Credit Cards Insights (Australia)

April 16th 2020
1. Credit cards have seen increased usage in line with the shifting importance of online shopping.

2. Search volume remains relatively consistent over the period

3. User engagement level has seen an uplift from late February onwards

**Action:** Maintain or increase investment to meet the steady search volumes exhibited within our Microsoft Advertising platform.

Microsoft Internal Data Jan – Mar 2020, data across all devices. Data indexed to starting point.
Falling CPCs bring forth opportunity to increase return on investment

CPC has declined -26% since the start of year. Leverage this opportunity to retain your brand visibility at a discount during this economic slowdown.

Microsoft Internal Data Jan – Mar 2020, data across all devices.
Credit Card* queries and consumer intent (14/03 – 11/04)

42%
Of query volume revolves around debt consolidation, refinance and balance transfer.

22%
Of non-balance transfer queries contain comparative terms such as “best”, “compare”, comparison”, focusing on themes such as “rewards” and “interest rates”.

46%
Of remaining queries are brand terms, vs 54% generics.

*Credit Card queries are queries that contain the wild phrase “credit card” anywhere in the query. Microsoft Internal Data, 14th March to 11th April. Data includes all devices.
We forecast credit card applications and search activity to rise in the short future as cash becomes phased out to curb Coronavirus spread.