



MICROSOFT ADVERTISING

# Microsoft Audience Network (MSAN) Trends: Loans & Lending (U.K.)



Click-through-rate & cost-per-click are improving for Loans & Lending across the Microsoft Audience Network



Users exposed to Loans & Lending ads on the Microsoft Audience Network search more on Bing for related queries

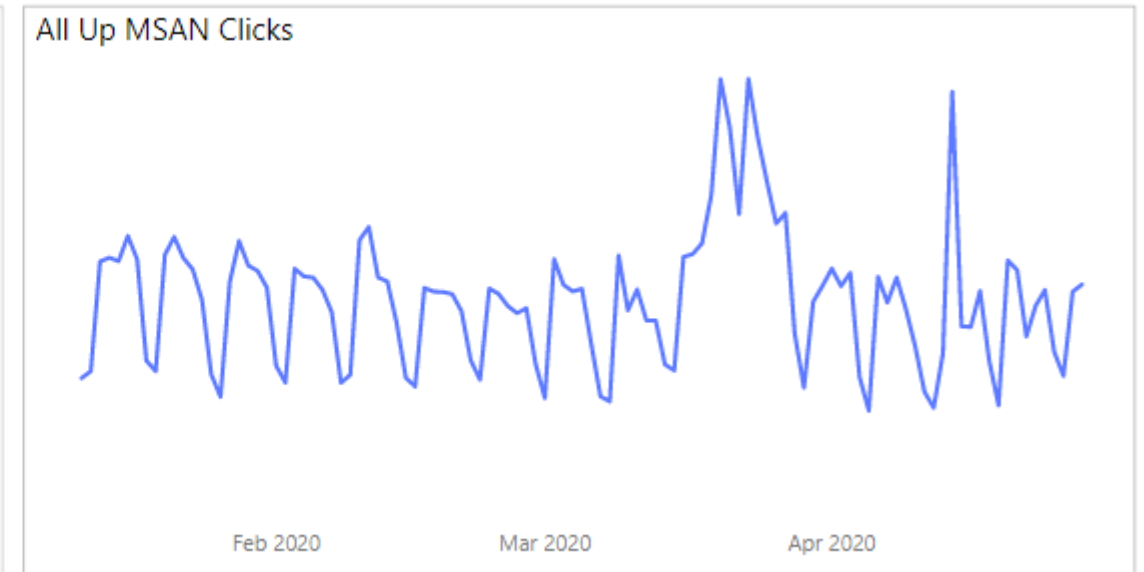
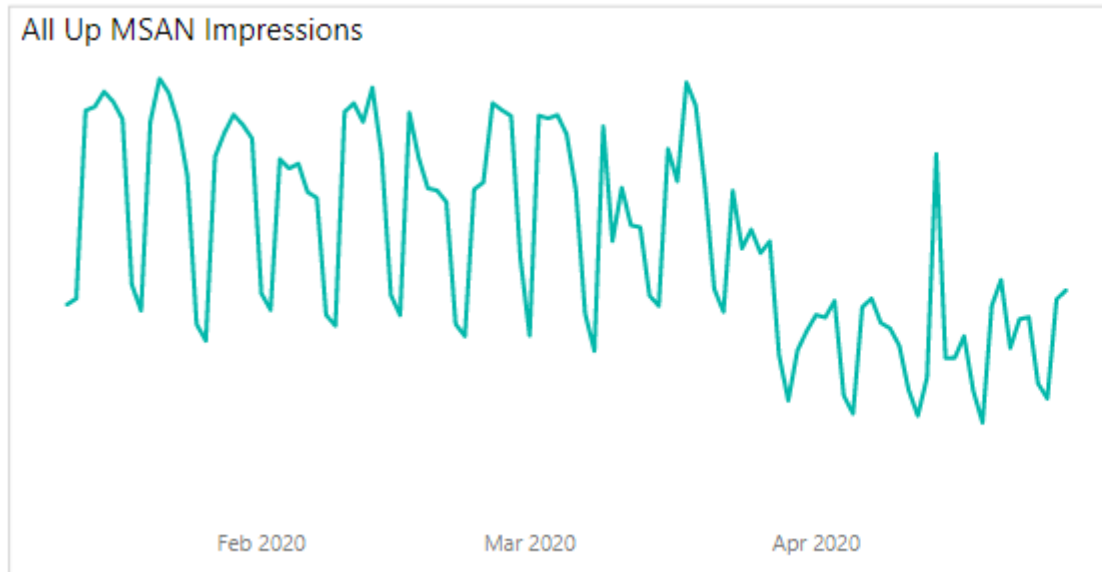


Leverage the Microsoft Audience Network to promote products or offerings that are in high-demand for users during COVID-19

Leverage the Microsoft Audience Network to reach users actively engaging with audience ads for Loans & Lending

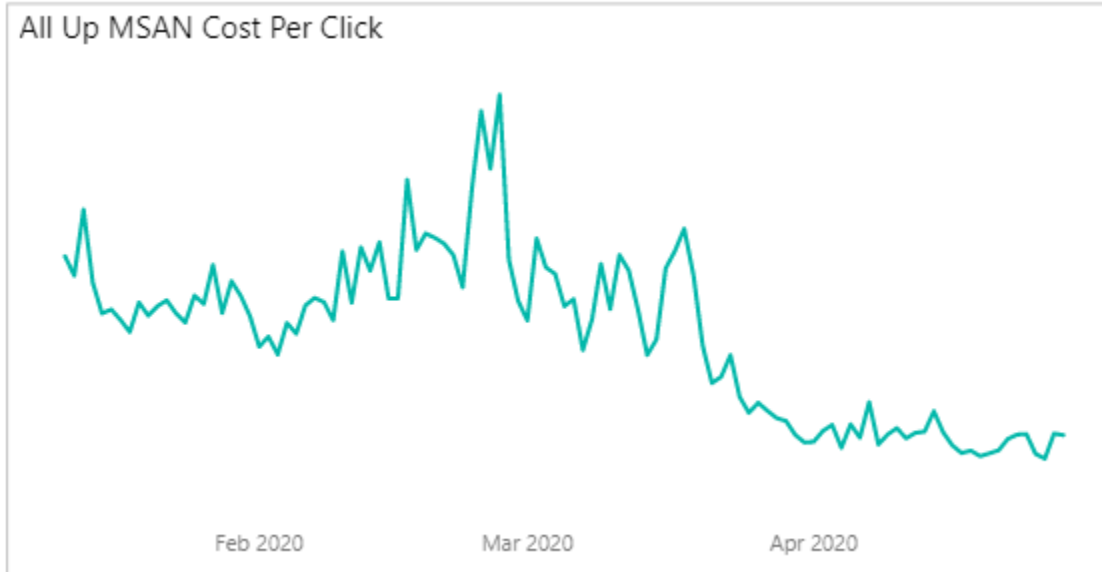
Clicks from the Microsoft Audience Network have been relatively steady WoW for **Loans & Lending**, indicating users are still actively seeking this information

UK All-up MSAN performance (Financial Services – Loans & Lending)

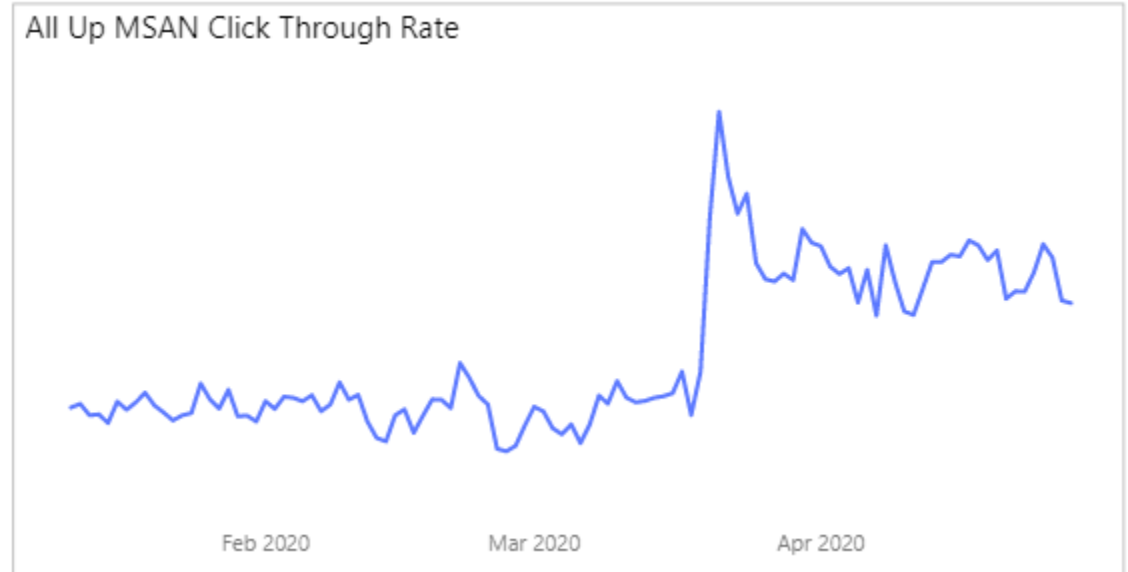


# While CPC and CTR across the Microsoft Audience Network continue to improve

## UK All-up MSAN performance (Financial Services – Loans & Lending)



MSAN CPC for **Loans & Lending** is down 41% MoM, indicating an opportunity to capture efficient traffic volume

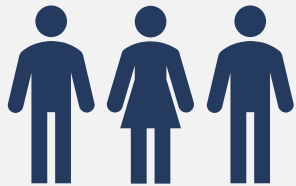


MSAN CTR for **Loans & Lending** continues to increase; up 30% MoM, due to marketplace improvements and high user engagement

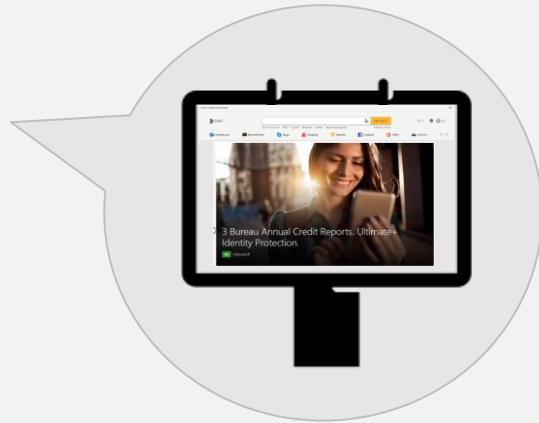
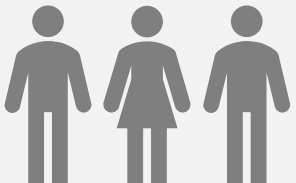
# Loans & Lending UK performs well on the Microsoft Audience Network

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

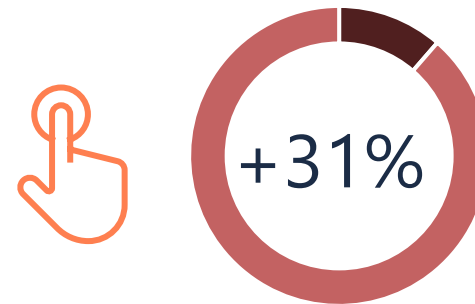
MSAN Exposed Users



Control Users



Lift in Search impressions post-MSAN exposure<sup>1</sup>



Lift in Search clicks post-MSAN exposure<sup>1</sup>



Lift in Search CTR post-MSAN exposure<sup>1</sup>

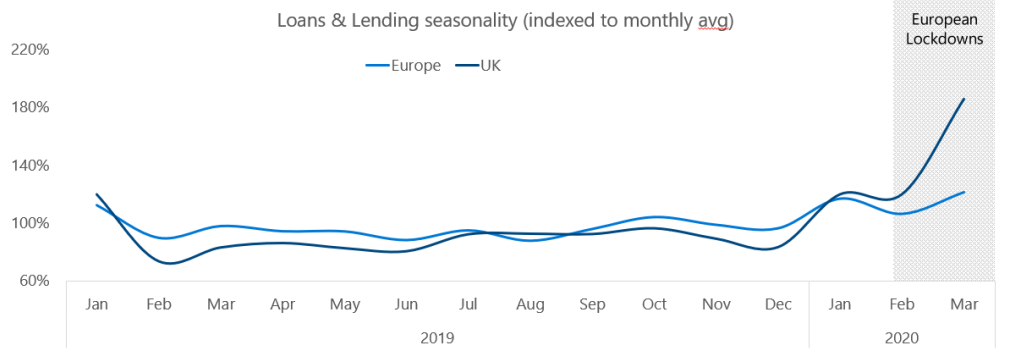
1. Microsoft internal data, user clusters collected Nov 2018-Jan 2019, Search performance tracked Feb-Apr 2019  
Lifts in both clickthrough rate and searches are statistically significant at 95% confidence  
Encompasses Credit & Lending under Financial Services: Users: 83,606 Impressions: 423,228, Clicks: 32,871

# Reach your target audience by focusing on needs that align with recent trends

## UK Search performance (Financial Services – Loans & Lending)

### Lending seasonality uptick in 2020

Lending searches have accelerated into March, peaking at 186%



Microsoft Internal, Jan-19 to Mar-20



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web search

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