



MICROSOFT ADVERTISING

AU Utilities Trends

April 23rd 2020

Microsoft Advertising. Intelligent connections.



Summary of findings



Strong search seasonality
from May until November



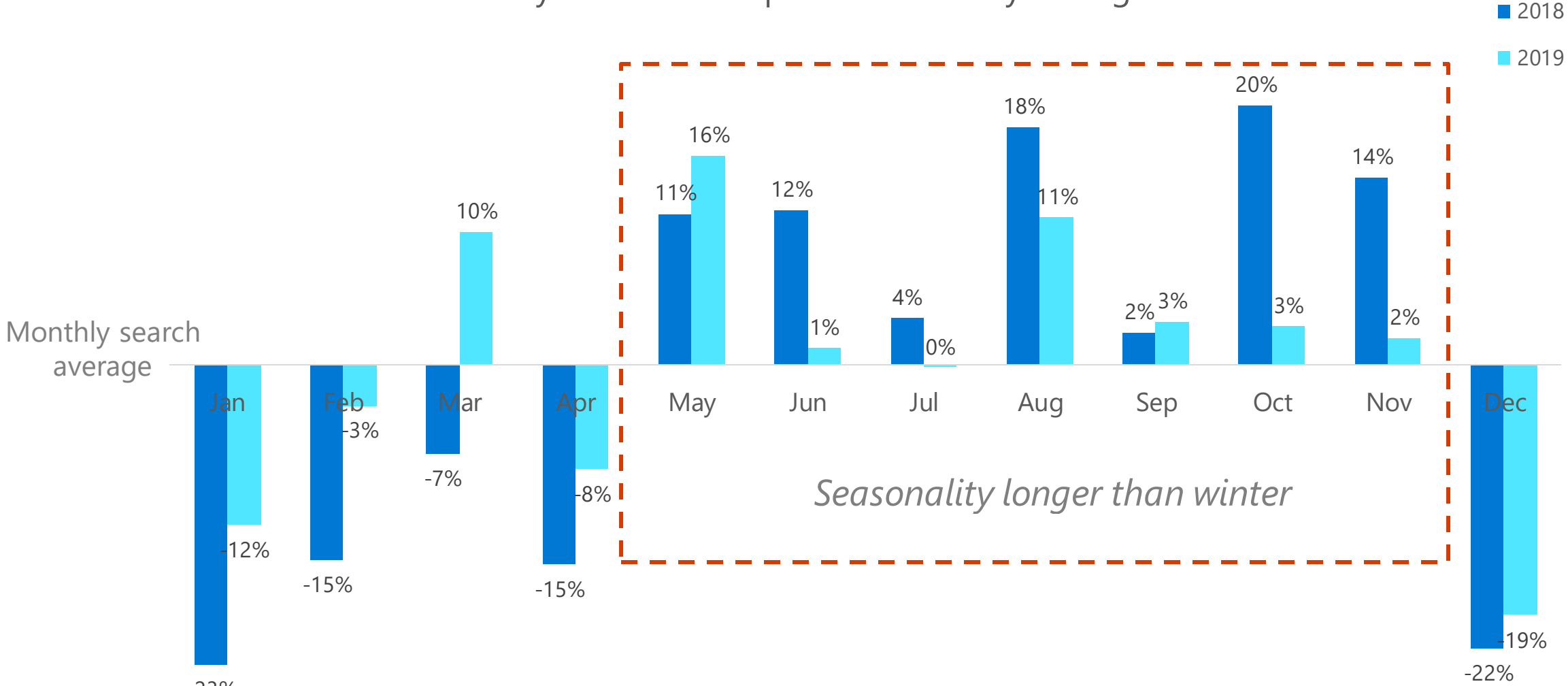
Clicks are growing while cost per
click declines during coronavirus
pandemic which presents
an opportunity for advertisers



Covid-19 is driving the growth of
searches related to account
terms and demand for flexible
payments

Growth of energy related searches start in May and last to November

Monthly searches compared to monthly average

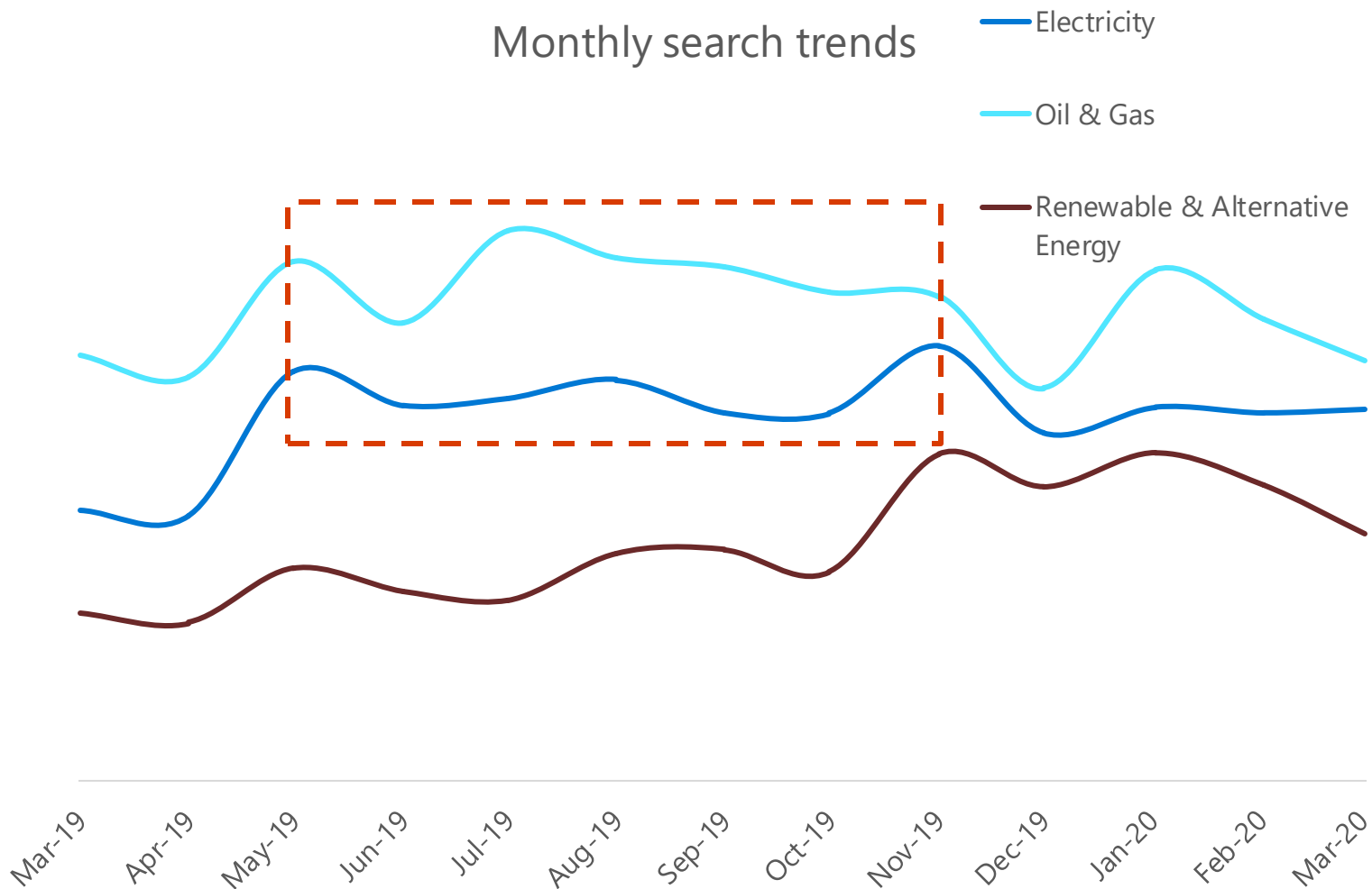


Seasonality longer than winter



Source: Microsoft Internal Data, AU, Jan 2018 – Dec 2019.

Oil, gas and electricity show strong search seasonality while renewable energy is trending up

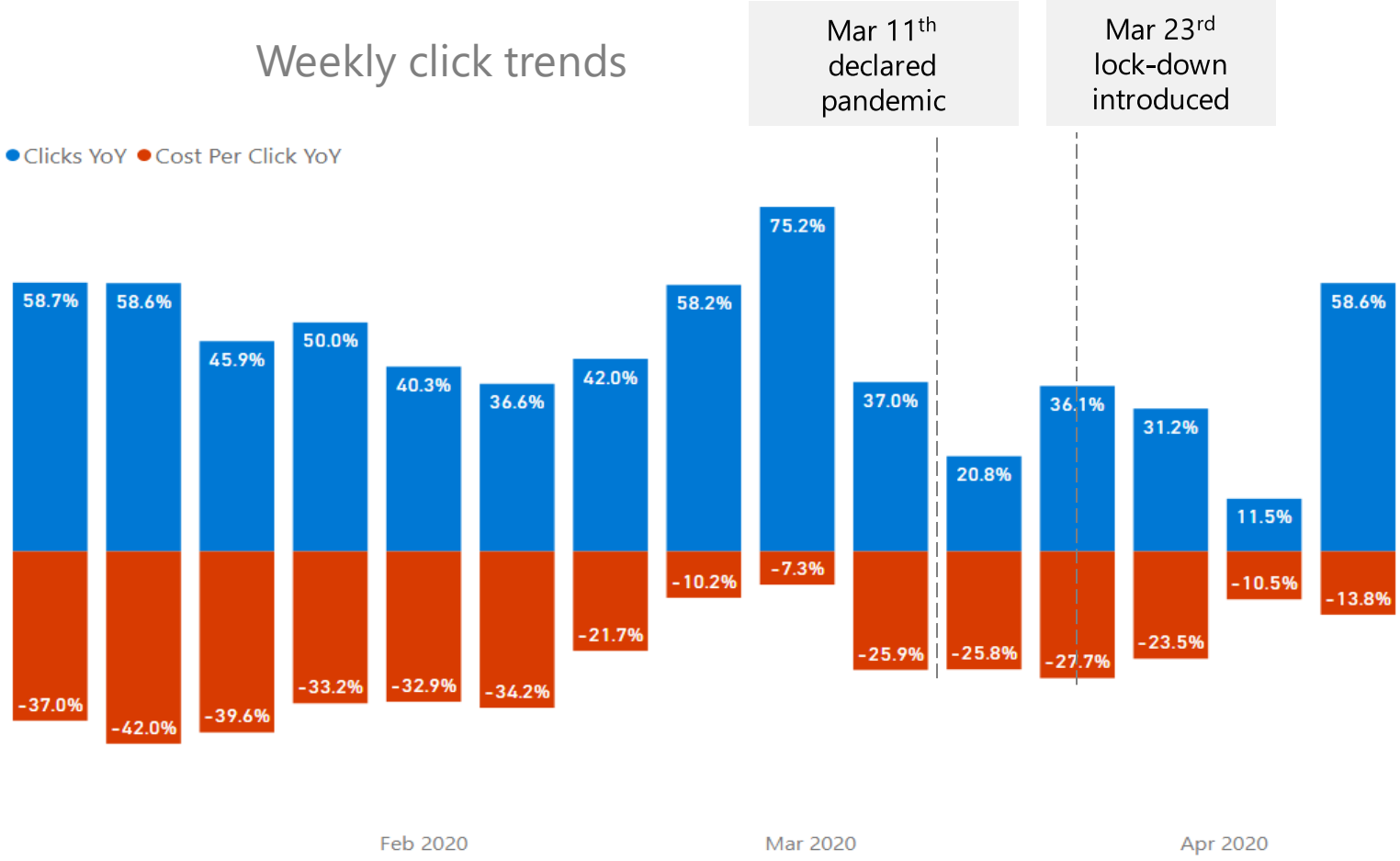


- Oil and gas searches peak in January, May and July
- Electricity has high search seasonality during winter
- Renewable and alternative energy keep trending upwards year over year

Source: Microsoft Advertising Internal Data, all devices, Mar 2019-Mar 2020

Currently, clicks growth year over year outnumbers declining of cost per click

Weekly click trends

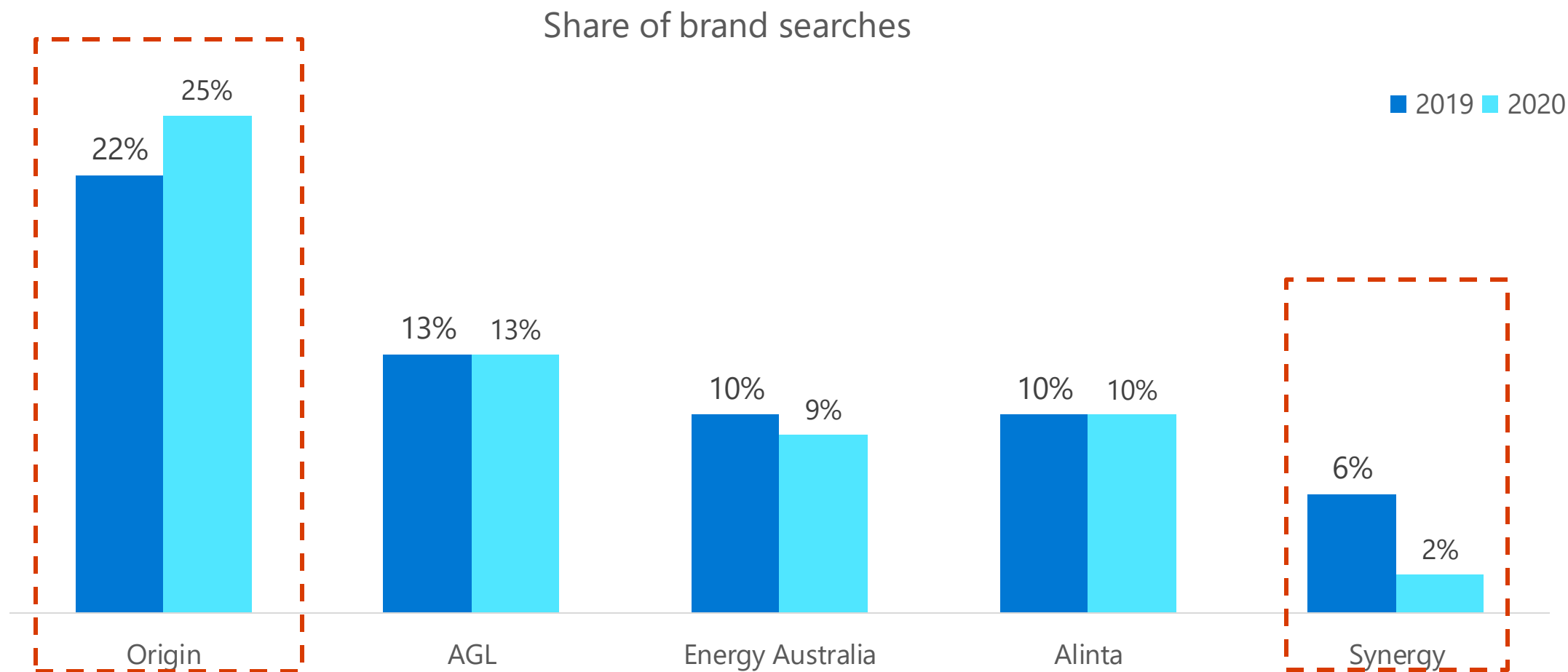


An increasing click volume and lower cost per click offer advertisers an attractive marketplace now

Source: Microsoft Advertising Internal Data, all devices, Jan 1– Apr 4, 2019 v. 2020,



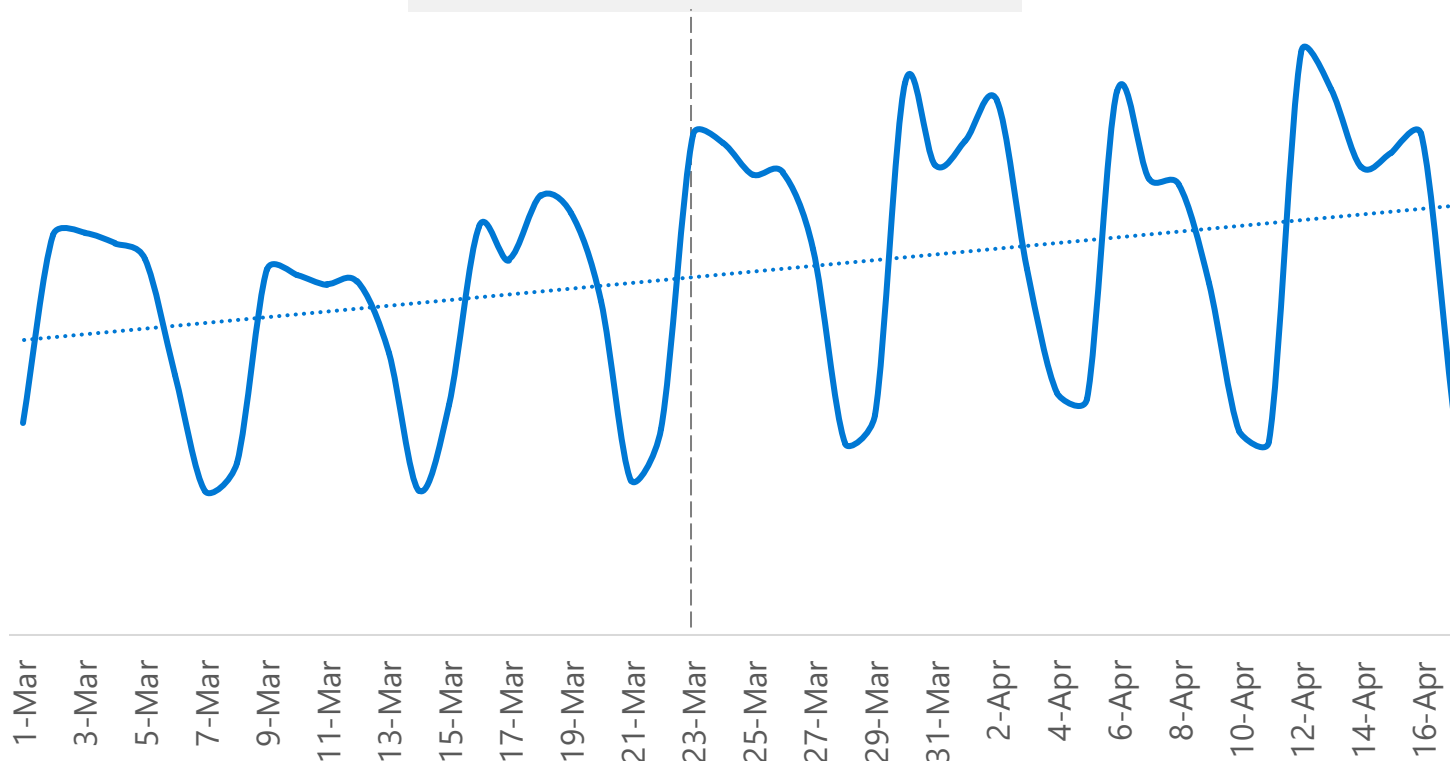
Origin brand takes higher share of searches indicating strengthening consumer awareness



Increase in “login” and “my account” terms

Daily search trends

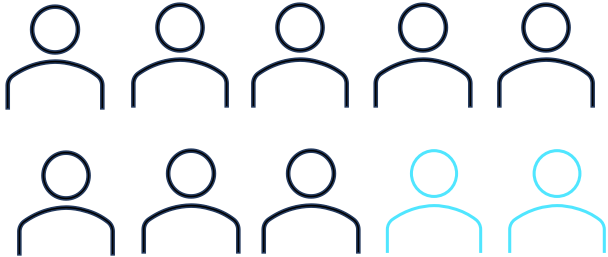
Mar 23rd lock-down introduced



Source: Microsoft Advertising Internal Data, all devices, Mar 1– Apr 11, 2019 v. 2020,

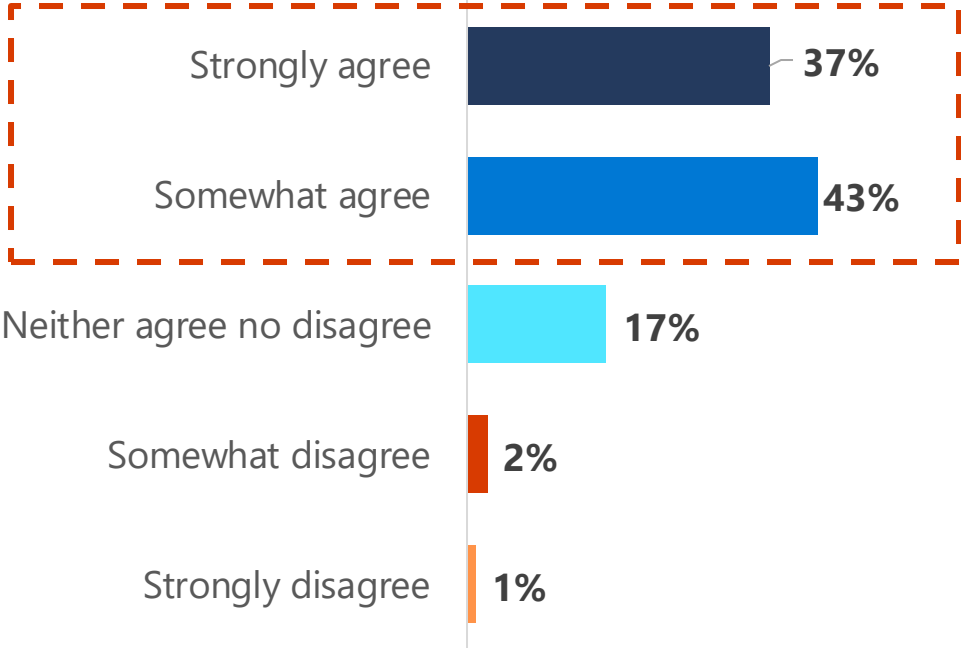
“login”, “my account” related searches increased **+23%** post lock-down compared to previous weekly averages which may suggest people have growing interest in potential savings and optimising their expenses.

Win customers' hearts by showcasing your flexible payments products



8 in 10 respondents stated that they agree, either somewhat or strongly, that brands should offer flexible payments during COVID-19 outbreak

Survey respondents% on brands should offer flexible payments during the COVID-19



Source: GlobalWebindex. Based on 7,463 survey from the GWI March 2020, Coronavirus, AU all verticals

Leverage popular search patterns to increase your exposure

Brand pattern

- Brand
- [brand] energy
- [brand] my account
- [brand] login
- [brand] electricity
- [brand] [location]
- [brand] com au
- [brand] pay now
- [brand] payments
- [brand] gas

Generic pattern

- Power
- Solar panels
- Renewable energy
- Gas
- Solar/wind power
- Generator
- Oil price
- Fuel check
- Solar quotes
- Compare energy/electricity plans/prices

Source: Microsoft Advertising Internal Data, Mar 1– Apr 21, 2020



Key Takeaways

1. Strong seasonality from May to November, which is not just winter season
2. Current increase in clicks and reduced cost per click present an opportunity to capture growing consumer demand at a lower cost
3. Defend your brand and be a part of user journey as they find ways to adjust to this new world.
4. Take advantage of what's in your searchers' mind to better connect with them



Microsoft Advertising. Intelligent connections.

advertising.microsoft.com