Since lockdown restrictions have taken place across Europe, economic downturn have affected user behaviours. Consequently, consumers have become more mindful of cost, comparing and researching products in an attempt to secure the best deal but save money as well.

Do search behaviours inform their new mindsets?

The initial hypothesis is confirmed by the high growth seen in search volume followed by an outstanding uplift in clicks across most of the markets examined.

- **Netherlands, Spain, Germany** saw a considerable year-on-year growth in searches, meanwhile clicks increased with a similar pace but skyrocketed for Spain (+522%)
- Searches containing “best” grew significantly in **Spain, Italy** and **Germany**. On the other hand, “comparison” related queries have driven the rise in Netherlands and France.

Year-on-year changes in the way people search for financial products present marketer opportunities to:

- **Update ad copy** to reflect the new terminology & mindset of consumers
- **Review coverage** among the top 10 queries driving volume for each market, helping your brand to stay front of mind
- Evaluate existing bids; is there more opportunity to push as **prices have changed year-on-year**
EMEA | Finance & Insurance research + comparison

Overall year-on-year: +17% searches

Weekly Search Volume Indexed*

Microsoft Internal, 2019–2020

*Searches indexed to avg. weekly searches during 01 Jan 2019 – 19 May
EMEA | Finance & Insurance research + comparison

Overall year-on-year: +22% clicks

Weekly Search Volume Indexed*

Microsoft Internal, 2019-2020
*Searches indexed to avg. weekly searches during 01 Jan 2019 – 19 May (UK not included)
Despite EMEA all-up numbers are seeing a +17% year-on-year uplift in searches, growth rate varies across the markets.

- Dutch, Spanish, German searches are the main drivers of search volume growth (NL + 661%, ES +75%, DE +4%)
- Italy and France record a slow down compared to last year numbers. However, a recent uplift might boost the comparison with 2019 in the foreseeable weeks.

*Searches indexed to avg. weekly searches during 01 Jan 2019 – 19 May 2019
Overall clicks are rising in most of the countries, apart from France where they remained in line with last year level.

- **Spanish** clicks are booming (+522%) compared to last year. This is due to a more competitive ad marketplace with more advertisers being active in 2020.
- **Italy** registers a considerable uplift (+28%), also taking into account that searches are declining. This might be due to a better ad-copy optimisation.
“Best” and “comparison” are capturing most of the searches

2020 Share of search volume

Term preferences slightly change across the markets considered.

- **Italian, Spanish, and French** consumers are more inclined to search for “best” in their own respective languages. Furthermore, Spain solely registers dramatically changes in volume distribution, with “mejor” gaining +30% and “comparar” losing -31% in terms of abs. percentages compared to last year.

- **Germany and Netherlands** record a more equal distribution with a slightly preference towards “comparison” terms. German searches allocation remains similar to 2019 level.
EMEA | Finance & Insurance research + comparison

YoY Searches 2020 vs 2019

- **comparaison** in French: 67%
- **meilleur** in French: -27%
- **comparar** in Spanish: 33%
- **mejor** in Spanish: 86%
- **migliore** in Italian: 64%
- **migliori** in Italian: 61%
- **vergelijk** in Dutch: 90%
- **best** in English: 85%
- **vergleich** in German: 10%
- **best** in English: 21%

Most of the popular research & comparison terms are gaining significant volume compared to last year.

- Despite share of searches in **Germany** it is not changing massively as seen previously, specific terms are still rising on yearly basis. (best +21%, vergleich +10%)
- **Italy and Spain** witness similar growth for the same term (major +86%, migliore +64%). However, only Spanish volume distribution is dramatically changing.
Many queries are experiencing double digit volume growth year-on-year.

### Share of volume % 2020 (by search query, top 10)

<table>
<thead>
<tr>
<th>Search Query</th>
<th>Volume %</th>
</tr>
</thead>
<tbody>
<tr>
<td>mejores fondos de inversion</td>
<td>12%</td>
</tr>
<tr>
<td>comparar seguros coche</td>
<td>12%</td>
</tr>
<tr>
<td>mejores seguros de coche</td>
<td>10%</td>
</tr>
<tr>
<td>mejor seguro coche</td>
<td>9%</td>
</tr>
<tr>
<td>comparar seguros de coche</td>
<td>9%</td>
</tr>
<tr>
<td>mejor seguro medico</td>
<td>8%</td>
</tr>
<tr>
<td>mejores seguros de hogar</td>
<td>7%</td>
</tr>
<tr>
<td>mejor seguro coche</td>
<td>6%</td>
</tr>
<tr>
<td>mejor seguro hogar</td>
<td>6%</td>
</tr>
<tr>
<td>mejor seguro de salud</td>
<td>4%</td>
</tr>
</tbody>
</table>

### YoY Searches and Clicks

<table>
<thead>
<tr>
<th>Search Query</th>
<th>YoY Searches</th>
<th>YoY Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>mejores fondos de inversion</td>
<td>578%</td>
<td>1500%</td>
</tr>
<tr>
<td>comparar seguros coche</td>
<td>729%</td>
<td>1100%</td>
</tr>
<tr>
<td>mejores seguros de coche</td>
<td>1200%</td>
<td>4600%</td>
</tr>
<tr>
<td>mejor seguro coche</td>
<td>15%</td>
<td>71%</td>
</tr>
<tr>
<td>comparar seguros de coche</td>
<td>2800%</td>
<td>4200%</td>
</tr>
<tr>
<td>mejor seguro medico</td>
<td>1700%</td>
<td>3700%</td>
</tr>
<tr>
<td>mejores seguros de hogar</td>
<td>1400%</td>
<td>3400%</td>
</tr>
<tr>
<td>mejor seguro coche</td>
<td>1500%</td>
<td>2600%</td>
</tr>
<tr>
<td>mejor seguro hogar</td>
<td>1000%</td>
<td>2600%</td>
</tr>
<tr>
<td>mejor seguro de salud</td>
<td>700%</td>
<td>2100%</td>
</tr>
</tbody>
</table>

### YoY CPC

- mejores fondos de inversion: -24%
- comparar seguros coche: -41%
- mejores seguros de coche: 86%
- mejor seguro coche: -71%
- comparar seguros de coche: 92%
- mejor seguro medico: 96%
- mejores seguros de hogar: 42%
- mejor seguro coche: 223%
- mejor seguro hogar: -9%
- mejor seguro de salud: 78%

YoY considering Jan-Feb-Mar-Apr-May 2019 vs 2020, until 19th of May.
Many of the Italian queries are growing massively in searches & clicks year-on-year with some decreasing in cost.

**Share of volume % 2020 (by search query, top 10)**

<table>
<thead>
<tr>
<th>Query</th>
<th>Share of Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>controllo assicurazione tramite targa</td>
<td>22%</td>
</tr>
<tr>
<td>migliore assicurazione auto</td>
<td>18%</td>
</tr>
<tr>
<td>migliore assicurazione viaggio</td>
<td>14%</td>
</tr>
<tr>
<td>controllo assicurazione</td>
<td>12%</td>
</tr>
<tr>
<td>migliore assicurazione online</td>
<td>8%</td>
</tr>
<tr>
<td>migliore piattaforma trading</td>
<td>6%</td>
</tr>
<tr>
<td>conti deposito migliori</td>
<td>3%</td>
</tr>
<tr>
<td>migliore assicurazione</td>
<td>2%</td>
</tr>
<tr>
<td>migliori assicurazioni online</td>
<td>2%</td>
</tr>
<tr>
<td>migliori conti correnti online</td>
<td>1%</td>
</tr>
</tbody>
</table>

**YoY Searches and Clicks**

- **YoY Searches**
  - controllo assicurazione tramite targa: 1300%
  - migliore assicurazione auto: 1100%
  - migliore assicurazione viaggio: 1325%
  - conti deposito migliori: 3100%
  - migliore assicurazione: 1250%
  - migliori assicurazioni online: 2300%
  - migliori conti correnti online: 1200%

- **YoY Clicks**
  - controllo assicurazione tramite targa: 93%
  - migliore assicurazione auto: 93%
  - migliore assicurazione viaggio: 150%
  - conti deposito migliori: 44%
  - migliore assicurazione: 44%
  - migliori assicurazioni online: 0%
  - migliori conti correnti online: 300%

**YoY CPC**

- controllo assicurazione tramite targa: -14%
- migliore assicurazione auto: 9%
- migliore assicurazione viaggio: 45%
- conti deposito migliori: 80%
- migliore assicurazione: -19%
- migliore assicurazione online: -36%
- migliori conti correnti online: -43%

YoY considering Jan-Feb-Mar-Apr-May 2019 vs 2020, until 19th of May.
Only few specific queries are rising in clicks & searches with a drop in CPC as well

Share of volume % 2020 (by search query, top 10)

- vergleich kfz versicherung: 27%
- beste kfz versicherung: 12%
- beste zahnzusatzversicherung: 10%
- beste bank: 5%
- vergleich rechtsschutzversicherung: 5%
- vergleich autoversicherung: 4%
- vergleich krankenkassen: 4%
- beste online bank: 4%
- vergleich zahnzusatzversicherung: 2%
- beste rechtsschutzversicherung: 2%

YoY Searches and Clicks

- vergleich kfz versicherung: YoY Searches 27%, YoY Clicks 3%
- beste kfz versicherung: YoY Searches 11%, YoY Clicks 1%
- beste zahnzusatzversicherung: YoY Searches 275%, YoY Clicks 588%
- beste bank: YoY Searches 80%, YoY Clicks 84%
- vergleich rechtsschutzversicherung: YoY Searches 7%, YoY Clicks 4%
- vergleich autoversicherung: YoY Searches 74%, YoY Clicks 74%
- vergleich krankenkassen: YoY Searches 61%, YoY Clicks 61%
- beste online bank: YoY Searches 497%, YoY Clicks 2950%
- vergleich zahnzusatzversicherung: YoY Searches 90%, YoY Clicks 90%
- beste rechtsschutzversicherung: YoY Searches -80%, YoY Clicks -73%

YoY CPC

- vergleich kfz versicherung: YoY CPC 4%
- beste kfz versicherung: YoY CPC 10%
- beste zahnzusatzversicherung: YoY CPC 63%
- beste bank: YoY CPC -19%
- vergleich rechtsschutzversicherung: YoY CPC -1%
- vergleich autoversicherung: YoY CPC -56%
- vergleich krankenkassen: YoY CPC -45%
- beste online bank: YoY CPC 113%
- vergleich zahnzusatzversicherung: YoY CPC 43%
- beste rechtsschutzversicherung: YoY CPC 119%

YoY considering Jan-Feb-Mar-Apr-May 2019 vs 2020, until 19th of May
Queries that were existing in 2019 have grown massively year-on-year and there is a large influx of new queries in 2020

<table>
<thead>
<tr>
<th>Share of volume % 2020 (by search query, top 10)</th>
<th>YoY Searches and Clicks</th>
<th>YoY CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>beste autoverzekering</td>
<td>YoY Searches 634%</td>
<td>-19%</td>
</tr>
<tr>
<td>vergelijk autoverzekering</td>
<td>YoY Clicks 379%</td>
<td>28%</td>
</tr>
<tr>
<td>vergelijk autoverzekering</td>
<td>YoY Searches 2633%</td>
<td>-6%</td>
</tr>
<tr>
<td>vergelijk verzekering</td>
<td>YoY Clicks 5370%</td>
<td></td>
</tr>
<tr>
<td>beste beleggingsfondsen</td>
<td>YoY Searches N/A</td>
<td>-64%</td>
</tr>
<tr>
<td>bestelautoverzekering</td>
<td>YoY Clicks N/A</td>
<td></td>
</tr>
<tr>
<td>beste beleggingsfondsen 2019</td>
<td>YoY Searches N/A</td>
<td></td>
</tr>
<tr>
<td>beste rechtsbijstandverzekering</td>
<td>YoY Clicks N/A</td>
<td></td>
</tr>
<tr>
<td>vergelijk fietsverzekering</td>
<td>YoY Searches N/A</td>
<td></td>
</tr>
<tr>
<td>best trading platform</td>
<td>YoY Clicks N/A</td>
<td></td>
</tr>
</tbody>
</table>

YoY considering Jan-Feb-Mar-Apr-May 2019 vs 2020, until 19th of May
N/A is where there were 0 SRPV's, Clicks & Revenue in 2019 and could not calculate a YoY
There are opportunities to target with the top 9 queries having a decline in CPC YoY.

**Share of volume % 2020 (by search query, top 10)**

- **meilleure banque ligne**: 65%
- **meilleures banques ligne**: 9%
- **meilleur assurance auto**: 7%
- **meilleure assurance auto**: 7%
- **meilleure assurance habitation**: 4%
- **meilleur taux credit immobilier**: 3%
- **meilleur taux pret immobilier**: 3%
- **comparaison carte bancaire**: 1%
- **meilleur pret immobilier**: 0.9%
- **meilleure carte bancaire**: 0.3%

**YoY Searches and Clicks**

- **meilleure banque ligne**: YoY Searches -19%, YoY Clicks 1%
- **meilleures banques ligne**: YoY Searches -30%, YoY Clicks -10%
- **meilleur assurance auto**: YoY Searches -42%, YoY Clicks -33%
- **meilleure assurance auto**: YoY Searches 178%, YoY Clicks 500%
- **meilleure assurance habitation**: YoY Searches -3%, YoY Clicks 58%
- **meilleur taux credit immobilier**: YoY Searches 83%, YoY Clicks 83%
- **meilleur taux pret immobilier**: YoY Searches 0%, YoY Clicks 440%
- **comparaison carte bancaire**: YoY Searches 60%, YoY Clicks 250%
- **meilleur pret immobilier**: YoY Searches -42%, YoY Clicks 0%
- **meilleure carte bancaire**: YoY Searches -42%, YoY Clicks 0%

**YoY CPC**

- **meilleure banque ligne**: -1%
- **meilleures banques ligne**: -28%
- **meilleur assurance auto**: -39%
- **meilleure assurance auto**: -14%
- **meilleure assurance habitation**: -45%
- **meilleur taux credit immobilier**: -52%
- **meilleur taux pret immobilier**: -21%
- **comparaison carte bancaire**: -28%
- **meilleur pret immobilier**: -10%
- **meilleure carte bancaire**: 67%

*YoY considering Jan-Feb-Mar-Apr-May 2019 vs 2020, until 19th of May.*
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