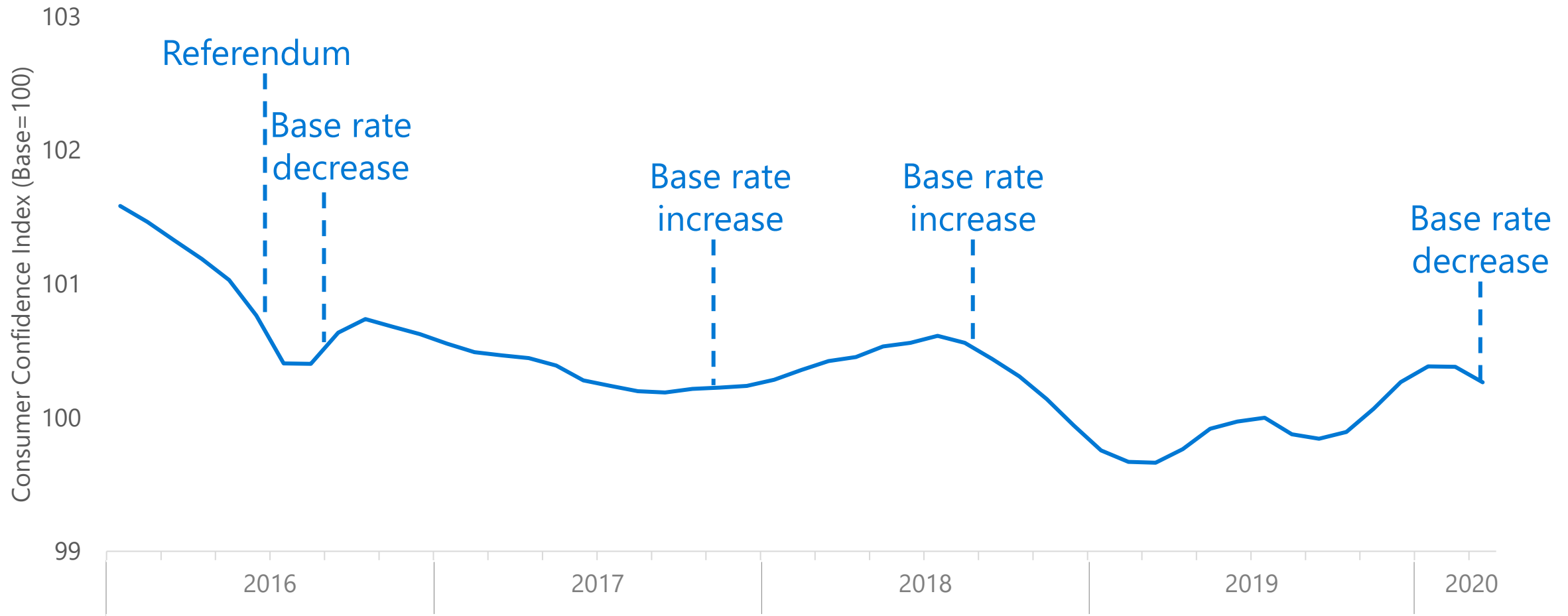




UK – Finance Research & Comparison



Consumer confidence is falling



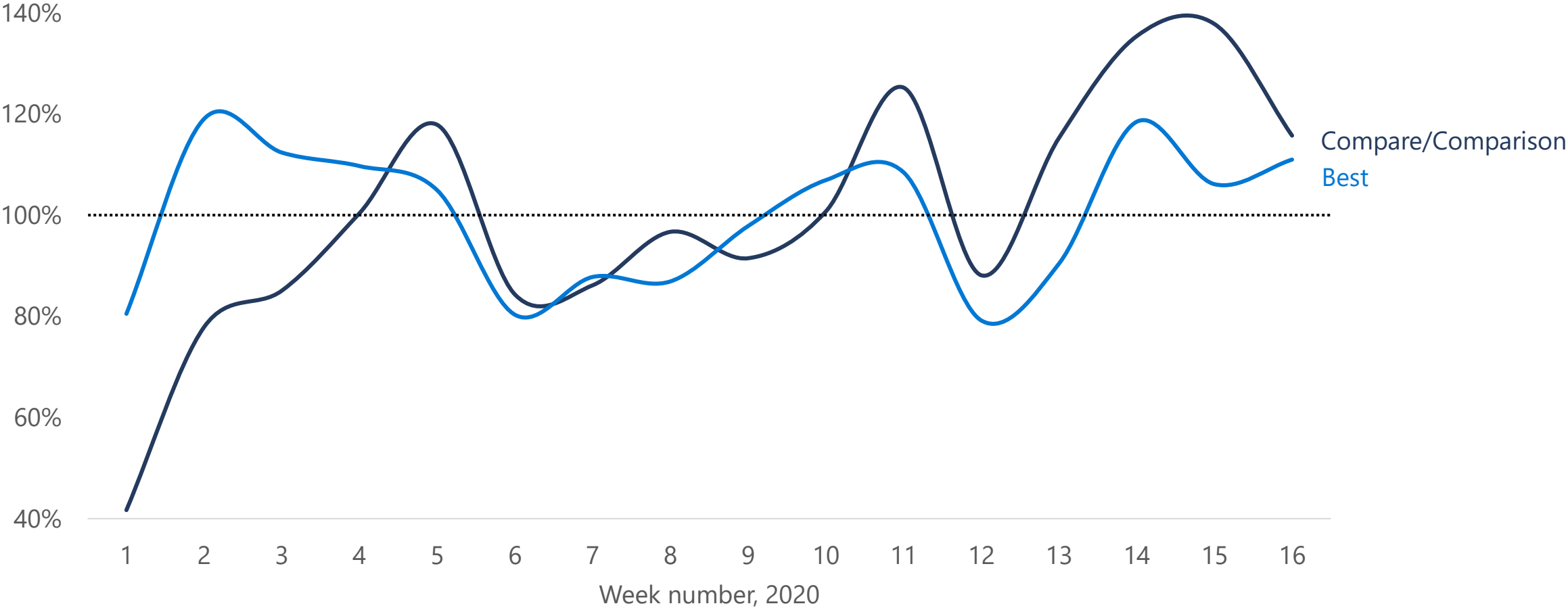


Research & Comparison

- Falling consumer confidence
- Causing consumers to be more careful & calculated when shopping
- Consumers are researching and making comparisons to find the best products at the best price

Searches containing 'compare' and 'best'

Consumers are increasingly shopping around but getting the best is also a priority



Considerations

- Increased focus on comparing financial products in the last month
- Searches for the 'best' products may not necessarily reflect price sensitivity
- Consider adjusting ad copy to reflect changing consumer sentiments