



MICROSOFT ADVERTISING

# Covid-19 Impact on Telecommunications

March 24<sup>th</sup> 2020

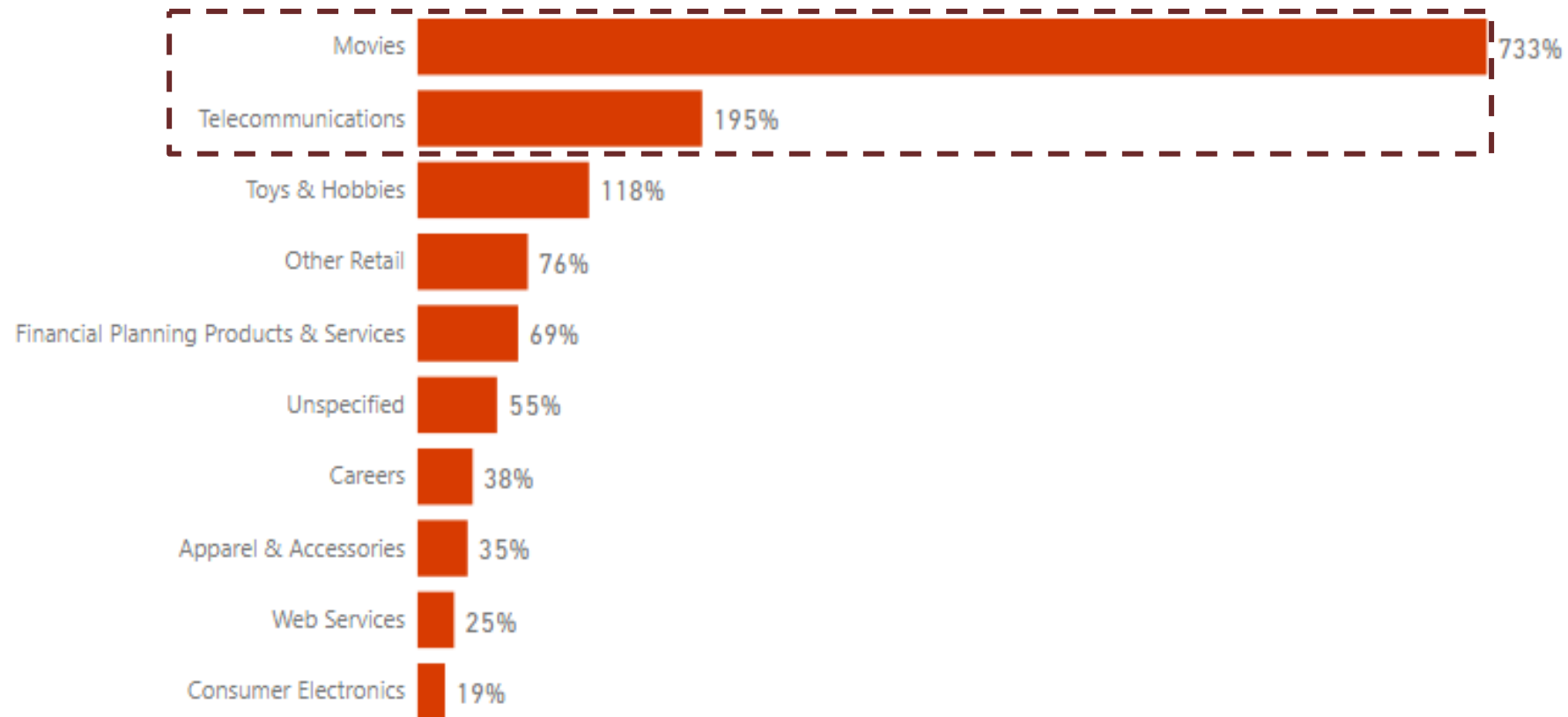
Microsoft Advertising. Intelligent connections.



# Data use expected to rise as activity moves online

On Microsoft Search Network we see category volume increase corresponding to “stay at home” actions

Top clicks YoY growth verticals



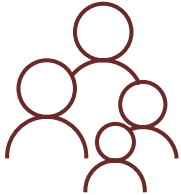
Microsoft internal data, Mar 7- Mar 22, 2020 compared to 2019



# Fixed internet connections are the main way Australians download their data



**88% of Australia's data** was downloaded through fixed internet services<sup>1</sup>

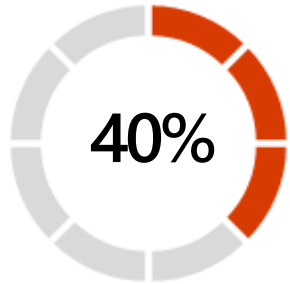


Those with the strongest preference for fixed internet are couples with children, where the highest income earner is in the **40-59 age brackets**<sup>2</sup>

1. ACMA communication report 2018-2019, April-June, 2018.  
2. Demand for fixed-line broadband in Australia, Department of Communications and the Arts, February 2018



# The unique benefits of the Microsoft Advertising audience



Have children living at home<sub>1</sub>



23% have household income in the top 25%<sub>1</sub>

**+140%**

A 140% YoY increase in Telecommunication clicks<sub>2</sub>

1. Global Web Index, Chart Builder, AU, Q2 2019, Microsoft Search Network represents unduplicated visitors to Aol.com we search, Bing web search and Yahoo! Web Search. <https://about.ads.microsoft.com/en-au/insights/planning-tools/microsoft-search-network-data?Market=AU>

2. click data from Microsoft internal data, Mar 7- Mar 22, 2020 compared to 2019

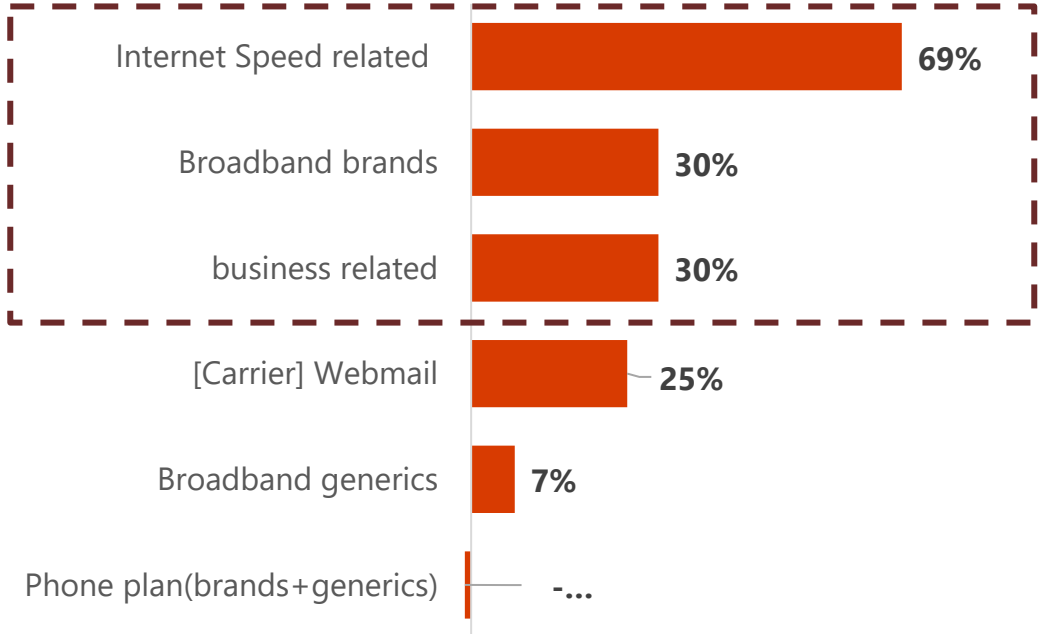


# Strong spike in telecom search growth in March

**+24%**

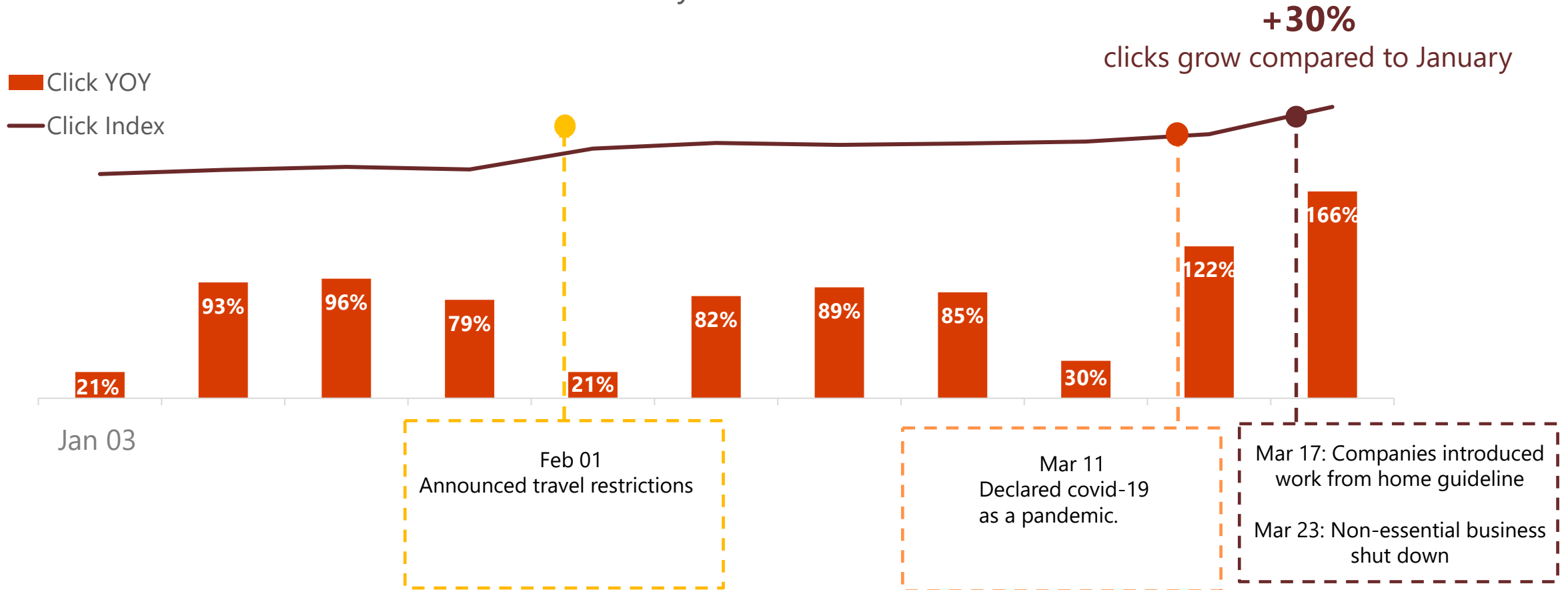
**searches increase**  
compared to January

Sub-category search growth compared to Jan



# Following stricter COVID 19 precautionary measures, click growth is sharply growing

Telecommunication weekly search and click YoY Index



Microsoft internal data, Telecommunication vertical, Jan 1- Mar 22, 2020 compared to 2019

# Expand your keywords to cover key growth categories

## Speed



internet speed test  
speedtest  
[carrier] speed test  
nbn speed test  
check internet/nbn/wifi speed  
Speed test  
test my internet speed  
[carrier] internet speed test

## Broadband



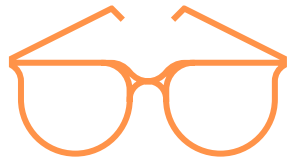
[carrier] nbn  
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[carrier] internet  
[carrier] my account  
no phone line internet plan  
nbn for **business** plans  
**business** nbn  
[carrier] **business**



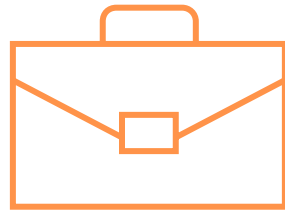
## Pro tip

Expand your keyword coverage with **Broad Match** and **Dynamic Search Ads** to ensure your presence

# Searchers are looking with specific considerations



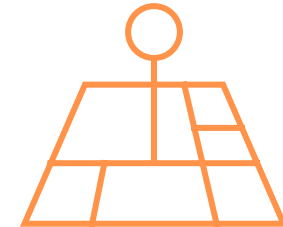
for seniors  
**+24%**



for business  
**+18%**



for pensioners  
**+7%**



+ location  
**+26%**

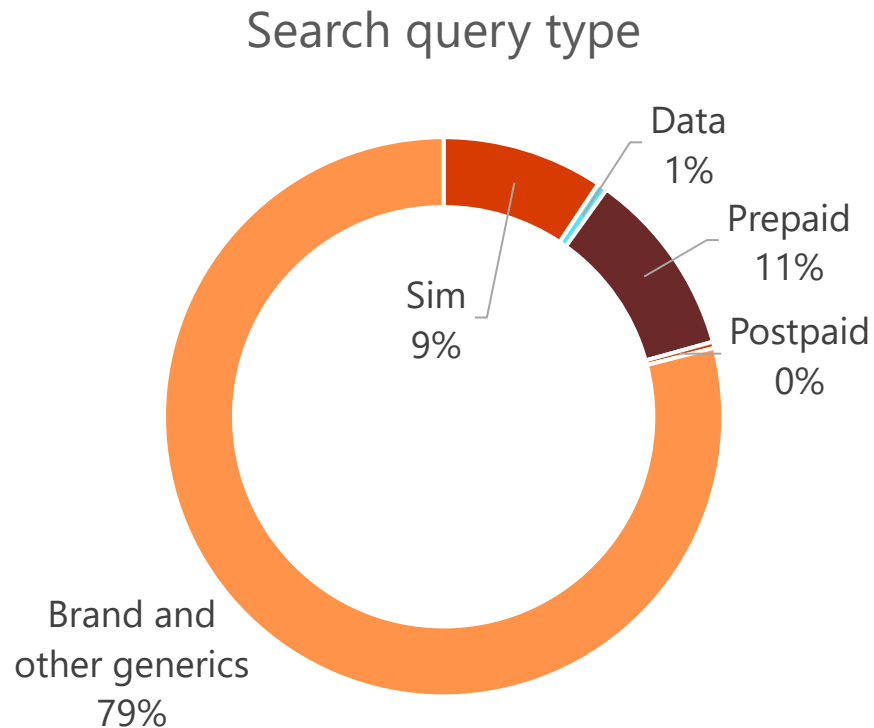
**YoY search growth in Broadband and Phone plans**



**Pro tip**  
Include related keywords and ads to address these needs



# Search behaviours vary among phone plans



People use “prepaid” to search for prepaid products. However, more generic terms such as “phone plan” or “mobile plan” are used when looking for post-paid products.

**Pro tip: Make your keywords relevant**

# Key takeaways

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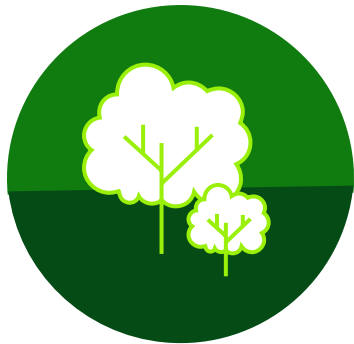
- ✓ Ensure you have sufficient budget to prepare for the upcoming search traffic (recommend **+30%** or more)
- ✓ Ample coverage to cover high volume and trending terms
- ✓ Conquering is the key as customers are in marketing for switching
- ✓ Strategically plan your campaigns to showcase your unique offering to address needs for speed, business and demographics



## We would love to hear your feedback

Take our [short survey](#) to let us know how you found today's insights.

Alternative link: [https://aka.ms/TelcoInsights\\_AU](https://aka.ms/TelcoInsights_AU)



## 15 trees planted for every survey response

As part of our sustainability initiative, we will plant 15 trees for every survey submitted. To find out more please read our [blog post](#).

**#MicrosoftForEarth.**



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