



Loans & Lending insights (AUNZ)

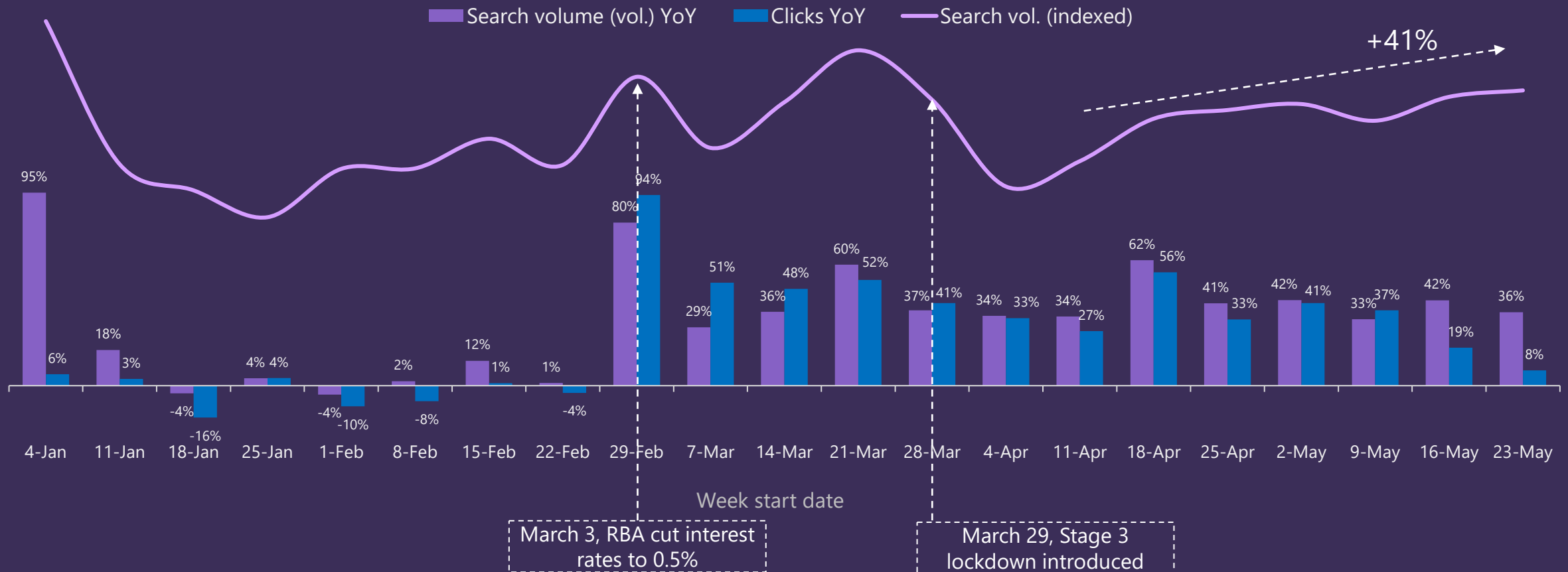
June 5, 2020

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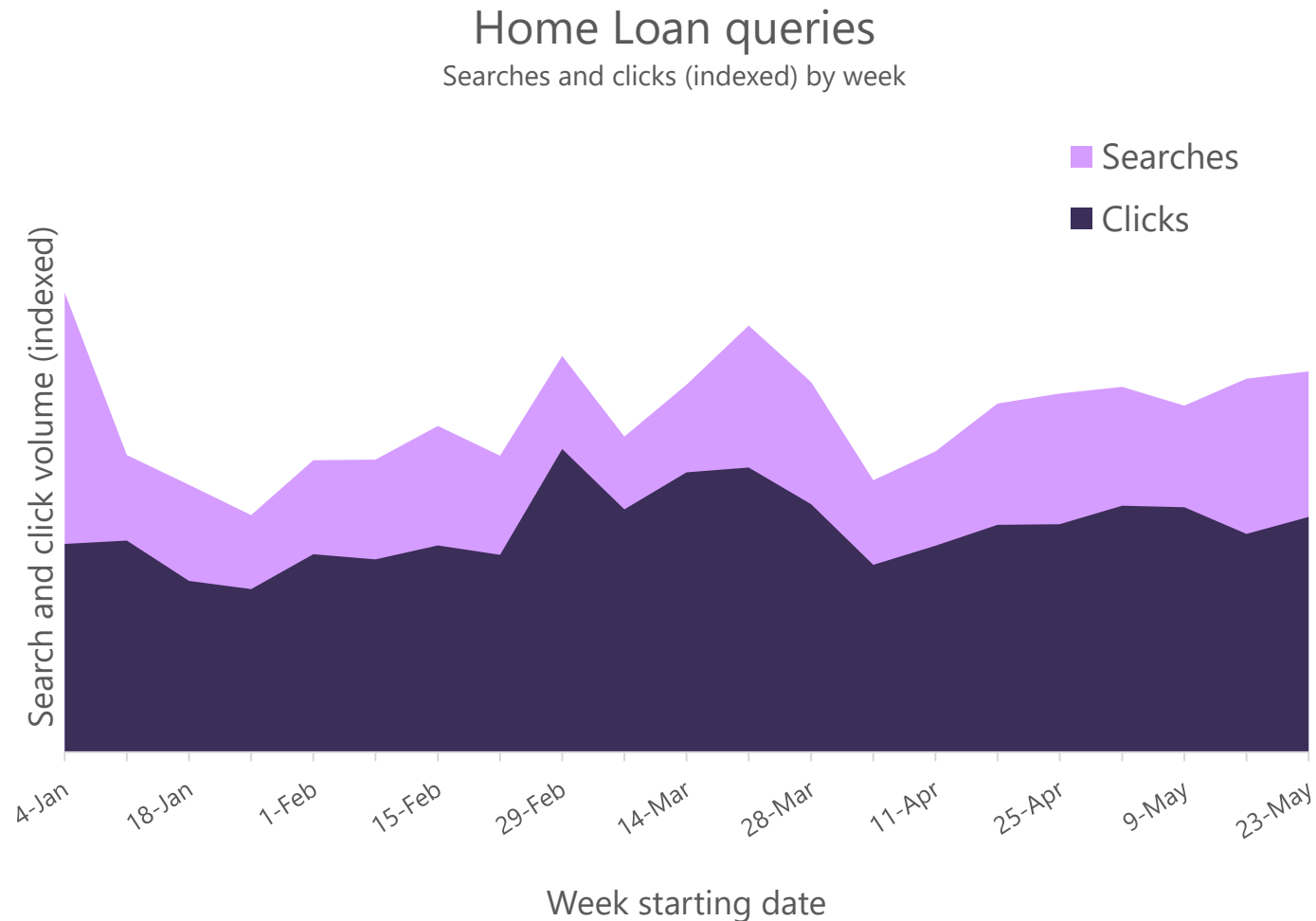


Home loans have seen steady growth of +41% in traffic¹ since the start of April, a positive indicator of recovery in consumer confidence

Home Loan search trends



Stay top of mind as the housing market begins its bounce back, observed in the steady growth in search and click volume

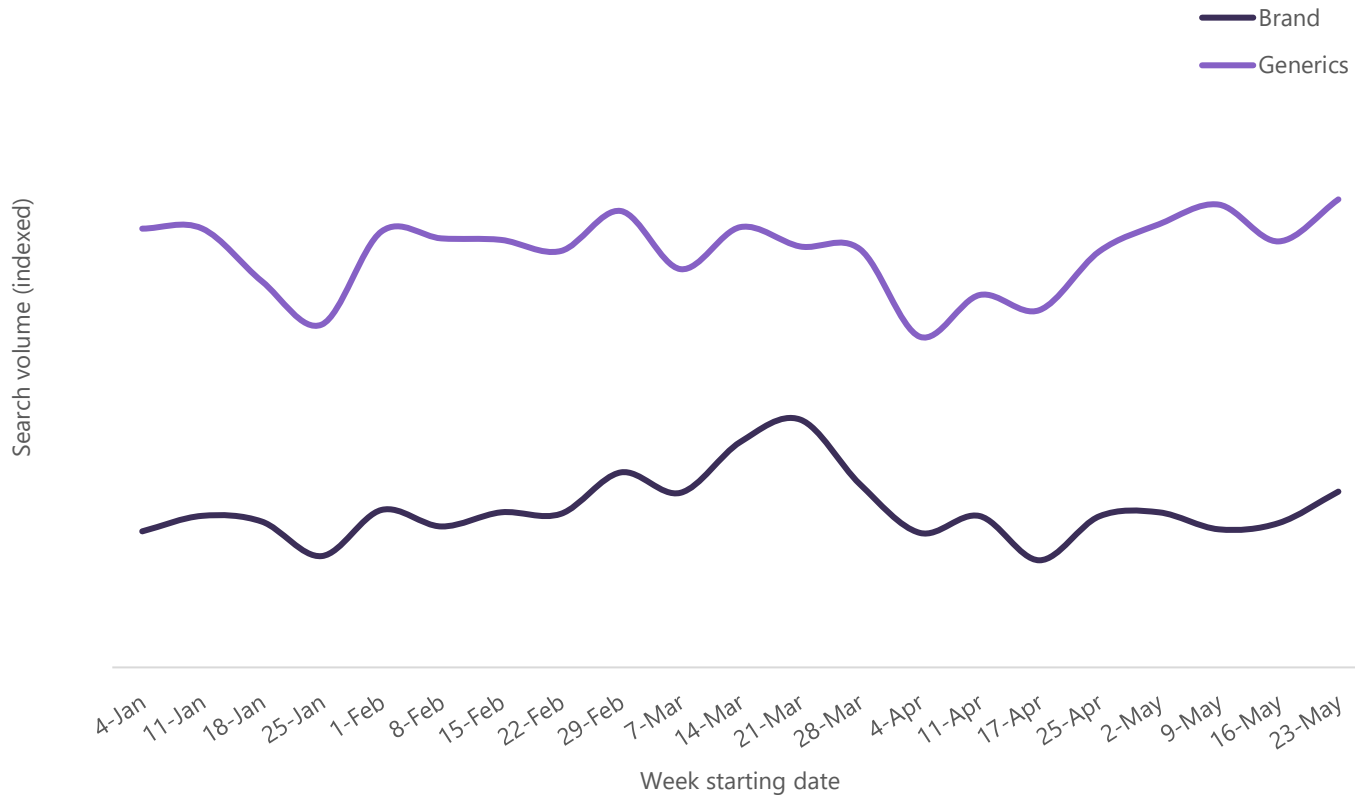


Key observations

1. Demand in searches and clicks have started to pick up post a sharp decline in April from a weakened housing market
2. Gap between searches and clicks presents opportunity to capture consumers searching for Home Loans
3. Higher unemployment and reduced confidence due to COVID-19 will have lasting impacts on user sentiment in purchasing a house, however, potential changes by the government to first home buyers grant and stamp duty tax may accelerate recovery

Both keyword types are recovering within our network, more profound in generics (+42% compared to start of April)

Home Loans keyword type split
Searches by week



Generic queries with highest uplift (May vs April)

'mortgage calculator' +34%

'home loan calculator' +17%

'home loan' +37%

'stamp duty calculator nsw' +32%

'home loan calculator repayments' +157%

'nsw stamp duty calculator' +114%

'mortgage calculator australia' +102%

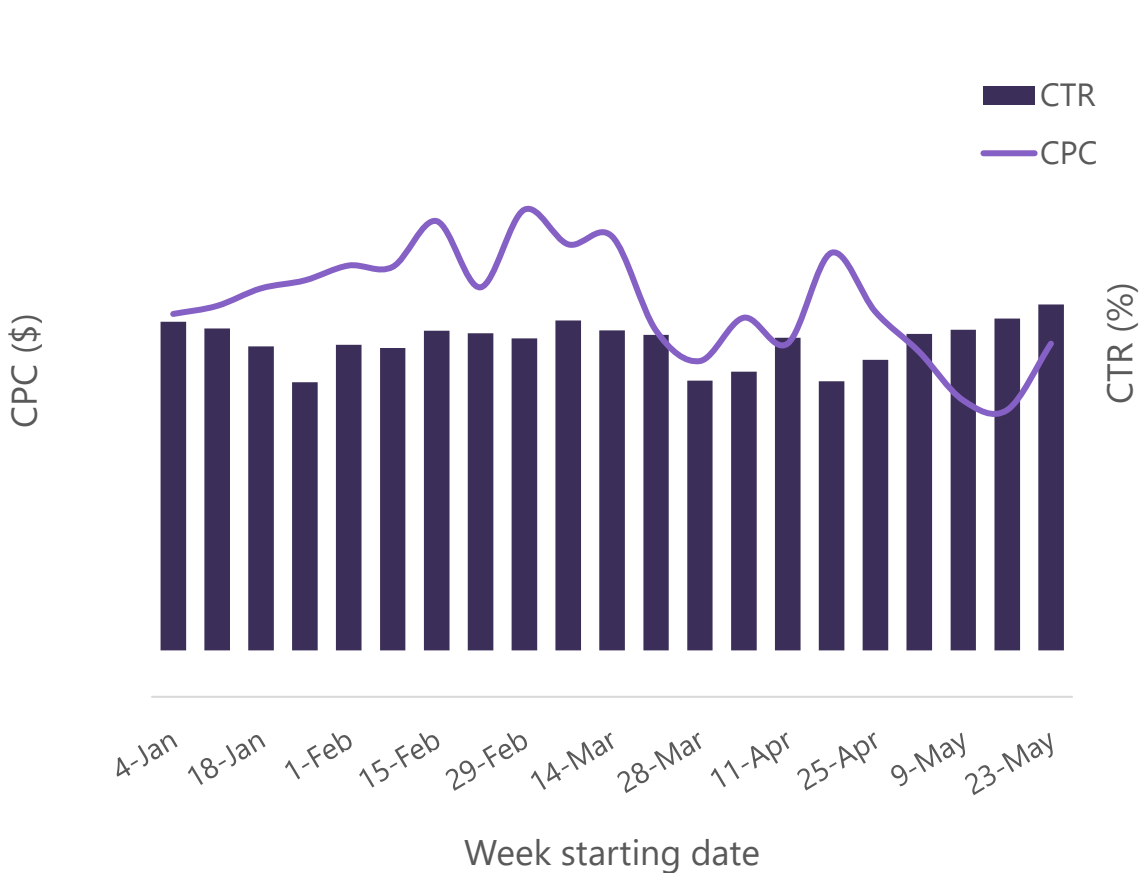
'home loans australia' +17%

'reverse mortgage' +73%

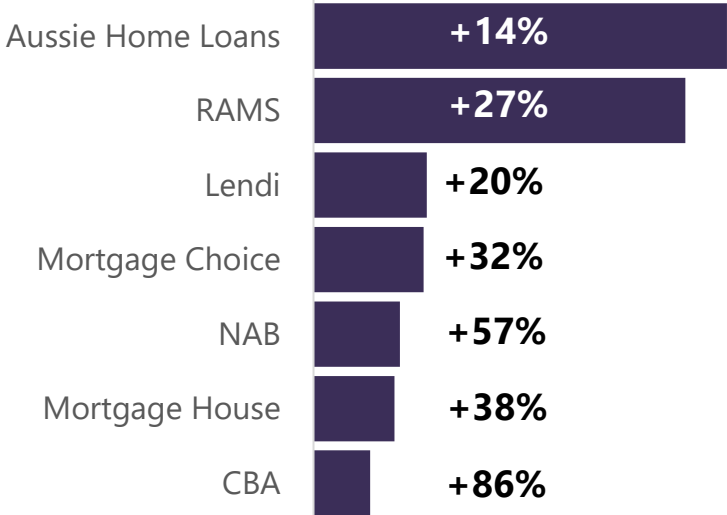
'refinance' +96%

Within Brand terms: high engagement, cheaper investment, growth in demand signify a strong opportunity to invest

Click-through rate (CTR) and cost-per click (CPC) by week



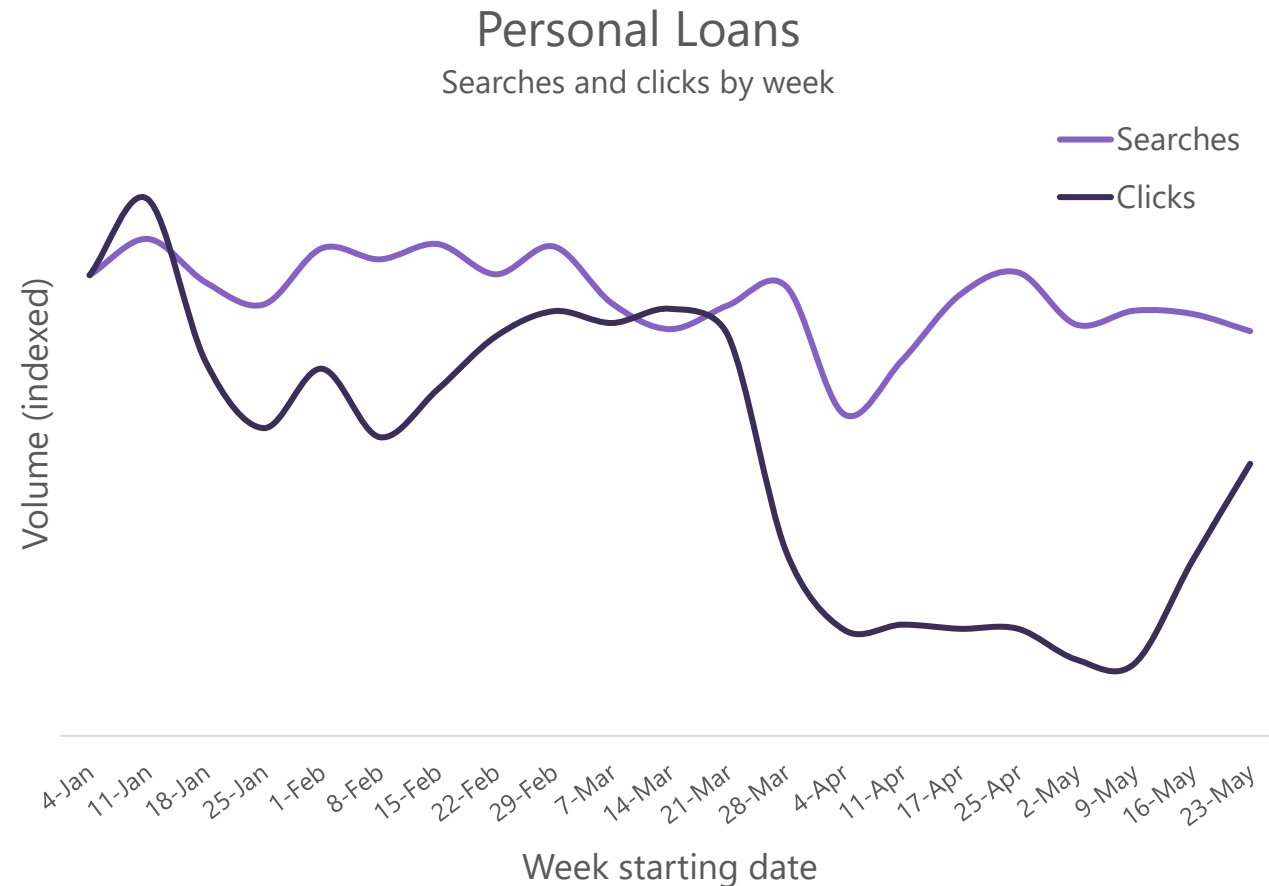
Home Loan Brands



Top Home Loans (by search volume)
Uplift = May vs April search volume uplift



Personal loans are seeing strong recovery as customers are coming back. This provides brands a great opportunity to capture customers intent.

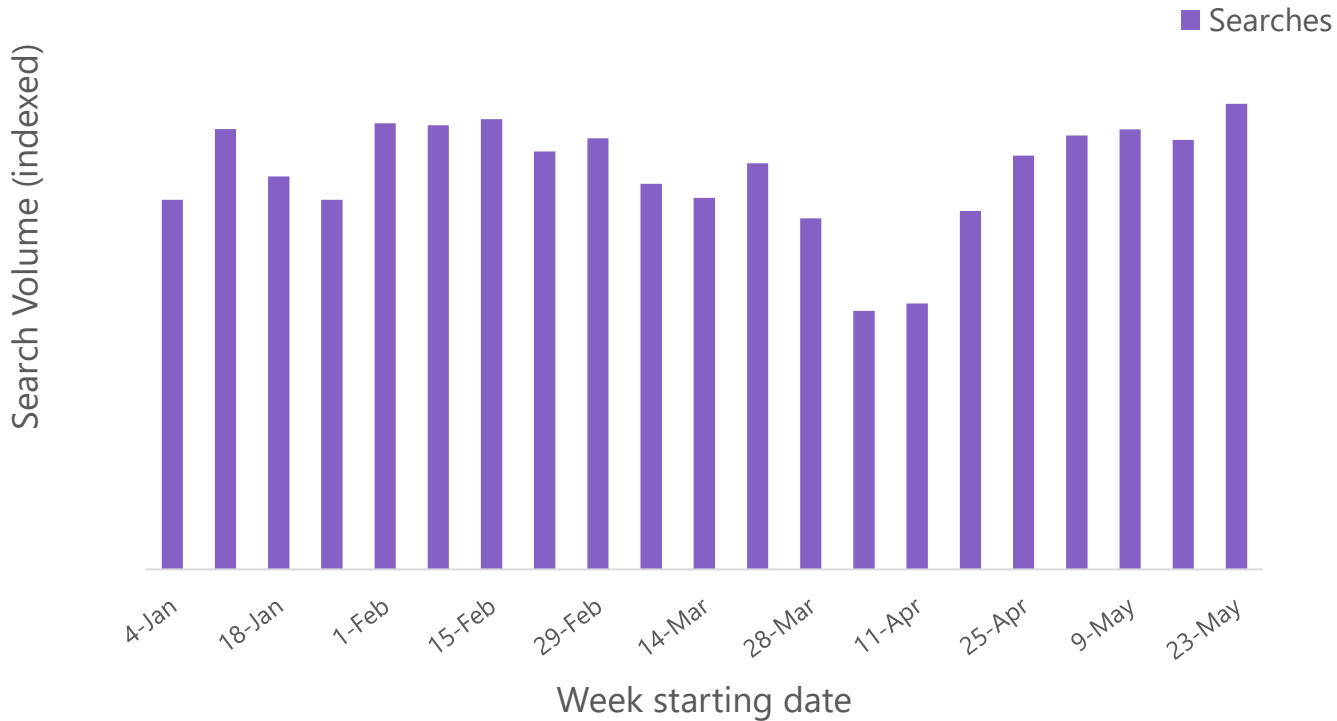


Key observations

1. The gap between searches and clicks initiated during the first few weeks of the pandemic
2. Clicks have seen a strong recovery over the last few weeks (+256% from week starting May 2 to week of May 23)
3. However, gap signals further opportunity to capture demand from consumers

Recovery of searches containing “calculator” suggest renewed research and interest in borrowing

Queries containing “calculator”
Searches by week



Searches have risen +80% over the last two months (comparing week of May 23 to week starting Apr 4)

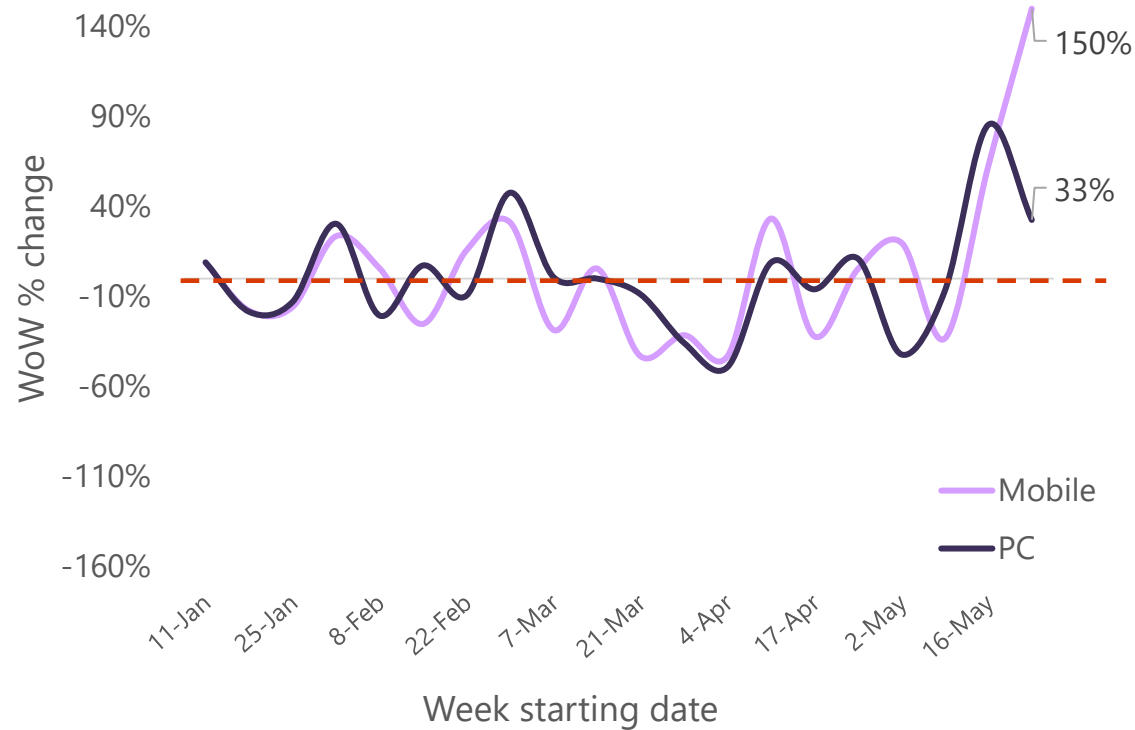
Highest trending queries (growth experienced over most recent 8 weeks) include:

- 'compound interest calculator' +14%
- 'loan calculator' +26%
- 'personal loan calculator' +33%
- 'interest calculator' +48%
- 'repayment calculator' +120%

PC remains the dominant device for consumers, representing on average (avg.) **92%** of search volume on the Microsoft Search Network. Mobile has also seen strong growth in the recent weeks.

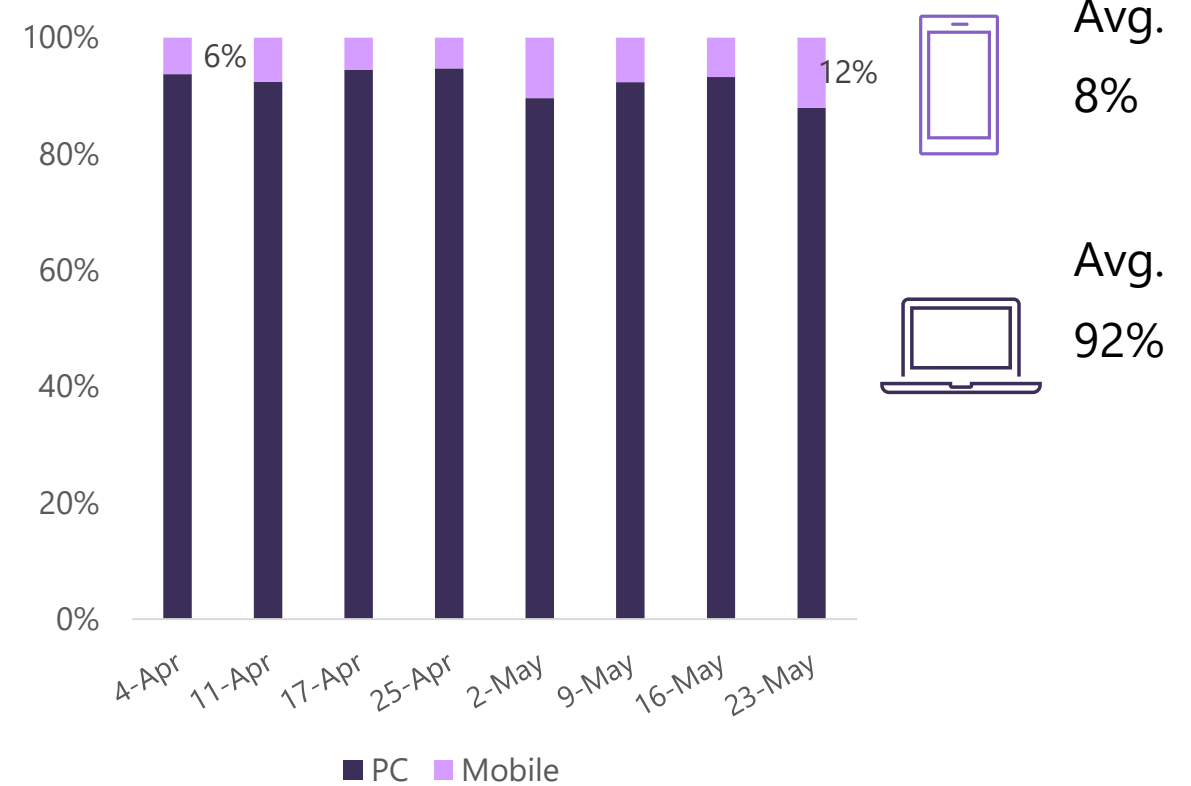
Mobile/PC search volume

Week on week (WoW) % Changes



Mobile/PC split

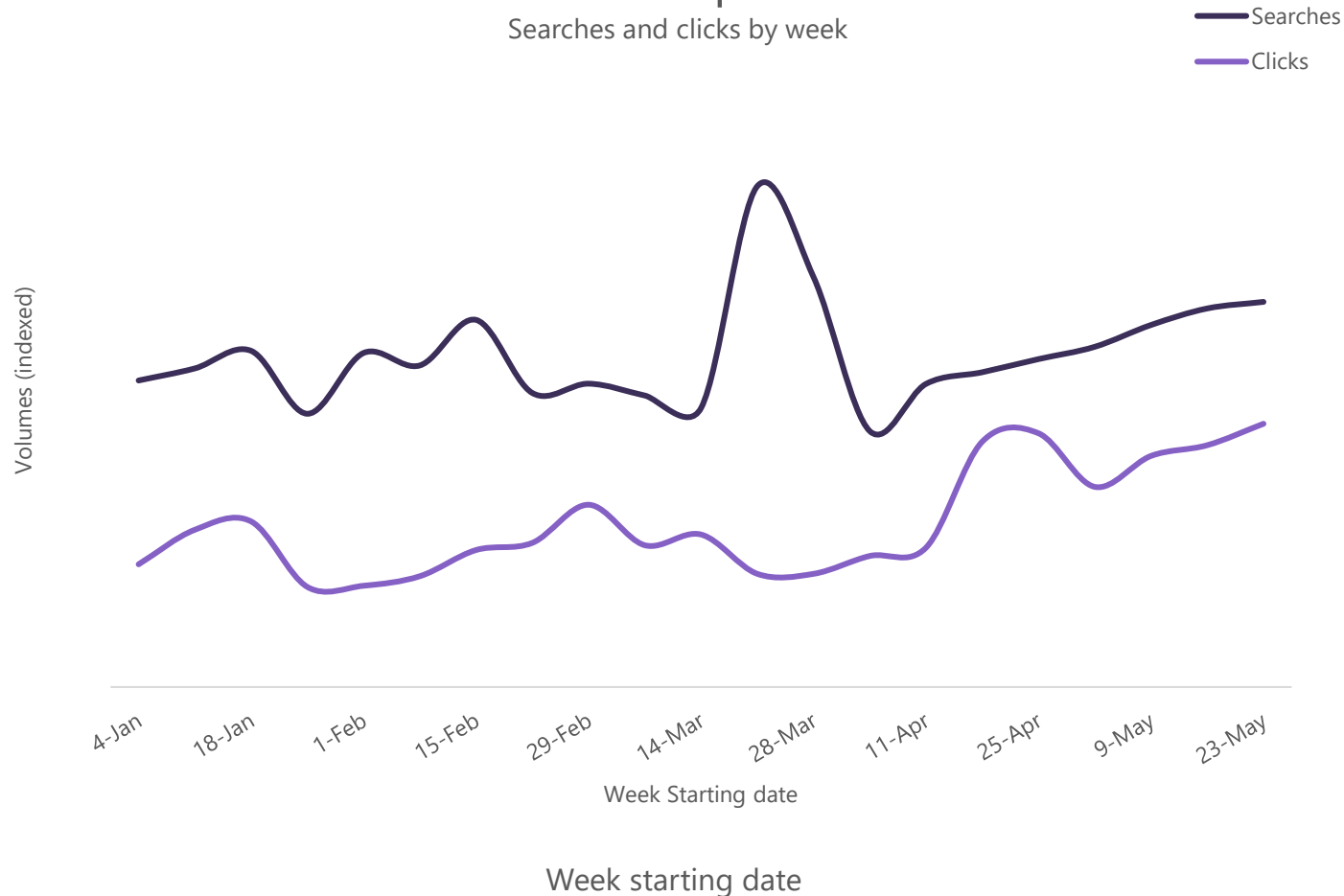
(search volume % of total by week for Apr-May)



Car loans are seeing solid growth within our network, **+50%** searches and **+101%** clicks across April and May

Car loan queries

Searches and clicks by week



Microsoft Internal Data, Automotive vertical, AU, January-Apr 18, 2019; January-Apr 24, 2020

Generic queries with highest uplift

(May vs April)

'car loan repayment calculator' **+250%**

'car loans australia' **+207%**

'novated lease' **+159%**

'car finance calculator' **+91%**

'car loan calculator' **+79%**

'car loan/s' **+72%**

'car finance' **+46%**

Key Takeaways

1. Consumer confidence within Home Loans is starting to recover, important to monitor various external factors which will impact the housing market
2. Brand-related queries perform well on our platform for Home Loans, opportunity to maximise investment
3. Click traffic within personal loans and car loans have both taken an upwards trajectory over the month of May

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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