



MICROSOFT ADVERTISING

Insurance Trends (FR)

May 2020

Microsoft Advertising. Intelligent connections.



Approach

Market : France

Period : March 2019 – April 2020

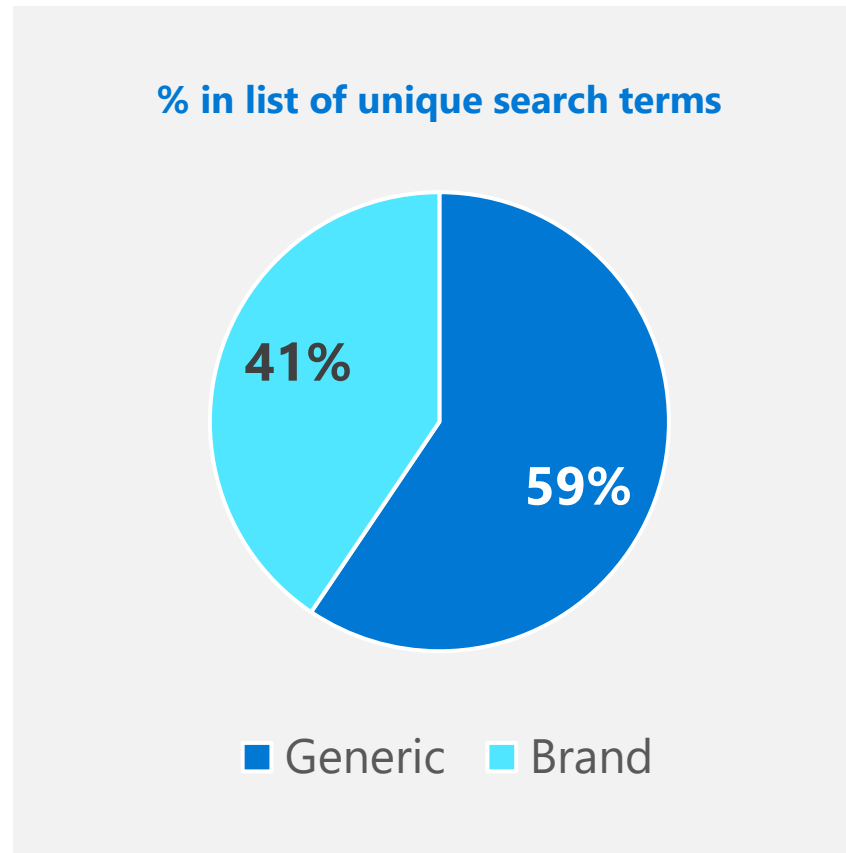
We analysed a list of top 250 insurance search terms, which have the highest conversions YoY growth (March-April 2019 vs March-April 2020), based on a large sample of accounts.

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

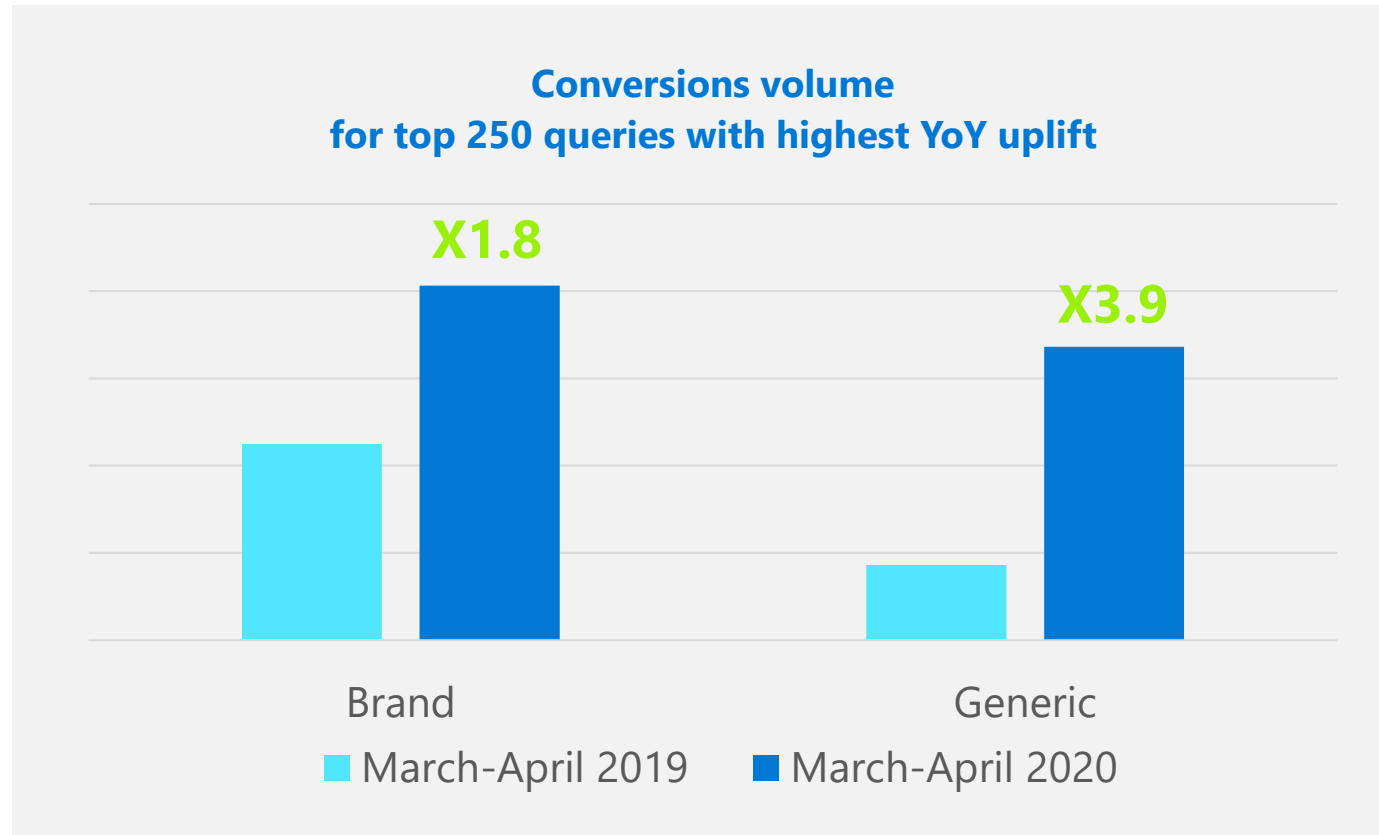
Key Takeaways

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

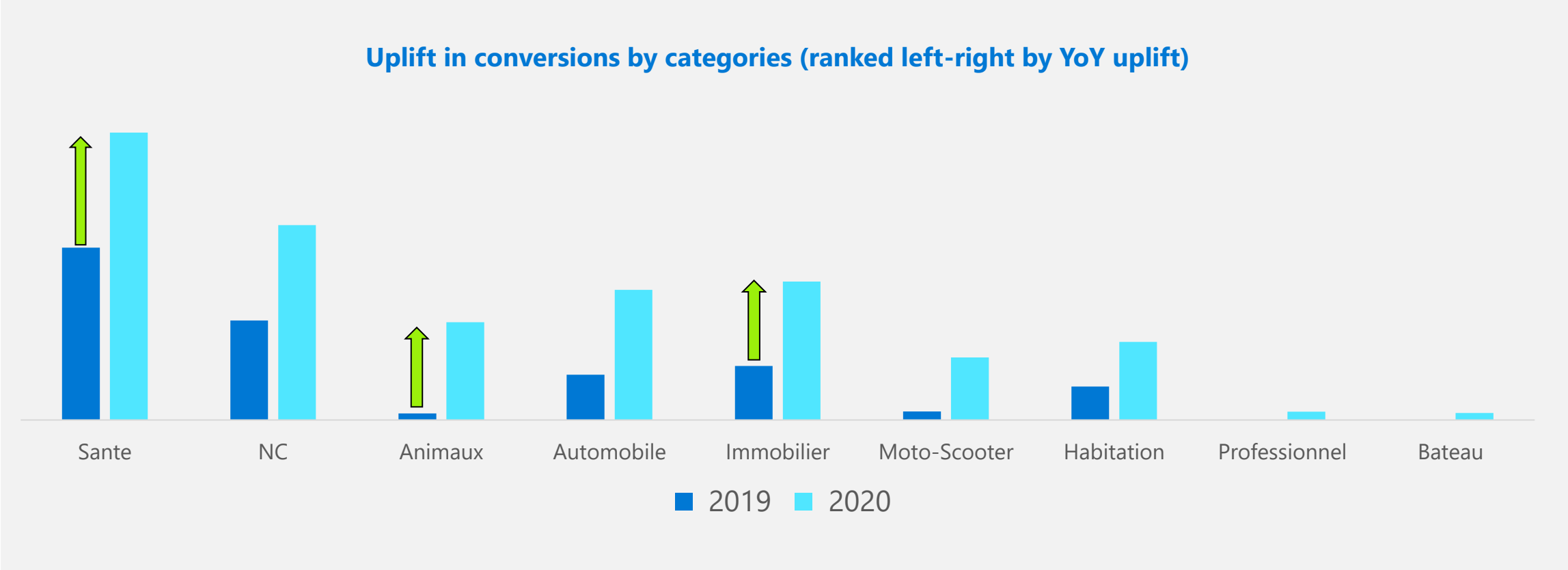


And from a search volume perspective, the **generic** terms within the list saw a **higher uplift in conversions**



Source: Microsoft Internal Data, March 2019 - April 2020

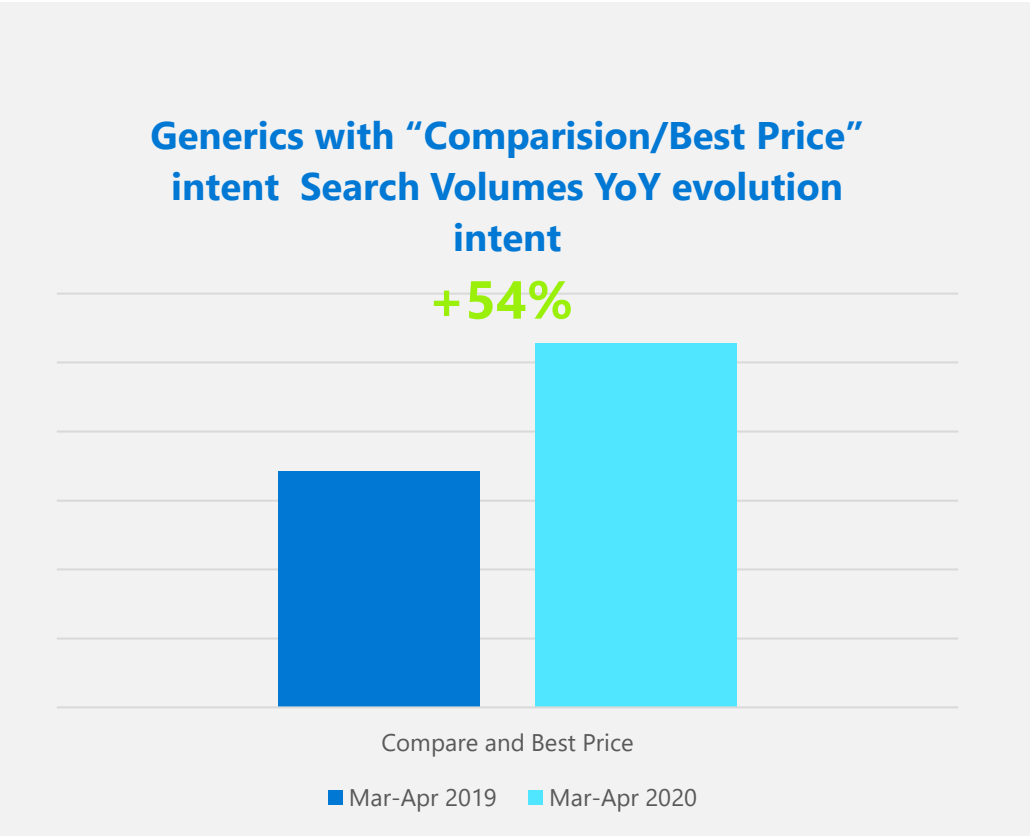
Pets and Mortgage Insurance, which are not usually the biggest categories, show interesting uplifts. **Health**, the biggest category has grown significantly.



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.



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