



MICROSOFT ADVERTISING INSIGHTS

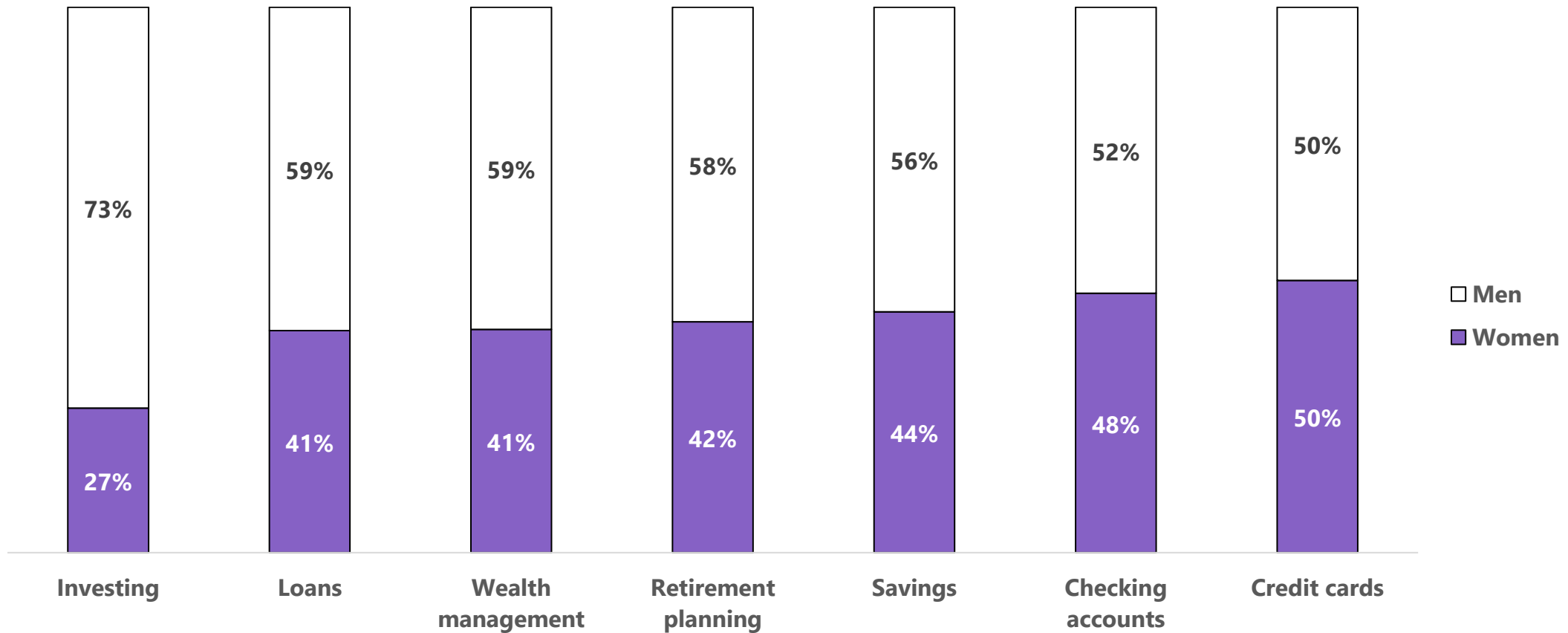
Women in investing insights

Microsoft Advertising. Great relationships start here.



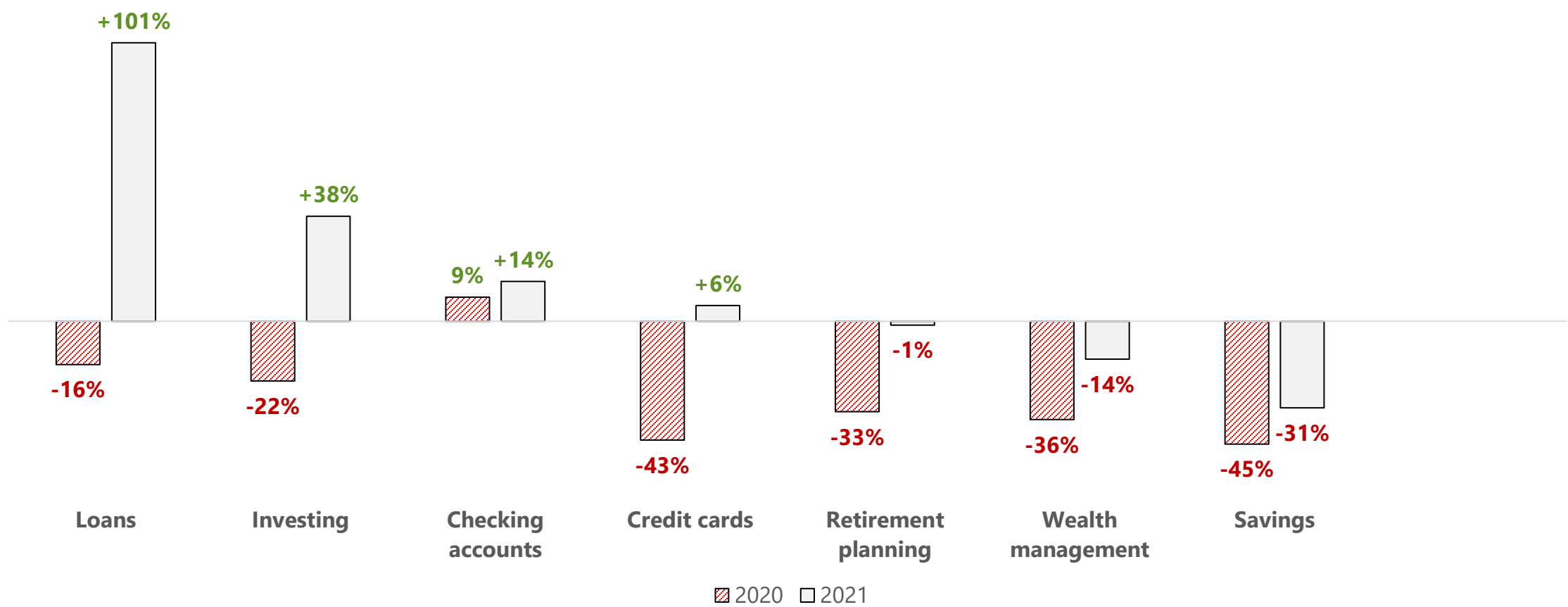
Advertising for Investing represents an opportunity to educate women

2021 marketplace search share



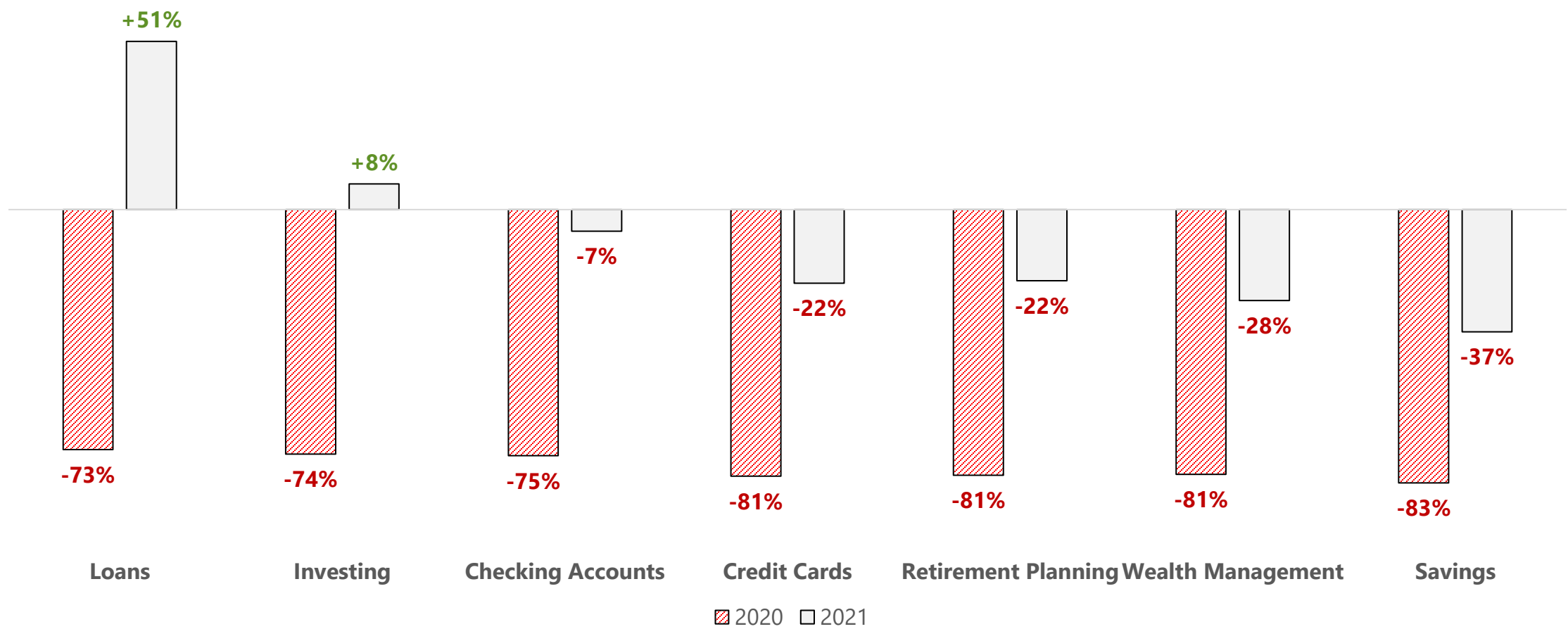
Investing and Loans searches have recovered since pandemic lows

Year-over-year (YoY) women marketplace searches (vs. September 2019)



Men have seen smaller growth in Investing and Loans searches

Year-over-year men marketplace searches (vs. September 2019)

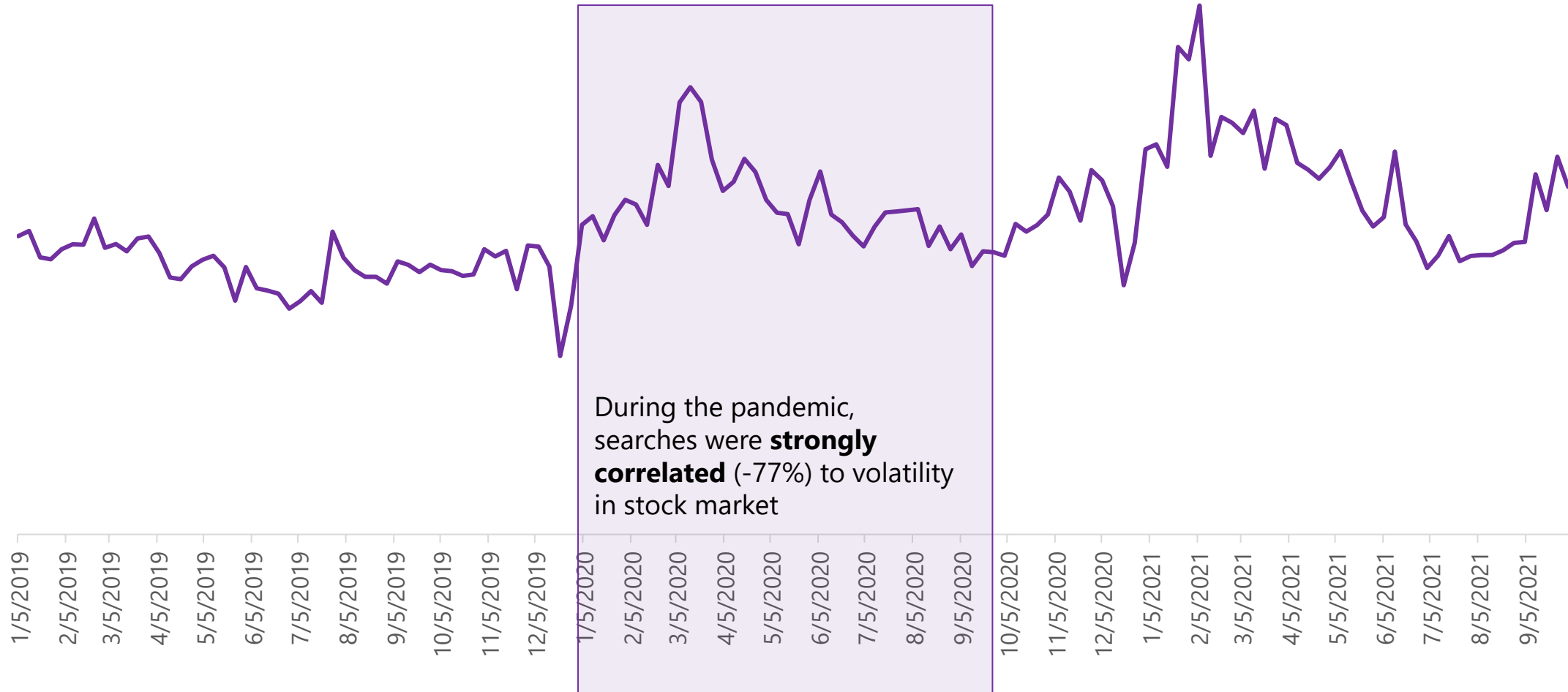


Microsoft internal data. Lending category analytics, Sept. 2019 vs. Sept 2020/2021

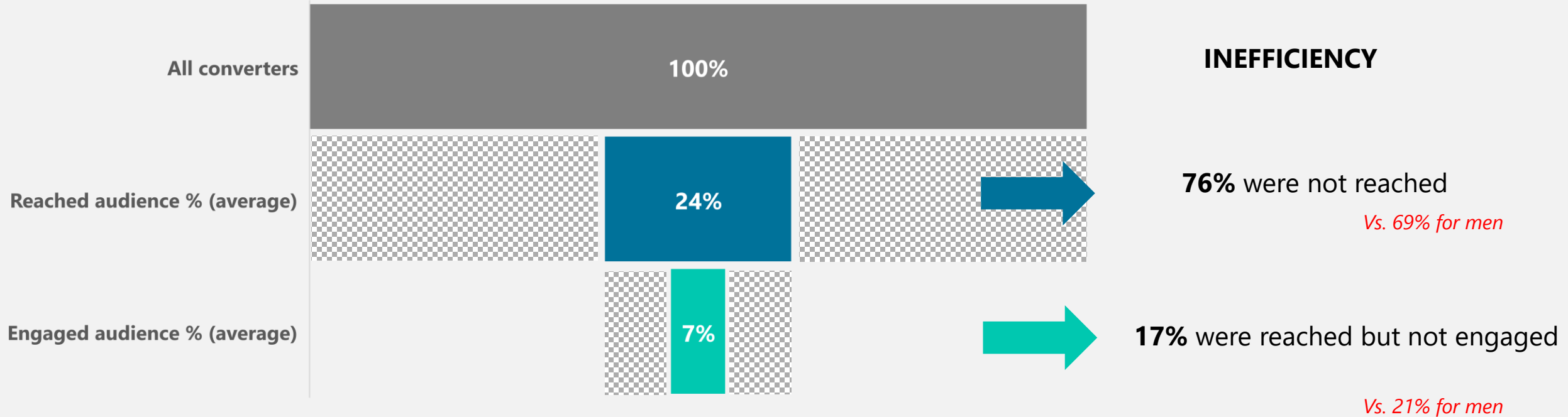


Volatility for searches had an inverse correlation to the stock market

Women searches over time



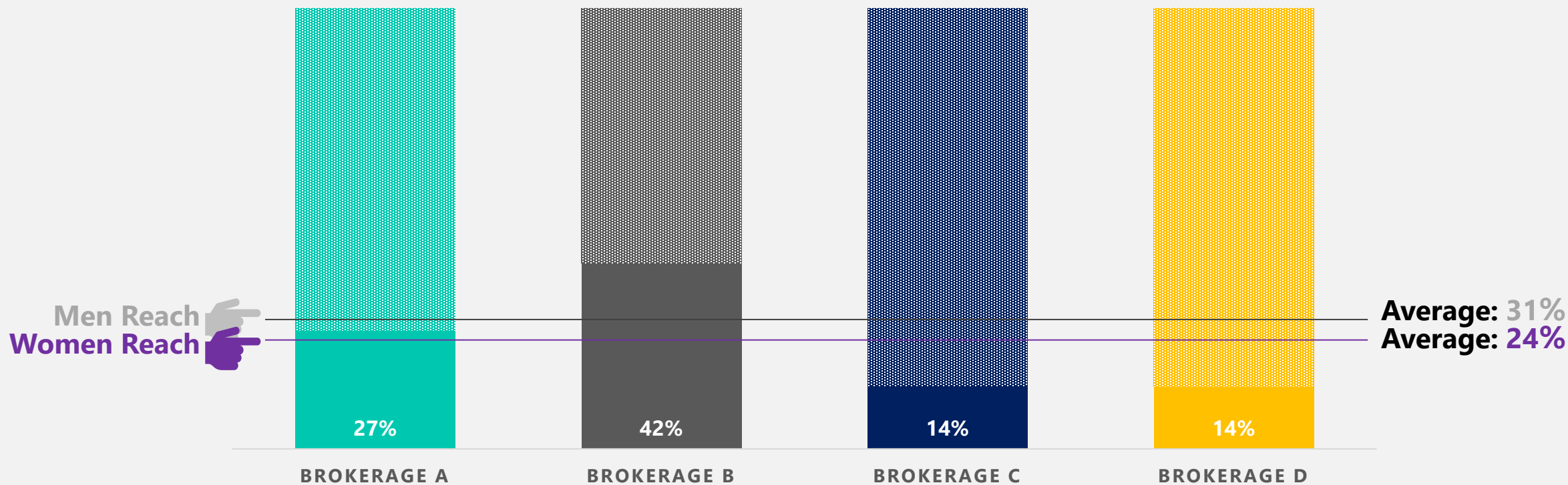
Marketing funnel by brokerage converters



Reached Audience %= users have seen at least 1 ads from you/all converters
Engaged Audience % = users have clicked at least 1 ads from you/all converters

Campaign reach for women was 20% lower than reach for men

Competitive view: reach for Women vs. Men



Reached Audience %= users have seen at least 1 ads from you/all converters

Source: Microsoft internal data, marketing funnel analysis by users, July-Sep 2021, US

User engagement helps measure how well you influenced your reached audience to convert

Competitive view: Women Engagement

User engagement
from reach

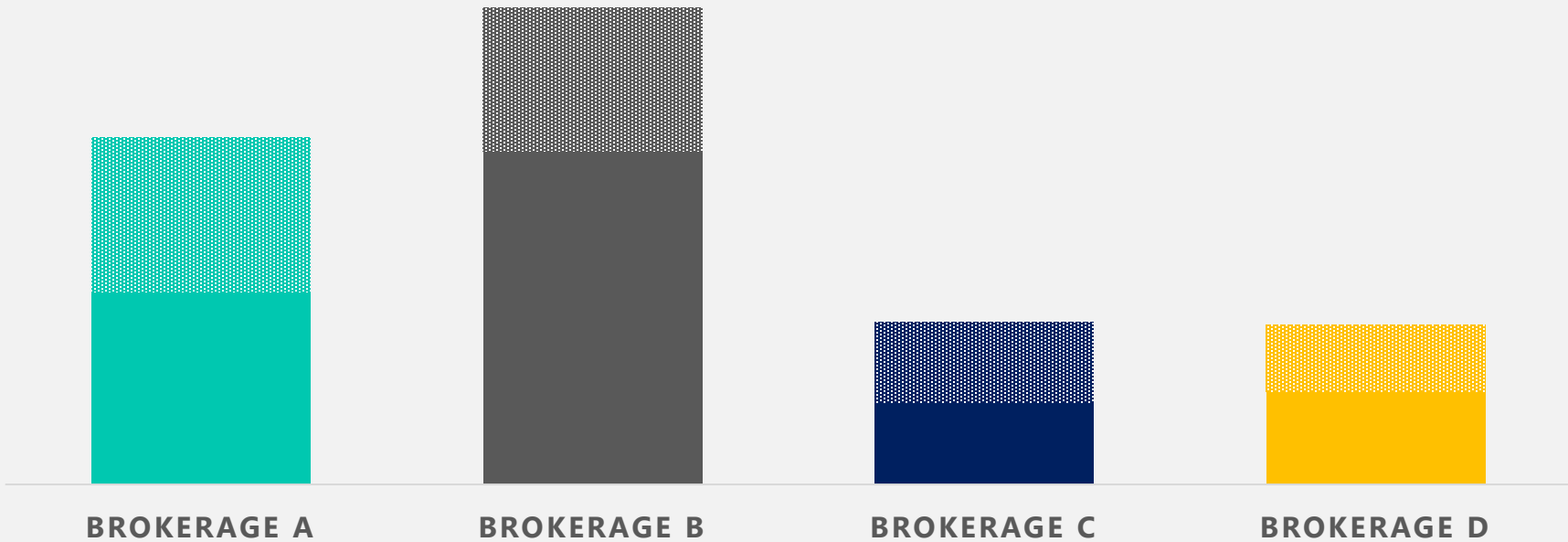


41%

18%

36%

37%



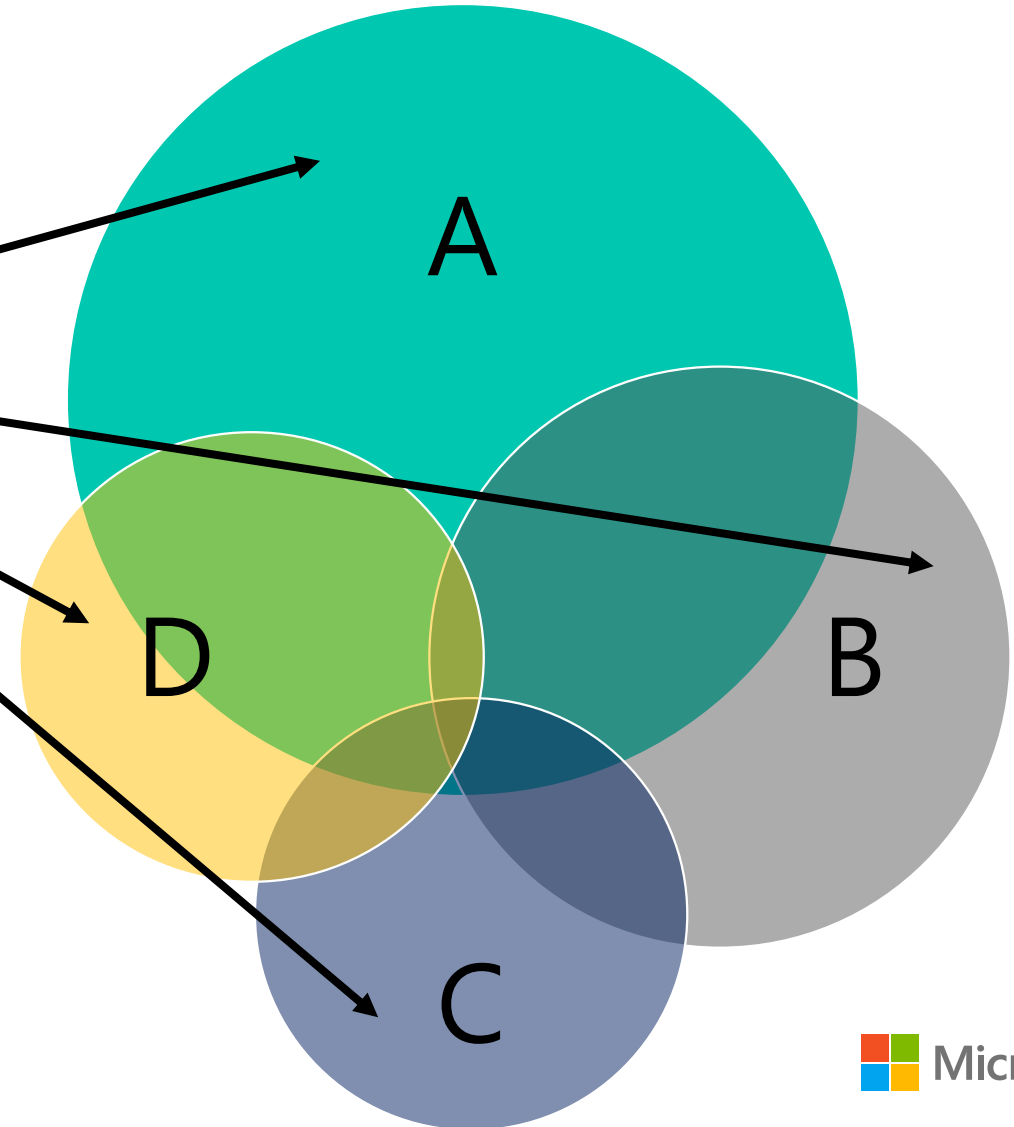
Reached Audience %= users have seen at least 1 ads from you/all converters
Engaged Audience %= users have clicked on at least 1 ads from you/all converters

Source: Microsoft internal data, marketing funnel analysis by users, July-Sep 2021, US



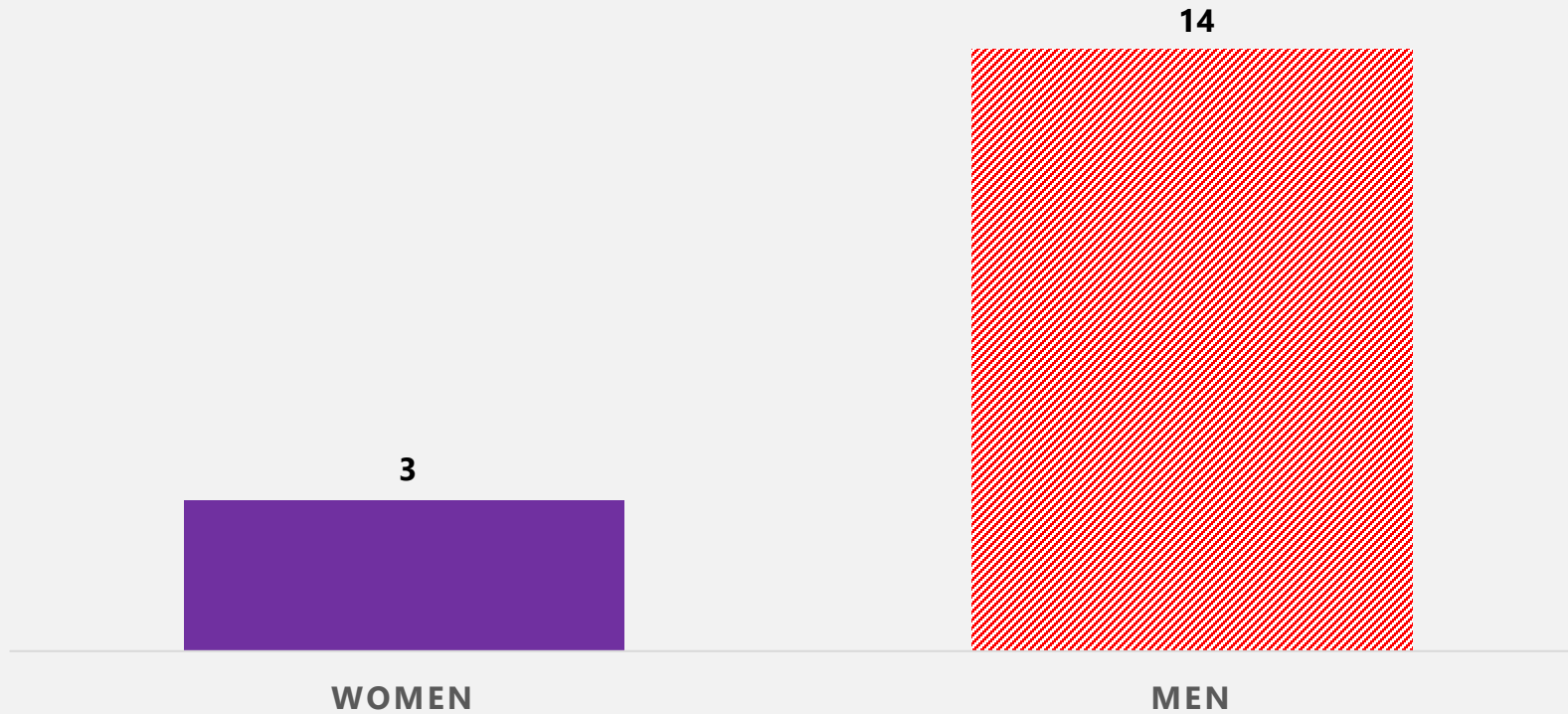
Your target audiences are also reached by your competitors

On average, **57%** of reached audience was brokerage exclusive. The rest saw multiple competitor ads.



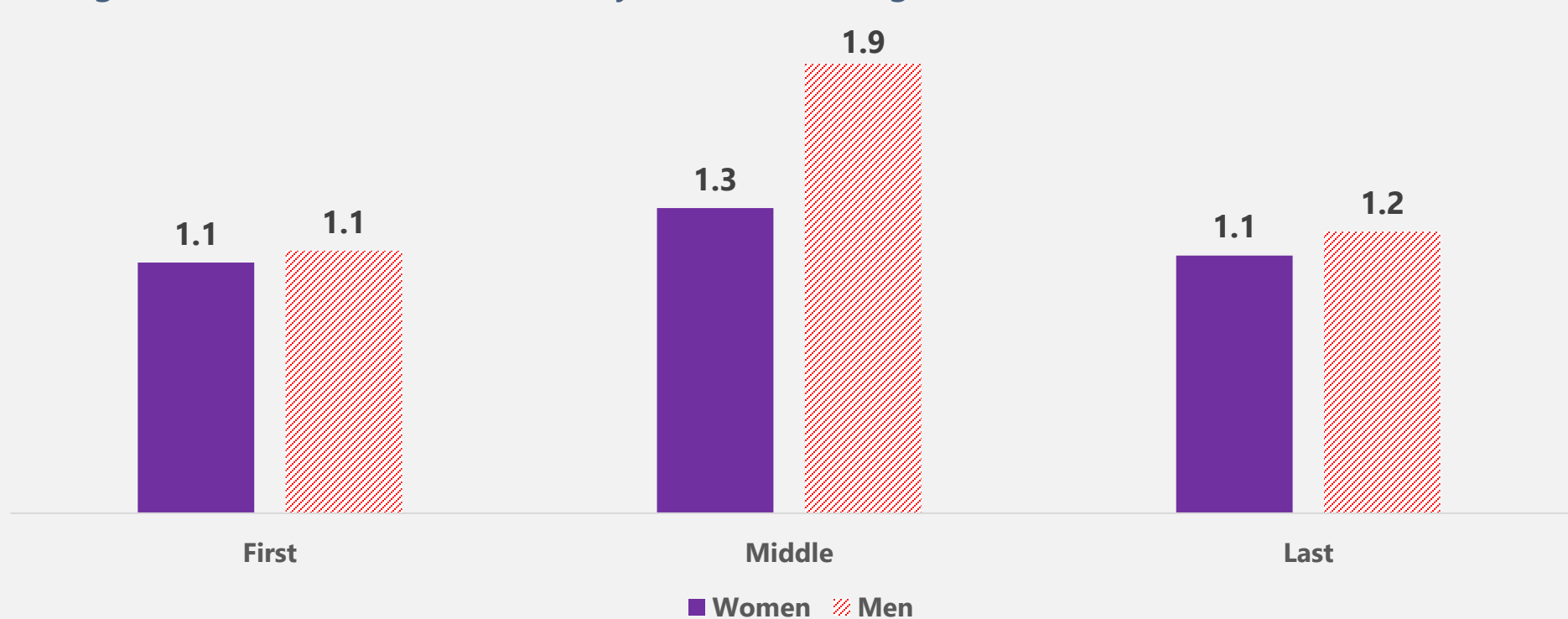
On average, you need to show up at least 3 times to convert a woman

Average number of ads seen from converters



Women under-indexed and were less likely to see competitor ads

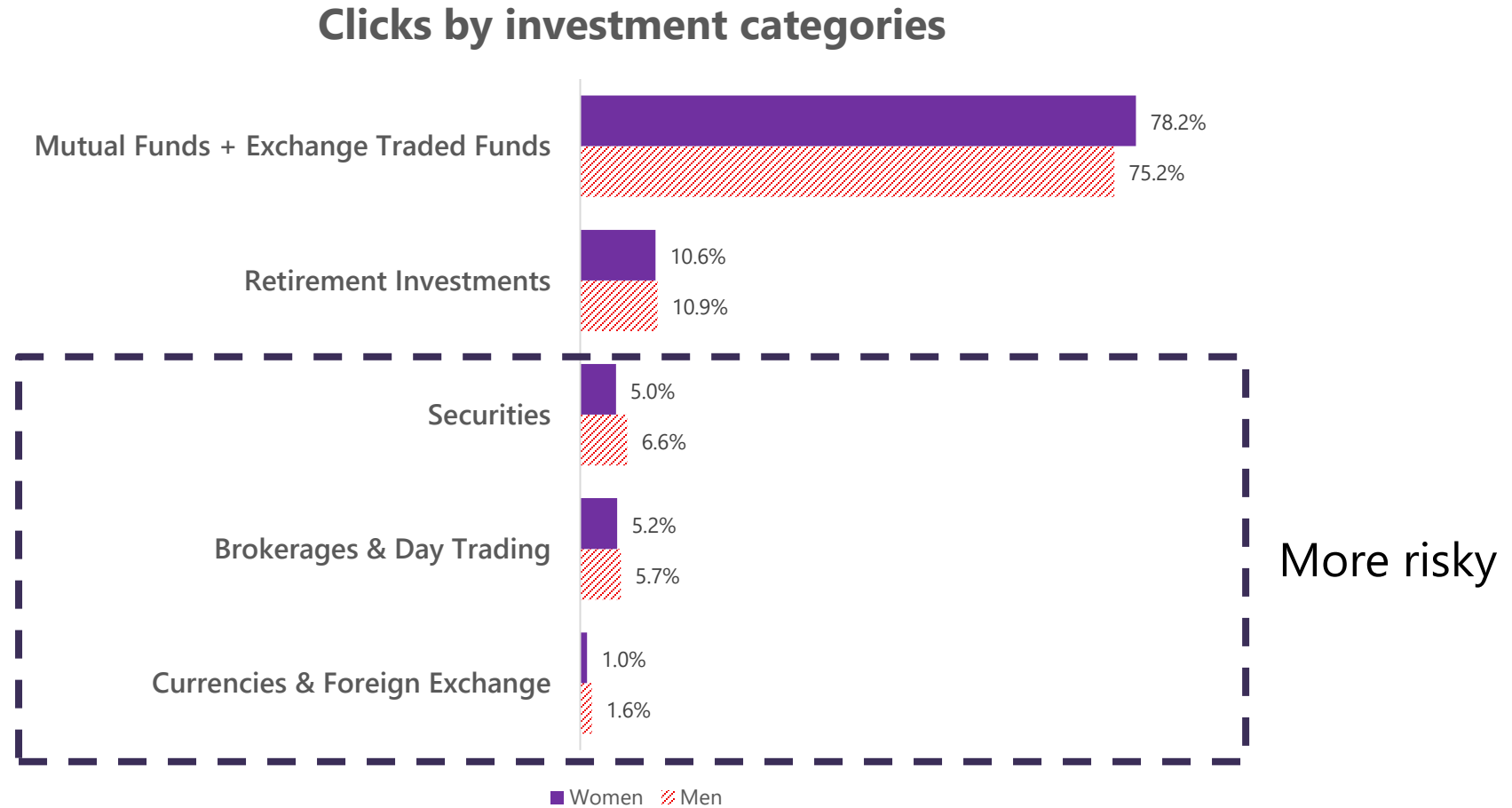
Average number of advertisers seen by female investing audiences



Average number of Advertisers	
Women	1.9
Men	2.8

Source: Microsoft internal data, marketing funnel analysis by users, July-Sep 2021, US

Women under-index on more risky investment categories



Takeaways

1. Aggregators are competing heavily after pulling back in early 2020
2. Men have seen smaller growth in Investments & Loans searches compared to women
3. Volatility for searches had an inverse correlation with stock market
4. On average, you need to show up at least 3 times to convert a woman
5. Women are less likely to see competitor ads and under-index on more risky investment categories

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



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