U.K. Microsoft Audience Network trends: Loans & Lending
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 exposure
+15%

Lift in Search clicks post-Microsoft Audience Network exposure
+31%

Lift in Search CTR post-Microsoft Audience Network exposure
+13%

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)
Strategies and recommendations
