UK personal loans & credit cards
The pandemic has changed behaviours

Increased use of cards
Cash withdrawals fell and debit card transactions rose, while credit card usage declined\(^1\).

Excess savings
Consumer excess savings equate to 10% of the gross domestic product (GDP)\(^2\), with high growth in pensions & investments.

Digital transformation
Businesses are digitalizing at an unprecedented rate.

FinTech boomed
FinTech providers have a differentiated offering. Incumbents were entirely absent from 2021 British Banking Awards.

Businesses must adapt their marketing

\(^1\)UKFinance, \(^2\)Moodys Analytics, 2021
The British economy is experiencing a spending boom

Fuelled by lockdowns lifting, travel re-opening, and entertainment picking up, consumer spending in August 2021 was 16% higher than in August 2019. Click volume for the ‘credit card’ subcategory is now rising at a healthy rate to pre-pandemic levels.
Impressions & clicks for credit cards are rising year-over-year (YoY)

Prominence of Exact Match shows the opportunity at hand for aggregators
Clicks have increased 24% YoY

<table>
<thead>
<tr>
<th>Brands</th>
<th>Business</th>
<th>Bad credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>105%</td>
<td>92%</td>
<td>67%</td>
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<table>
<thead>
<tr>
<th>Balance transfer</th>
<th>Generic</th>
<th>Debt reduction</th>
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</thead>
<tbody>
<tr>
<td>-36%</td>
<td>-11%</td>
<td>-9%</td>
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</table>
The personal loans market contributes £23M to the economy.

External research from the Bank of England shows that personal debt has risen by nearly 11% in the past year. It is imperative that the market and loans work for them. However, this research from the BoE found that consumers are being punished for hidden costs and are trapped in poor deals.
The opportunity is to educate

1 in 10 people have a personal loan.

Customers must be able to shop around for a good deal – Clear definitions and presentation around costs and annual percentage rate (APR)

Growth in exact & phrase match indicates customers want to find the best deal.

Prospect with Microsoft Advertising Network to educate across equated monthly installment (EMI) calculations, charges, prepayment & foreclosure charge.

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