Covid-19 Impact on Telecommunications
March 24th 2020
Data use expected to rise as activity moves online

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

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

Those with the strongest preference for fixed internet are couples with children, where the highest income earner is in the 40-59 age brackets

2. Demand for fixed-line broadband in Australia, Department of Communications and the Arts, February 2018
The unique benefits of the Microsoft Advertising audience

- 40% Have children living at home
- 23% have household income in the top 25%
- +140% A 140% YoY increase in Telecommunication clicks

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

- Internet Speed related: 69%
- Broadband brands: 30%
- business related: 30%
- [Carrier] Webmail: 25%
- Broadband generics: 7%
- Phone plan(brands+generics): -
Following stricter COVID-19 precautionary measures, click growth is sharply growing.

Telecommunication weekly search and click YoY Index

- **Click YOY**
- **Click Index**

Jan 03: 21%
Feb 01: 93% 96% 79% 21%
Mar 11: 82% 89% 85% 30% 122%
Mar 17: 166%

Clicks grow compared to January

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

- Jan 03: Announced travel restrictions
- Feb 01: Declared COVID-19 as a pandemic
- Mar 17: Companies introduced work from home guideline
- Mar 23: Non-essential business shut down
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
- [carrier] broadband
- nbn comparison
- [carrier] webmail
- [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

Microsoft internal data, Telecommunication vertical, Jan 1 – Mar 22, 2020
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

Microsoft internal data, Telecommunication vertical, Jan-Dec, 2019
Key takeaways

- 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
- Conquesting 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

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.