



MICROSOFT ADVERTISING

Superannuation insights (AU)

May 13, 2020

Microsoft Advertising. Intelligent connections.



Summary of findings



Growth in traffic observed from late March onwards potentially driven by the Government announcement of the early access scheme



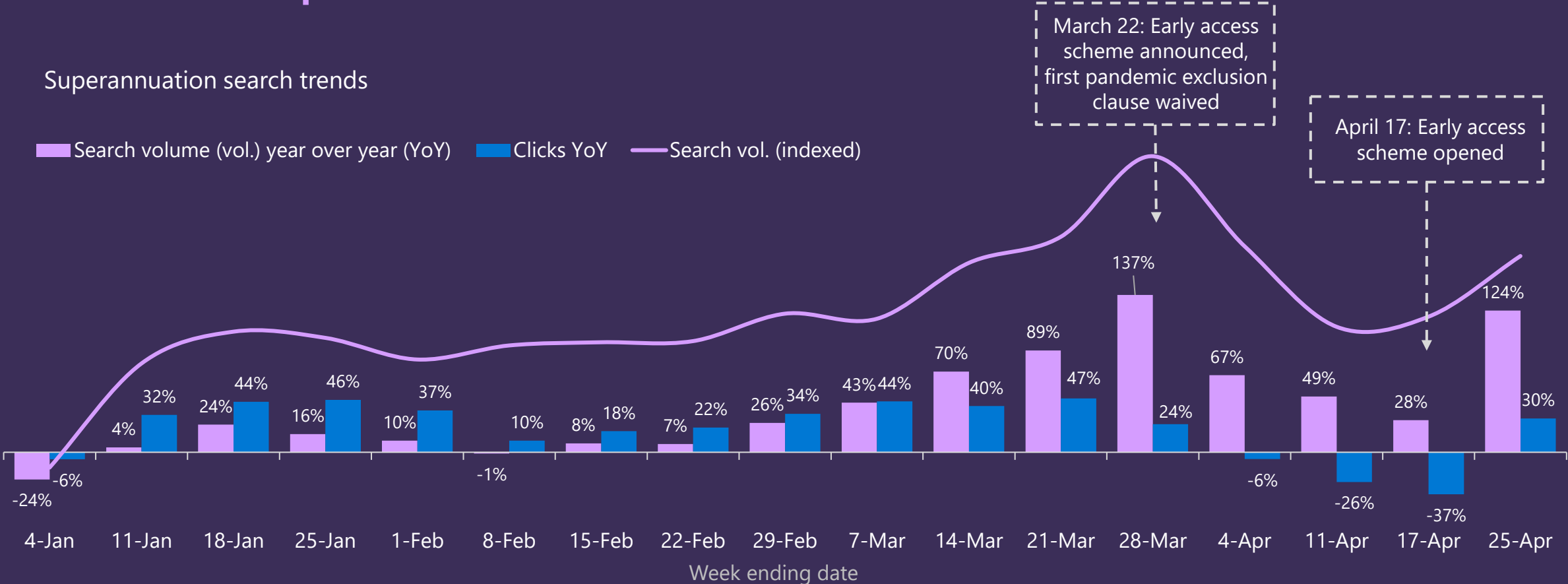
Increasing amount of generic query searches highlight an uplift in new and existing customers accessing their superannuation



Early access scheme and the volume brought forth by it needs to be catered to within advertising campaigns

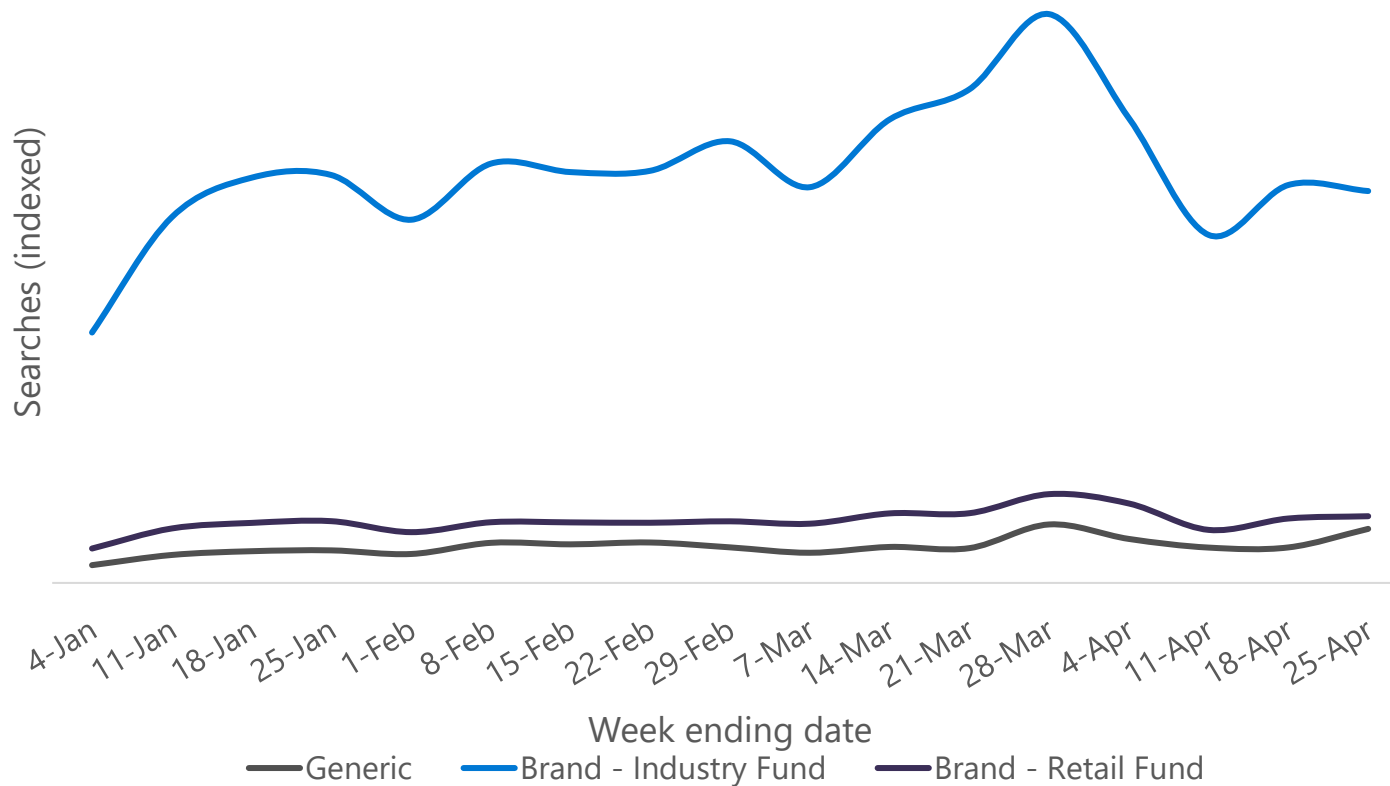
Superannuation searches spiked amongst major industry changes due to the impact of COVID-19

Superannuation search trends



Consumer intent has seen steep growth in late March and mid April

Superannuation query categories search trends by week

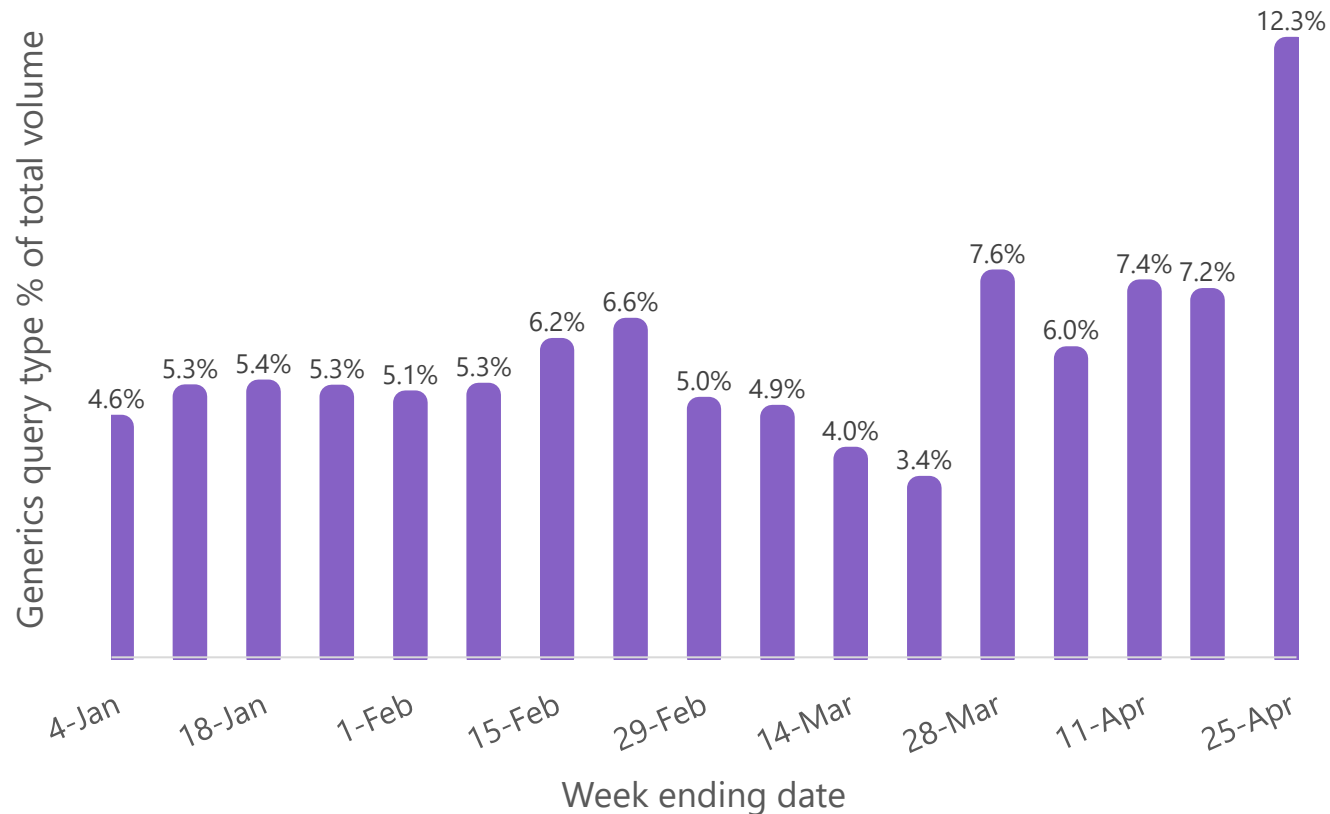


Key Observations

1. Search volumes were up **55%** and **62%** late March compared to start of year for Industry and Retail super funds respectively
2. Main potential drivers include:
 - Policyholders checking their pandemic life insurance exclusion clauses covered in their super
 - Initial news regarding the early access scheme
3. Volumes picked up again in the week ending 25th April, with 'generics' being up **53%** WoW potentially due to the opening of the early access scheme

Generic queries have also risen due to new and existing customers researching and accessing their superannuation

Generics % of total search volume by week



Queries with highest uplift *(compared to January)*

'find my superannuation australia' +453%

'superannuation fund' +341%

'superannuation australia' +226%

'superfund lookup australia' +191%

'find lost super' +129%

'lost superannuation australia' +70%

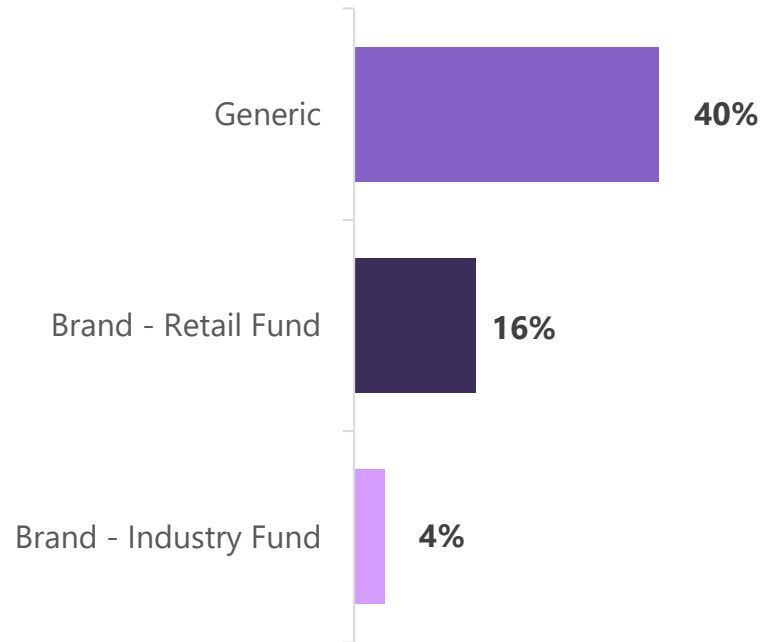
'super' +36%

'superannuation' +27%

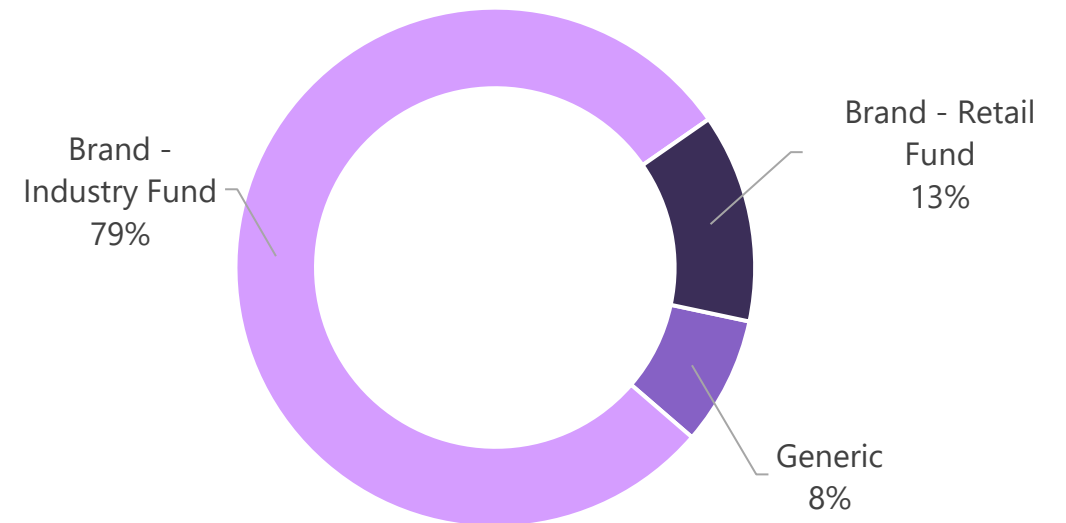
'australian superannuation' +20%

Strong increase in 'generics' growth signify users are researching more around various brands and their offerings during this time

Query type search growth
April compared to January

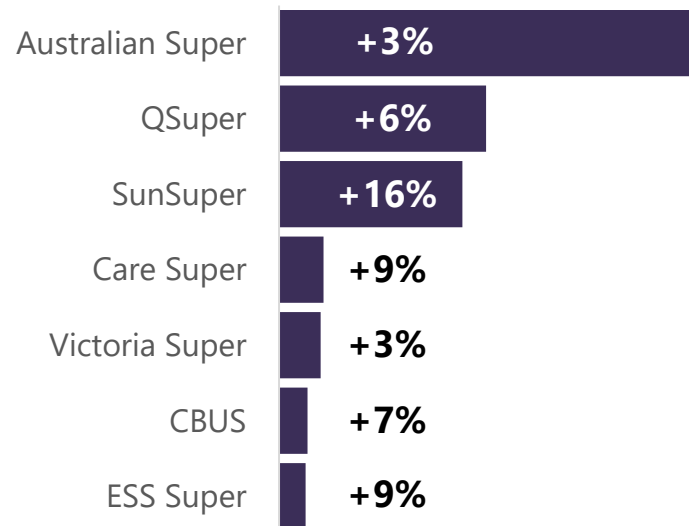


Query type split (March-April search volume)



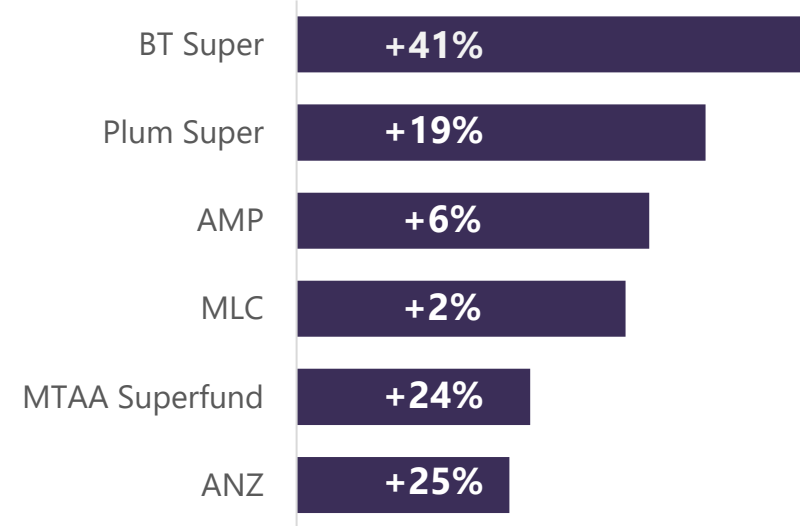
Growth in search volume seen in both industry superfunds and for retail superfunds.

Industry Superfunds



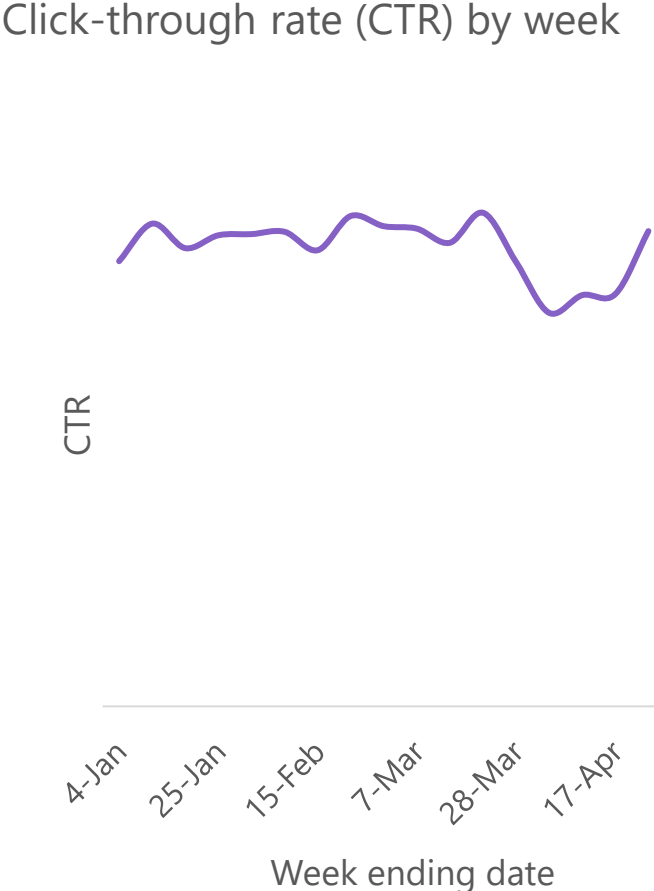
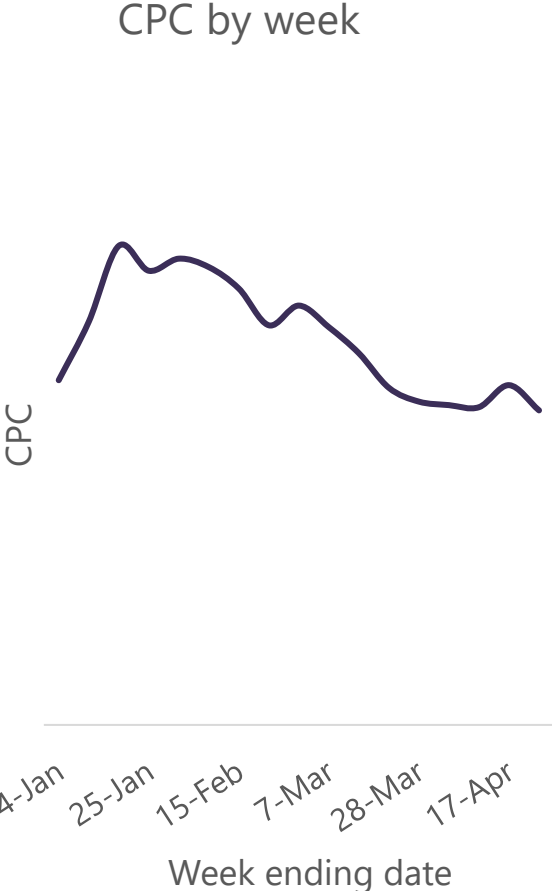
Top Industry Superfunds (by search volume)
Uplift = January vs April search volume uplift

Retail Superfunds



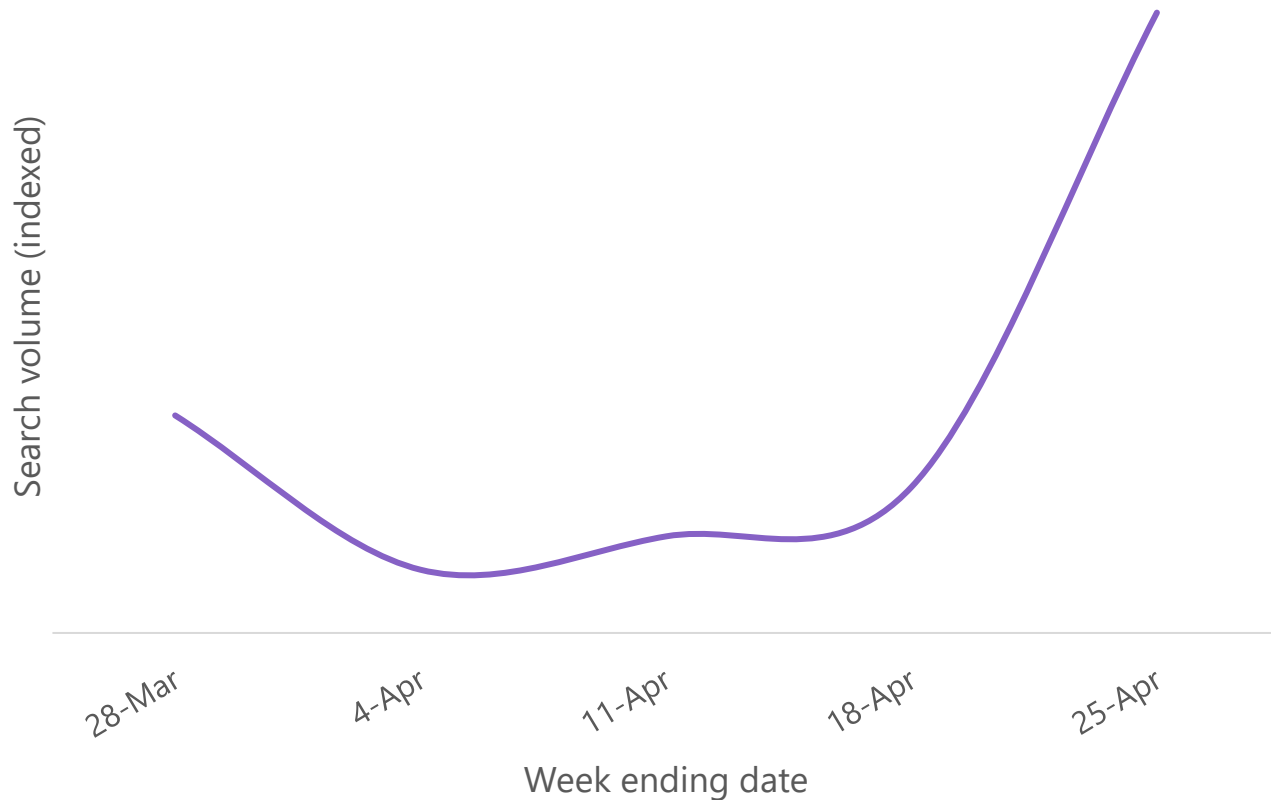
Top Retail Superfunds (by search volume)
Uplift = January vs April search volume uplift

Declining costs per click (CPCs) coupled with steady consumer engagement signify an opportunity for increased return on investment



Advertising campaigns may need adjustments resulting from significant search uplift in early access scheme related queries

Early access scheme related search trends



Query basket that's seen high uplift

(post vs pre April 17)

'access super'

'ato superannuation'

'ato early release super'

'apply early release super'

'claim super coronavirus'

'claim super hardship'

'coronavirus early release super'

'coronavirus super access'

'early release super'

'withdraw super coronavirus'

Note: 'super'/'superannuation' and 'coronavirus'/'Covid-19' interchangeable

Action: Consider these keywords as negatives to reduce irrelevant impressions or if advertising, ensure appropriate and informative messaging

Key takeaways

1. Observed search volume growth across brand and generics, more pronounced in retail superfunds and generics
2. There's an opportunity to respond to increasing consumer demand within generics and maximise keyword coverage
3. Factor in users searching to access the early release scheme within campaigns, either use negative keywords to exclude them or tailor ad copy for your brands relevancy and offering

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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