



MICROSOFT ADVERTISING

# Life Insurance Insights (Australia)

April 16<sup>th</sup> 2020

Microsoft Advertising. Intelligent connections.



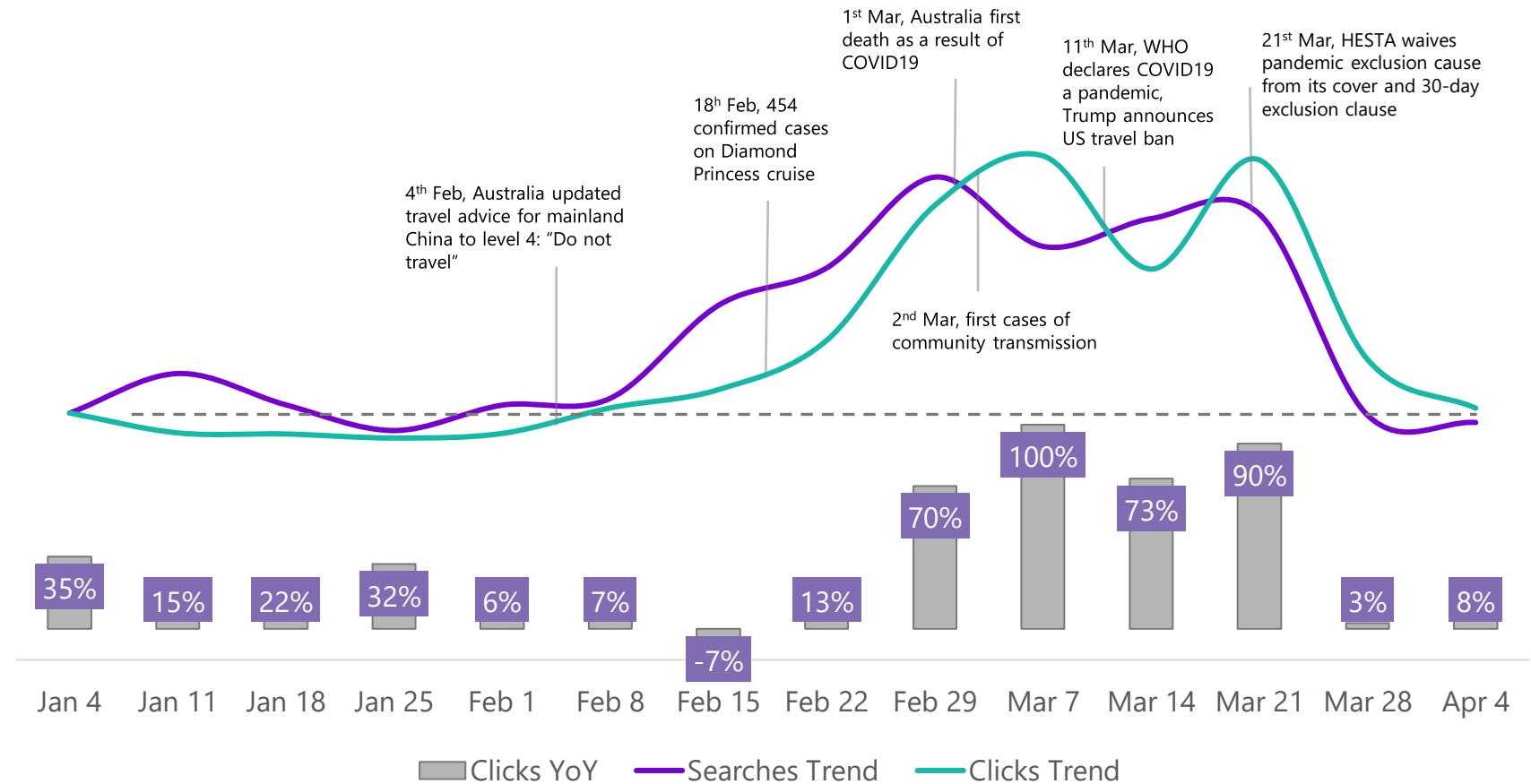
# Life Insurance: Rise in applications in March as COVID-19 fears continue

1. Insurance agency experts state that spread of coronavirus has acted as a catalyst, prompting people who have put off life insurance coverage to finally sign up
2. Searches likely increased in the early March period as pre-existing policyholders checked their pandemic exclusion clauses

## Action:

Formulate ad copy to encourage users to sign up for life insurance and inform of the importance of the cover

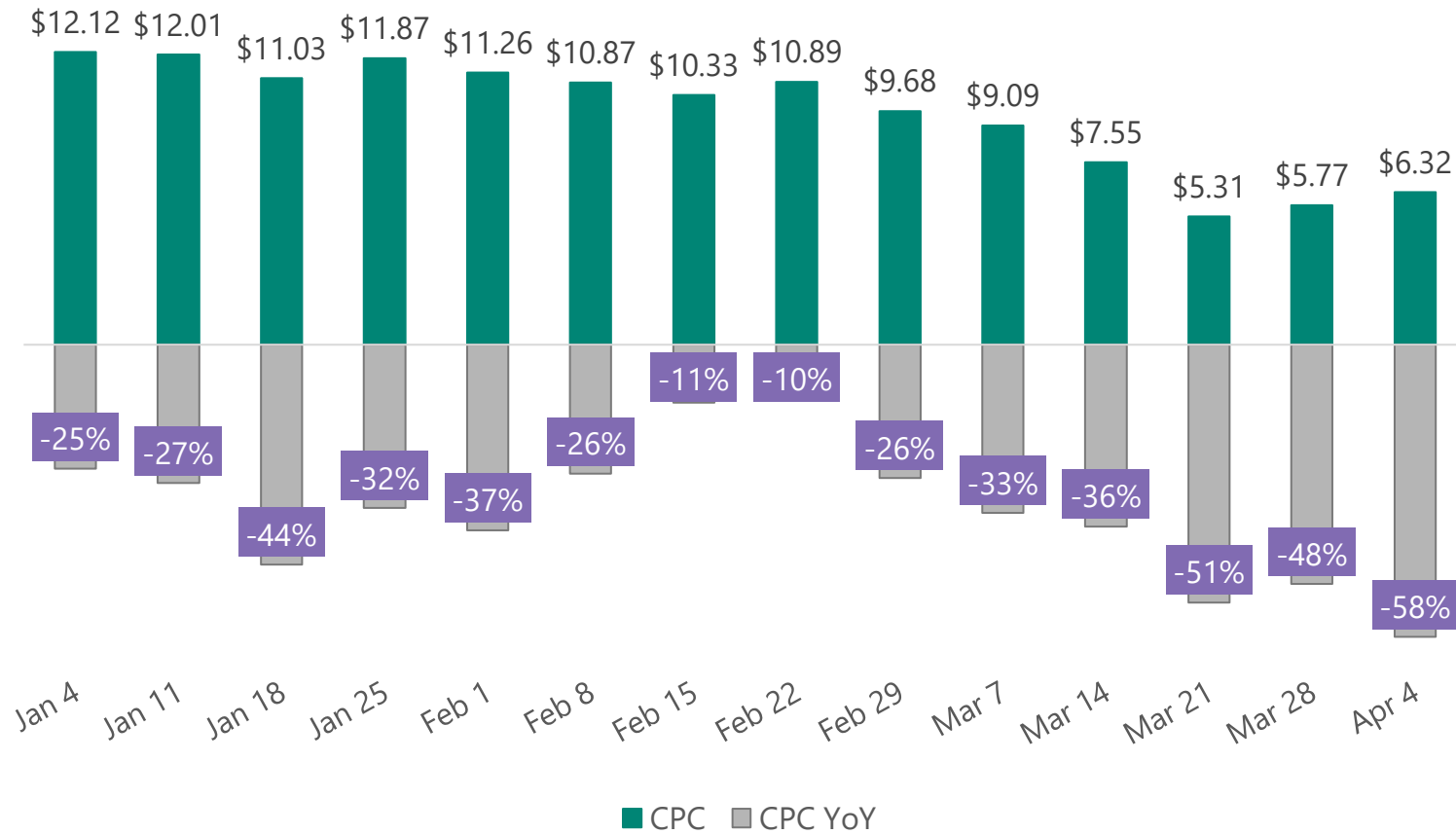
Life insurance searches (indexed), clicks (indexed) and clicks year on year by week



Microsoft Internal Data Jan – Mar 2020, data across all devices.  
The clicks and search volume trend is indexed to their respective starting value as at 1st January 2020.

# Steep CPC decline signify opportunity to invest in brand at higher return on investment

## CPC and CPC YoY trends by week



CPC has almost halved (-48%) since the start of the year.

Take advantage of the lower CPCs to increase your brand presence at a discount.

# Value for money is top of mind for users

**24%** of March volume contains comparative terms seen on the right

**+92%** increase in these queries comparing March to February

## Comparative queries

"cheapest/cheap" + "life insurance"

"compare" + "life insurance"

"best" + "life insurance"

"life insurance" + "comparison"

"top" + "life insurance"

"award winning" + "life insurance"

April 1<sup>st</sup> 2020 would strip life insurance policies from inactive super accounts

*“Hundreds of thousands of Australians could be left without life insurance during coronavirus pandemic”*

Action: Generate ad copy and campaigns to inform and encourage searchers to check their life insurance policies and if it's been revoked, empowering them with solutions if needed.



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