UK Life Insurance premiums are forecasted to grow 3% year-over-year (YoY)

Microsoft Audience Network click volume for UK Life Insurance is up 31% YoY

Audience key performance indicators (KPIs) continue to improve for UK Life Insurance

KPIs = Key Performance Indicators
UK Life Insurance premiums forecasted to grow 3% YoY

Leverage the Microsoft Audience Network to highlight services with increased demand

Microsoft Audience Network click volume for Life Insurance is up 31% YoY for April – May

UK All-up Life Insurance performance

Microsoft Advertising Data; 2020
CPC and CTR KPIs continue to improve due to marketplace improvements and increase in user engagement

UK All-up Life Insurance performance

Microsoft Advertising Data; 2020
KPIs = Key Performance Indicators
CTR = Click Through Rate
CPC = Cost Per Click
Activate across additional targeting features to maximize reach & click volume

Apply bid modifiers to individual segments to maintain efficiency

**Feature CPC**

- Age Targeting
- Remarketing
- Job Function
- Location Targeting
- Device Targeting
- Gender Targeting
- Industry Targeting
- In-Market Audience

**Feature CTR**

- Remarketing
- Gender Targeting
- Industry Targeting
- In-Market Audience
- Age Targeting
- Device Targeting
- Location Targeting
- Job Function

Remarketing, Age Targeting, & LinkedIn Targeting (Job Function) offer below average CPC for UK Life Insurance

Remarketing & Demographic targeting offer above average CTR for UK Life Insurance, along with LinkedIn Targeting (Industry) & In-Market audiences
Takeaways

- Microsoft Audience Network volume & clicks for UK Life Insurance are up YoY
- KPIs for UK Life Insurance continue to improve indicating an opportunity to capture efficient traffic
- Leverage the Microsoft Audience Network to highlight services with increased demand
- Activate across additional targeting features to maximize reach & click volume
Thank you!