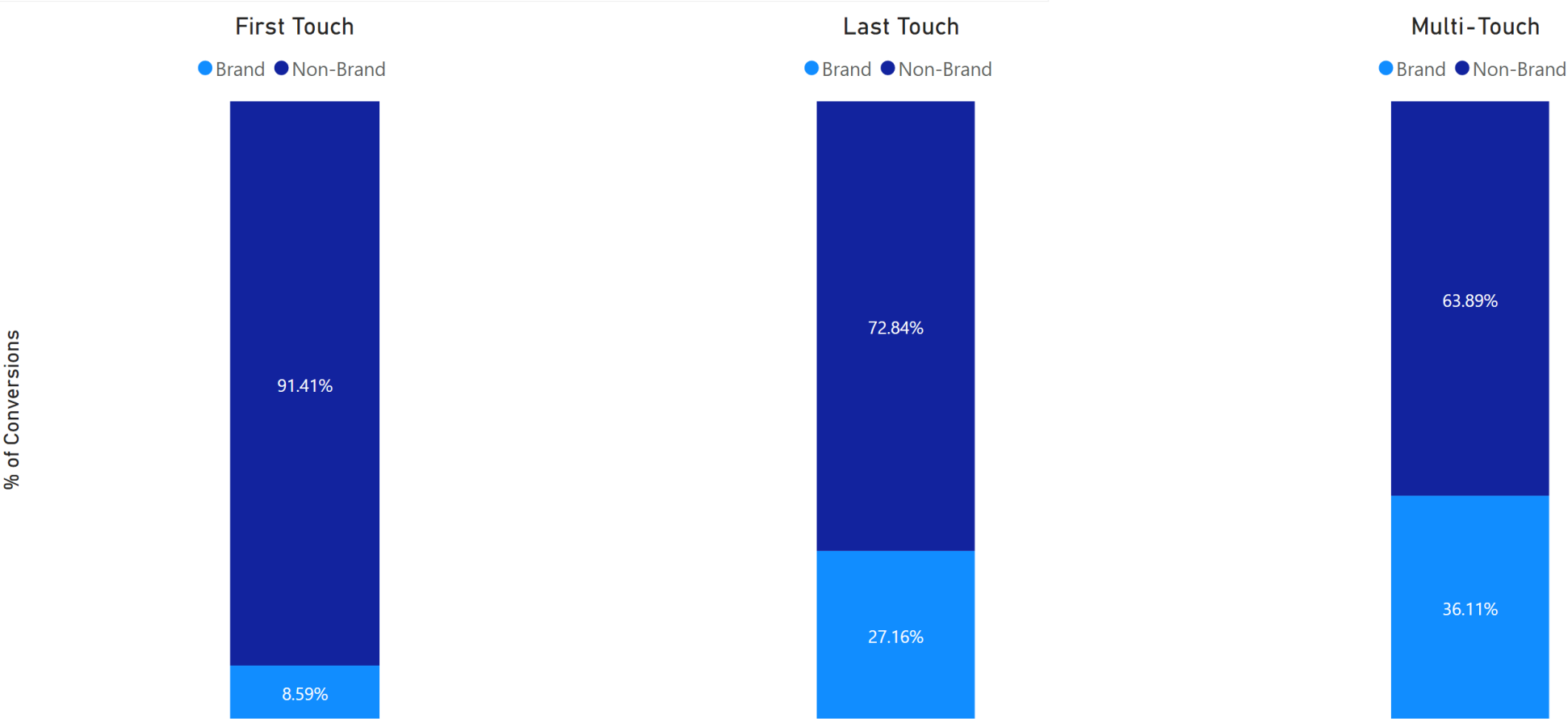
- 9 days on average to conversion from first search
- 85% of users will search between 2 to 3 unique query phrases, user is focused



## Researchers

- Longer paths taking one month or more to complete
- 2x more likely to be education in-market audience
- 18% more likely to be 18-24 years old

# Brand searches drive 36% of multi-touch attribution

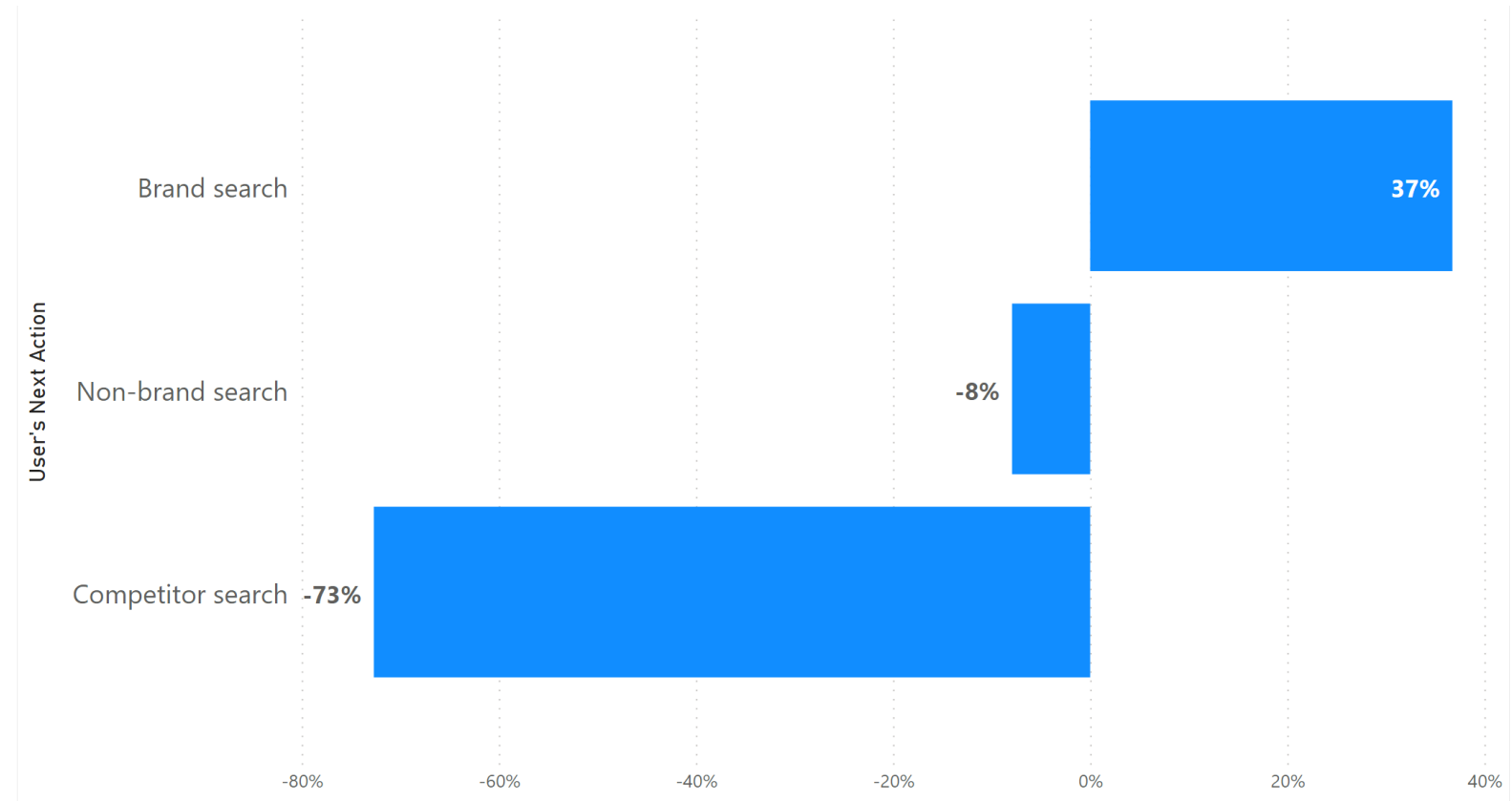


Multi-Touch attribution modeling through Markov Chains

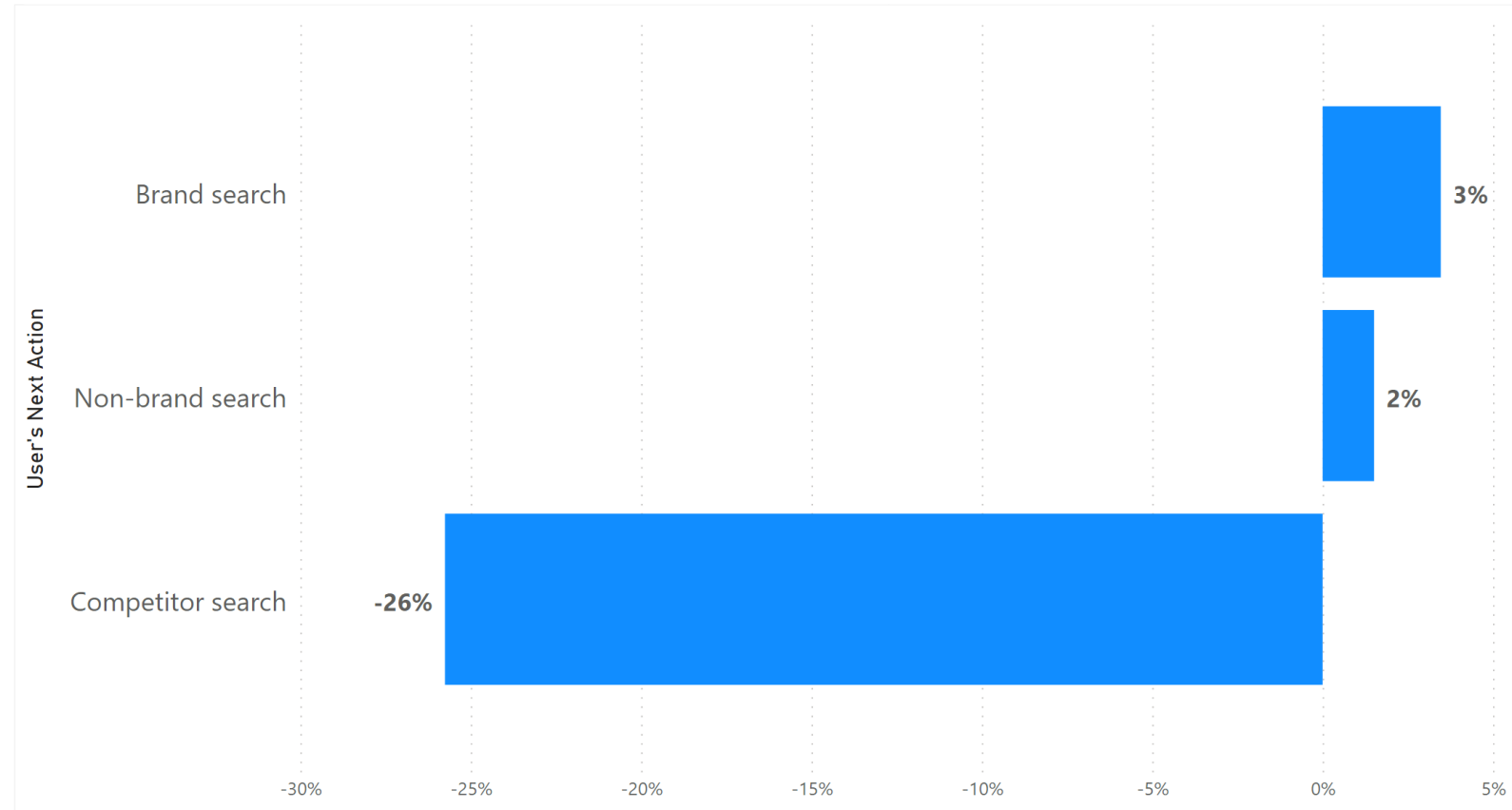
# When you serve ads on your brand terms...

+37% more likely that user will continue to search for your brand

-73% less likely they user will search for competitor brand



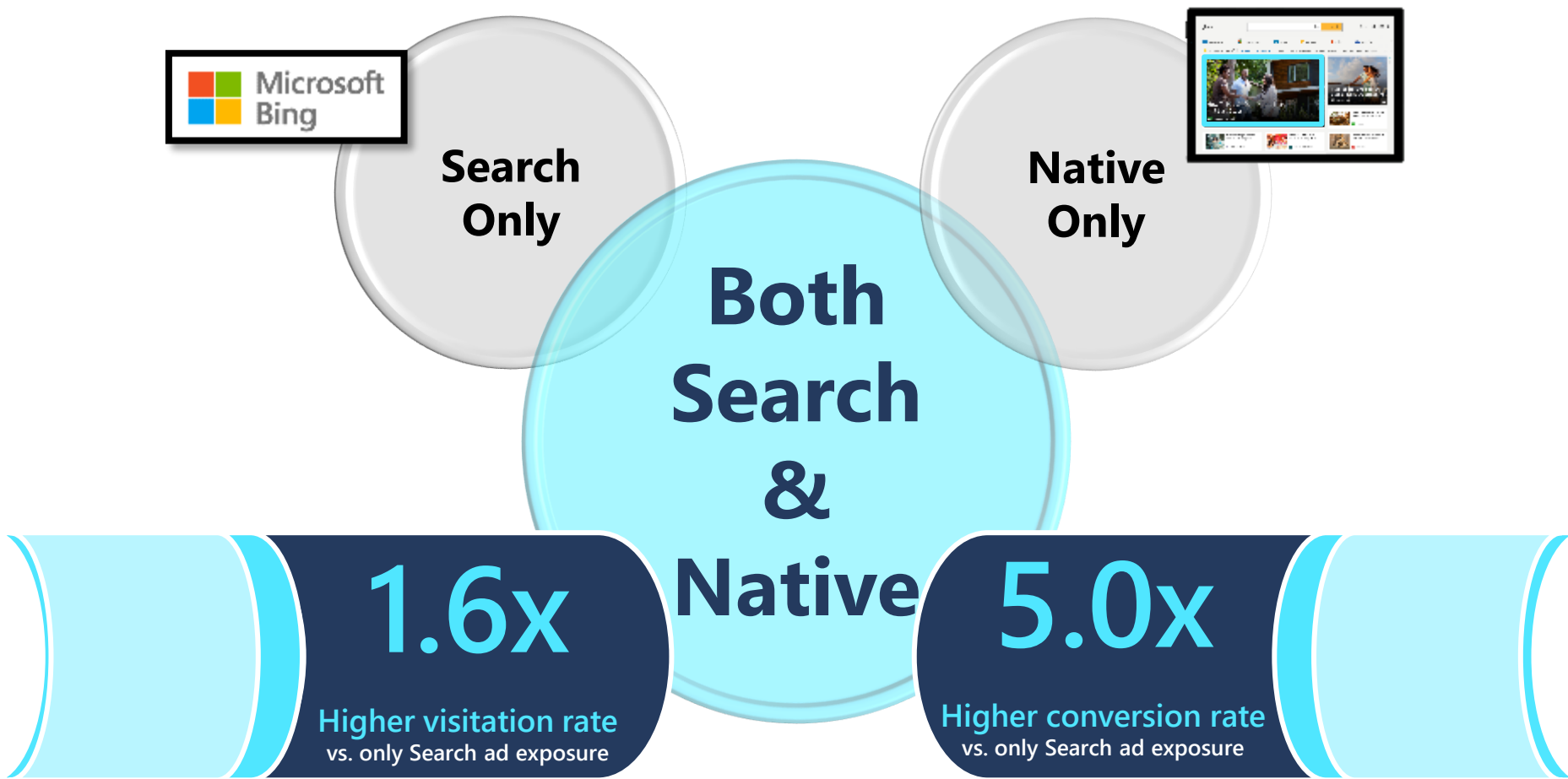
Serving ads on non-brand terms, a user is 26% less likely to search for a competitor





# Maximize performance by combining Microsoft Search and Native strategies

Careers & Education Ad Effectiveness Study



Users exposed to both Microsoft Search ads and Microsoft Audience ads are **more likely to visit a Careers & Education website** compared to those who are exposed to only one type of ad.

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Jun. 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 = 450K



# We set out to prove that users exposed to Microsoft Audience ads engage with brands at a higher rate

Careers & Education Ad Effectiveness Study



AWARENESS

2.4x

Lift in brand awareness per user  
for Careers & Education, measured  
by post-exposure brand search rate



CONSIDERATION

4.9x

Lift in brand consideration per user  
for Careers & Education, measured by  
post-exposure domain visitation rate



CONVERSION

1.7x

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

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with completed lift studies to date (Jun. 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 = 450K



# What happens when you don't bid on your brand?

Three advertisers did not serve on their brand terms during the analysis period. Sequencing analysis shows that users are more likely to click on competitors or non-brand terms vs your brand.



- **Advertiser 1** – 75% of users searched for a competitor brand
- **Advertiser 2** – 57% of users searched for a non-brand term and the remainder searched a competitor brand
- **Advertiser 3** – 100% of users searched for a competitor brand

# Key takeaways

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Brand plays an important role in the education search journey

Brand searches help increase conversions

Serving on your brand increases the likelihood that a user will continue to search for your terms

Not serving on your brand opens the doors to your competitors

To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)



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