Insurance Trends (FR)

May 2020
Approach

Market: France

Period: March 2019 – April 2020

We analysed a list of top 250 insurance search terms, which have the highest conversions YoY growth (March-April 2019 vs March-April 2020), based on a large sample of accounts.

Then explored the question: what is specific to these terms?
Key Takeaways

1. **Health** insurance shows up in the list of top queries having the highest conversion YoY growth. But also less expected categories like **Pets** and **Mortgages Insurance** show interesting trends.

2. **Generic** is over represented in the list and has big contribution in the uplift.

3. «**Comparision** » and «**Best Price** » related queries also have big contribution in the uplift.
A larger number of **generic search terms** in the unique search list which saw a conversion YoY increase

Source: Microsoft Internal Data, March 2019 - April 2020
And from a search volume perspective, the generic terms within the list saw a higher uplift in conversions.

Source: Microsoft Internal Data, March 2019 - April 2020
Pets and Mortgage Insurance, which are not usually the biggest categories, show interesting uplifts. Health, the biggest category has grown significantly.

Source: Microsoft Internal Data, March 2019 - April 2020
NC = category not defined in queries
When looking at the *generic terms* from the queried list «Comparison/Best Price» intent reveals a +54% increase YoY.

Source: Microsoft Internal Data, March 2019 - April 2020
Go Do’s

1. Check your Share of Voice on **Generics**

2. Push on **Health**, **Pets** and **Mortgage Insurance** with bids but also ad copy and extensions.

3. Check your Share of Voice on **Price/Comparision** keywords and tailor your ad copy to embrace these kind of searches.