



MICROSOFT ADVERTISING INSIGHTS

UK personal loans & credit cards

Microsoft Advertising. Great relationships start here.



The pandemic has changed behaviours



Increased use of cards

Cash withdrawals fell and debit card transactions rose, while credit card usage declined₁



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



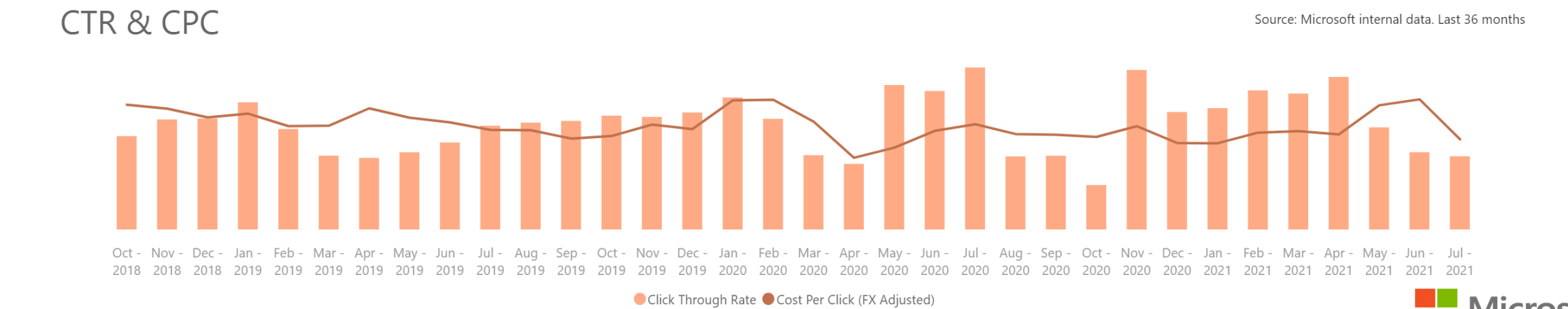
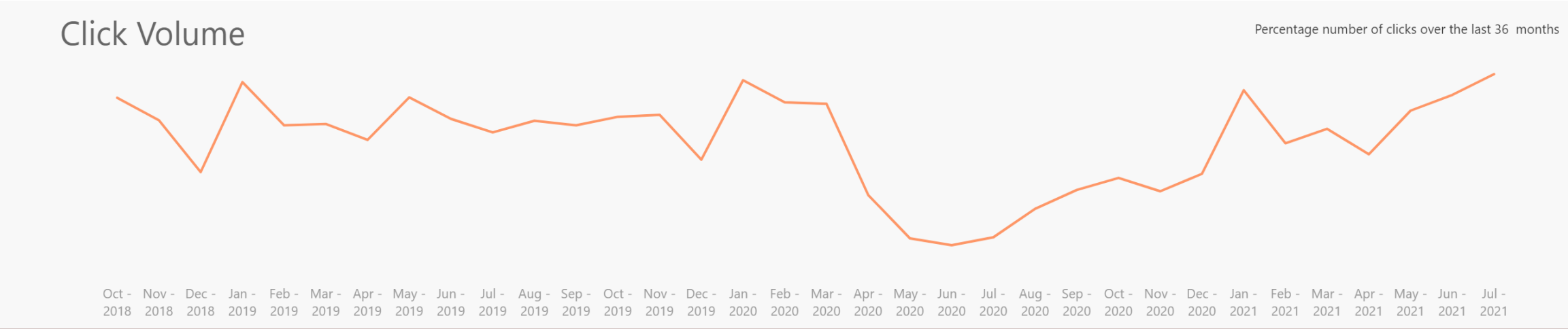
FinTech boomed

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

Businesses must adapt their marketing

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.



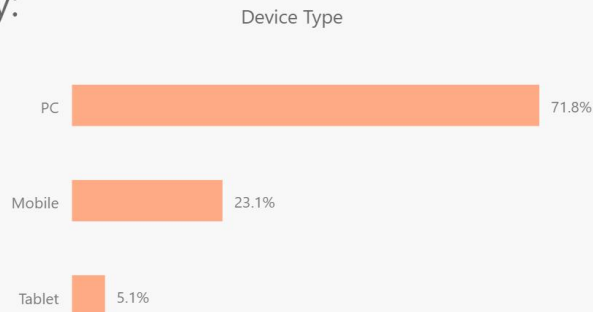
● Click Through Rate ● Cost Per Click (FX Adjusted)



Impressions & clicks for credit cards are rising year-over-year (YoY)

Prominence of Exact Match shows the opportunity at hand for aggregators

Clicks by:

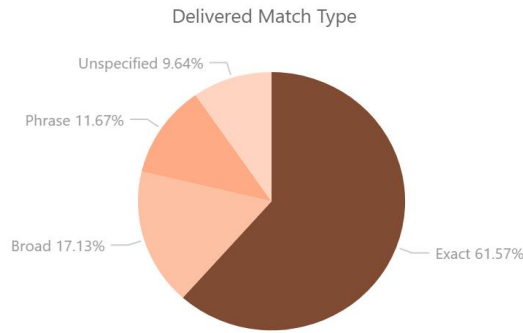


Device Type Name ● Mobile ● PC ● Tablet

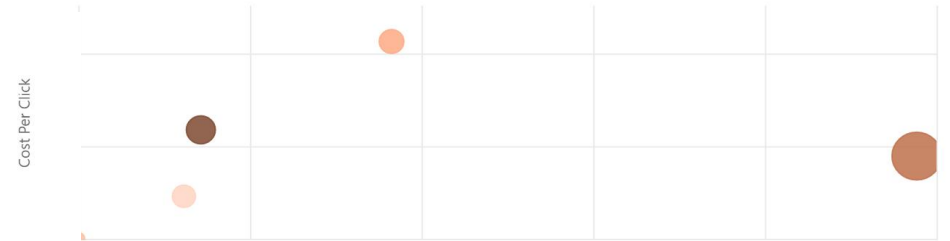


Source: Microsoft internal data. Last 12 months

Click Through Rate



Delivered Match Type Name ● Broad ● Exact ● Phrase ● Smart ● Unspecified



Source: Microsoft internal data. Last 12 months

Click Through Rate

Top sub-verticals



YoY Comparison (Last 12 months over the previous 12 months)



Source: Microsoft internal data. Last 12 months

Clicks have increased 24% YoY

Brands

105%

Business

92%

Bad credit

67%

Balance transfer

-36%

Generic

-11%

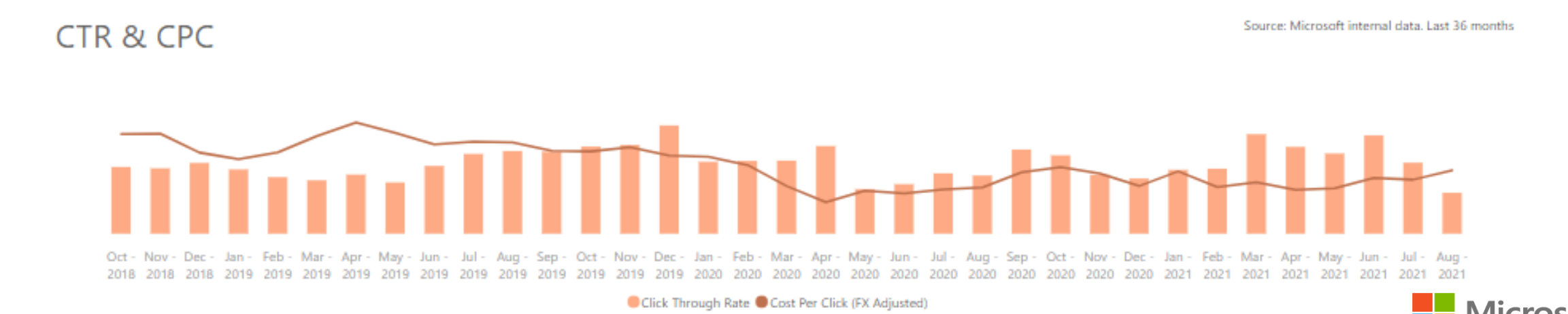
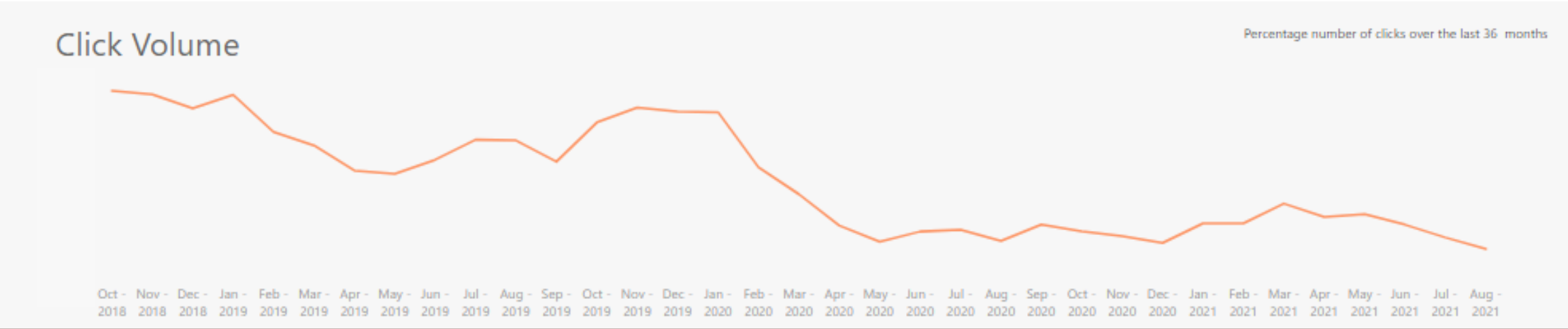
Debt reduction

-9%



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

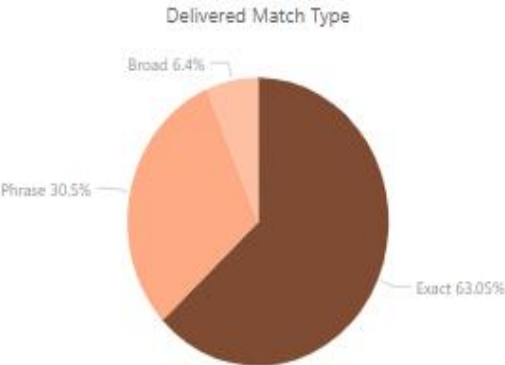
1 in 10 people have a personal loan.

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.

Remarket with Search.



Source: Microsoft internal data. Last 12 months

Click Through Rate

YoY Comparison
(Last 12 months over the previous 12 months)



Source: Microsoft internal data. Last 12 months

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



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