Microsoft Audience Network for Telemedicine (U.S.)
HYPOTHESIS

Since in-person medical appointments have become essential-only, patients will look to invest in Telemedicine services, which will better suit their needs while social distancing rules are in effect.
Coronavirus-related virtual visits could top 900 million this year...analysts now expect general medical care [virtual] visits to top 200 million this year, up sharply from their original expectation of 36 million visits for all of 2020.

CNBC, 4/4/2020, "Telehealth visits are booming as doctors and patients embrace distancing amid the coronavirus crisis"
49% of MSN survey respondents have either used telemedicine services or plan on doing so

All respondents in network CivicScience Network in my account in segment United States (includes PR) weighted by U.S. Adults
66,687 responses from 02/03/2020 to 04/22/2020 (Margin +/- 1%)
Exported on 04/22/2020
WoW – week over week

The number of respondents selecting “I’ve tried this” has steadily increased week over week (WoW) since 3/22/2020
Leverage the Microsoft Audience Network to reach users *actively engaging with Audience Ads* for Health Services
Impressions and clicks from the Microsoft Audience Network have been trending upward week over week (WoW) for Health Services
All-up performance (Health & Wellness – Health Services)
Cost-per-click across the Microsoft Audience Network continues to improve
All-up performance (Health & Wellness – Health Services)

All-up cost per click (CPC)

CPC for Health Services is down 9% month over month (MoM), indicating an opportunity for efficient traffic volume

All-up click-through rate (CTR)

CTR for Health Services is up 3% WoW due to marketplace improvements & increased user engagement
Audience Ads exposed users

Health Insurance performs well on the Microsoft Audience Network

Users exposed to Microsoft Audience ads search more on Bing for related queries

Provider 1

+32.8% lift in impressions for 'customer' queries after exposure

+36.8% lift in clicks for 'customer' queries after exposure

Provider 2

+17.4% lift in impressions for 'customer' queries after exposure

+11.6% lift in clicks for 'customer' queries after exposure

Microsoft internal data, Lifts in Impressions Per User and Clicks per User are statistically significant at 95% confidence
Who is visiting MSN Health & Fitness?

- **51.9%** live in a household comprised of 3+ people
- **43.8%** of visitors are between the ages of 45 and 64
- **49.4%** have a household income of $100,000+
- **50.6%** of visitors are women

Source: ComScore Demographic Profile (custom), U.S., March 2020; industry categories based on comScore classifications.
Reach your target audience with messaging and imagery aligned to recent trends.
Three ways to leverage the Microsoft Audience Network today

- Corporate responsibility messaging for wide reach
- Highlight products with increased demand
- Maintaining brand awareness and future-proofing

Source: Internal Microsoft Data
Click volume and KPIs* are improving for Health Services across the Microsoft Audience Network.

Users exposed to Microsoft Audience Ads search more on Bing for Health Insurance ‘customer’ related queries.

The Microsoft Audience Network can be a vehicle for exposing corporate responsibility messaging, promote products in high-demand, and for future-proofing.

*KPI: Key Performance Indicators
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