

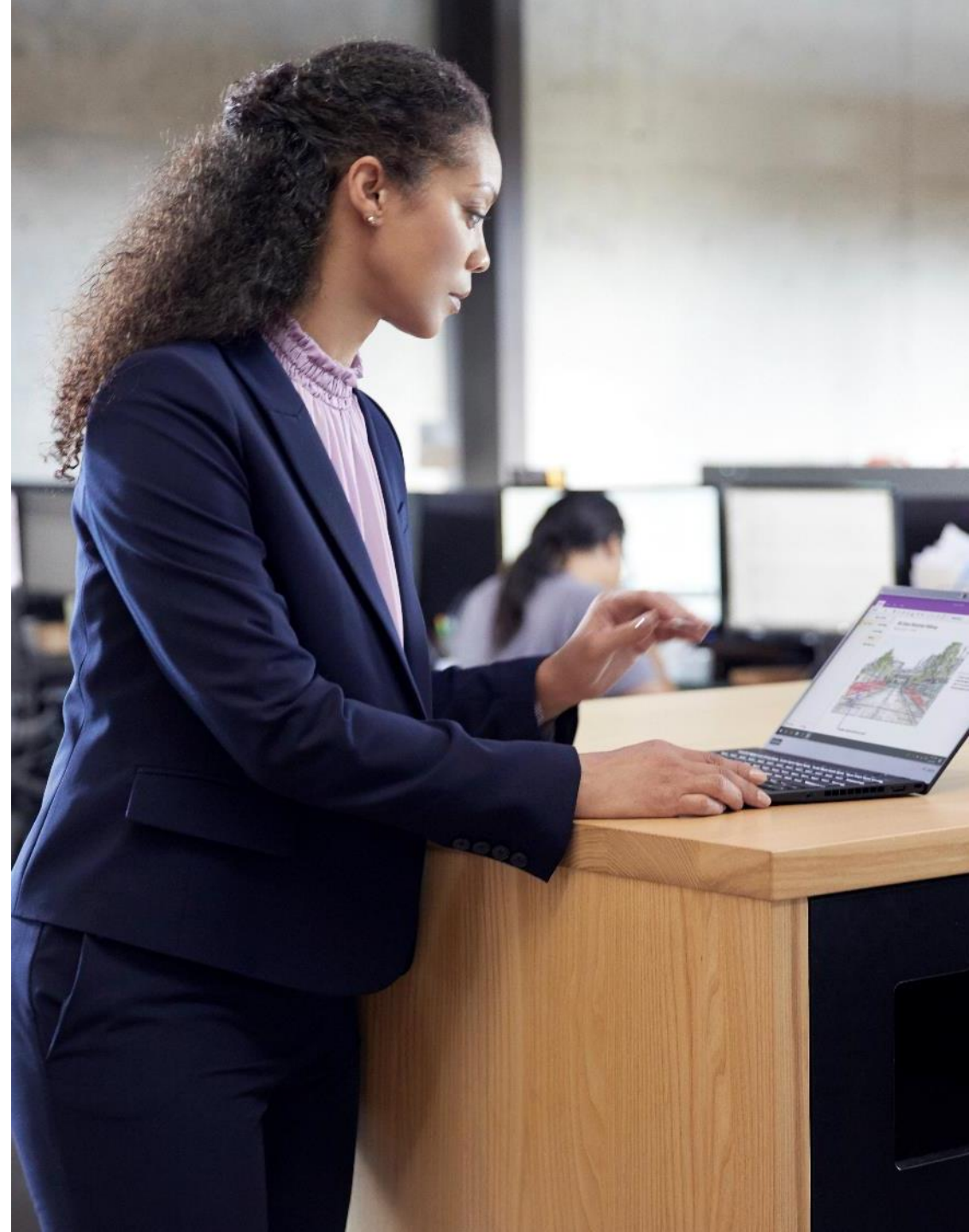


MICROSOFT ADVERTISING

Loans & Lending Insights (Australia)

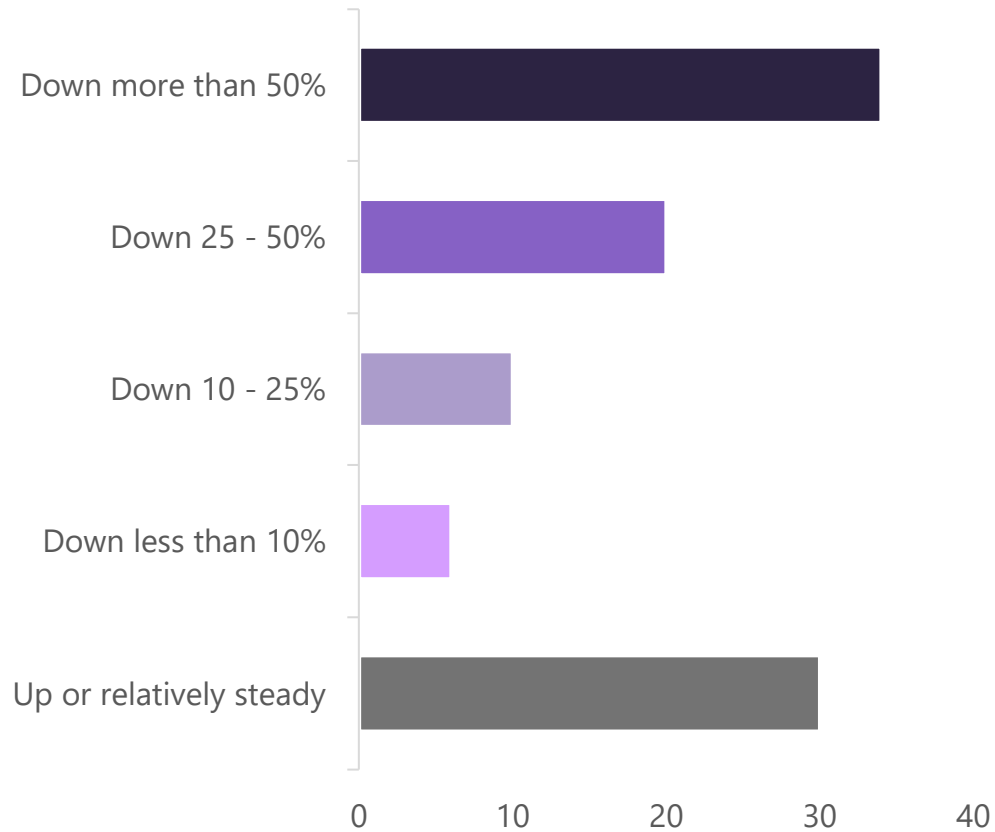
April 16th 2020

Microsoft Advertising. Intelligent connections.

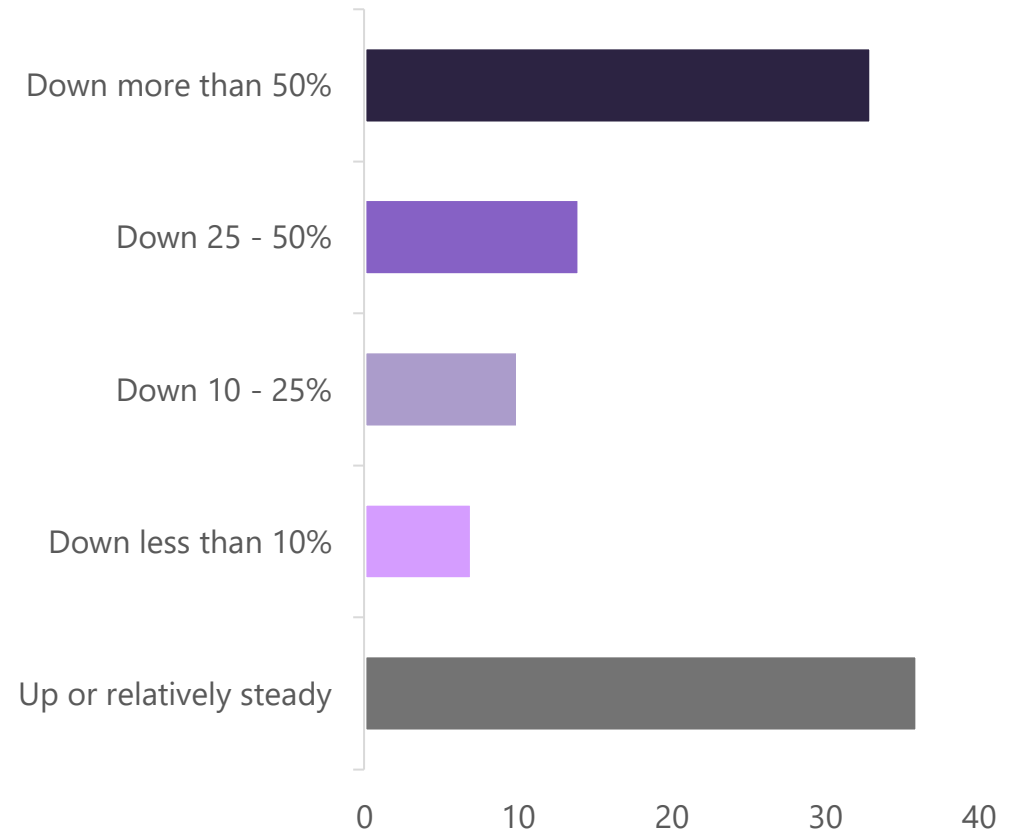


Real estate is experiencing a significant slowdown as a result of COVID 19

Buyer enquiry shifts over past week (20th March)



Seller enquiry shifts over past week (20th March)

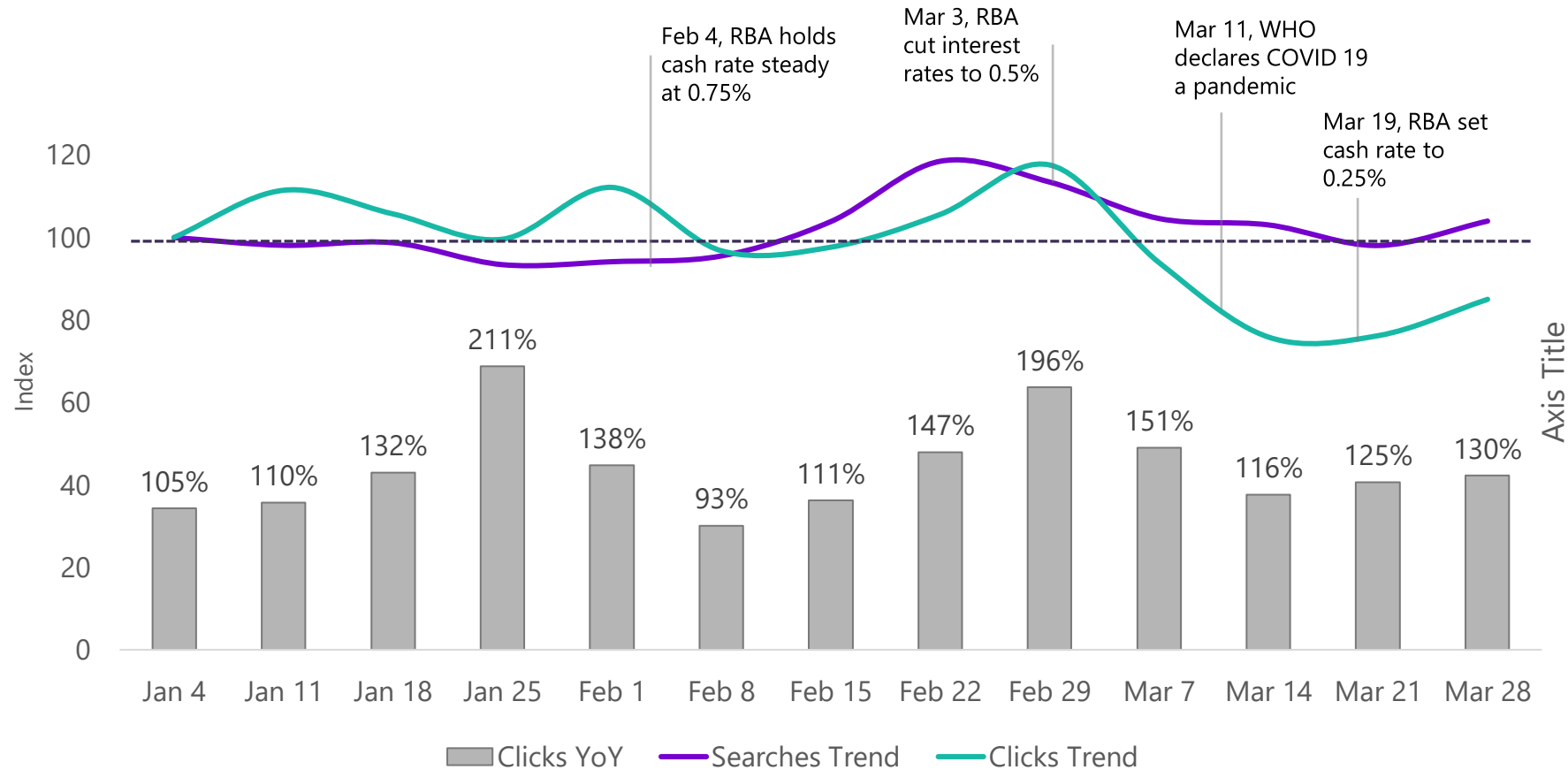


Source: Corelogic datasets capturing coronavirus shift.
<https://www.corelogic.com.au/news/corelogic-datasets-capturing-coronavirus-shift>

Contracting housing market softened by RBA cash rate cuts inspiring users to compare new rates

1. COVID 19 caused a sharp decline in consumer sentiment and rise in unemployment rates, affecting people's confidence and/or ability to purchase property
2. Clicks began contracting at average -8% WoW from 4 weeks between Feb 29 and Mar 21, however there's been recovery from Mar 21 due to 0.25% cash rate announcement
3. Earlier in March, RBA cash rate announcements trigger click activity spikes on platform, as people are looking to compare new rates and refinance

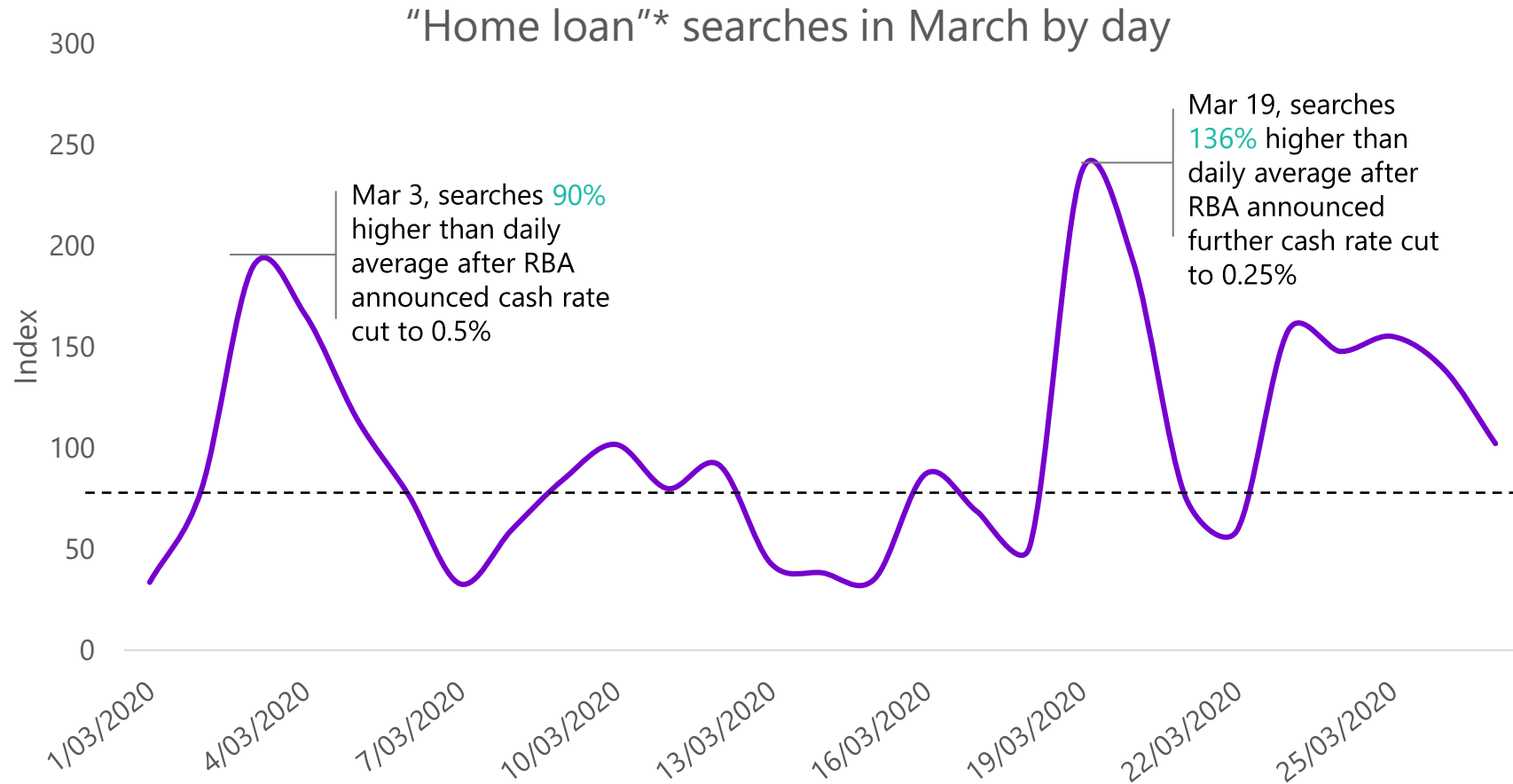
Lending insurance search volume, clicks and clicks YoY by week



Home Loan* comprises of home equity loans, mortgage loans, and loan refinancing.
 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.



Reactive audience shown by query volume spikes in line with RBA cash rate announcements



Key notes on query volumes on the day and day after of announcements:

- 63%/37% generic/brand split
- 8% contain comparison terms
- 43% contain "rates"
- 30% contain "calculator"

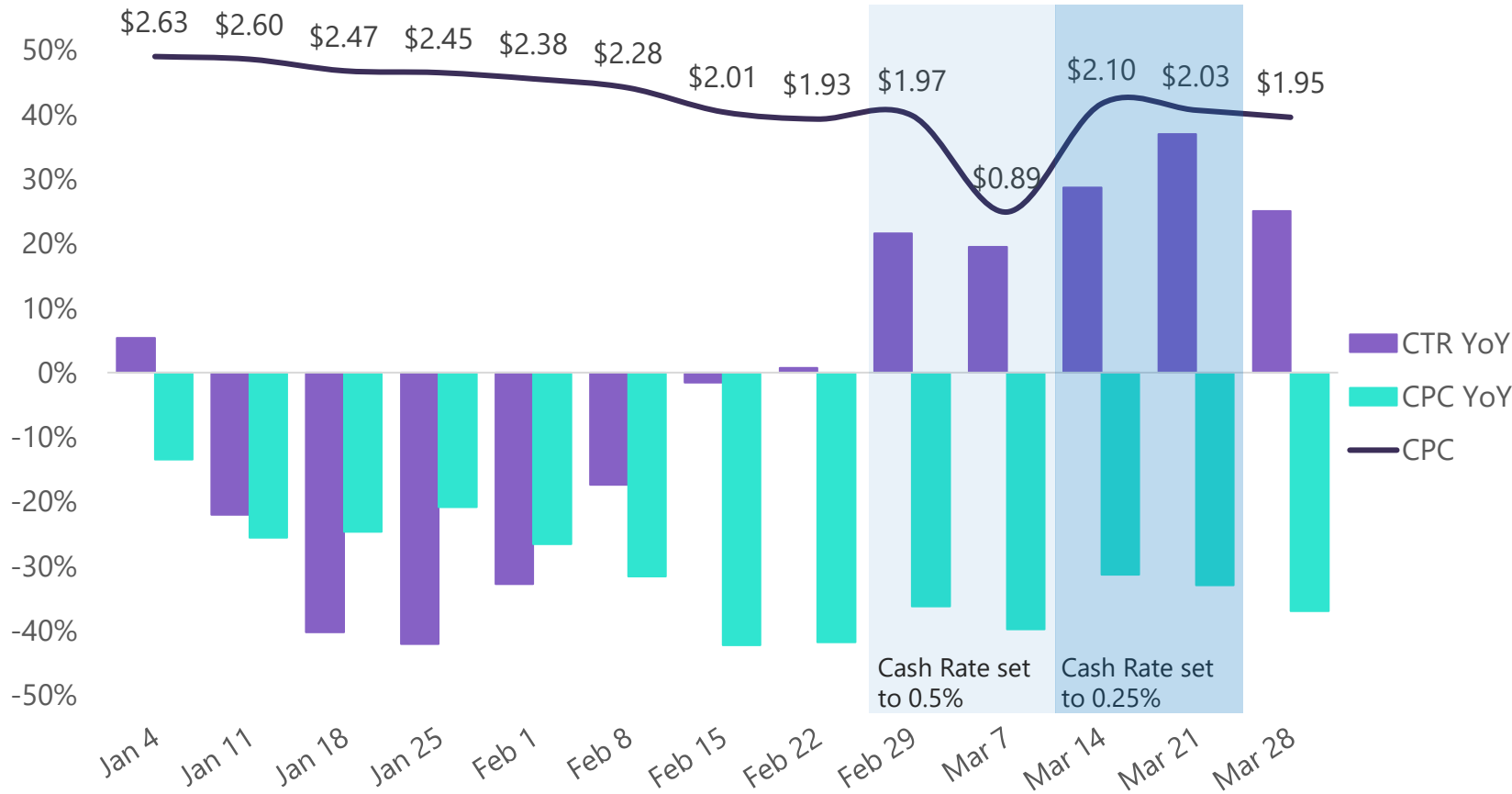
Trending Queries:

- home loan calculator/repayment calculator
- home loan rates/interest rates
- [brand] home loan rates
- home loan comparison

"Home Loan" consists of query bucket that contains "home loan" as a phrase within the query. Microsoft Internal Data, Mar 2020, data across all devices.

Cash rate cut announcements inspire more engagements as measured by increasing clickthrough rate

CTR and CPC year on year by week



Our platform for lending enjoys lowered market competition in 2020.

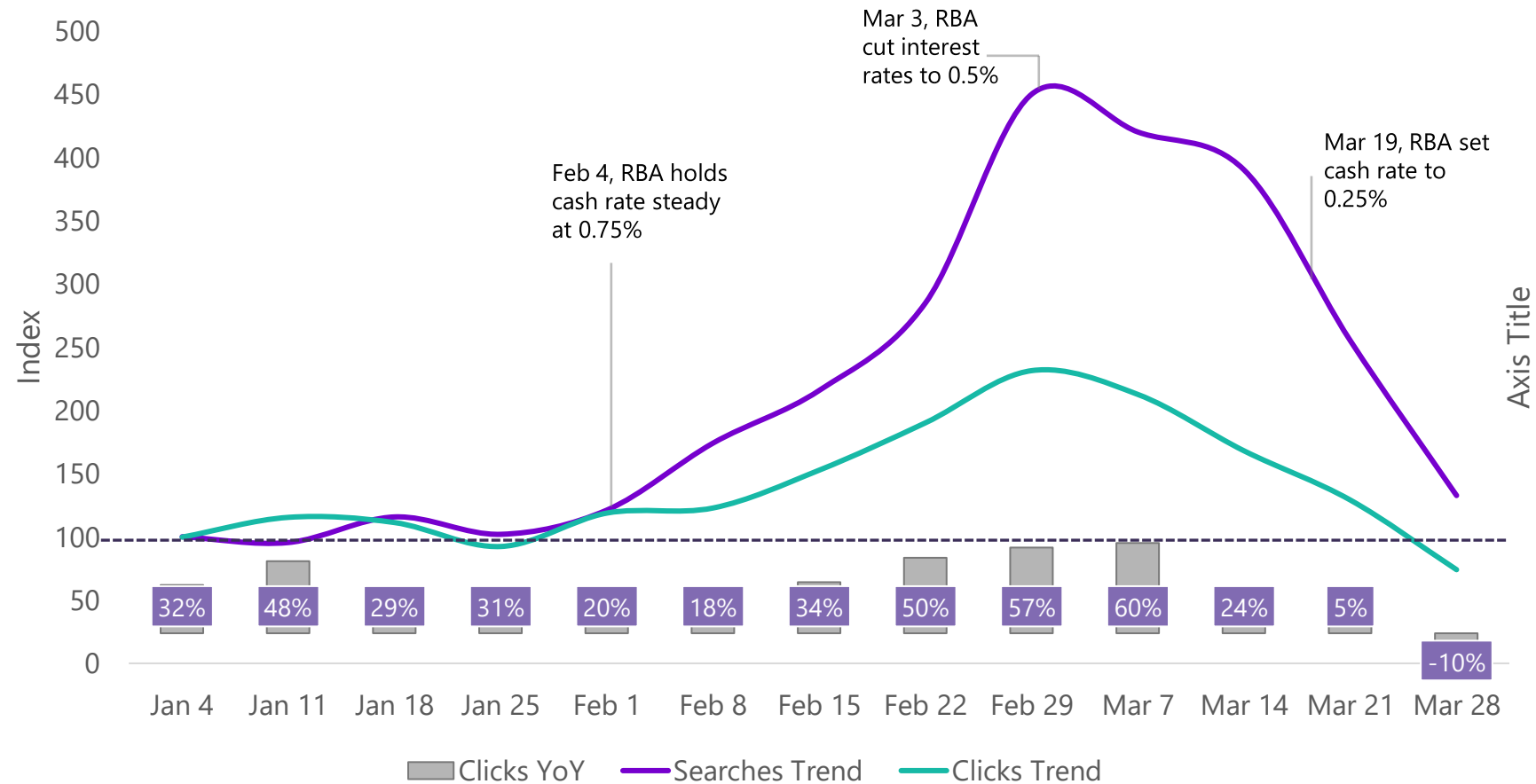
Clickthrough rates dramatically improved year on year in reaction to each cash rate cut.

PERSONAL LOAN

Heightened search volume in March due to corona relief queries and RBA cash rate cuts

1. Earlier in March, RBA cash rate announcements trigger click activity spikes on platform, as people are investigating the impact on personal loan rates
2. The search volume increase in March unmet by increase in clicks can be explained by searchers investigating into:
 - Loan relief
 - Repayment deferrals
 - Arranging repayment schedules

Personal loan search volume, clicks and clicks YoY by week



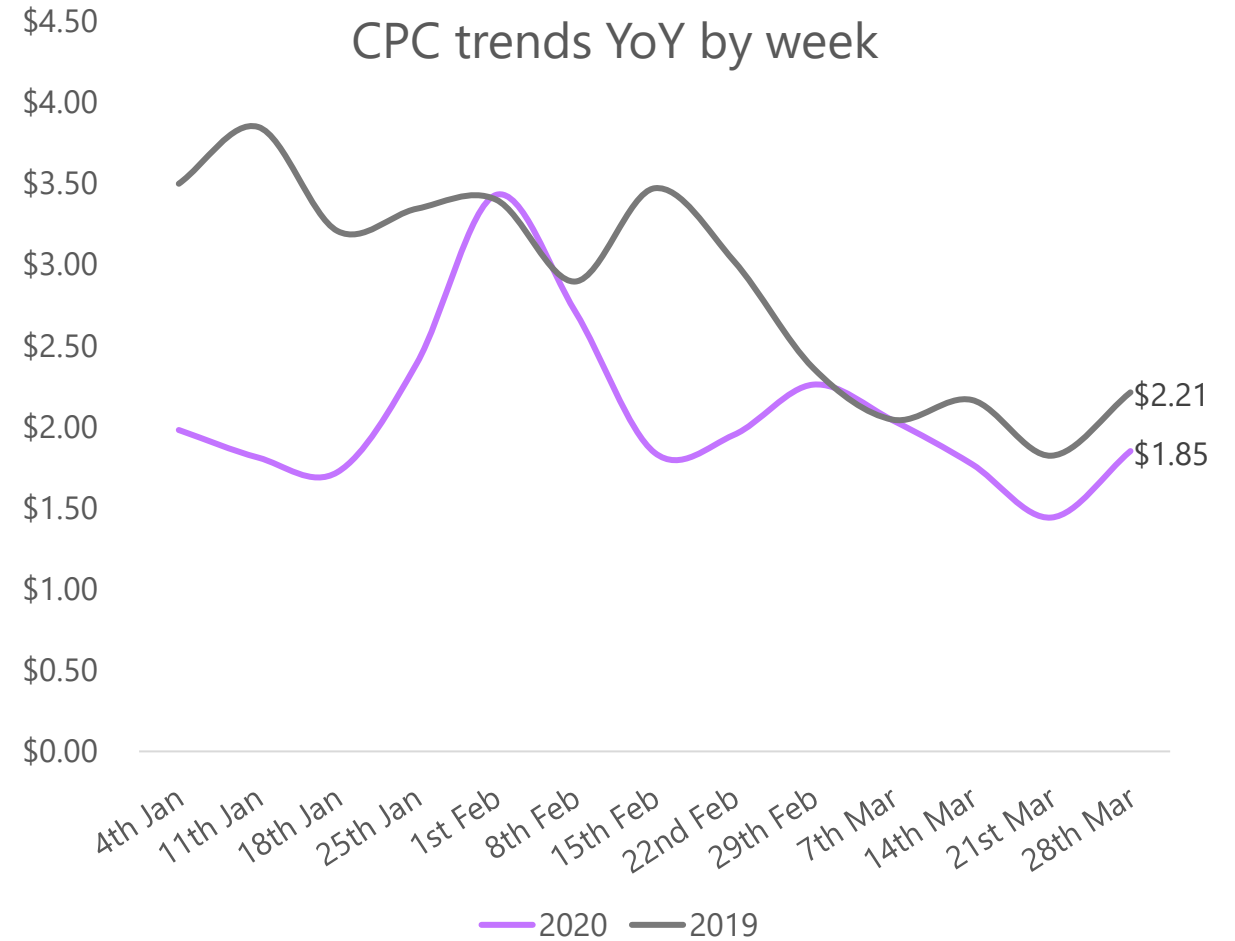
Microsoft Internal Data Jan – Mar 2020, data across all devices.
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PERSONAL LOAN

Market competition has declined both year on year and week on week, marking a good time for investment

-25%

On a weekly average, CPC for personal loan category have been 25% lower YoY.



Personal loan searches revolve around speed and ease of application

Timeliness



"fast" + loans
"small" + loans
"quick" + loans
"today" + loans
"same day" + loans
"last minute" + loans

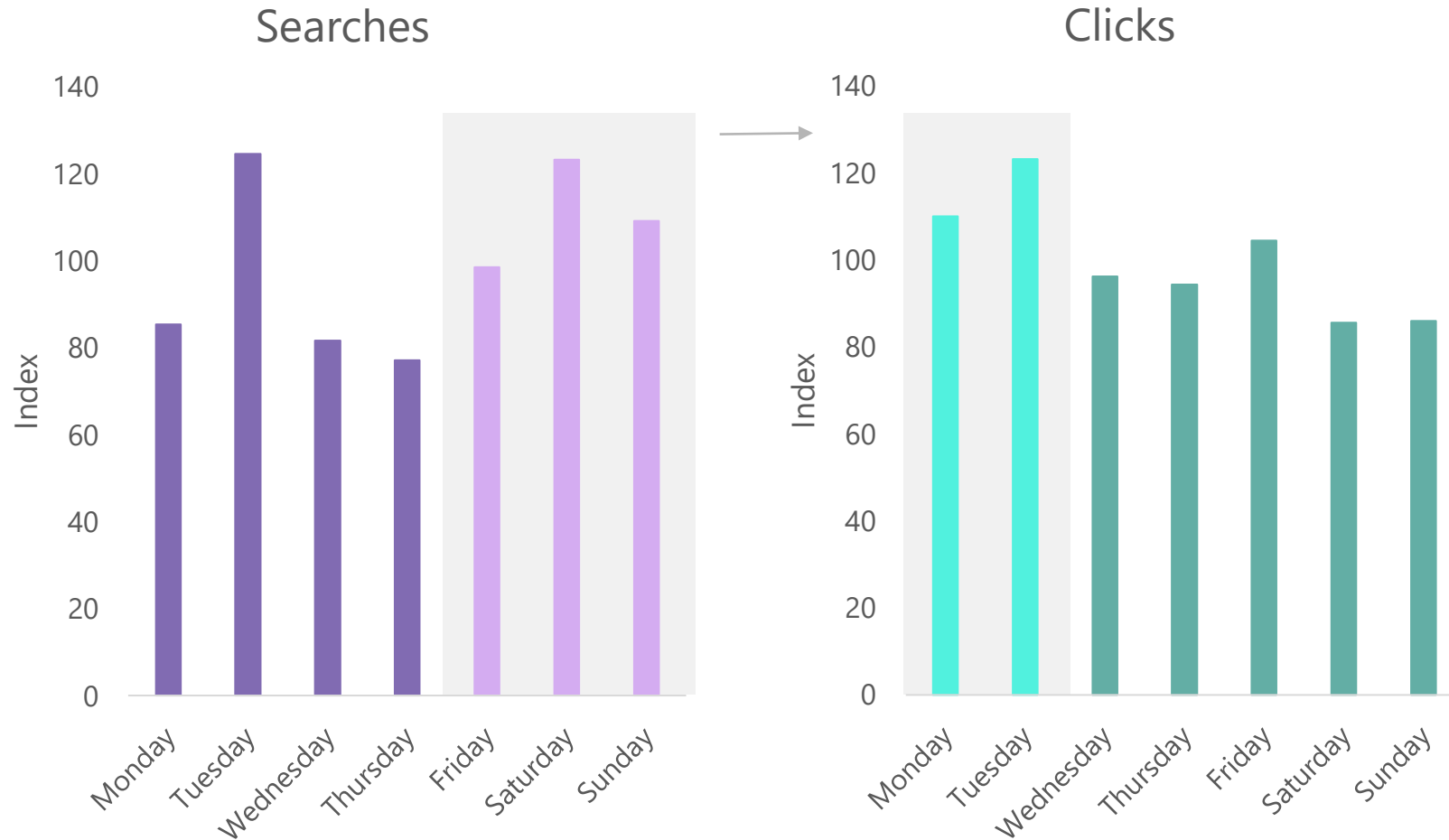
Ease of application



"no refusal" + loans
"easy" + loans
"fast approval" + loans
no application refused loans

PERSONAL LOAN

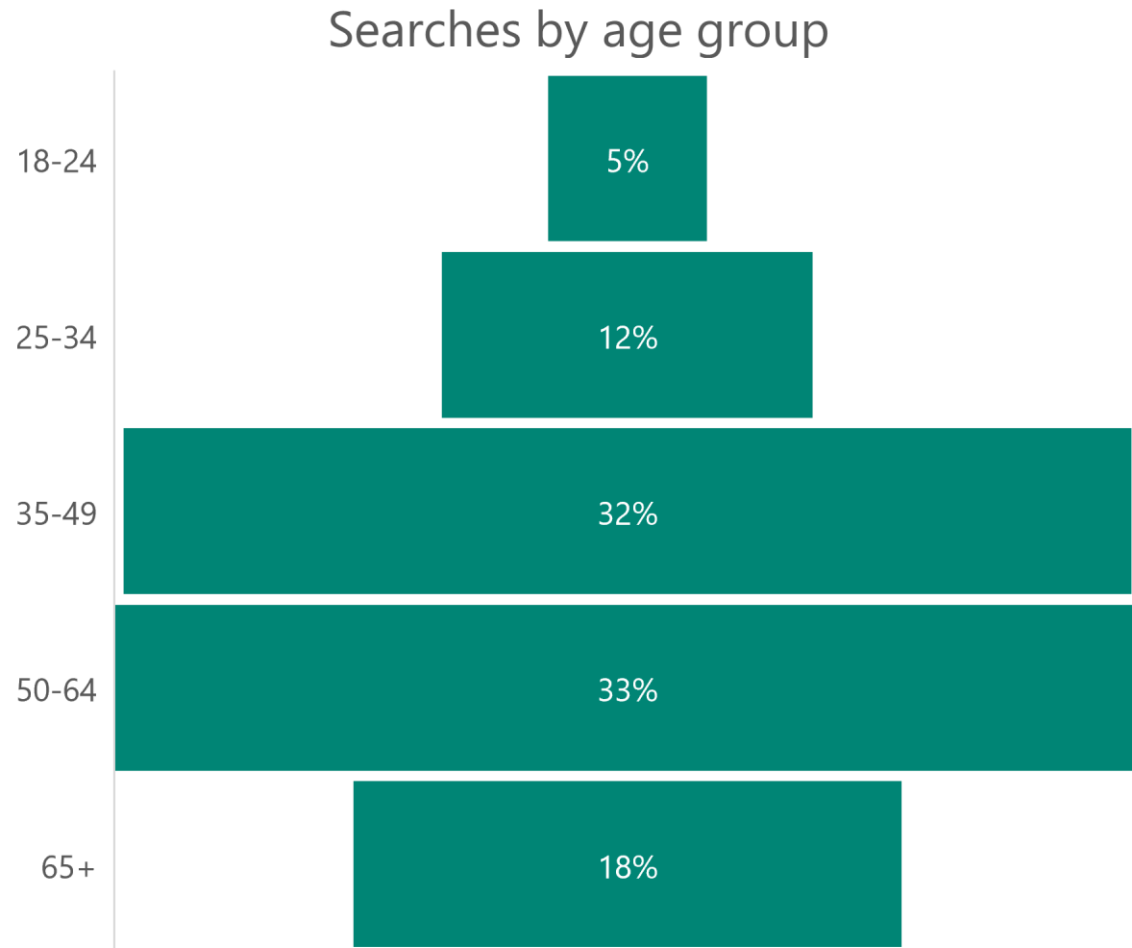
Search volume is highest during weekend period, whilst click volume is highest towards start of week



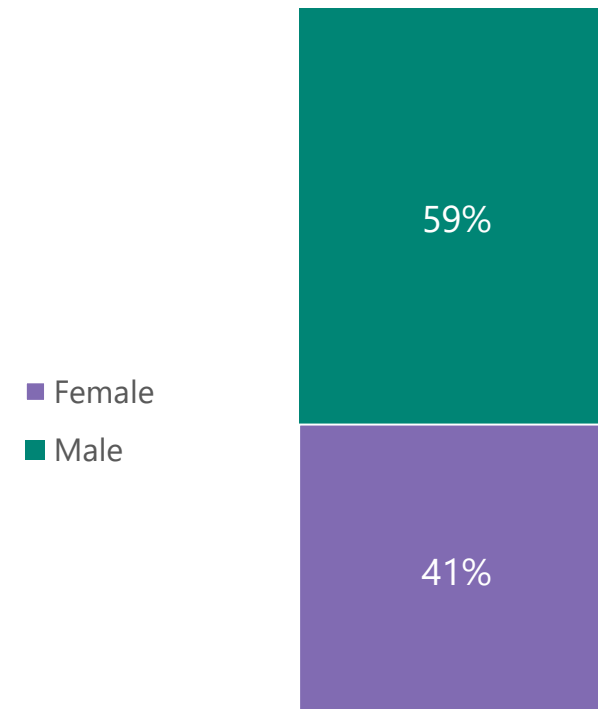
Consider reviewing daily/weekend budgets to ensure optimal presence in preparation for **start of week** click uptake.

OVERALL

Lending activity within Microsoft audience skewed towards older ages and males



Searches by gender

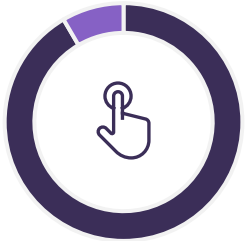


OVERALL

Benefits of the Microsoft Advertising Audience for lending



9% are looking to refinance



23% have household income in the top 25%



+44% lending searches YoY (1st Jan to 31st Mar)





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