



UK Energy sector 2020

Energy market

Energy market

Microsoft Search Network trends

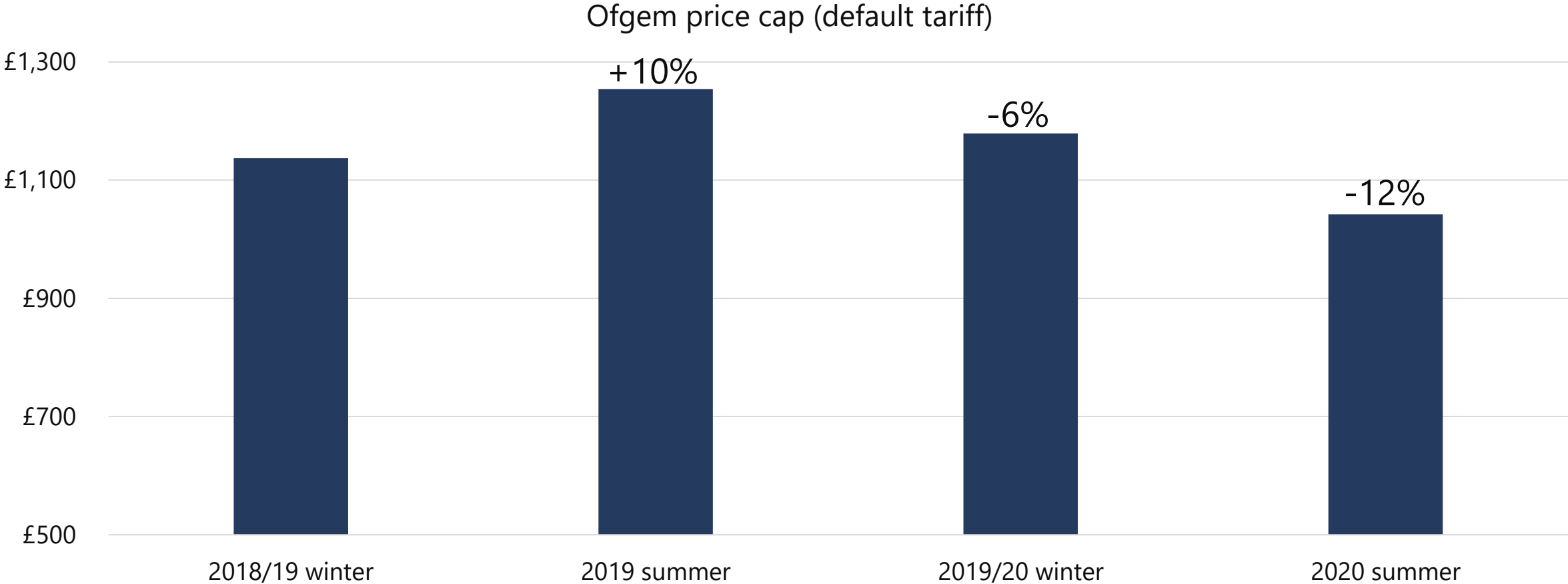
Energy consumer journey



Energy market

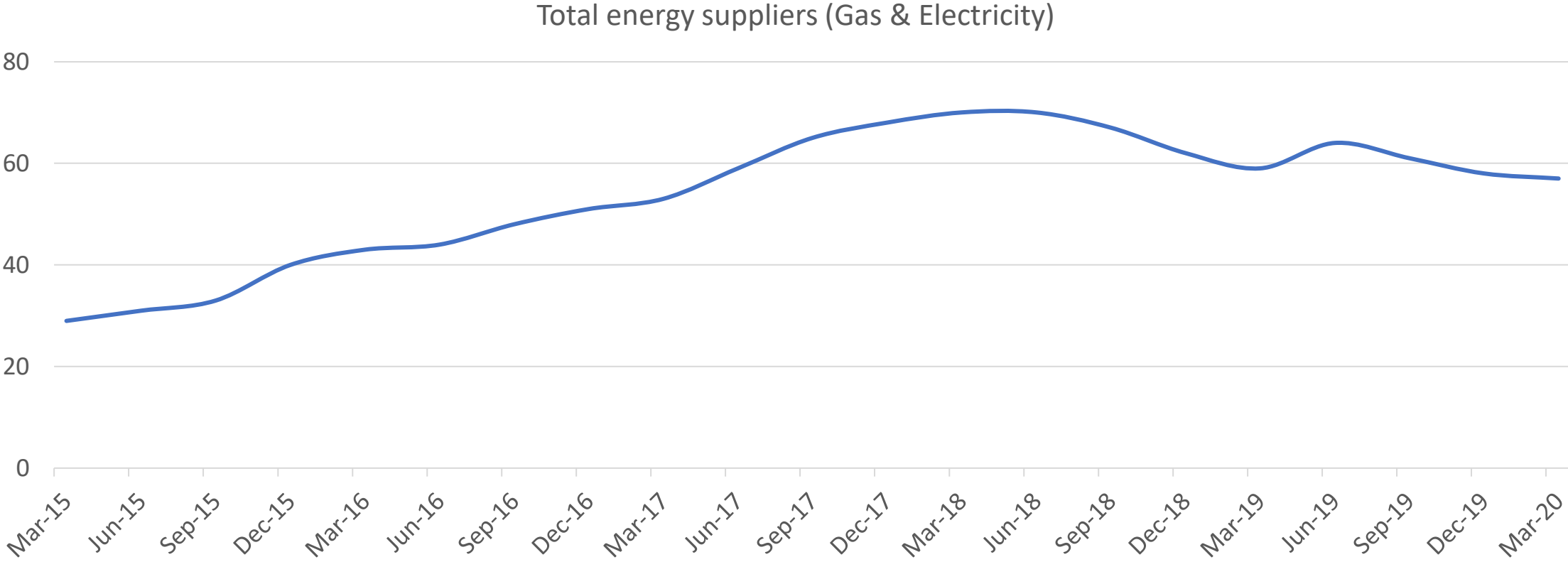
Price caps fall for two consecutive periods

Total costs still represent more than £1k annually



More suppliers have exited the market

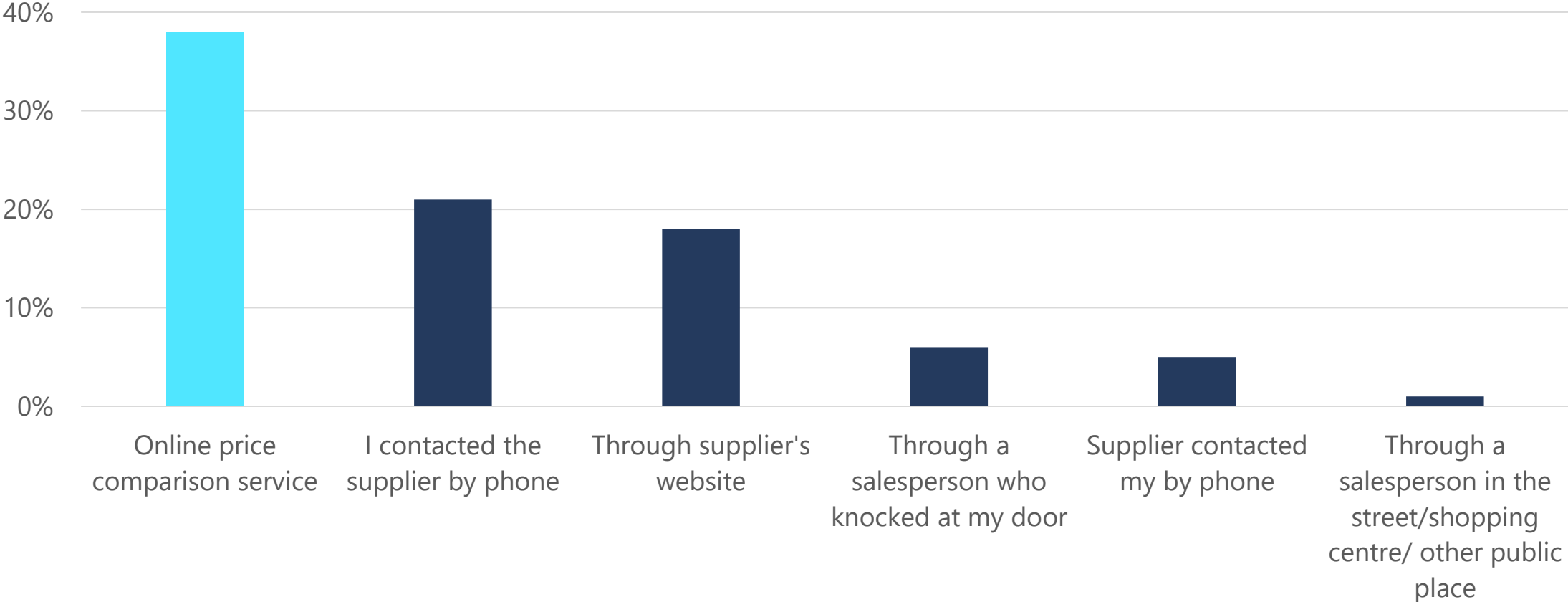
Although consumer choice remains high, consumer choice has fallen since the high of 2018



Source: Ofgem, 2020

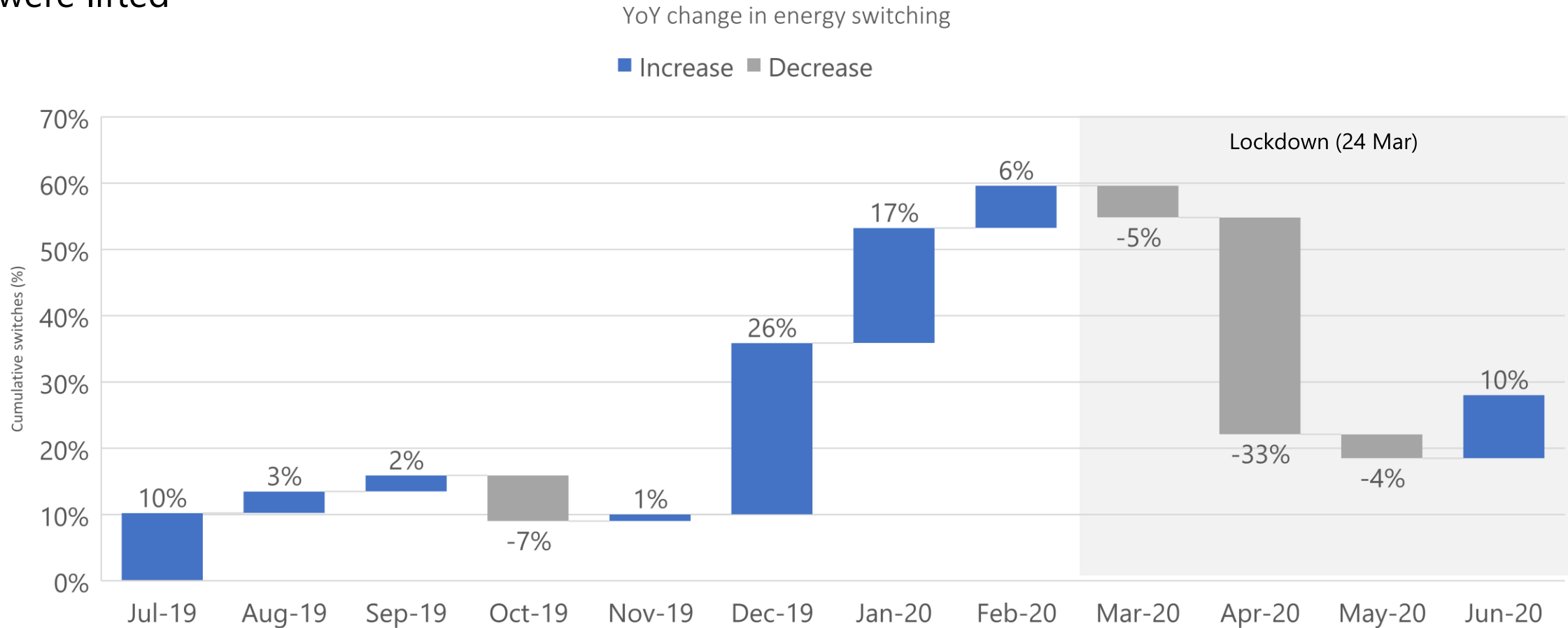
Comparison sites are the most popular way of switching

How consumers switch their energy supplier



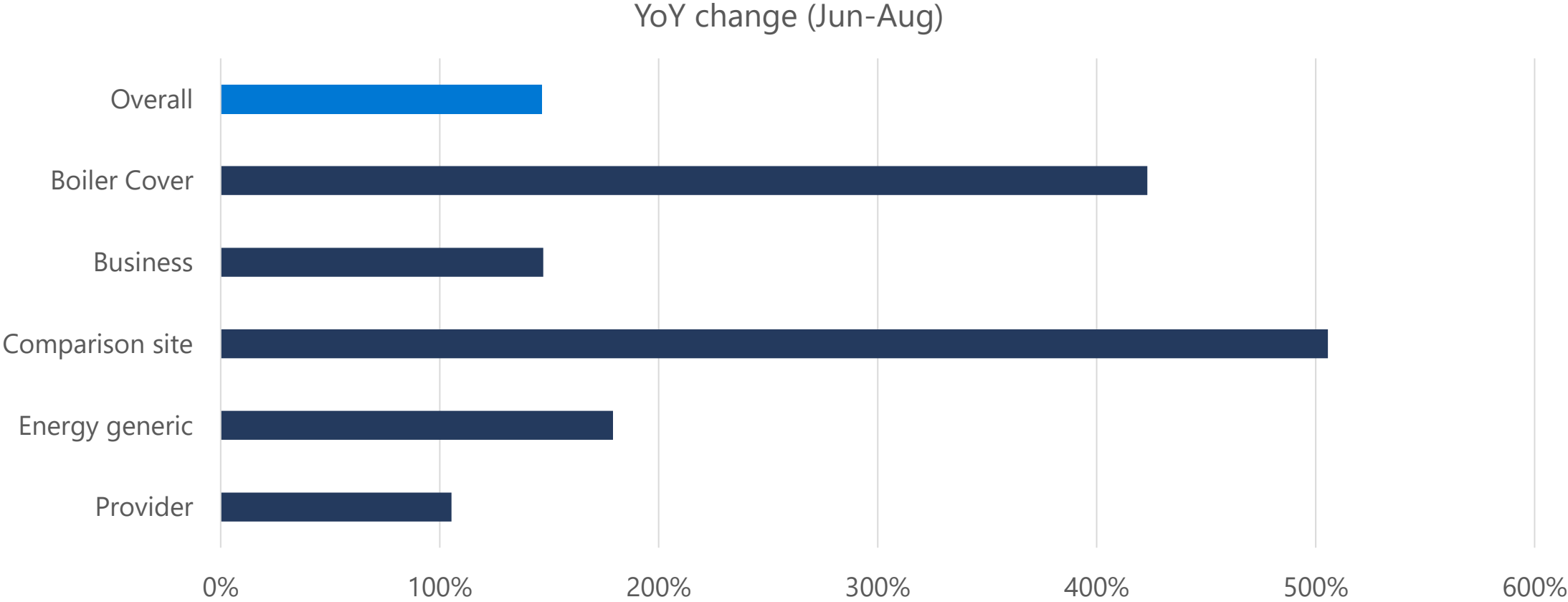
Energy switching has risen year over year (YoY)

Switching was not top of mind at the start of lockdown but began to rise in June when restrictions were lifted



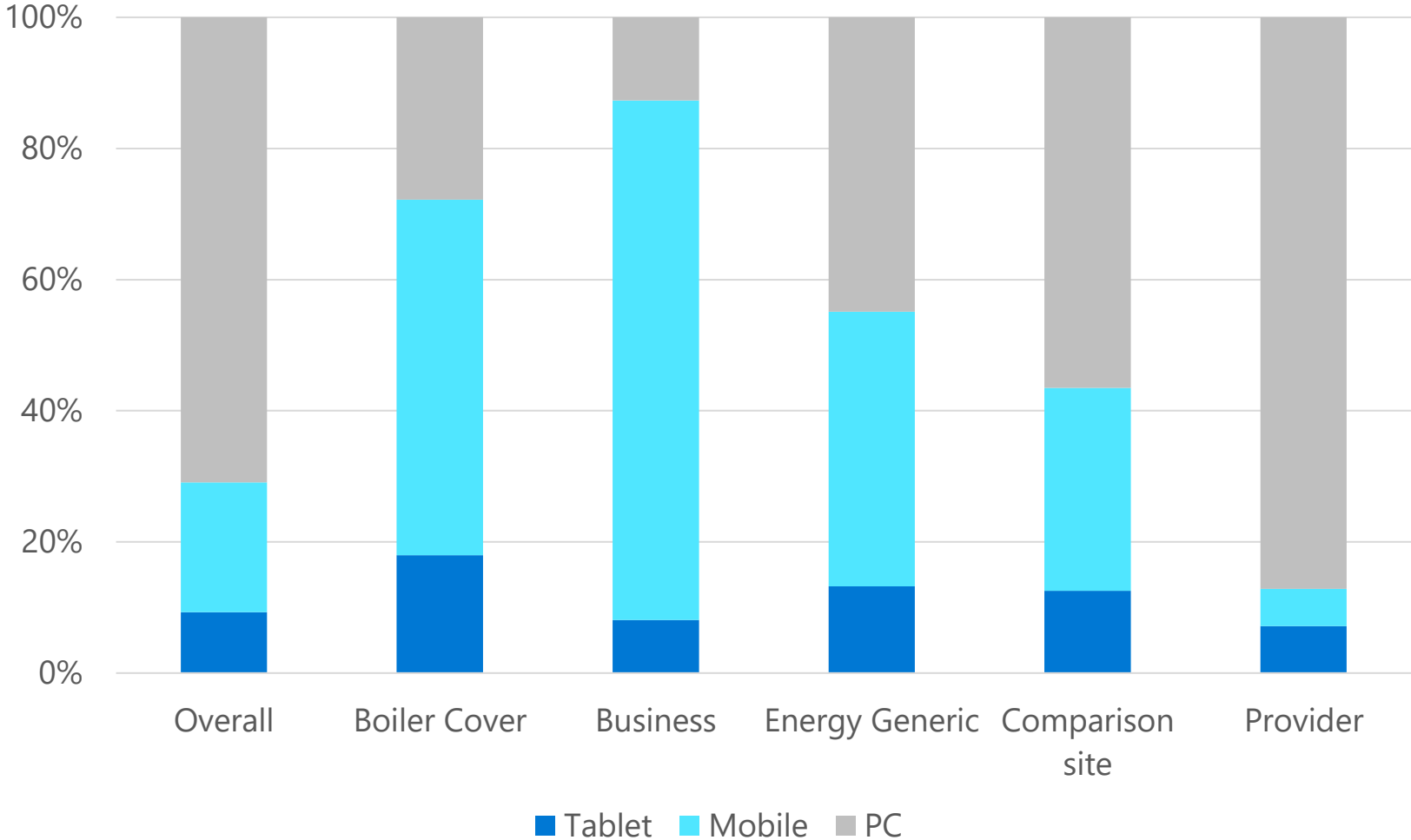
Energy on Microsoft Search Network

Energy searches have grown 147% YoY, with huge growth across Boiler cover & Comparison site terms



Whilst PC dominates, almost a third of business energy clicks are on mobile

Share of clicks by device





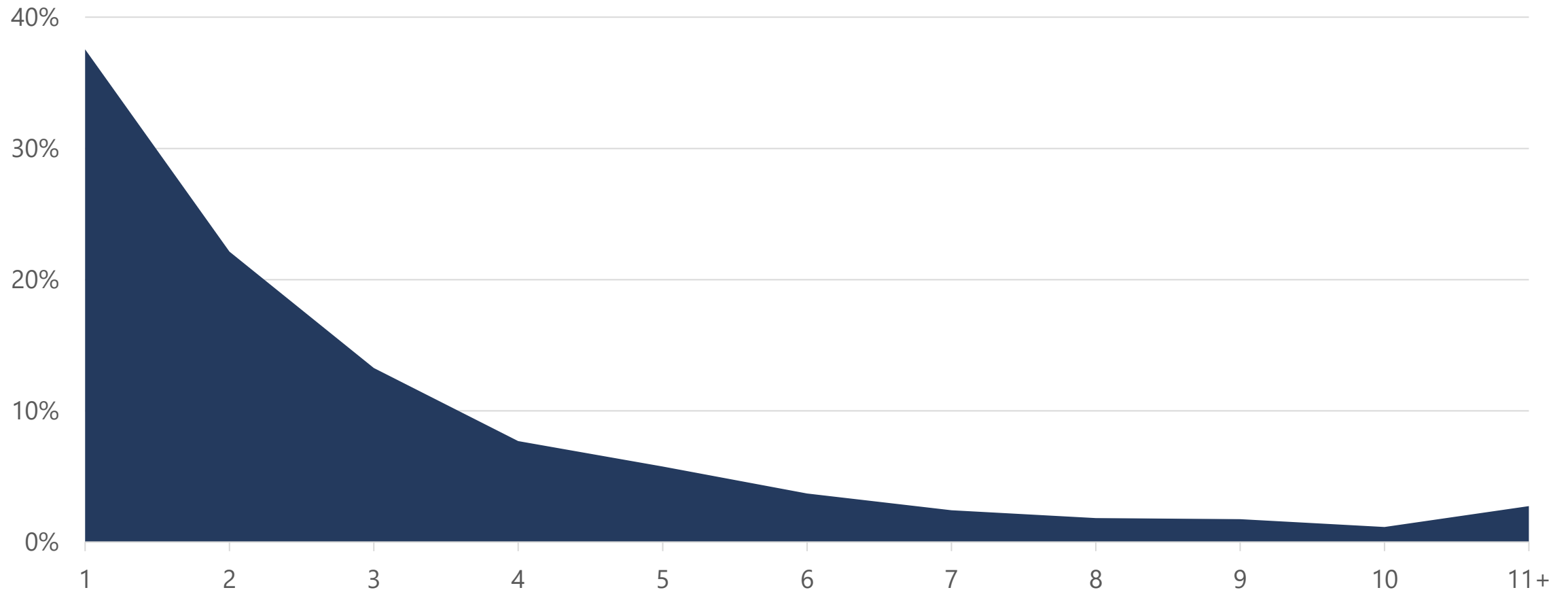
The consumer journey



Almost 40% of conversions happen after just one search

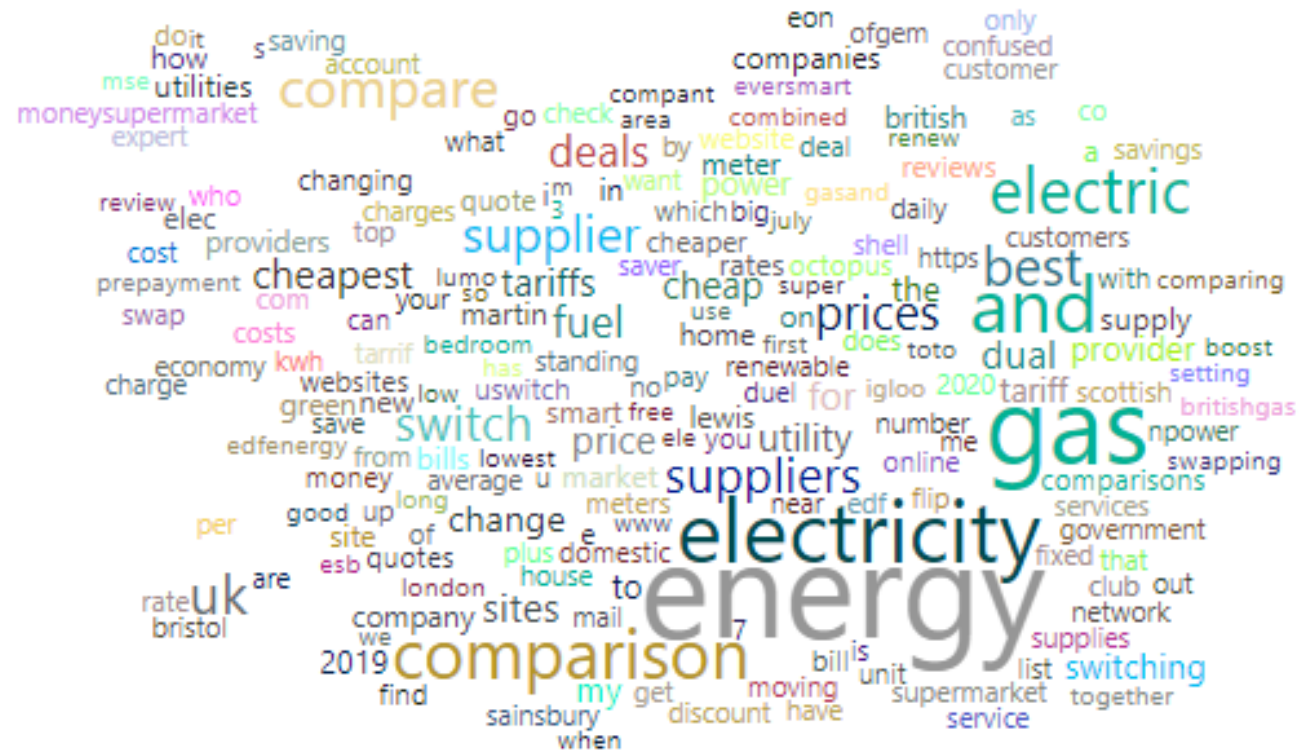
A short journey makes it critical to be in the auction when consumers first enter the purchase funnel

Number of searches before conversion



Most conversions happen on popular terms like 'energy', 'electricity' and 'comparison'

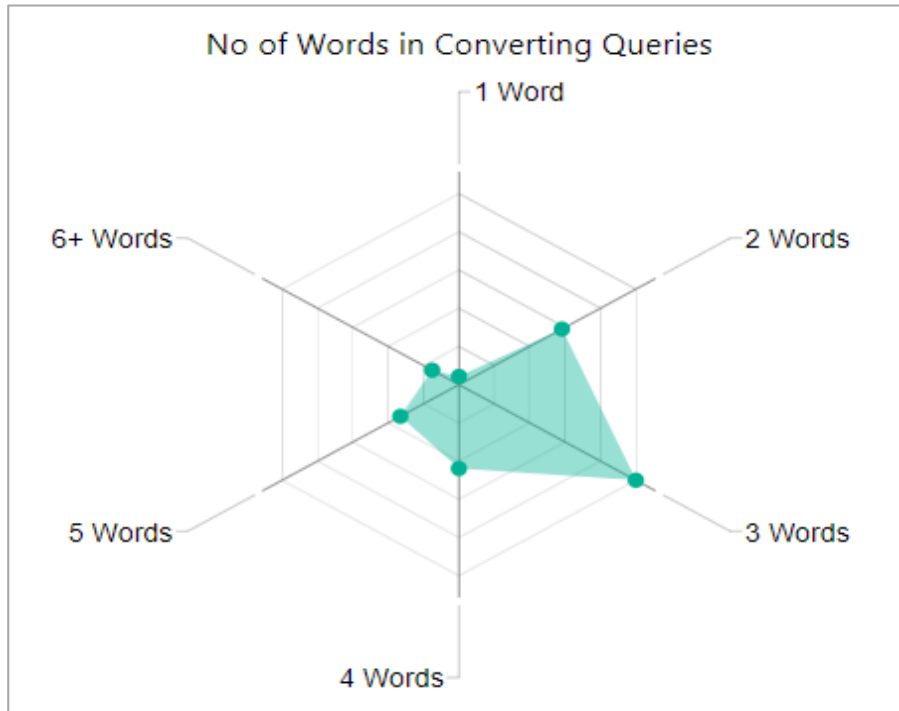
Converting queries word cloud



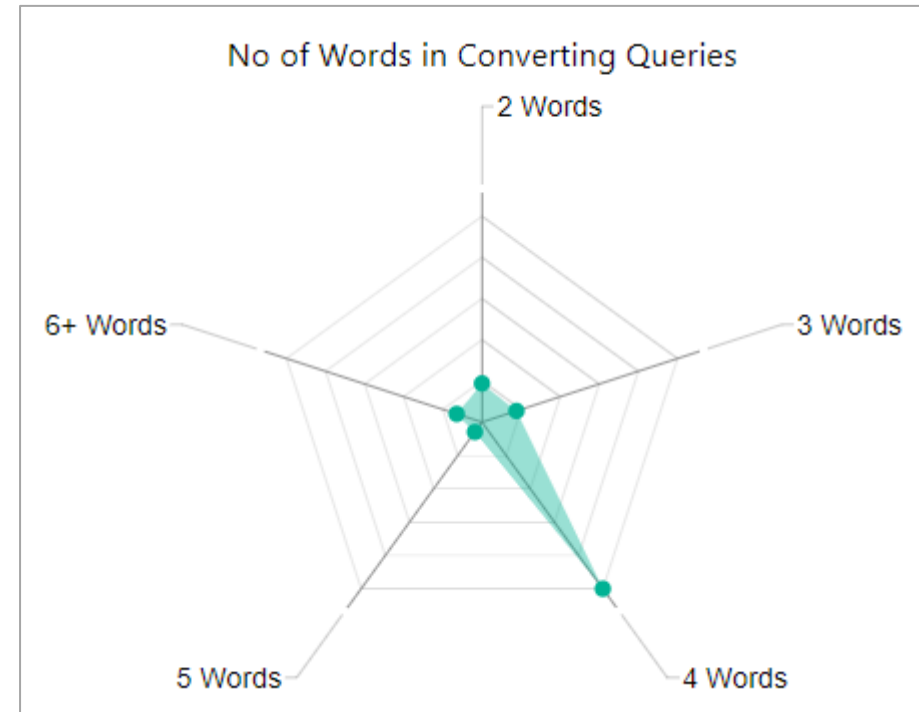
Converting brand queries tend to be slightly longer

- Word length in converting query differs based on whether it contains a brand term or not
- Non-brand conversions are likely to come from queries containing 3 words
- Brand conversions, conversely, are slightly longer – 4 word queries

Non-brand queries



Brand queries



How to read an ad copy heat map

A data driven approach to writing effective ad copy

Brand Endorsements		CTA		Pricing and value perception drivers	
Token	Ad Quality	Token	Ad Quality	Token	Ad Quality
voted best	●	apply today	●	great price	●
trust	◐	purchase	●	discount	◐
defaqto	○	buy today	◐	save up to	○
official site	◑	get quotes	◐	free	○
™	◑	enquire	●	low prices	◑
trusted	◑	switch	◑	save	◑
official	●	get a quote	◑	price guarantee	●
recommended	◑	buy now	○	low cost	◑
			○	cheap	○

Individual Tokens

Ad quality explanations

We've looked at two dimensions in Bing Ads:

- 1 How well tokens impact your ad quality
- 2 How many other advertisers are actively using the token

- Strong impact, rarely used
- ◐ Strong impact, sometimes used
- Strong impact, but used often
- ◑ Fair impact, rarely used
- ◑ Fair impact, sometimes used
- Fair impact, but used often
- Limited impact, but rarely used
- ◑ Limited impact, but sometimes used
- Limited impact, but used often



Top Tip: The greener and fuller the circle, the more likely your ad will stand out

Generic energy, gas or electricity searches

Expanded text ad copy analysis

Brand endorsements		Call to action		Dynamic Inclusion and Special Symbols		Pricing and value perception drivers		Speed		User needs		USP	
Token	Ad quality	Token	Ad quality	Token	Ad quality	Token	Ad quality	Token	Ad quality	Token	Ad quality	Token	Ad quality
regulated	●	lower your bills	●	+	●	price rise	●	in minutes / in mins	●	save time & money	●	online	○
recommended	●	subscribe	●	{param2:	●	ofgem	●	today	○	latest	○	exclusive	●
official site	●	check	○	&	○	save today	●	quick	●	beat	○		
right	○	save	○	{keyword:	○	affordable	●			Switch & Save	○		
[brand]	○	compare	○	!	○	best deals	●			no hassle	●		
©	●	find	○	{param1:	●	from [£]	●			package	●		
leader	●	get	○	?	●	save up to [£]	○			now available	●		
as seen on tv	●	see how	●			from only [£]	●			impartial	●		
™	○	switch online	●			offer	○			do the hard work	●		
top	○	sign up	●			cheapest	○			advice	○		
preferred	●	get a quote	○			[%] off	○						
official	●	order now	○			from just [£]	●						
trusted	○	find deals now	●			best deal	●						
award winning	○	sign up now	●			lowest price	○						

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](#)