



# U.K. Life Insurance Microsoft Audience Network trends

June 2020





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



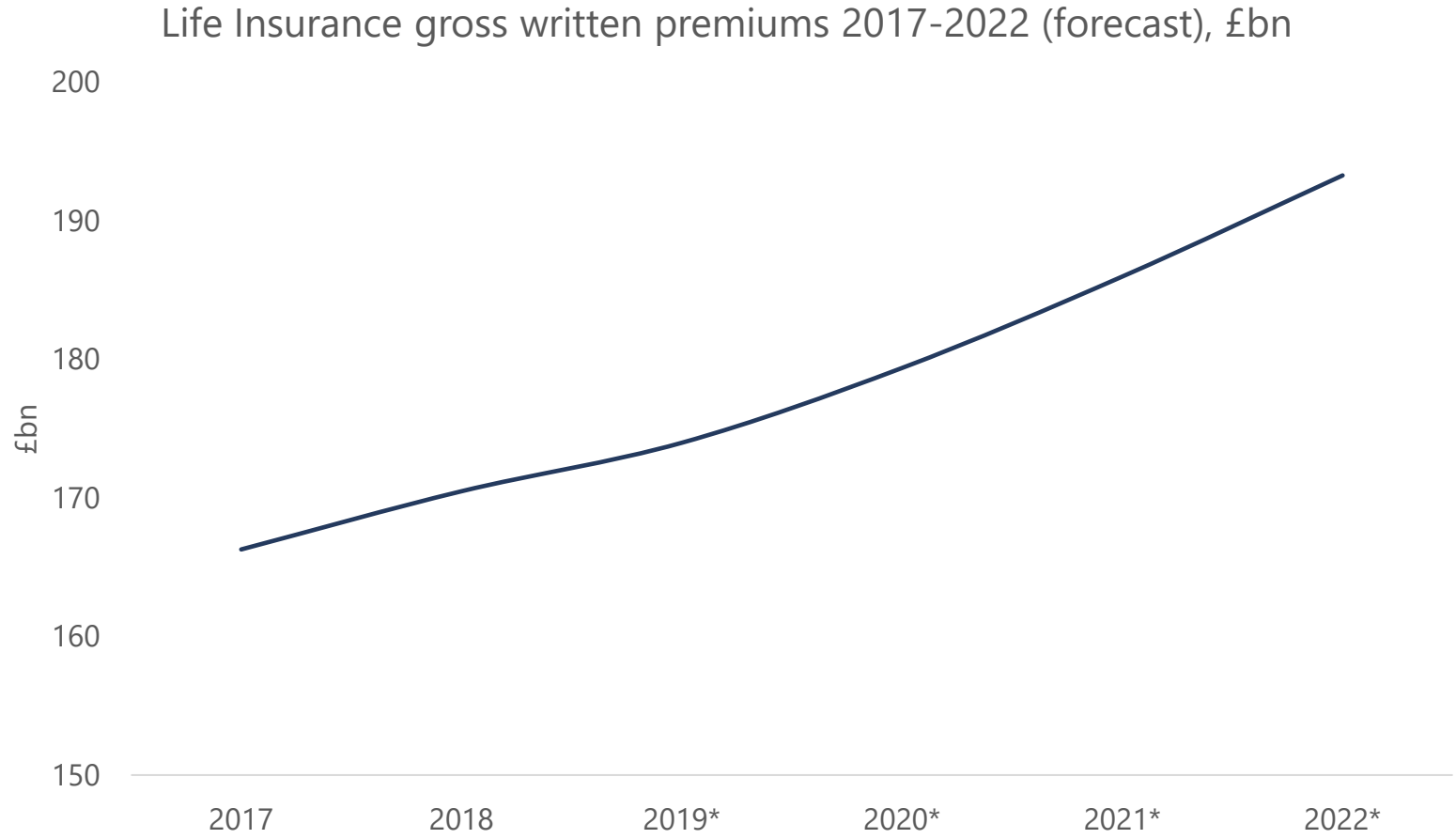
Microsoft Audience Network click volume for UK Life Insurance is up 31% YoY



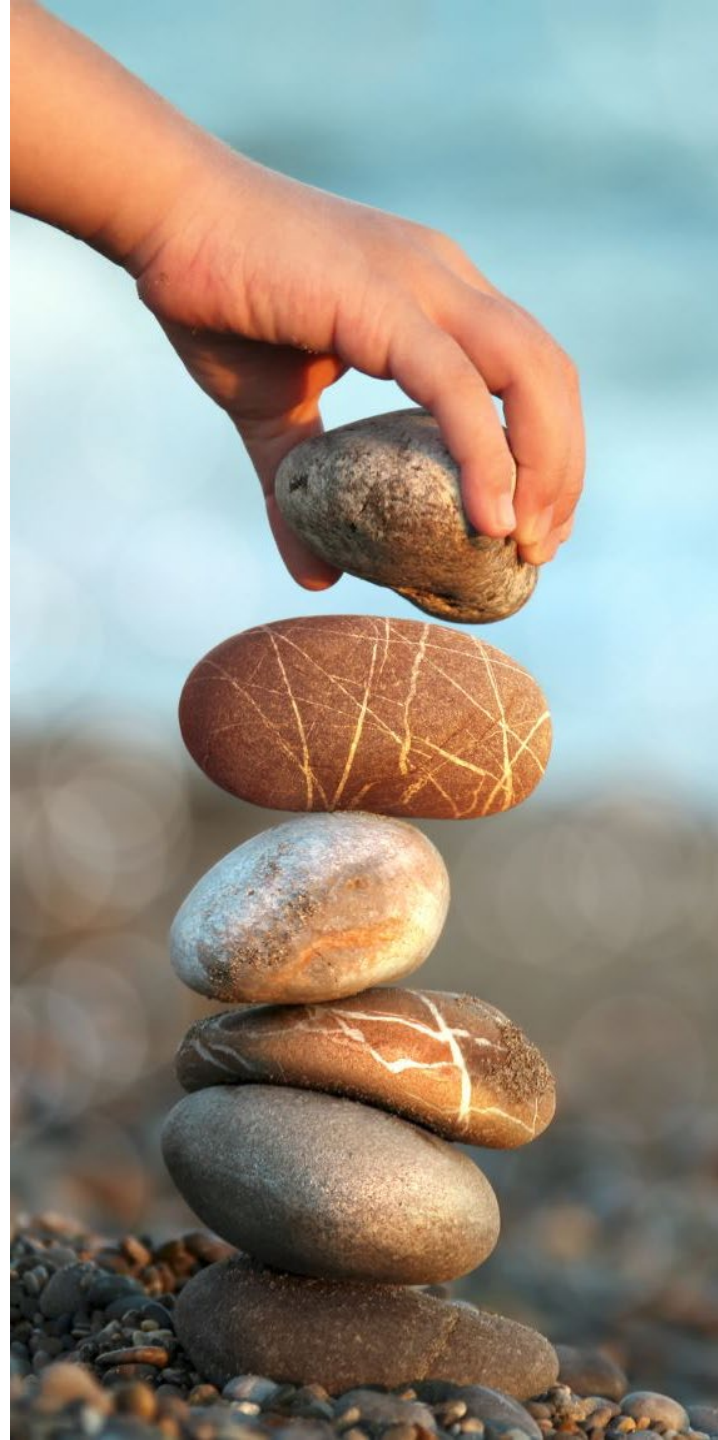
Audience key performance indicators (KPIs) continue to improve for UK Life Insurance

# UK Life Insurance premiums forecasted to grow 3% YoY

Leverage the Microsoft Audience Network to highlight services with increased demand



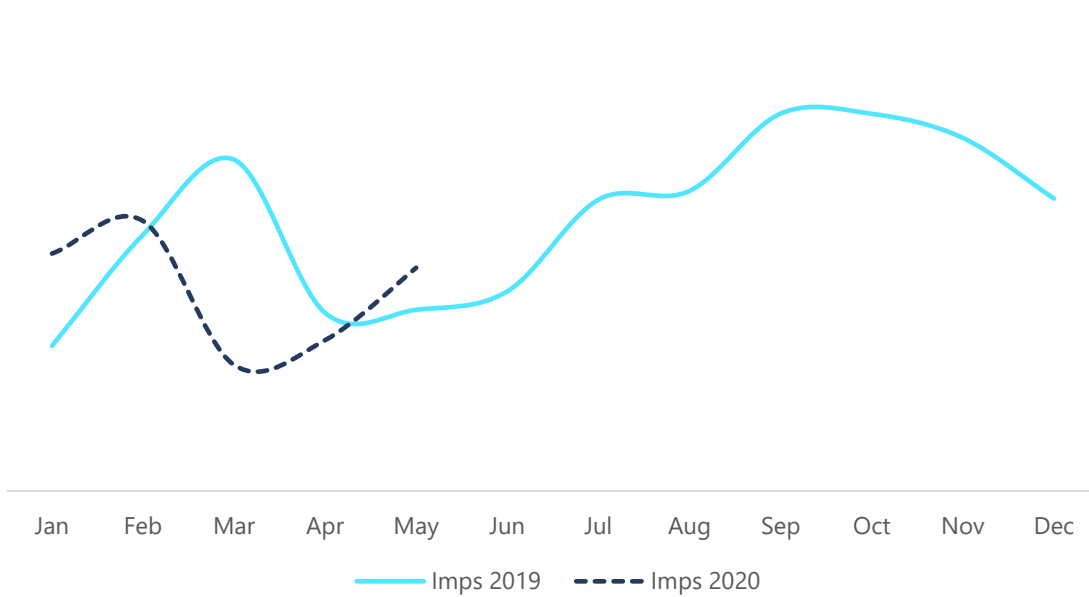
Statista, EY 2017 to 2018. Forecast 2019-2022. Released May 2019



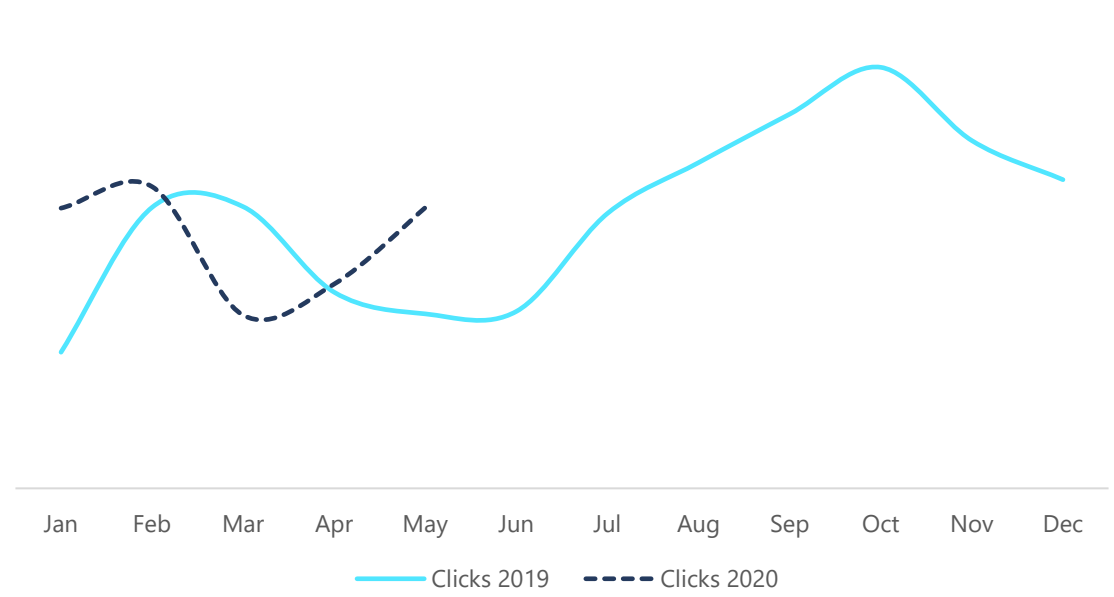
# Microsoft Audience Network click volume for Life Insurance is up 31% YoY for April – May

UK All-up Life Insurance performance

### Impressions YoY

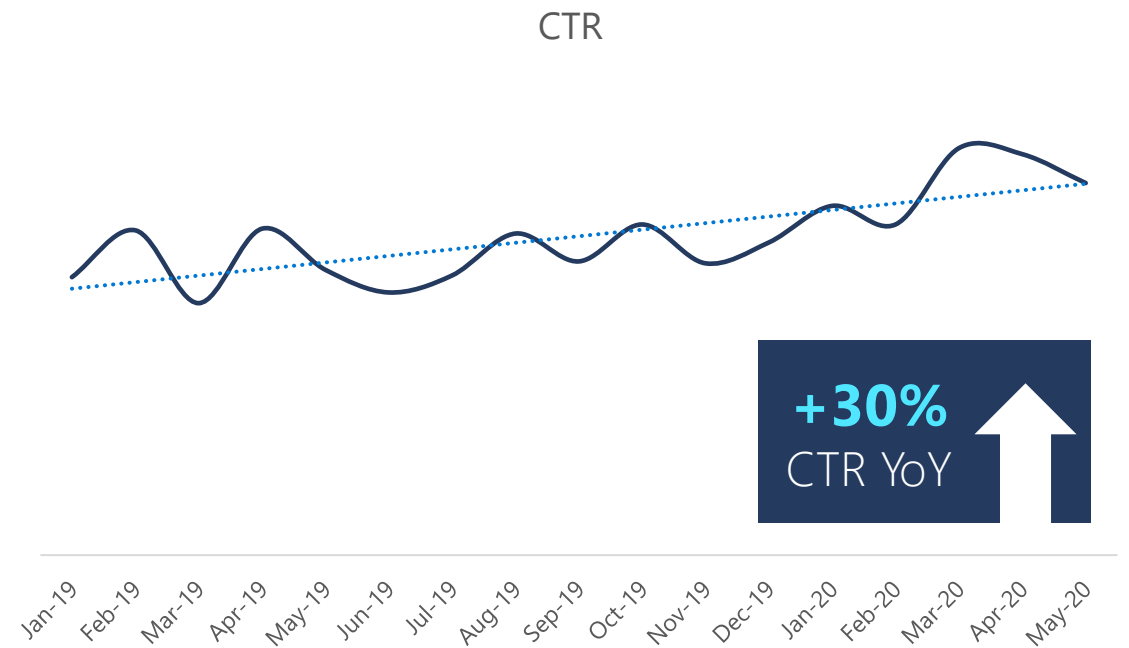
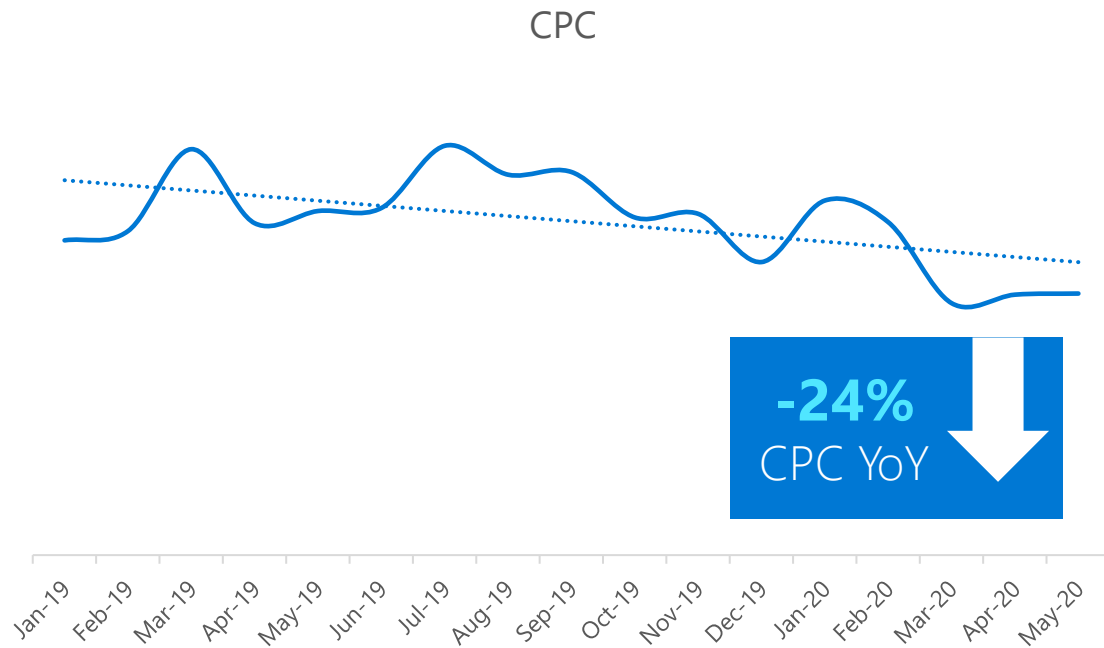


### Clicks YoY



# CPC and CTR KPIs continue to improve due to marketplace improvements and increase in user engagement

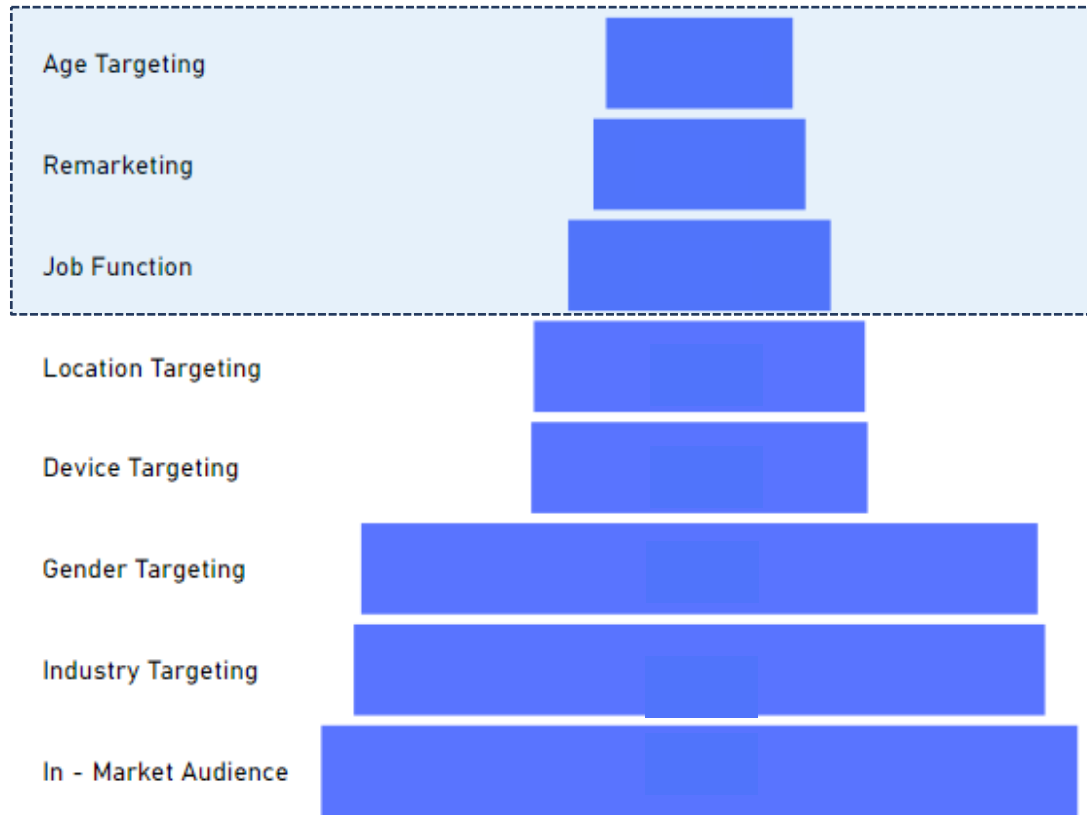
UK All-up Life Insurance performance



# Activate across additional targeting features to maximize reach & click volume

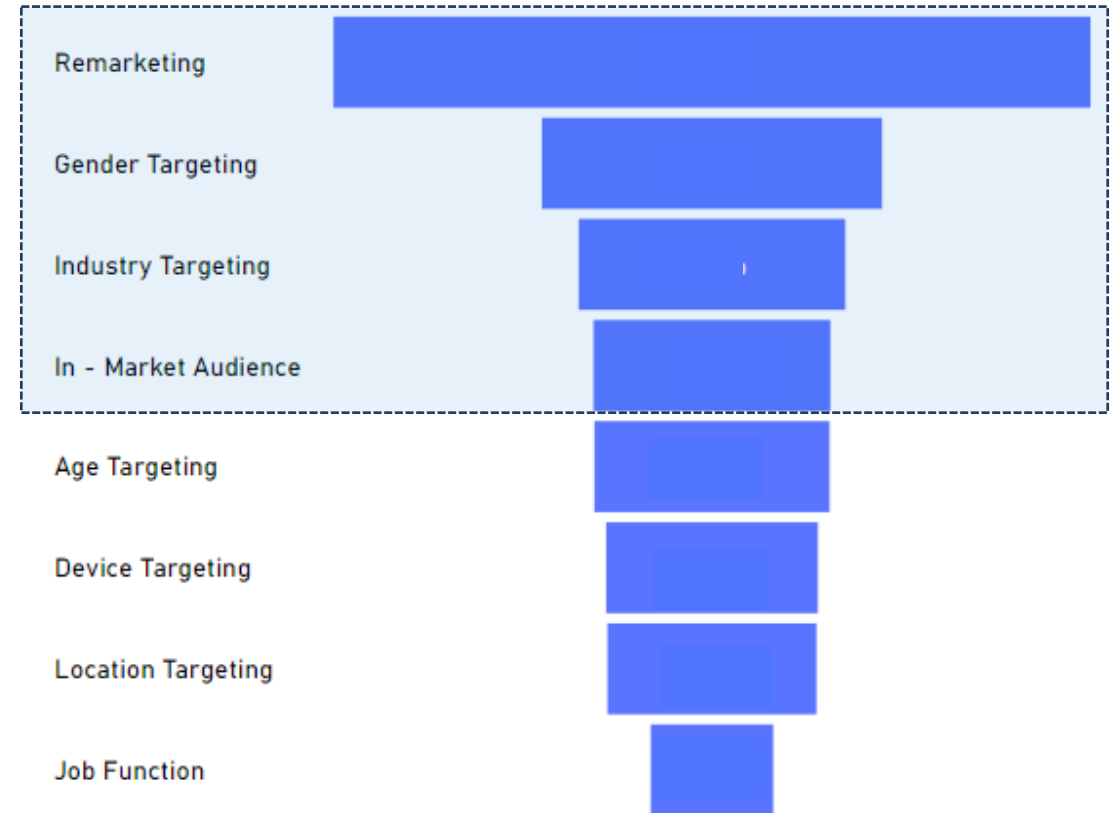
Apply bid modifiers to individual segments to maintain efficiency

## Feature CPC



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

## Feature CTR



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!