



MICROSOFT ADVERTISING

U.K. Microsoft Audience Network trends: Loans & Lending

Microsoft Advertising. Intelligent connections.



Click-through-rate (CTR) and cost-per-click (CPC) are improving for Loans & Lending across the Microsoft Audience Network



Users exposed to Loans & Lending ads on the Microsoft Audience Network search more on Bing for related queries

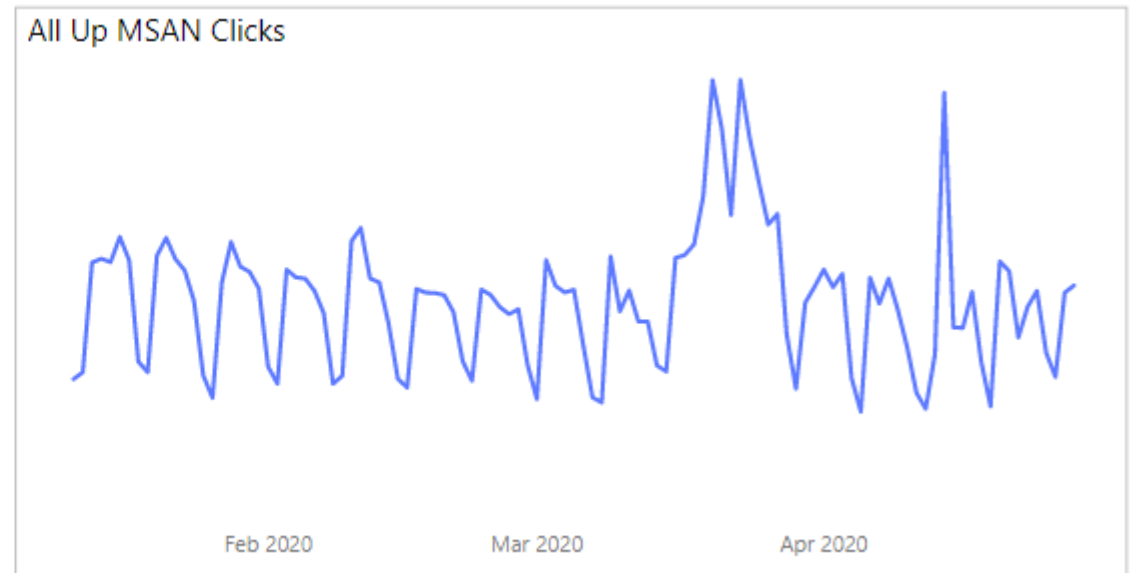
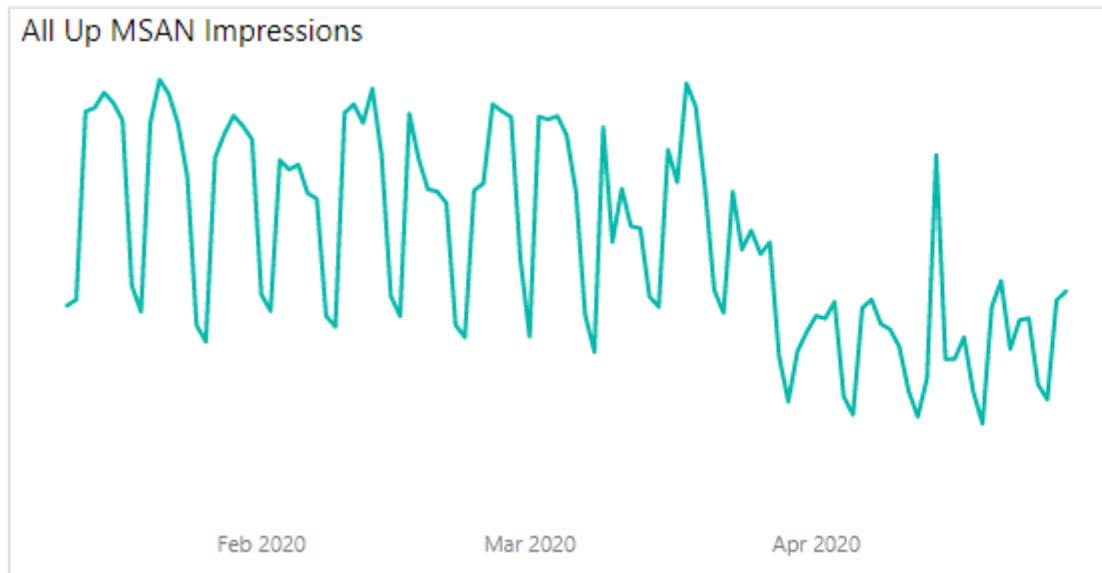


Leverage the Microsoft Audience Network to promote products or offerings that are in high-demand for users during COVID-19

Leverage the Microsoft Audience Network to reach users actively engaging with audience ads for Loans & Lending

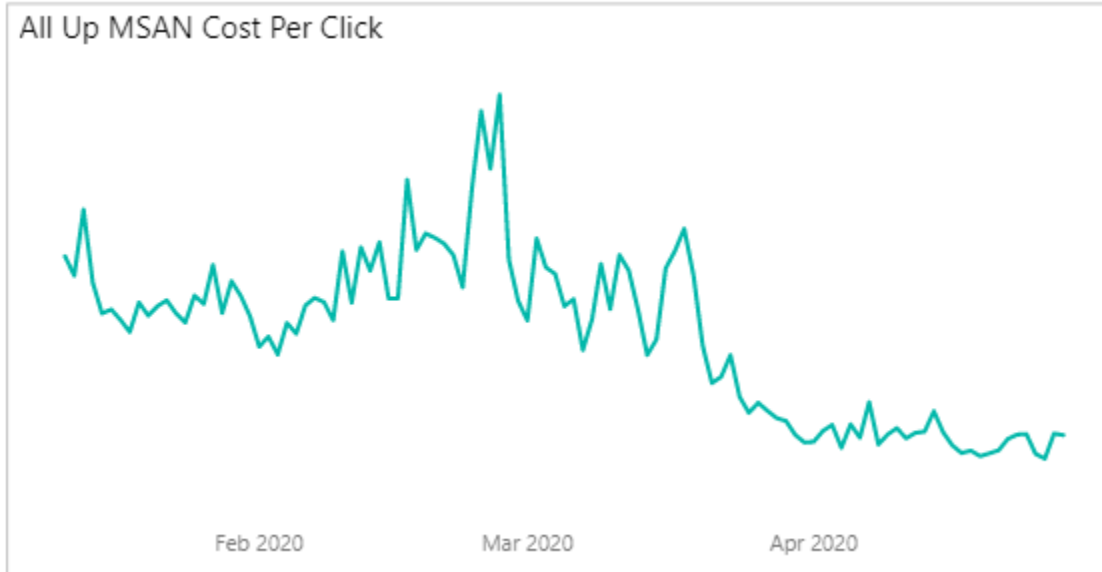
Clicks from the Microsoft Audience Network have been relatively steady week-over-week (WoW) for **Loans & Lending**, indicating users are still actively seeking this information

UK All-up Microsoft Audience Network performance (Financial Services – Loans & Lending)

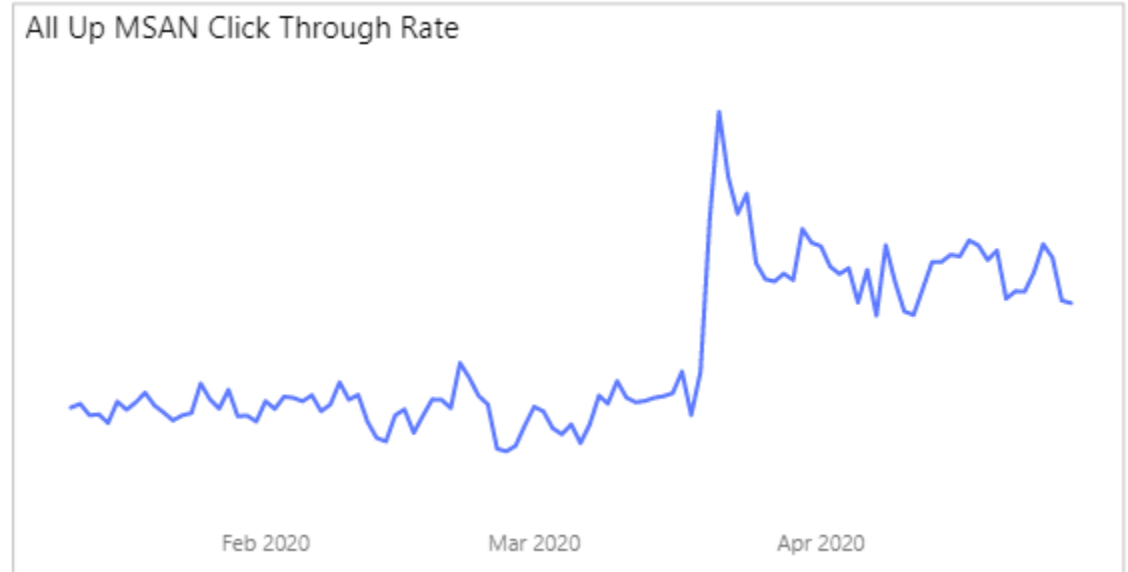


CPC and CTR across the Microsoft Audience Network continue to improve

UK All-up Microsoft Audience Network performance (Financial Services – Loans & Lending)



MSAN CPC for **Loans & Lending** is down 41% month-over-month (MoM), indicating an opportunity to capture efficient traffic volume

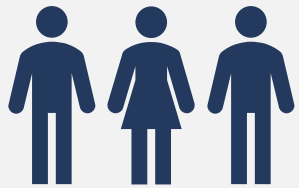


MSAN CTR for **Loans & Lending** continues to increase; up 30% MoM, due to marketplace improvements and high user engagement

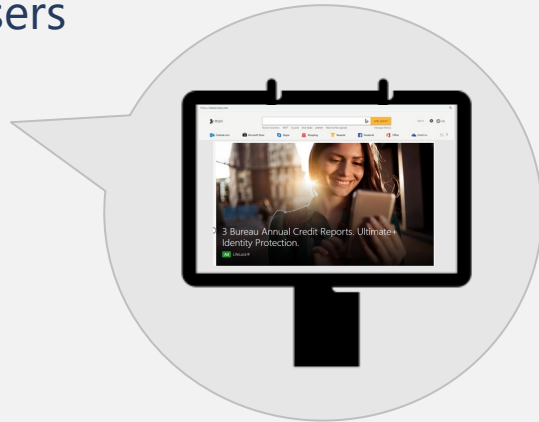
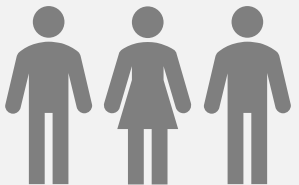
Loans & Lending UK performs well on the Microsoft Audience Network

Users exposed to Microsoft Audience ads *search more on Bing* for related queries

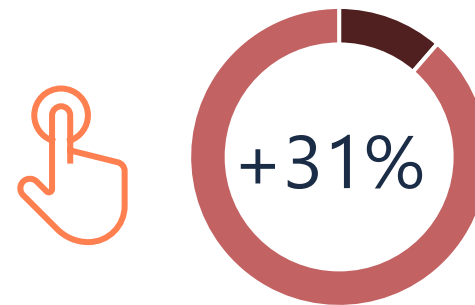
Microsoft Audience Network exposed users



Control users



Lift in Search impressions post-Microsoft Audience Network exposure¹



Lift in Search clicks post-Microsoft Audience Network exposure¹



Lift in Search CTR post-Microsoft Audience Network exposure¹

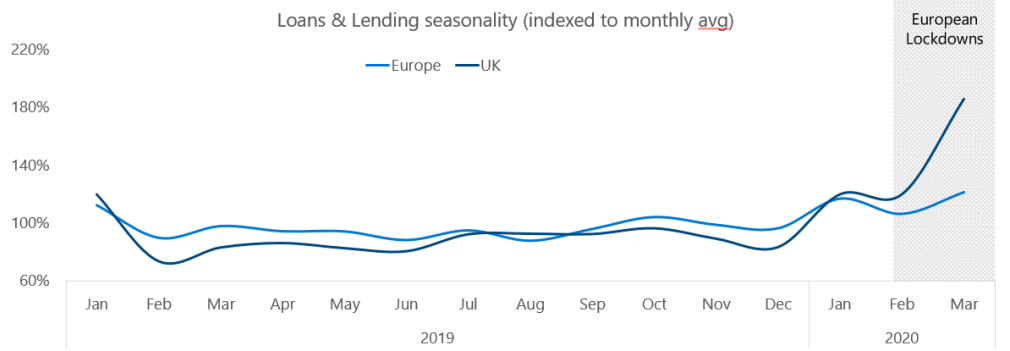
1. Microsoft internal data, user clusters collected Nov 2018-Jan 2019, Search performance tracked Feb-Apr 2019
Lifts in both clickthrough rate and searches are statistically significant at 95% confidence
Encompasses Credit & Lending under Financial Services: Users: 83,606 Impressions: 423,228, Clicks: 32,871

Reach your target audience by focusing on needs that align with recent trends

UK Search performance (Financial Services – Loans & Lending)

Lending seasonality uptick in 2020

Lending searches have accelerated into March, peaking at 186%



Microsoft Internal, Jan-19 to Mar-20



msn powered by Microsoft News

web search

Transfer your debt and pay no interest until 2021

Ad

Coronavirus: News to stay informed. Advice to stay safe.

20 things that are actually worth stockpiling

Money Talks News

Stocks rise as technology sector leads a turnaround

CNBC

Cereals from the decade you were born

Lovefood

California teen gives out more than 150 coronavirus sanitation kits to the...

CNN

Officials: Delta Air Lines passenger had virus

CNN

Rub This On Your Knees; Turns Pain "Off"

Ad Instaflex

America's unhealthiest menu items

Eat This, Not That!

Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the [Digital Advertiser's Guide to COVID-19](#)



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