



Financial Services

Insights for digital marketers

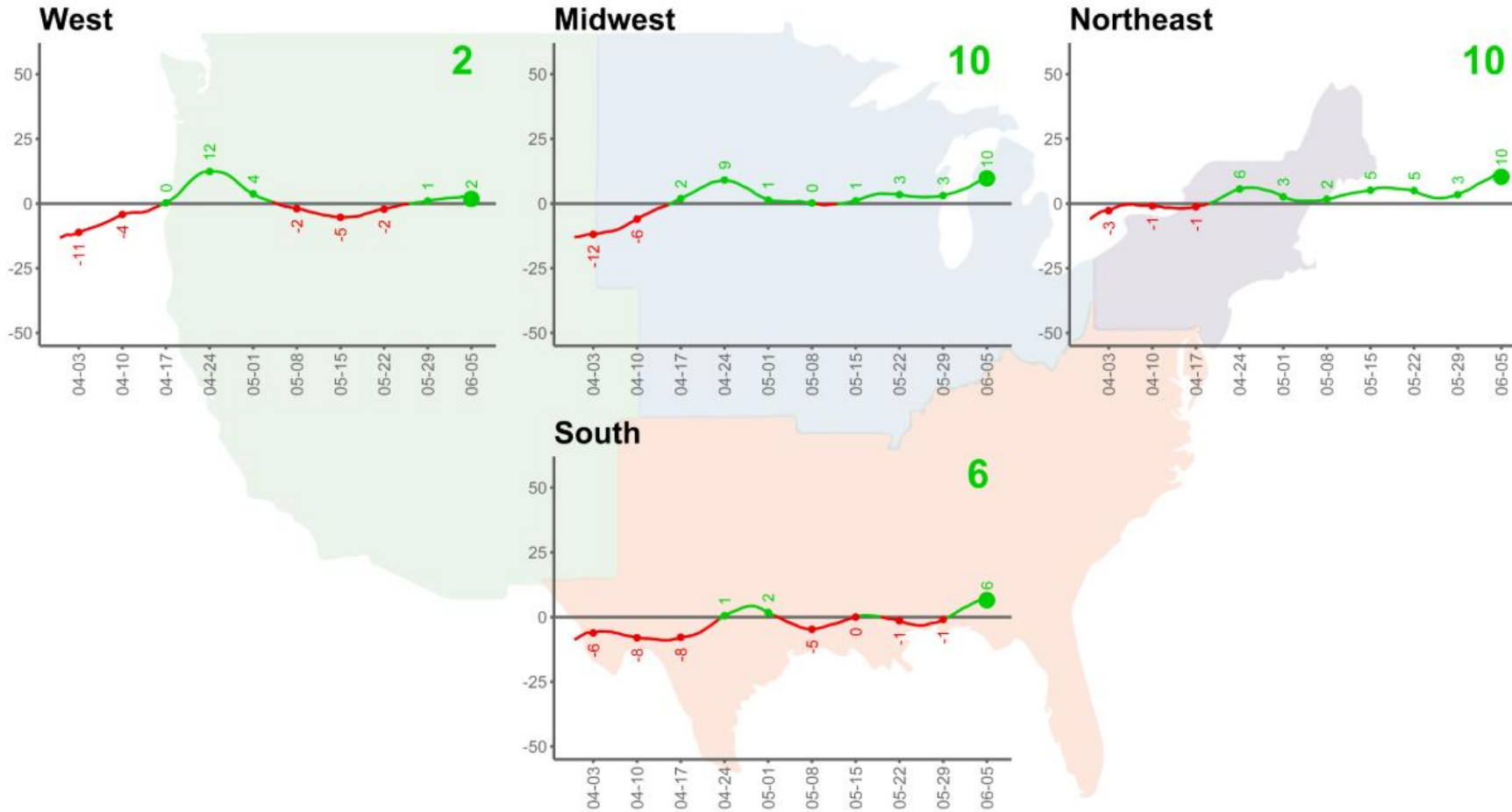
Microsoft Advertising. Intelligent connections.





Market insights

Impact of COVID-19 on U.S. Financial Wellbeing index

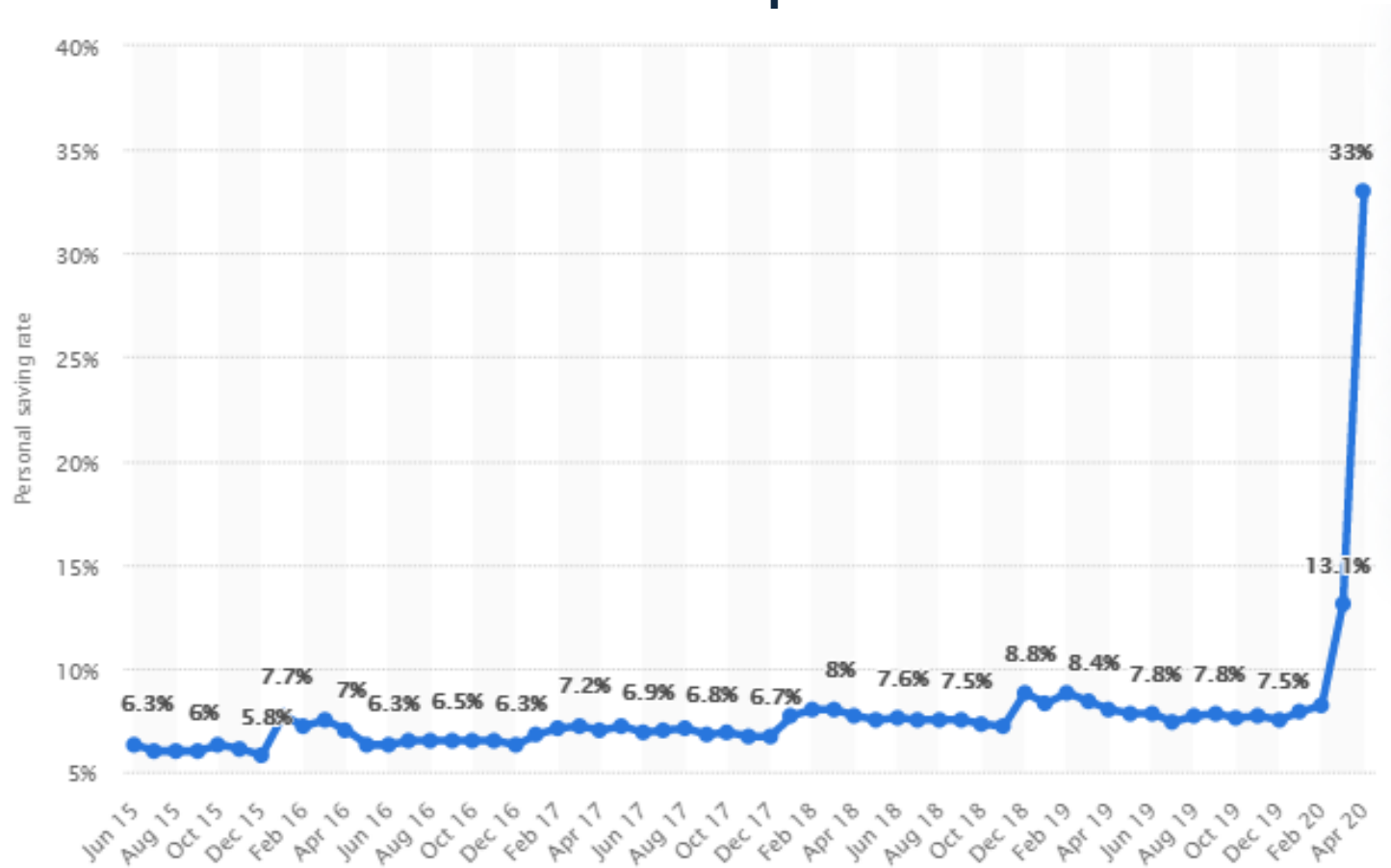


All regions turn into green with increased financial confidence

Source: US Nationally Representative Sample, Experian, Jun 6, 2020
 The Experian US Financial Wellbeing Index captures consumer perception of their financial situation during the Covid-19 pandemic, their ability to pay their monthly bills/debt obligations, and their confidence/ability to deal with any unexpected expenses. The index utilizes responses from a nationally representative sample of US consumers and is scored between 100 and -100, with:
 100 = Extremely Strong Financial Wellbeing
 0 = Normal Financial Wellbeing
 -100 = Extremely Weak Financial Wellbeing

Personal saving rate reaches record high in April

Personal saving rate in the United States June 2015 to April 2020

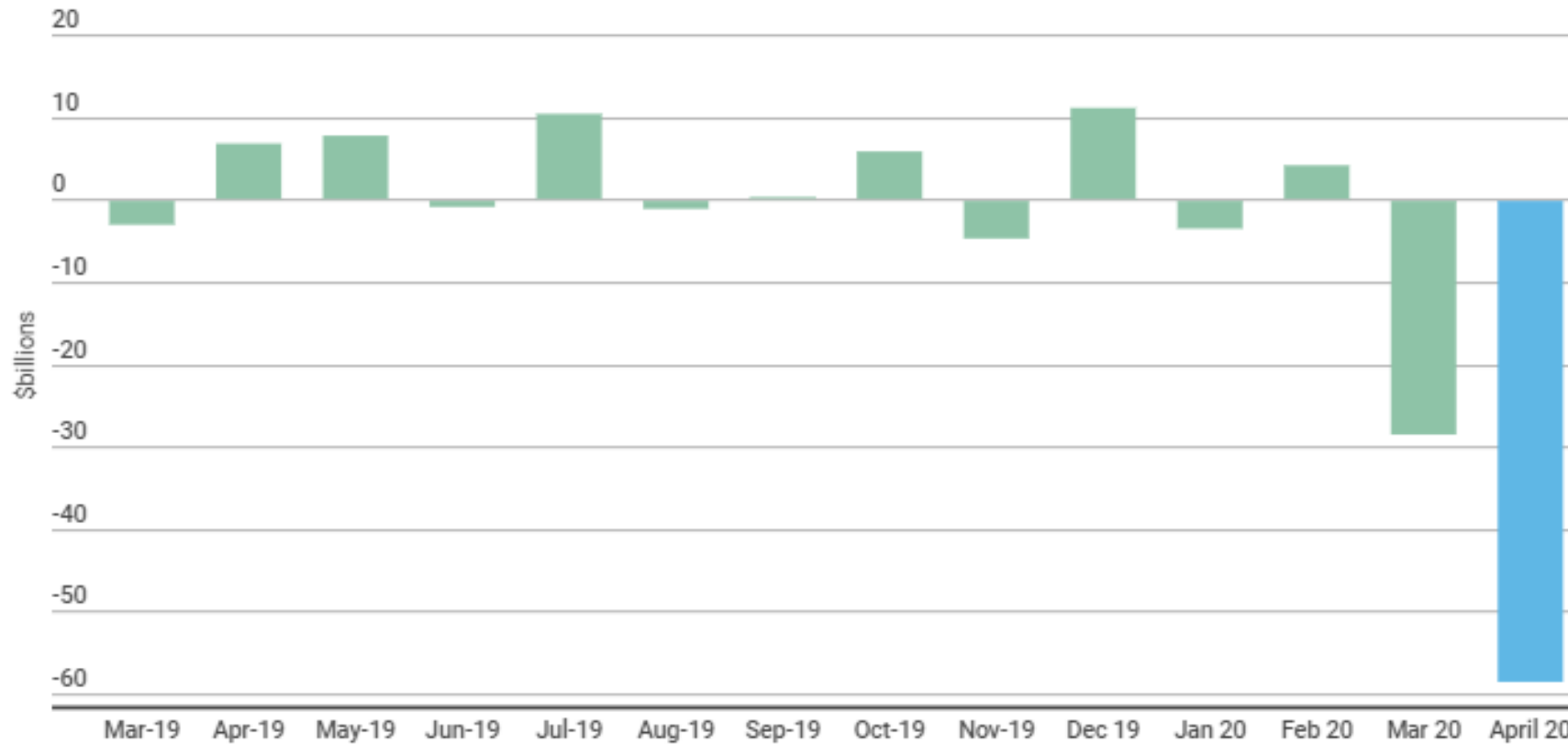


However, consumer spending sinks by record amount



As such, credit card balances continue steep drop in April

Monthly change in revolving (credit card) debt

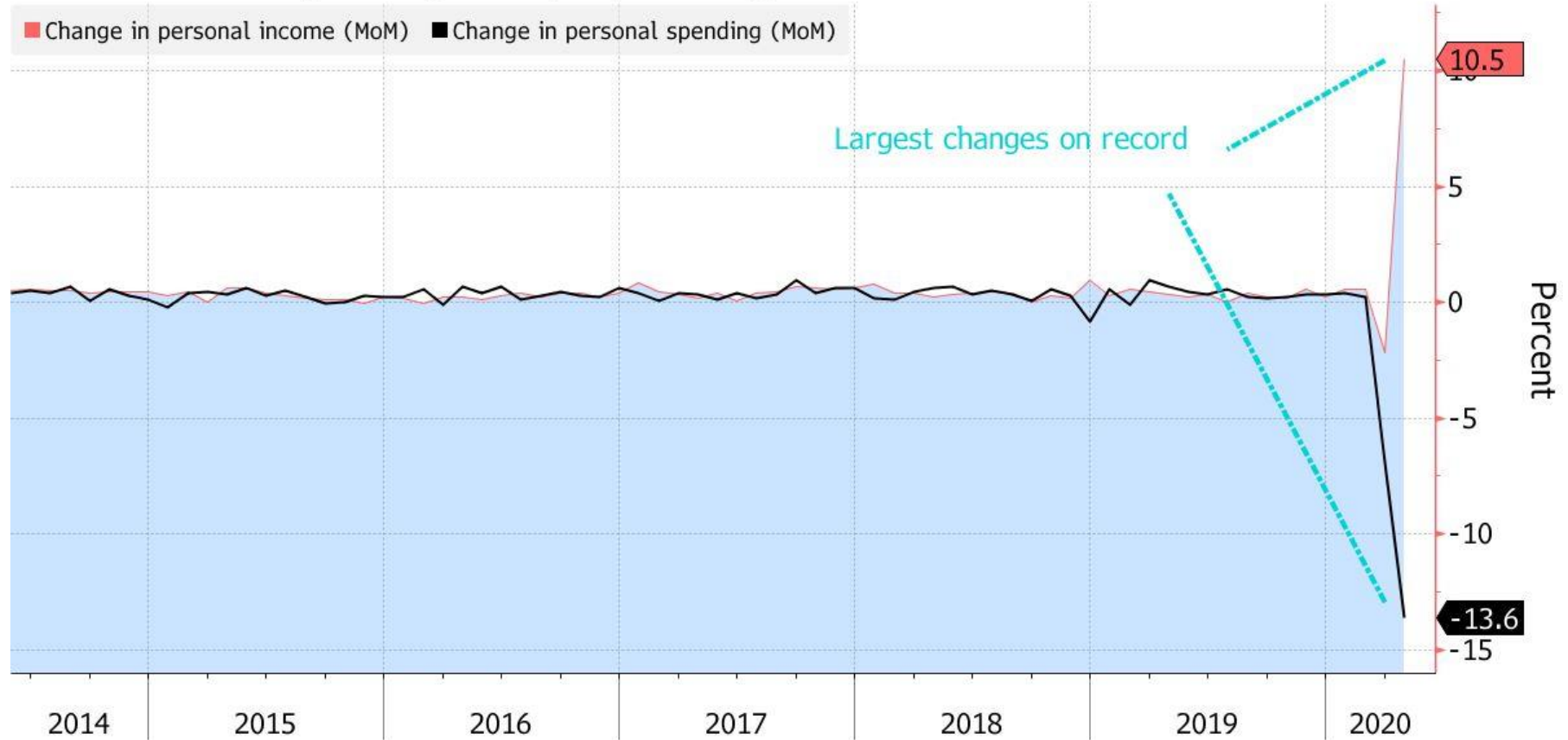


Source: Federal Reserve

The increase in personal income creates opportunity in saving and investment products

April Records

U.S. consumer spending slumped, while government relief boosted incomes



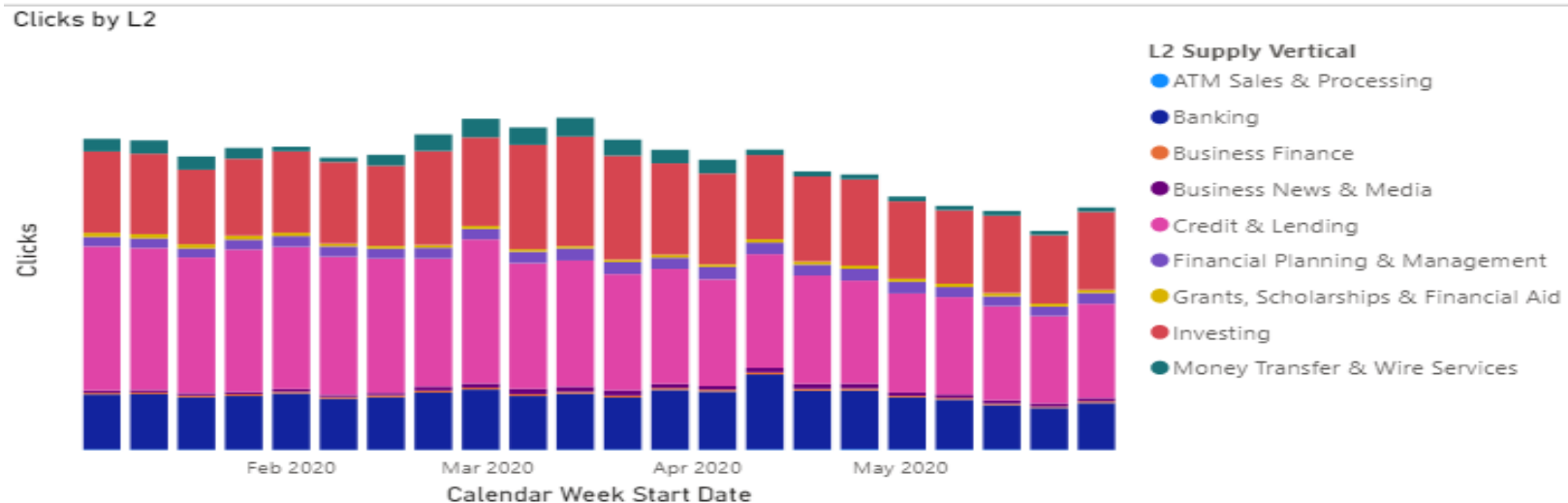
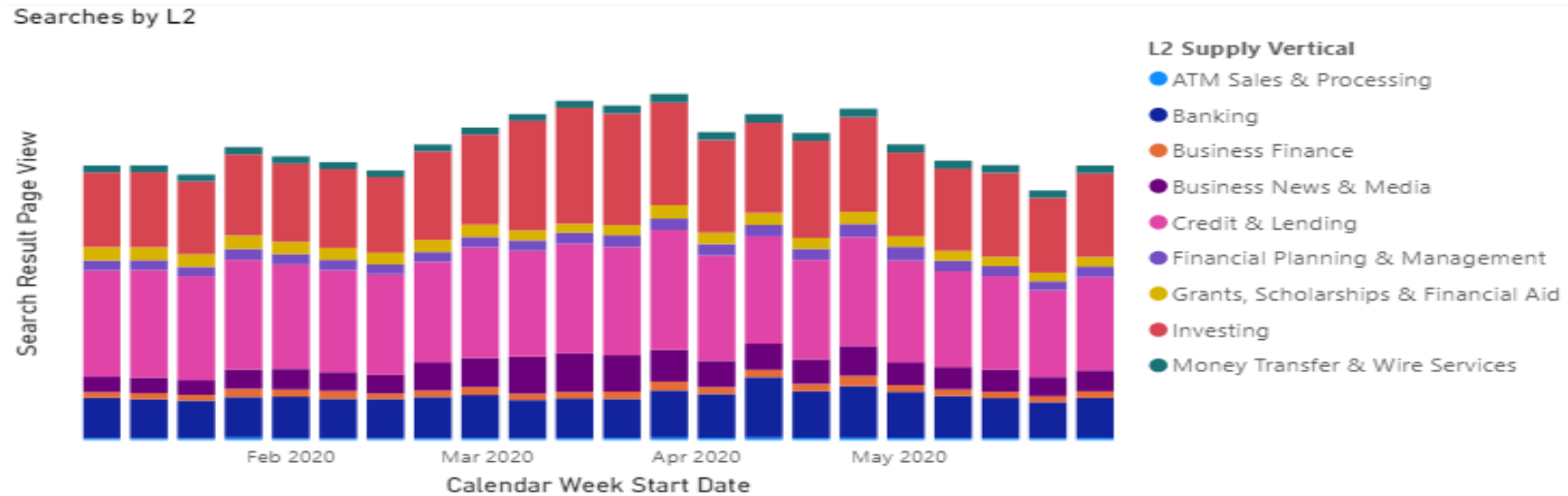
Source: Bureau of Economic Analysis



Industry trends

Consumer Banking

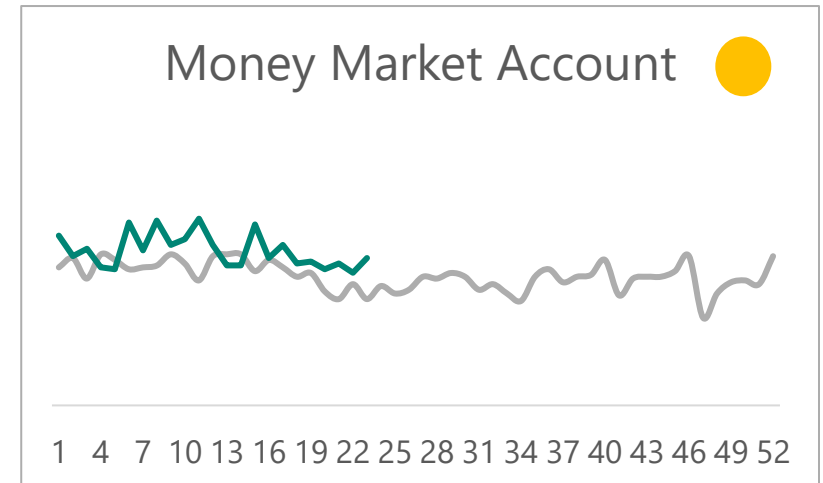
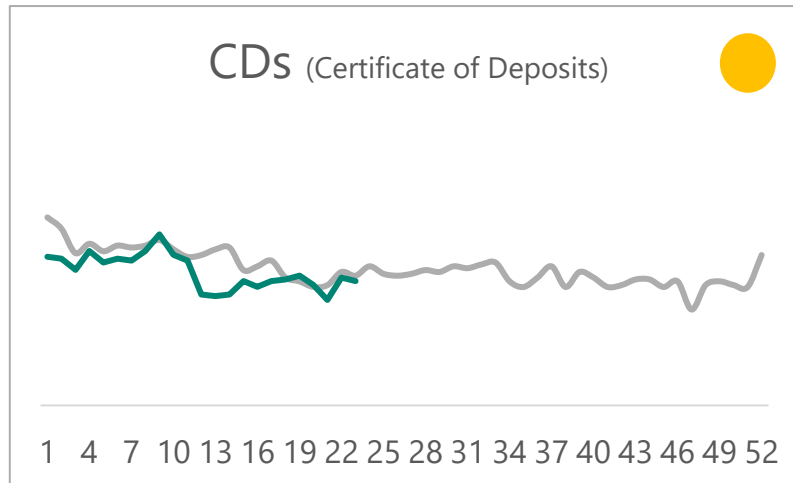
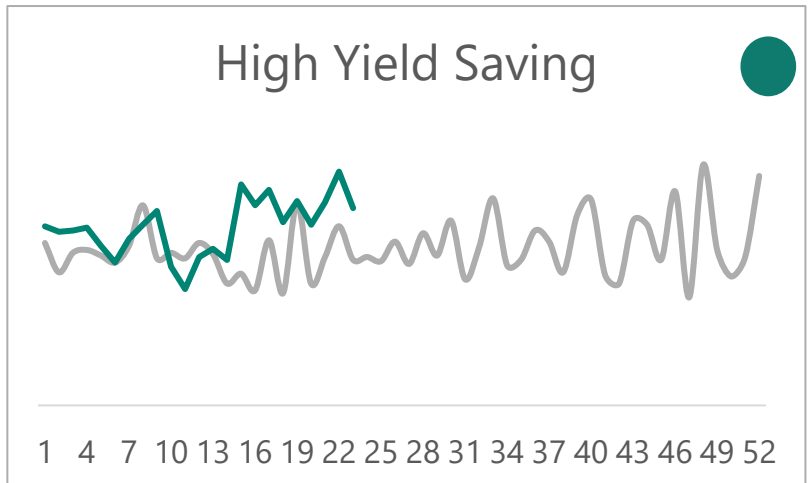
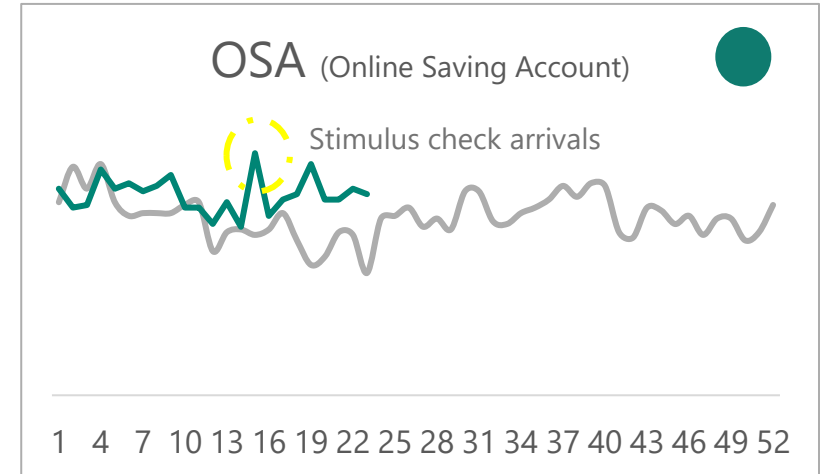
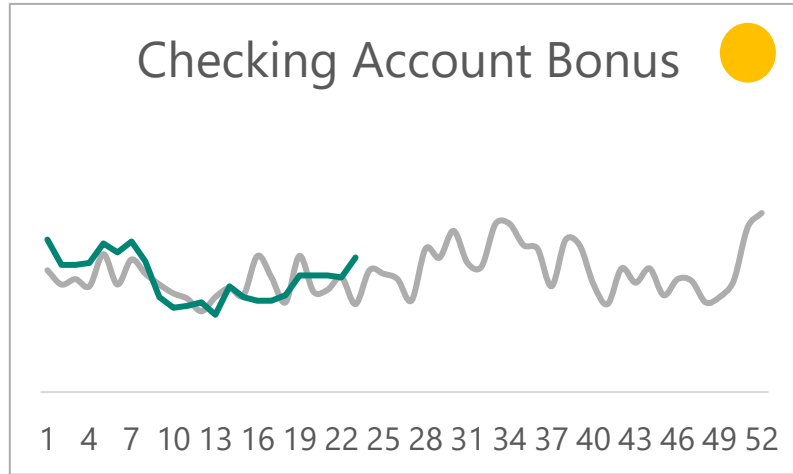
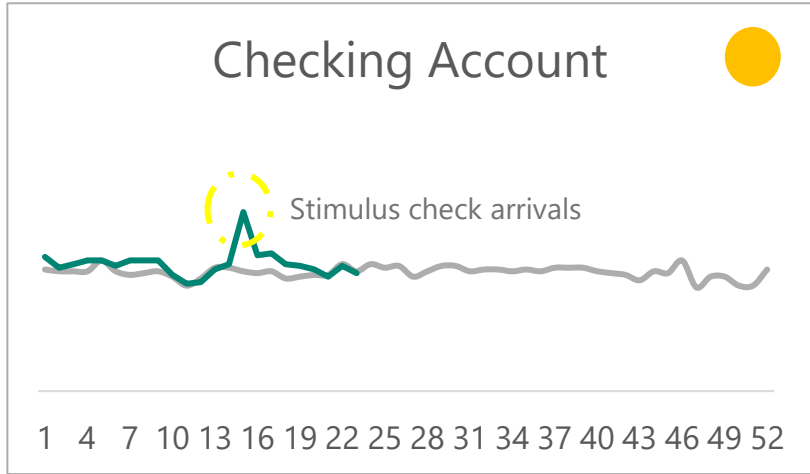
Search volume is still promising, clicks start to show early recovery



Source: Microsoft internal, FinServ (excluding tax and insurance) click performance, Jan-Jun, 2020

Weekly Checking & Saving search volume index

—2019 —2020

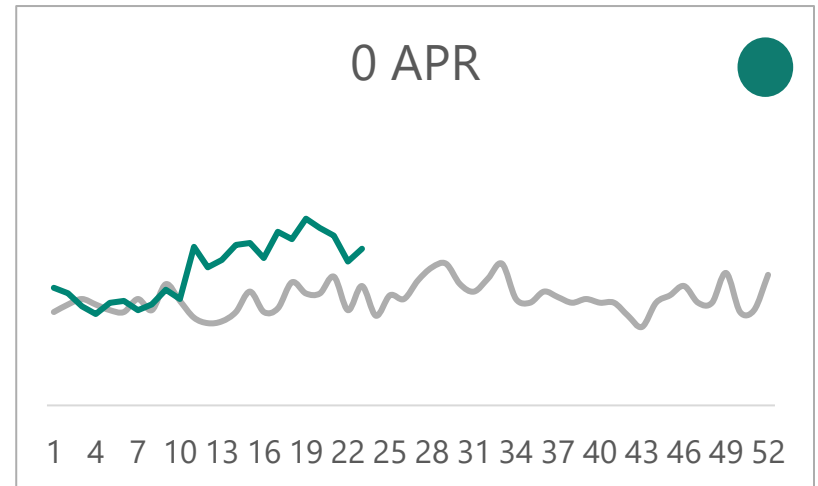
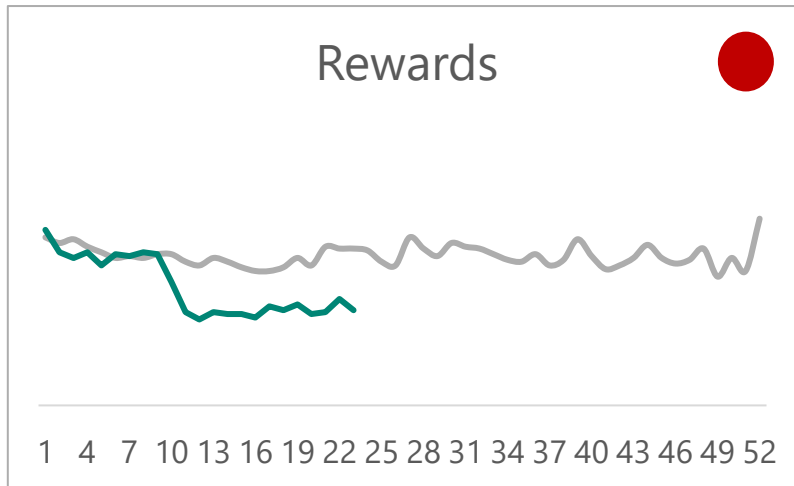
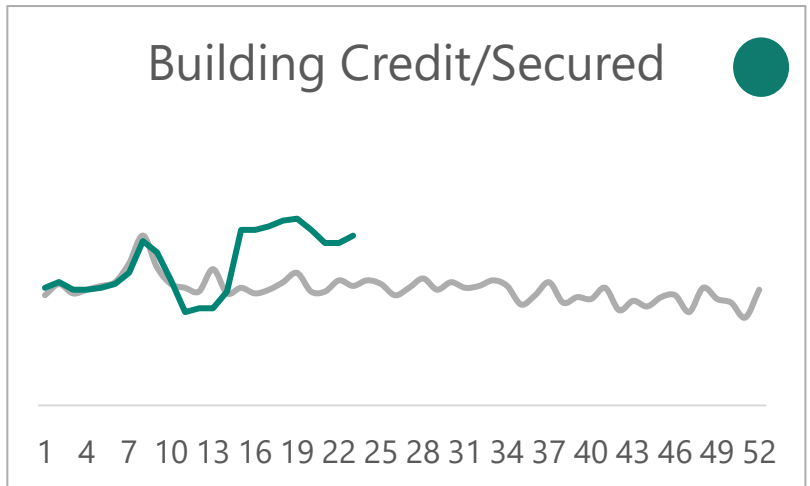
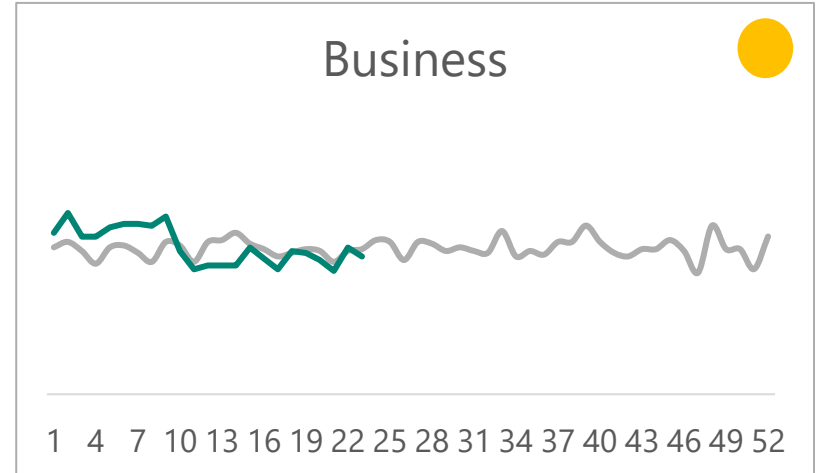
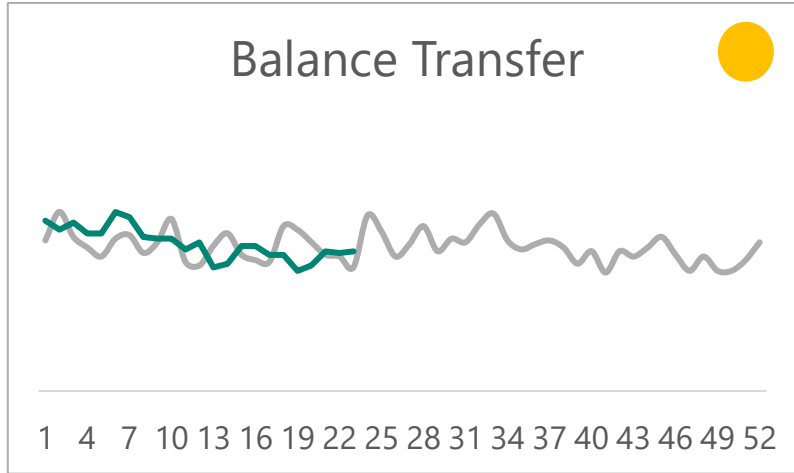
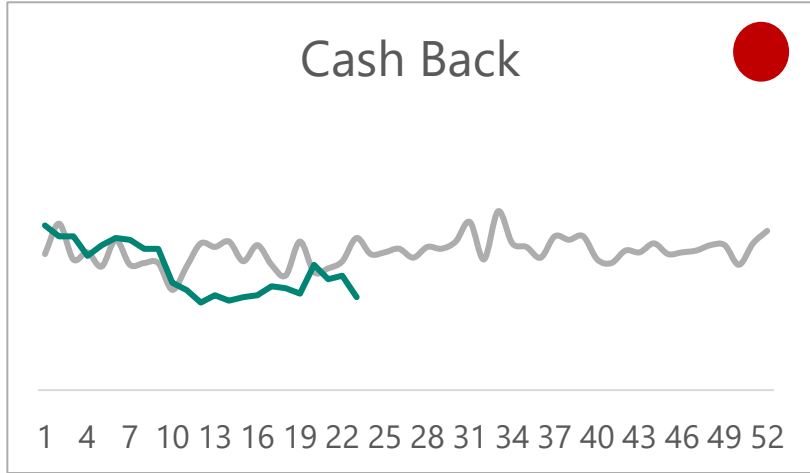


Source: Microsoft internal, FinServ credit card performance - US

● Positive
 ● Negative
 ● Stable

Weekly credit card search volume index

—2019 —2020



Source: Microsoft internal, FinServ credit card performance - US, 2020

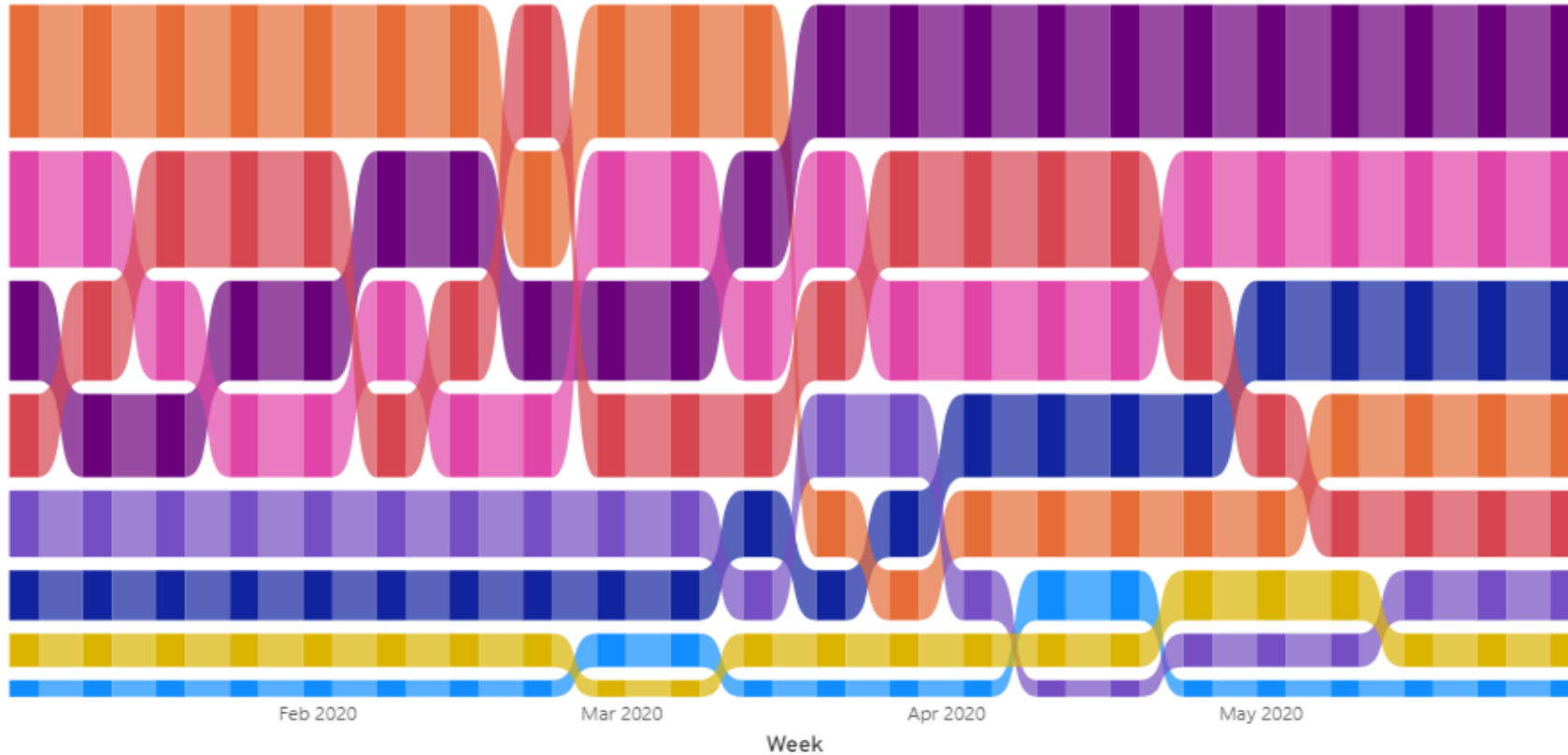
● Positive ● Negative ● Stable

Bank Investment landscape: Bank 4 is now taking the lead in FinServ during this pandemic



Investment Ranking by Bank

BankName ● Bank 1 ● Bank 2 ● Bank 3 ● Bank 4 ● Bank 5 ● Bank 6 ● Bank 7 ● Bank 8

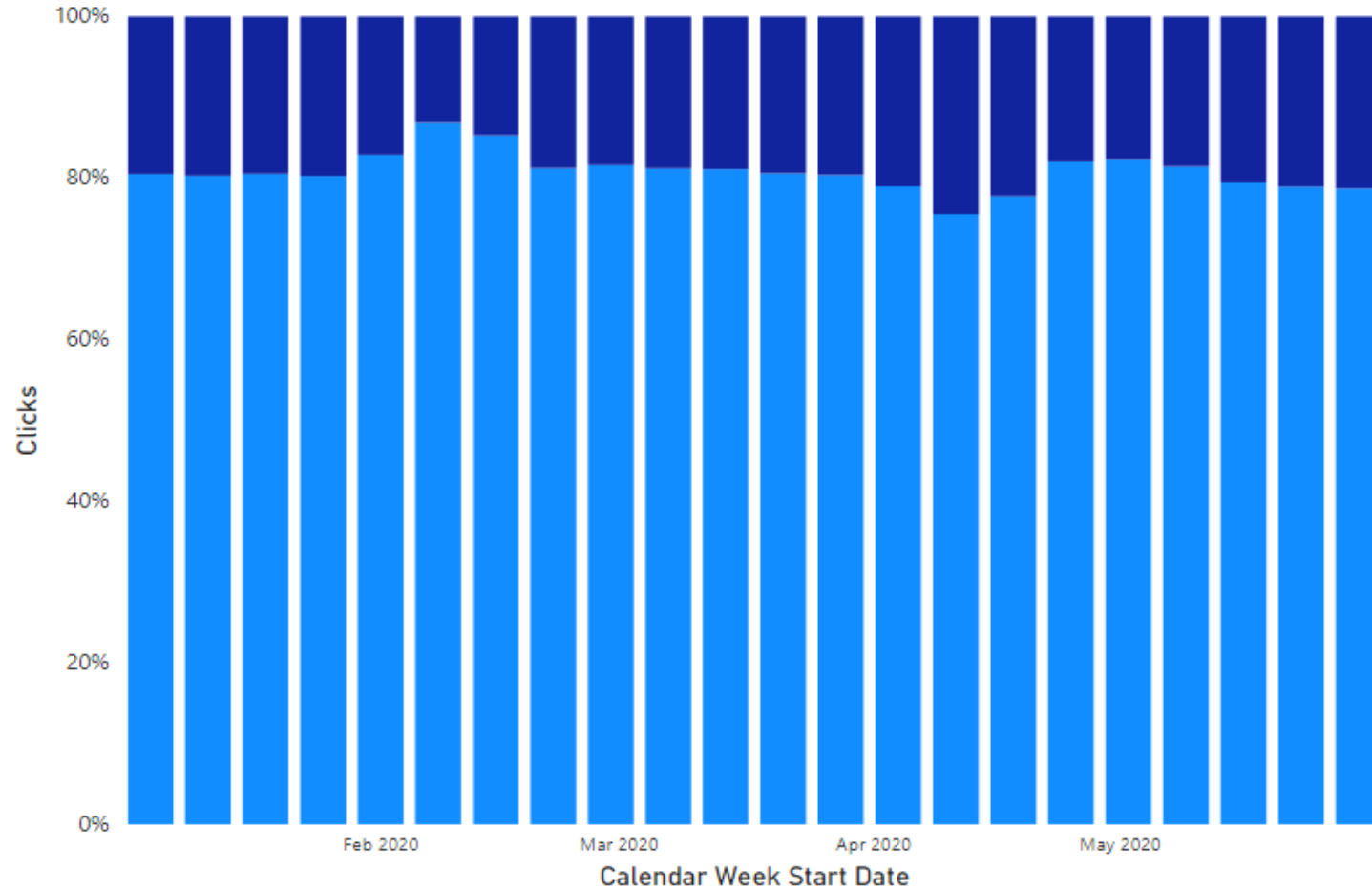


80% of Banking clicks are from non-brand queries, and cost-per click (CPC) drops sharply in this



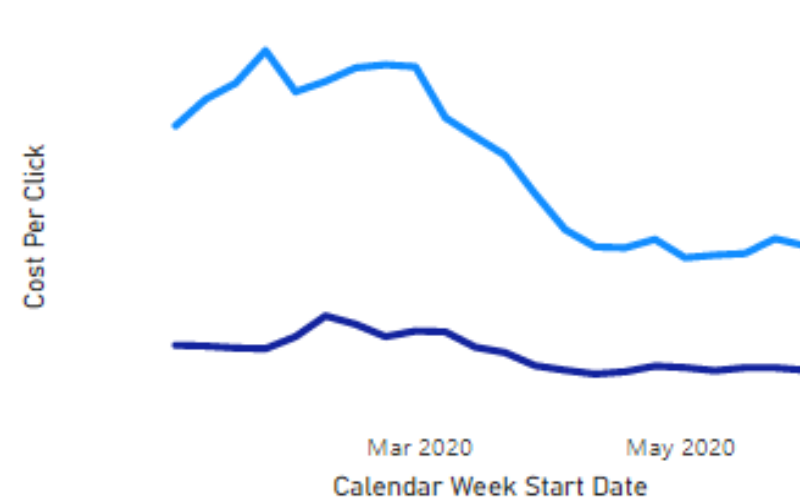
Clicks by Week

Is Customer Query Branded Flag ● FALSE ● TRUE



CPC by Week

Is Customer... ● FALSE ● TRUE



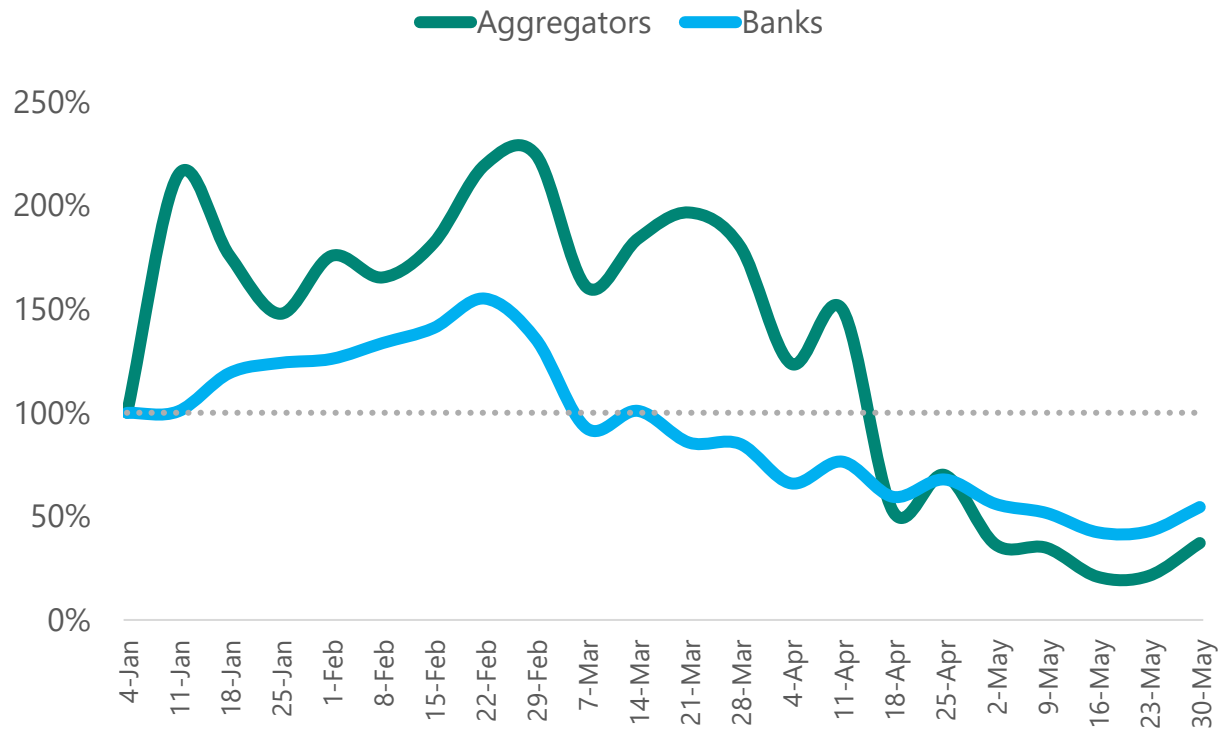
Source: Microsoft internal, FinServ industry performance, Jan-Jun 2020



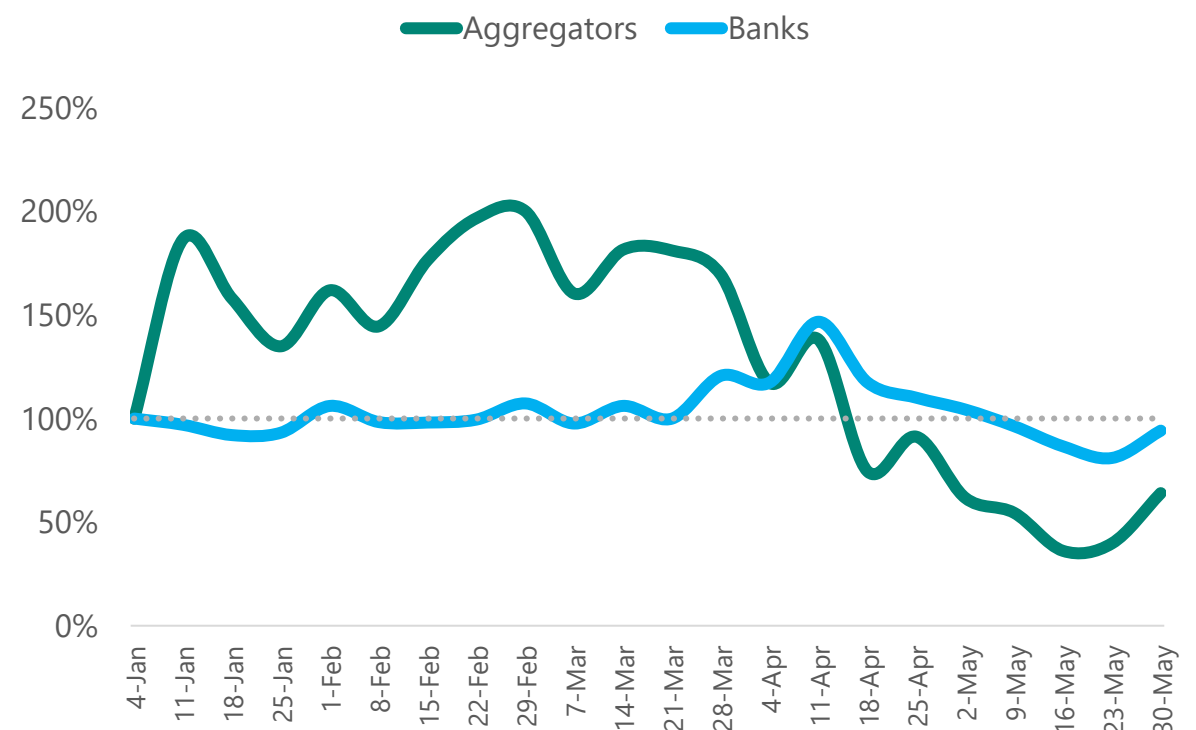
Banks start to overtake aggregators in Banking products



Weekly spending index in Banking



Weekly clicks index in Banking



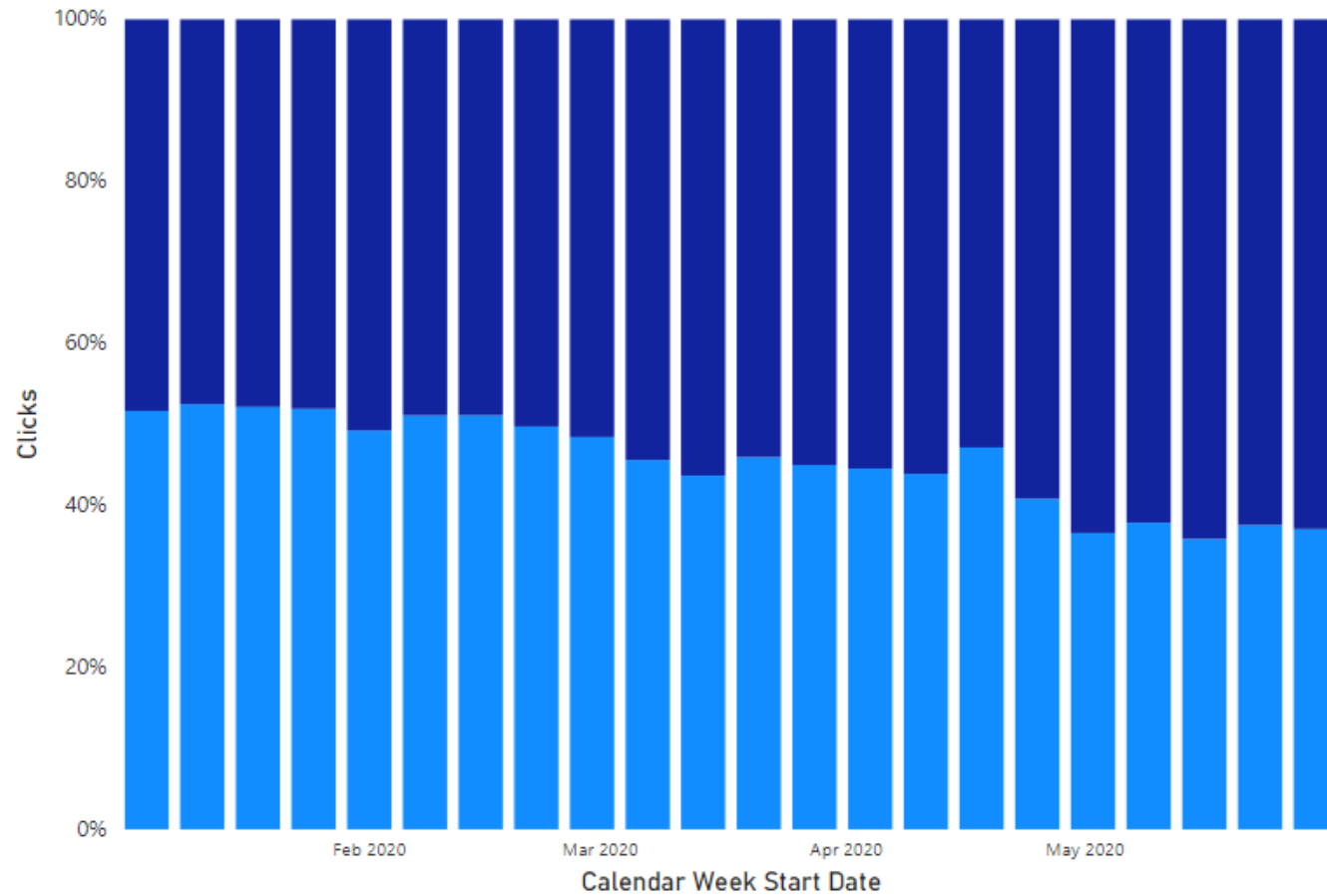
Source: Microsoft internal, Top 10 advertiser performance changes, Jan-Jun 2020

Brand click share grows in credit cards; non-brand competition (CPC) starts to climb



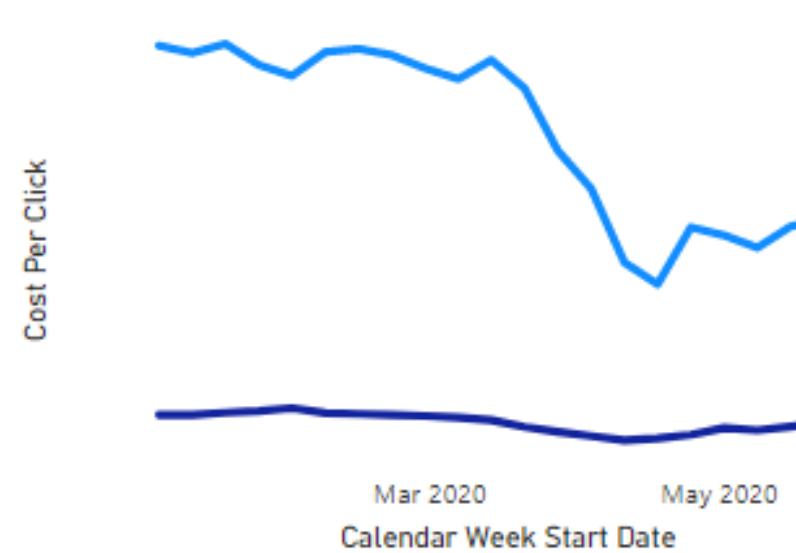
Clicks by Week

Is Customer Query Branded Flag ● FALSE ● TRUE



CPC by Week

Is Customer... ● FALSE ● TRUE



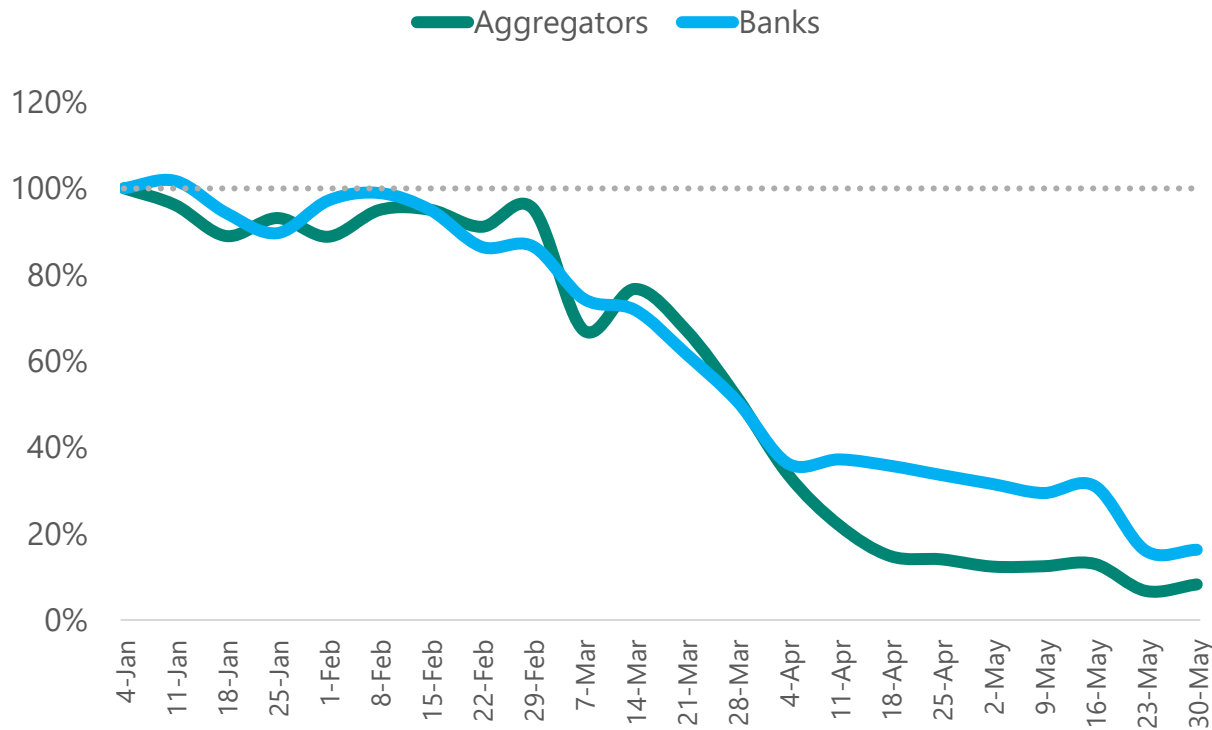
Source: Microsoft internal, FinServ industry performance, Jan-Jun 2020



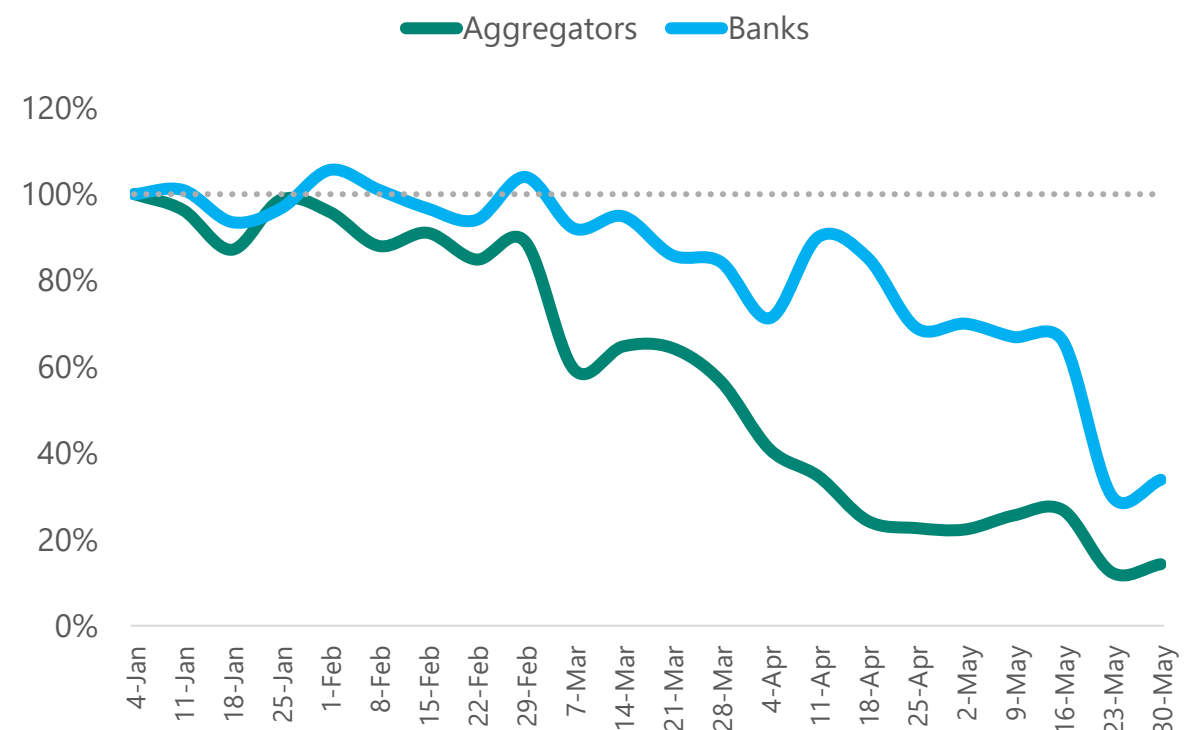
Aggregators pull back further, Banks outperform with higher efficiency



Weekly spending index in Credit Card



Weekly clicks index in Credit Card



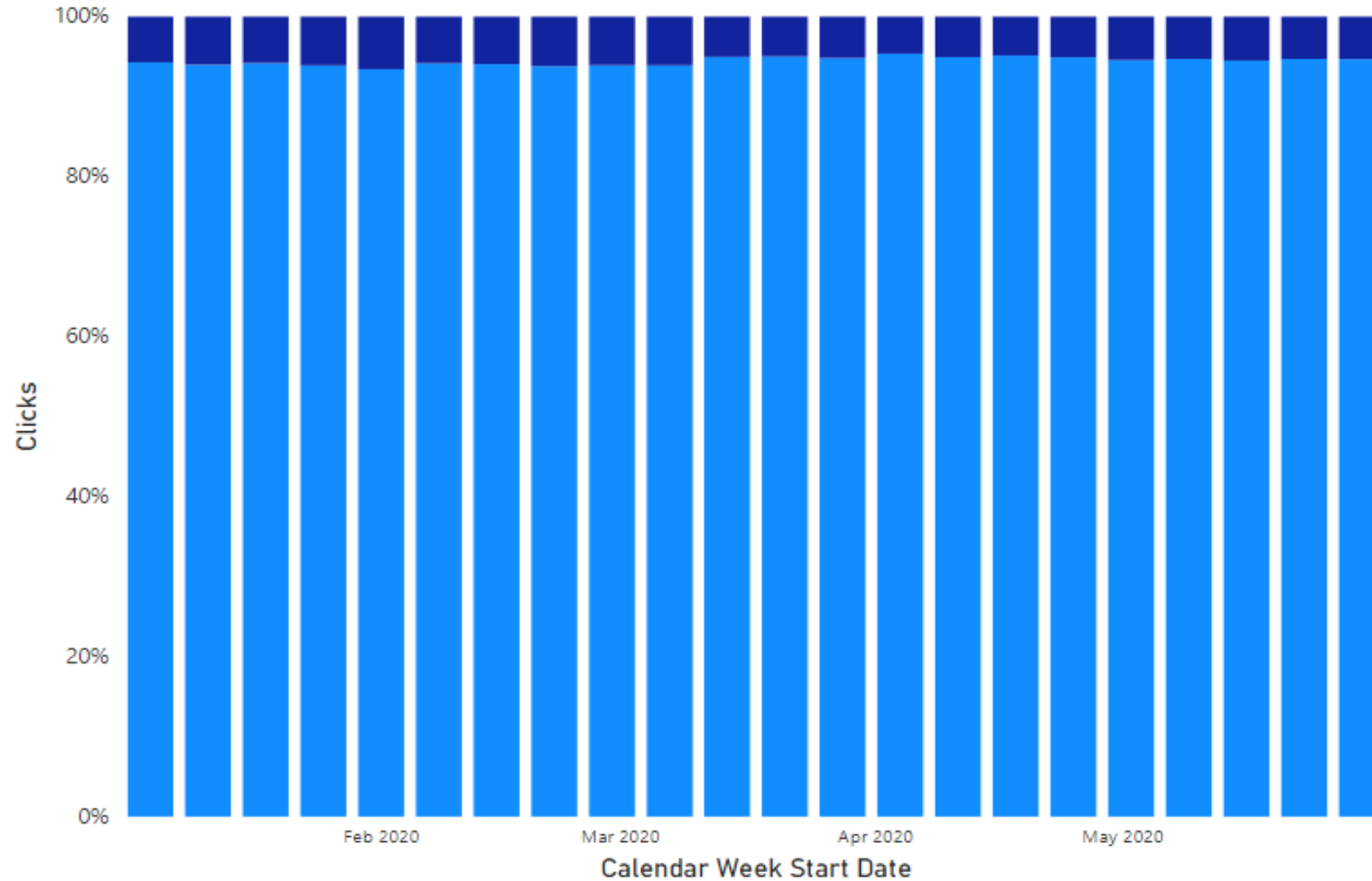
Source: Microsoft internal, Top 10 advertiser performance changes, Jan-Jun 2020

Non-brand clicks continue the domination in loans, with much lowered CPC



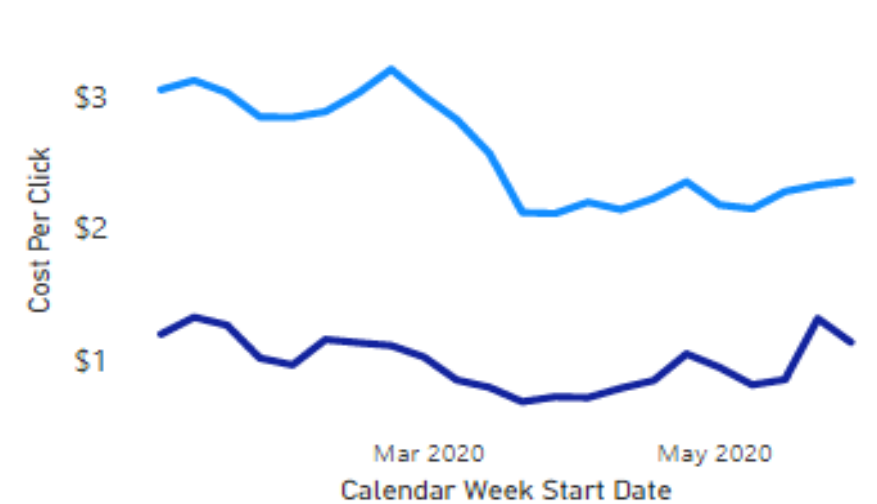
Clicks by Week

Is Customer Query Branded Flag ● FALSE ● TRUE



CPC by Week

Is Customer... ● FALSE ● TRUE

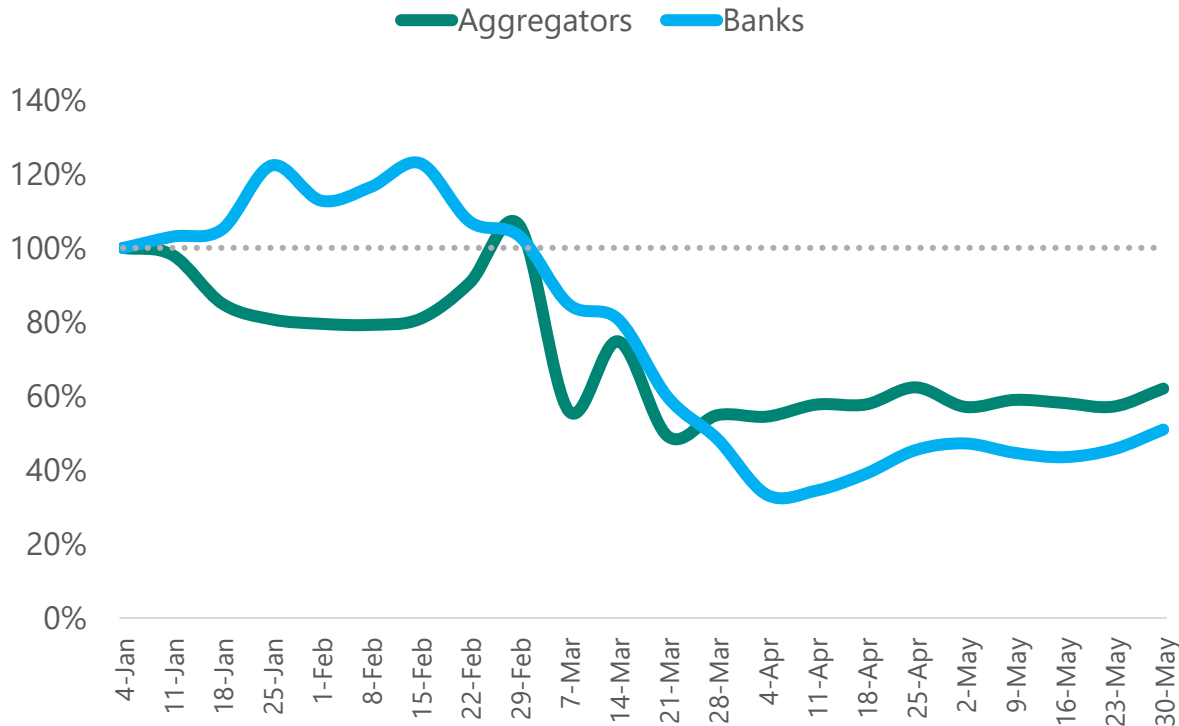


Source: Microsoft internal, FinServ industry performance, Jan-Jun 2020

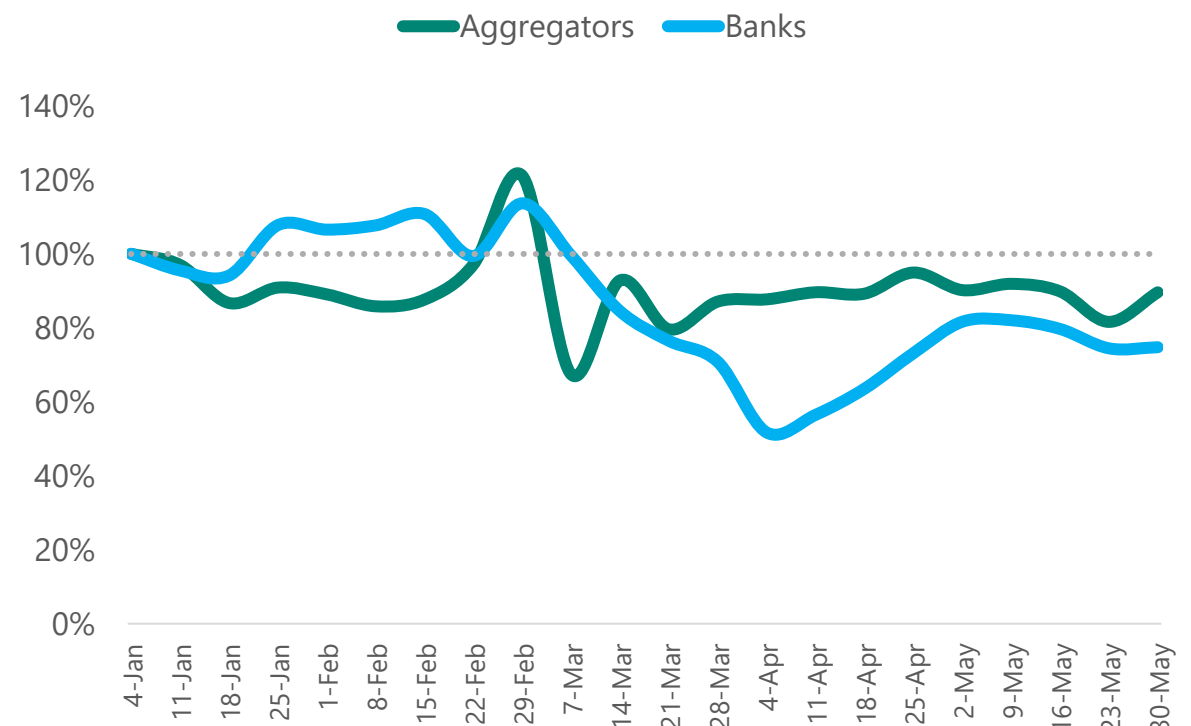
Aggregators seem to prioritize loans, and overtake banks in early March



Weekly spending index in Loans



Weekly clicks index in Loans



Source: Microsoft internal, Top 10 advertiser performance changes, Jan-Jun 2020

The Learnings



Align product priority with consumers' hot picks

- Saving and investment
- Secured and 0/low APR credit cards

Respond to the changing competitive landscape

- Aggregators prioritize loans while banks outperform in banking and credit cards

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](#)

