



Weekly COVID-19 marketplace rebound gauge

Finance & Insurance

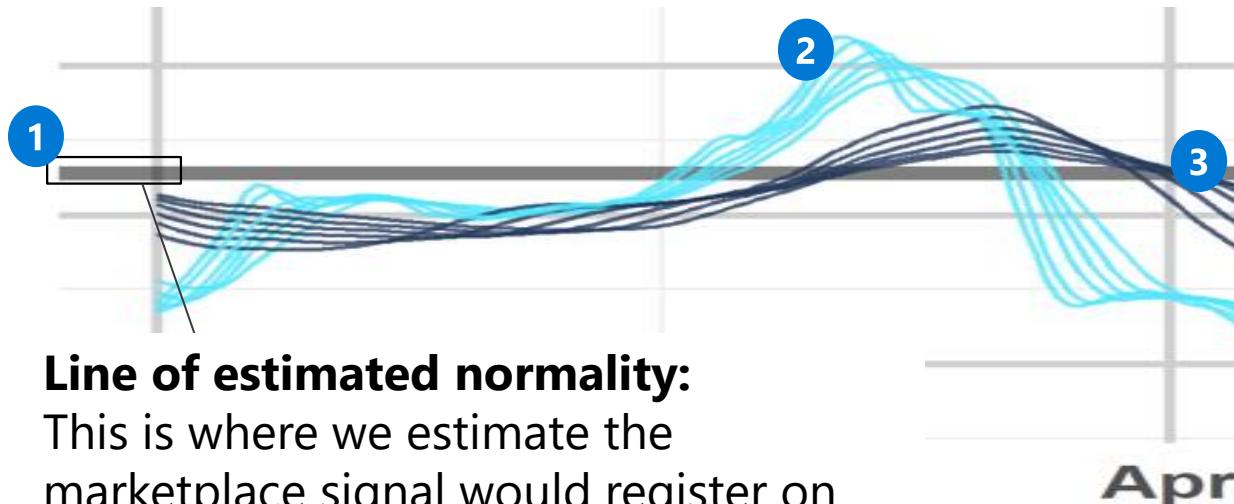
UK, France, Germany, Spain,
Italy, Netherlands

Purpose:

To provide an at-a-glance high-level signal about the current commercial viability of our financial services marketplace, **as compared to times of relative normality**. It is a technical analysis agnostic to external indicators and should be treated accordingly.

Analysis overview and interpretation

- Statistical technique typically used in investment trading
- Identify whether short-term fluctuations are indicative of a long-term trend
- Helping advertisers to identify how marketplace is trending to assist with planning



Line of estimated normality:

This is where we estimate the marketplace signal would register on average during the current month under normal circumstances

- ➊ Grey line: estimated normality
- ➋ Light blue lines: Short-term moving averages
- ➌ Dark blue lines: Long-term moving averages

Executive summary | data through 25th August 2020

	UK	FR	DE	ES	IT	NL
Car Insurance	●	◆	▲	▲	N/A	●
Credit Cards	▲	◆	▲	●	◆	▲
Home Insurance	●	▲	▲	●	▲	▲
Investments	▲	▲	●	▲	◆	◆
Life Insurance	▲	◆	◆	N/A	N/A	N/A
Mortgages	▲	N/A	●	N/A	N/A	▲
Pet Insurance	▲	N/A	N/A	N/A	N/A	N/A
Travel Insurance	▲	●	▲	▲	N/A	N/A

● Marketplace index shows positive momentum

▲ Marketplace index showing stability

◆ Marketplace index showing negative momentum

- This week, more categories have moved back into the positive momentum phase and now account for almost one out of four of the categorised analysed
- Travel insurance continues to be a stable performer across Europe, and moved into the positive momentum phase in France this week
- UK Car Insurance has moved from stability to positive momentum this week, coinciding with the release of the new registration plates this year. Motorists that purchased vehicles in September in years prior are likely to also be in the market for renewed policies.

UK = United Kingdom

FR = France

DE = Germany

ES = Spain

IT = Italy

NL= Netherlands

Source: Microsoft Internal, N/A: limited data available



Marketplace signals – UK Short Window

Sub-category

Signal

Signal guide

Car Insurance



Marketplace index is showing positive momentum

Credit Cards



Marketplace index is showing some stability

Home Insurance



Investments



Life Insurance



Marketplace index is showing negative momentum

Mortgages



Pet Insurance



Travel Insurance

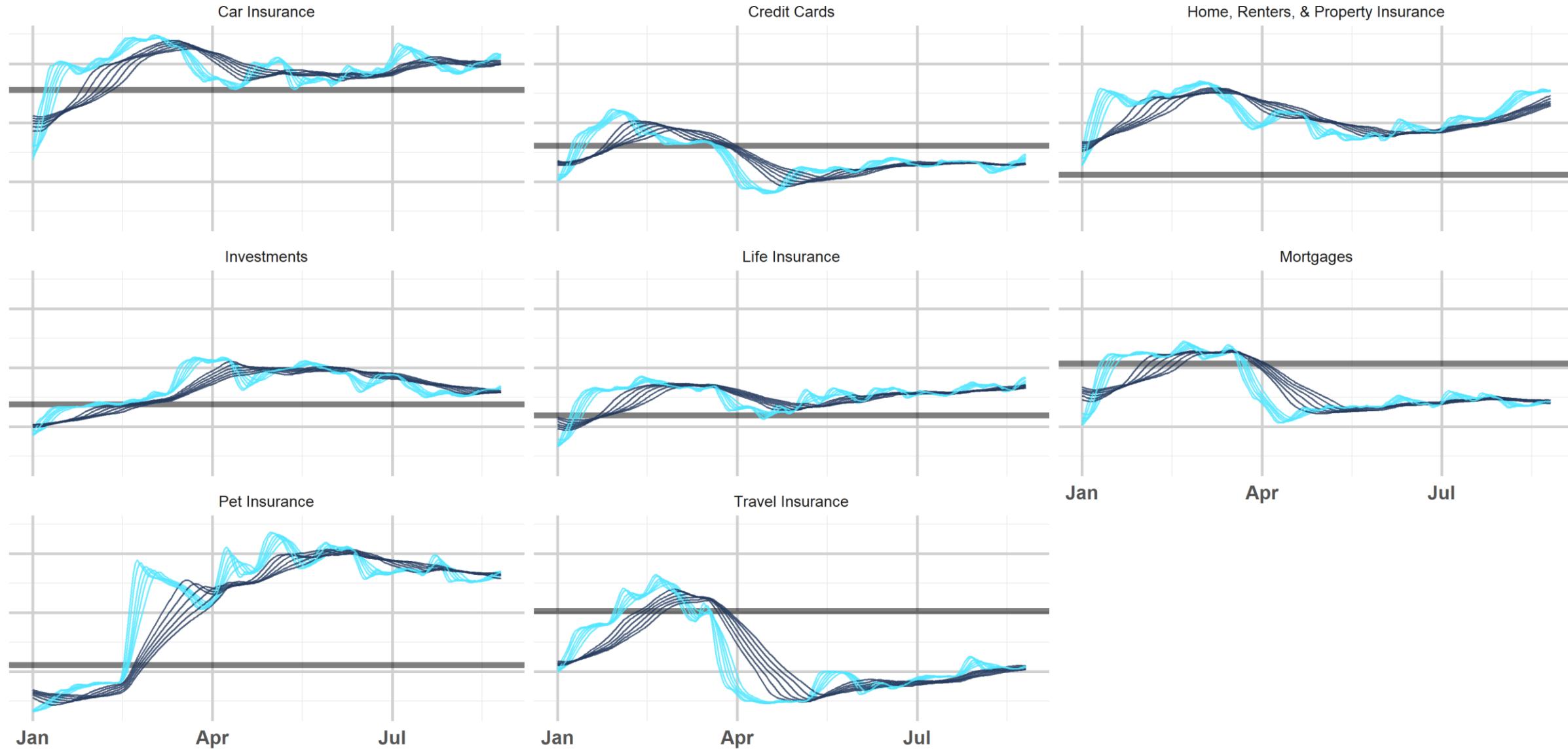


Data through:
25/08/2020

Marketplace Rebound Gauge, United Kingdom, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing

Median of Aug '19 and Aug '18
3, 5, 8, 10, 12, 15-day moving averages
30, 35, 40, 45, 50, 55-day moving averages



Marketplace Signals – FR short window

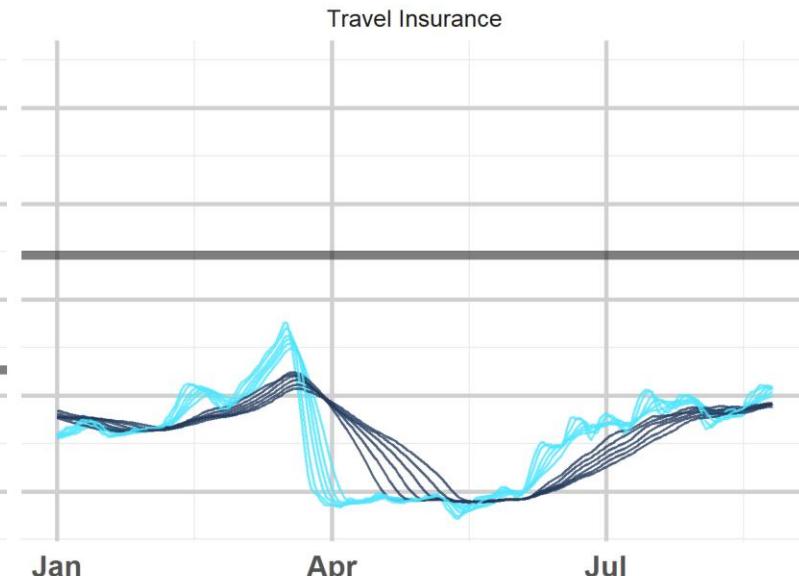
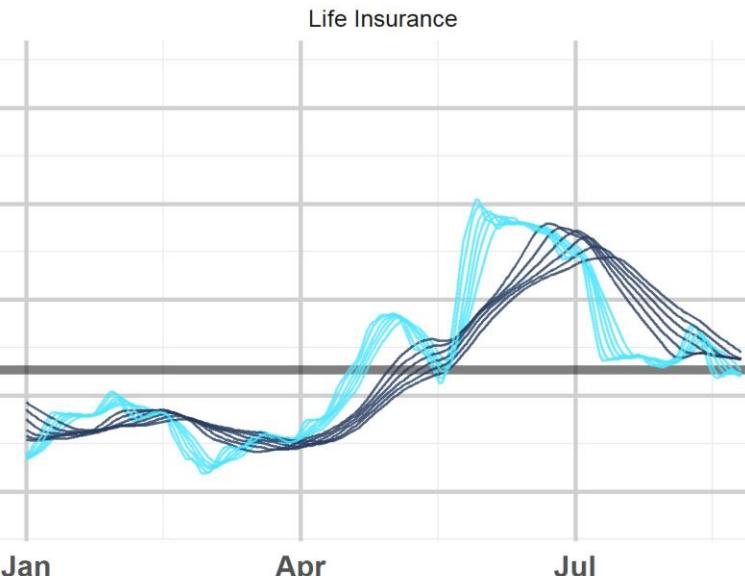
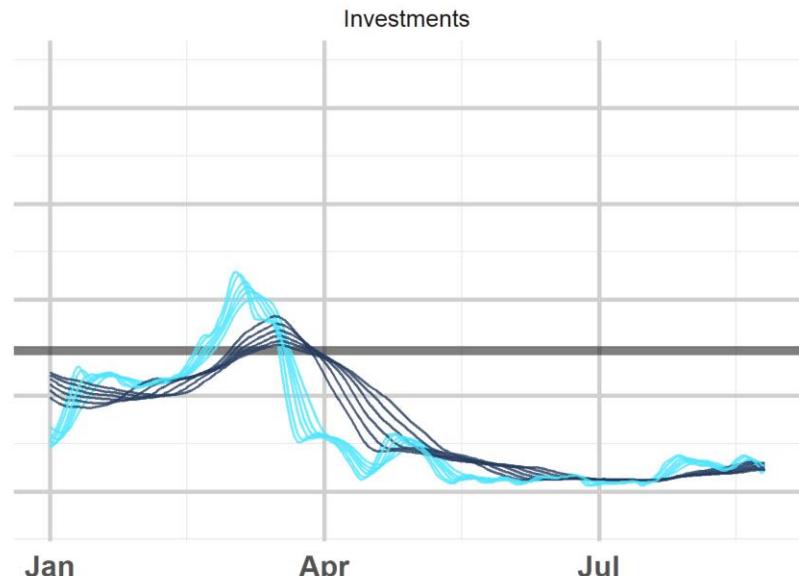
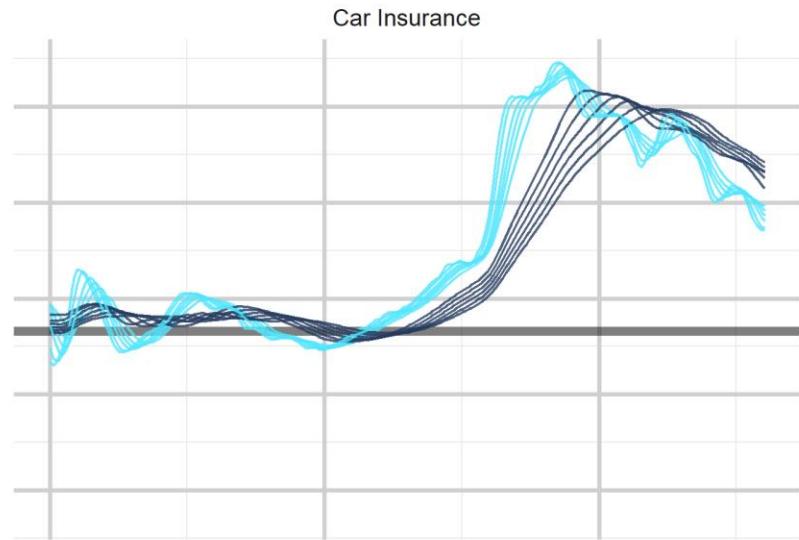
Sub-category	Signal	Signal guide
Car Insurance		 Marketplace index is showing positive momentum
Credit Cards		 Marketplace index is showing some stability
Home Insurance		
Investments		
Life Insurance		 Marketplace index is showing negative momentum
Travel Insurance		

Data through:
25/08/2020

Marketplace Rebound Gauge, France, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing

Median of Aug '19 and Aug '18
3, 5, 8, 10, 12, 15-day moving averages
30, 35, 40, 45, 50, 55-day moving averages



Marketplace signals – DE short window

Sub-category	Signal	Signal guide
Car Insurance		 Marketplace index is showing positive momentum
Credit Cards		 Marketplace index is showing positive momentum
Home Insurance		 Marketplace index is showing some stability
Investments		 Marketplace index is showing some stability
Life Insurance		 Marketplace index is showing negative momentum
Mortgages		 Marketplace index is showing negative momentum
Travel Insurance		 Marketplace index is showing negative momentum

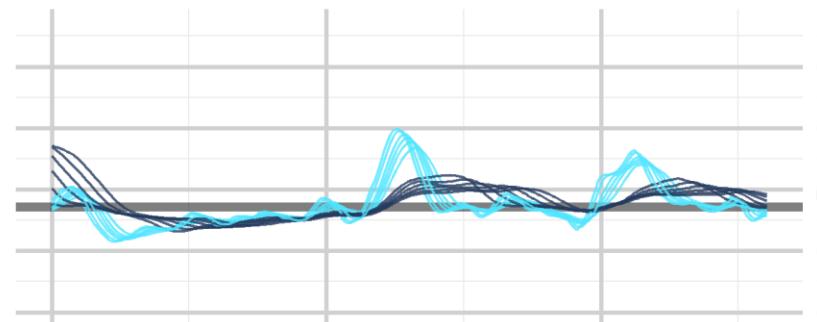
Data through:
25/08/2020

Marketplace Rebound Gauge, Germany, Short Window

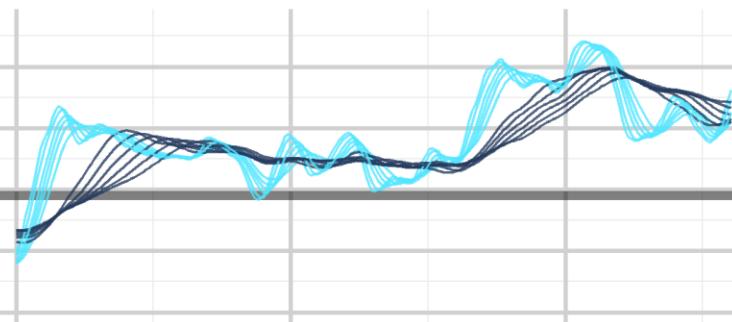
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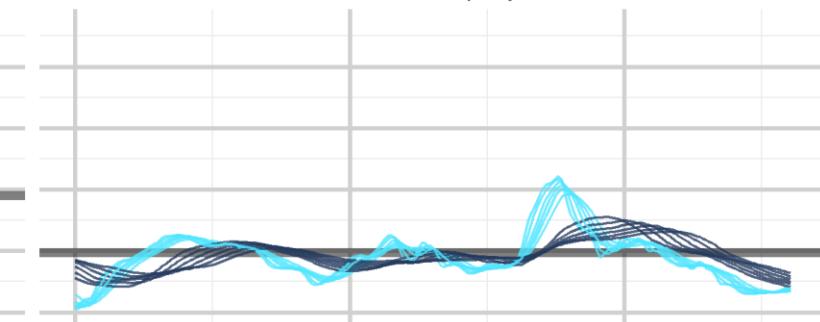
Car Insurance



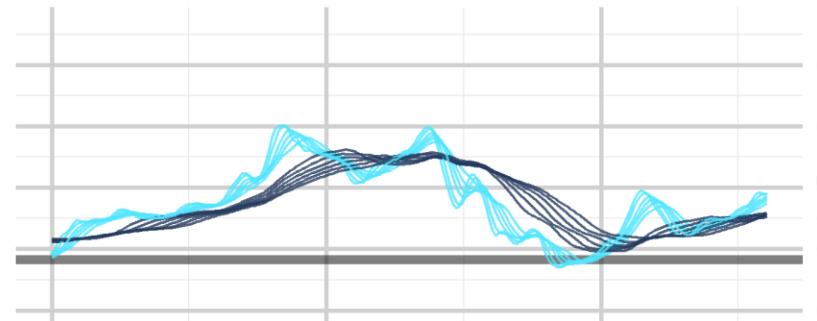
Credit Cards



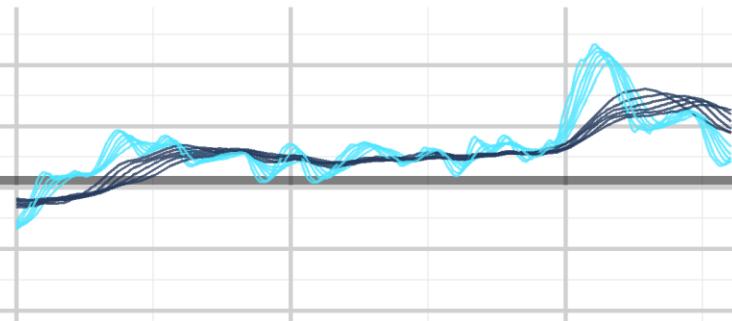
Home, Renters, & Property Insurance



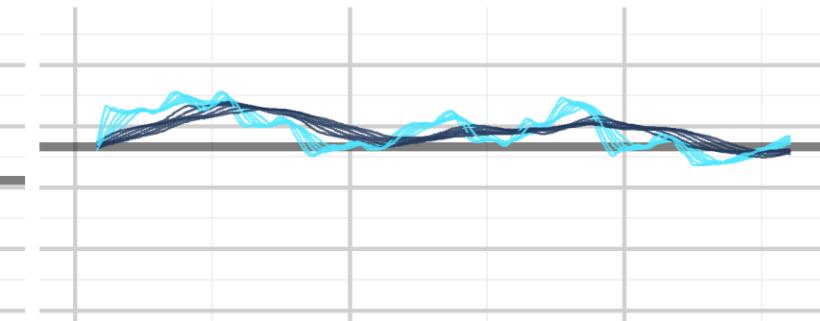
Investments



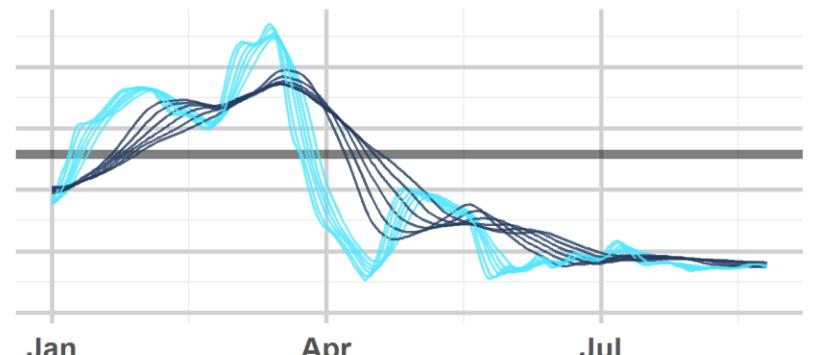
Life Insurance



Mortgages



Travel Insurance



Marketplace signals – ES short window

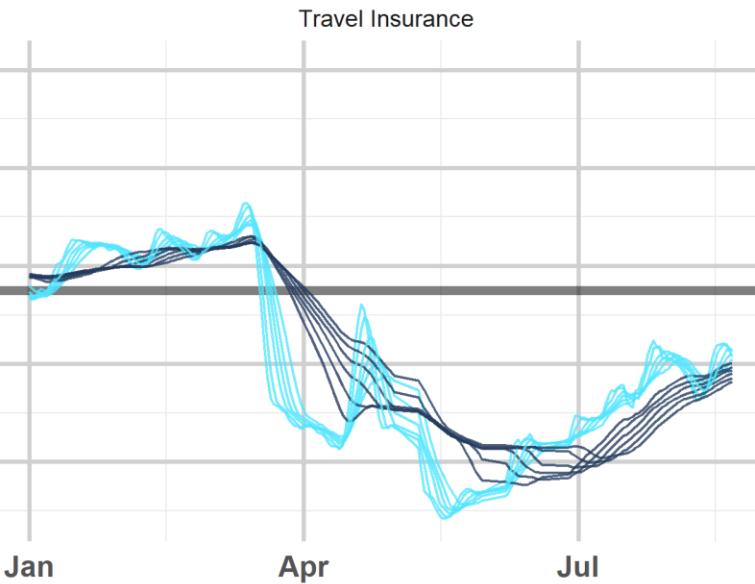
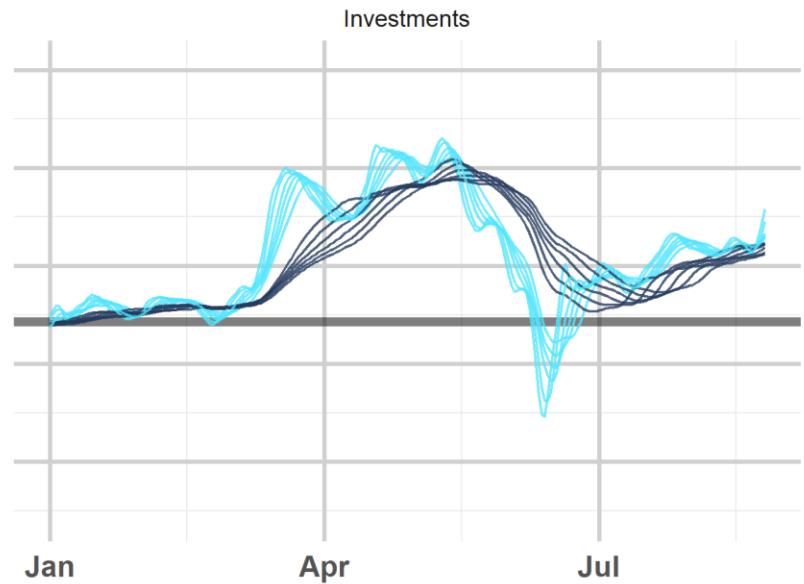
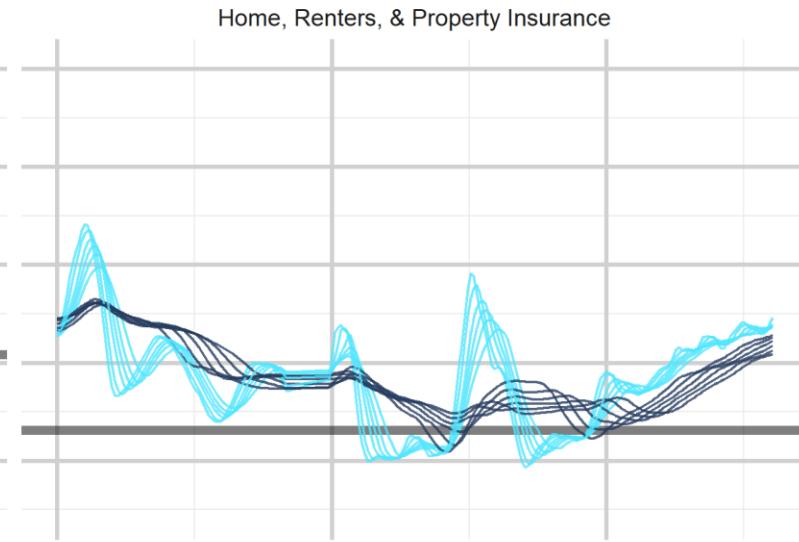
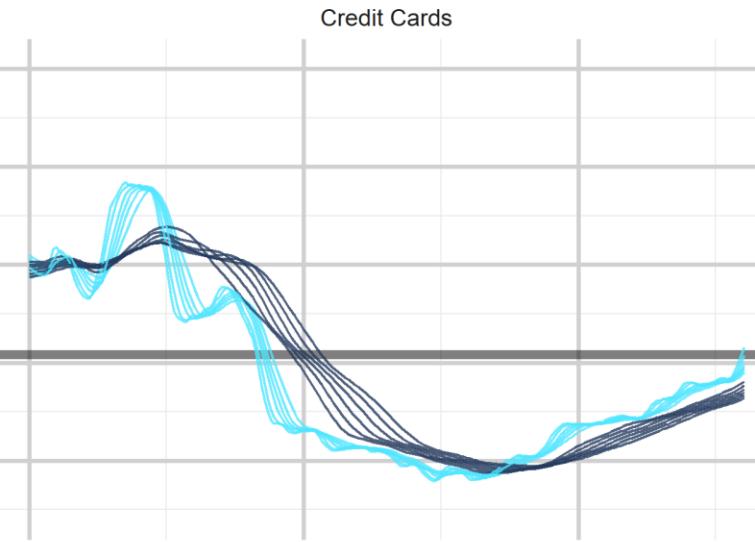
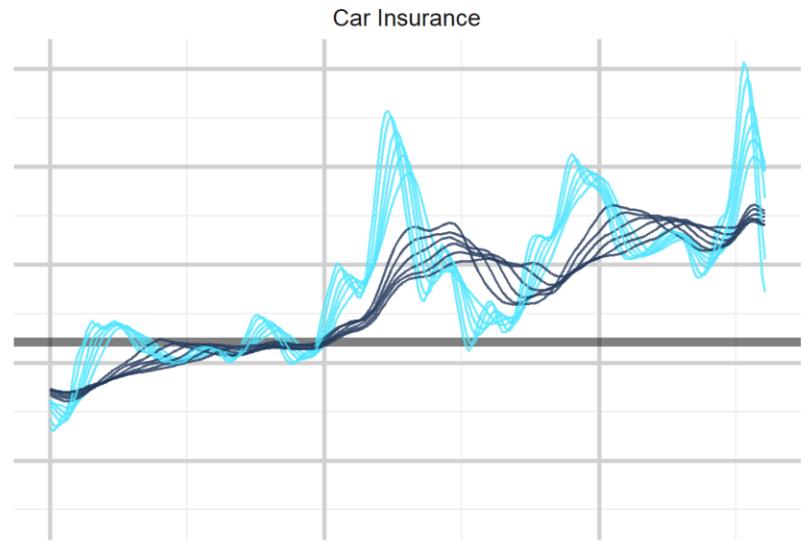
Sub-category	Signal	Signal guide
Car Insurance		 Marketplace index is showing positive momentum
Credit Cards		
Home Insurance		 Marketplace index is showing some stability
Investments		
Travel Insurance		 Marketplace index is showing negative momentum

Data through:
25/08/2020

Marketplace Rebound Gauge, Spain, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing

Median of Aug '19 and Aug '18
3, 5, 8, 10, 12, 15-day moving averages
30, 35, 40, 45, 50, 55-day moving averages



Marketplace signals – IT short window

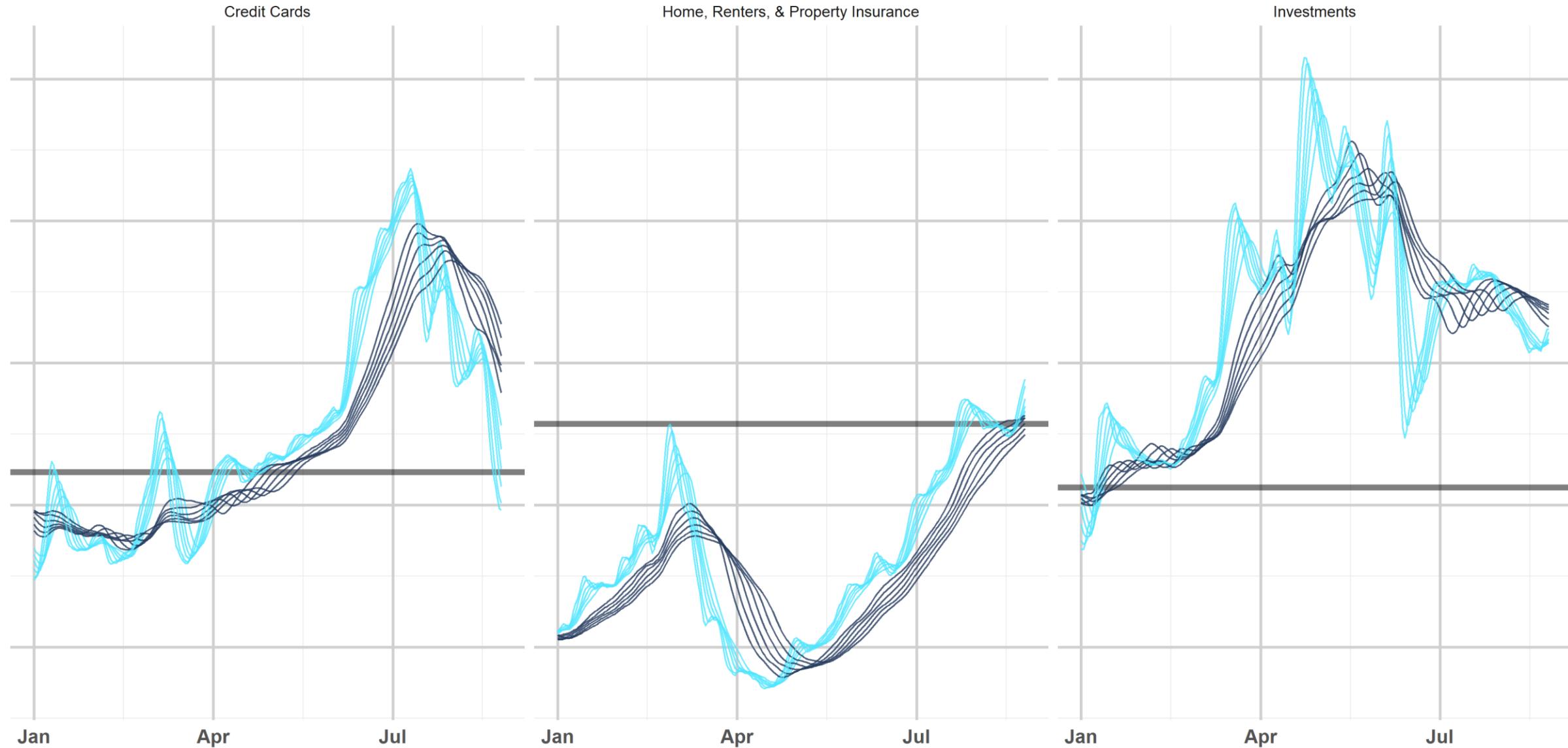
Sub-category	Signal	Signal guide
Credit Cards		 Marketplace index is showing positive momentum
Home Insurance		
Investments		 Marketplace index is showing some stability
		Marketplace index is showing negative momentum

Data through:
25/08/2020

Marketplace Rebound Gauge, Italy, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing

Median of Aug '19 and Aug '18
3, 5, 8, 10, 12, 15 day moving averages
30, 35, 40, 45, 50, 55 day moving averages



Marketplace signals – NL short window

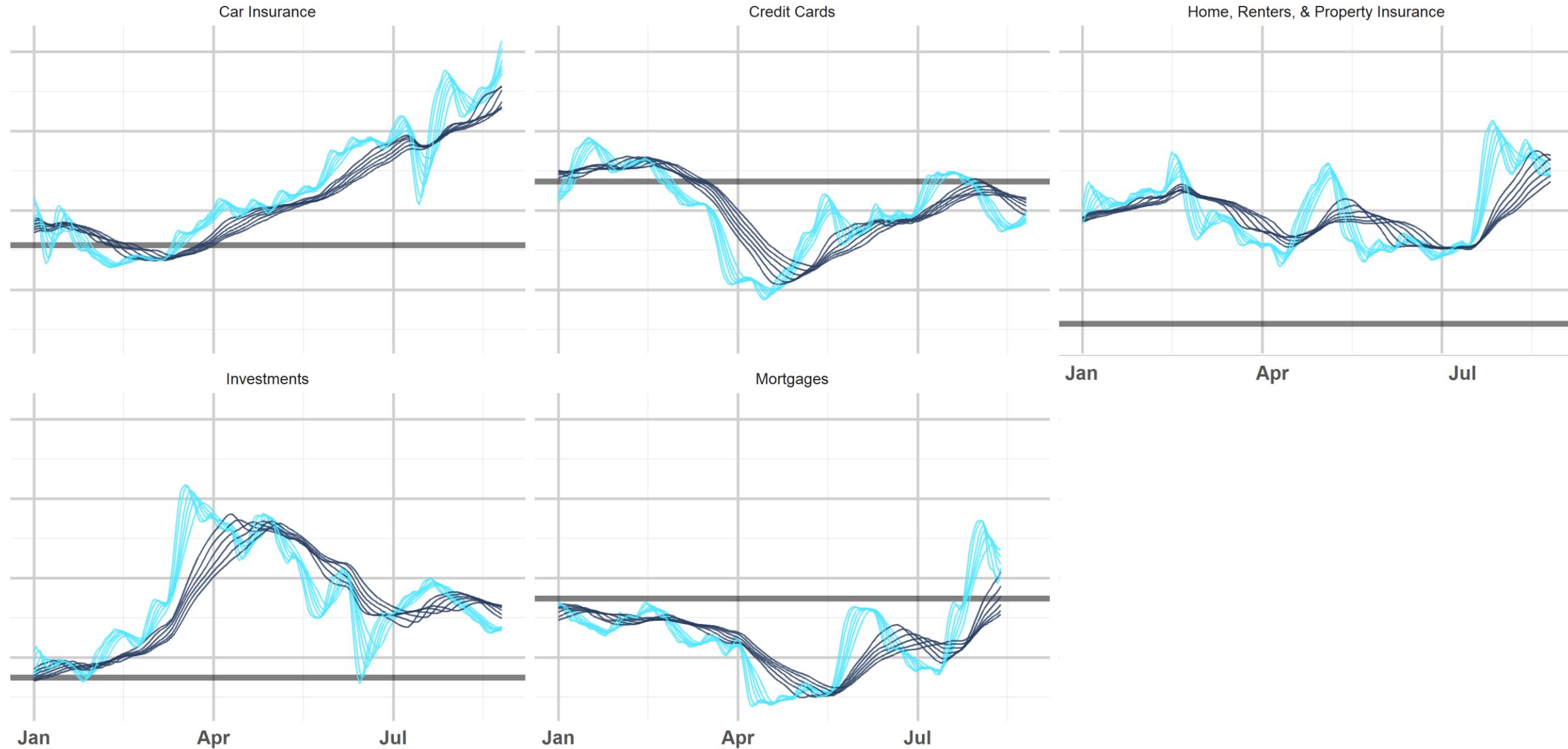
Sub-category	Signal	Signal guide
Car Insurance		Marketplace index is showing positive momentum
Credit Cards		
Home Insurance		Marketplace index is showing some stability
Investments		
Mortgages		Marketplace index is showing negative momentum

Data through:
25/08/2020

Marketplace Rebound Gauge, Netherlands, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing

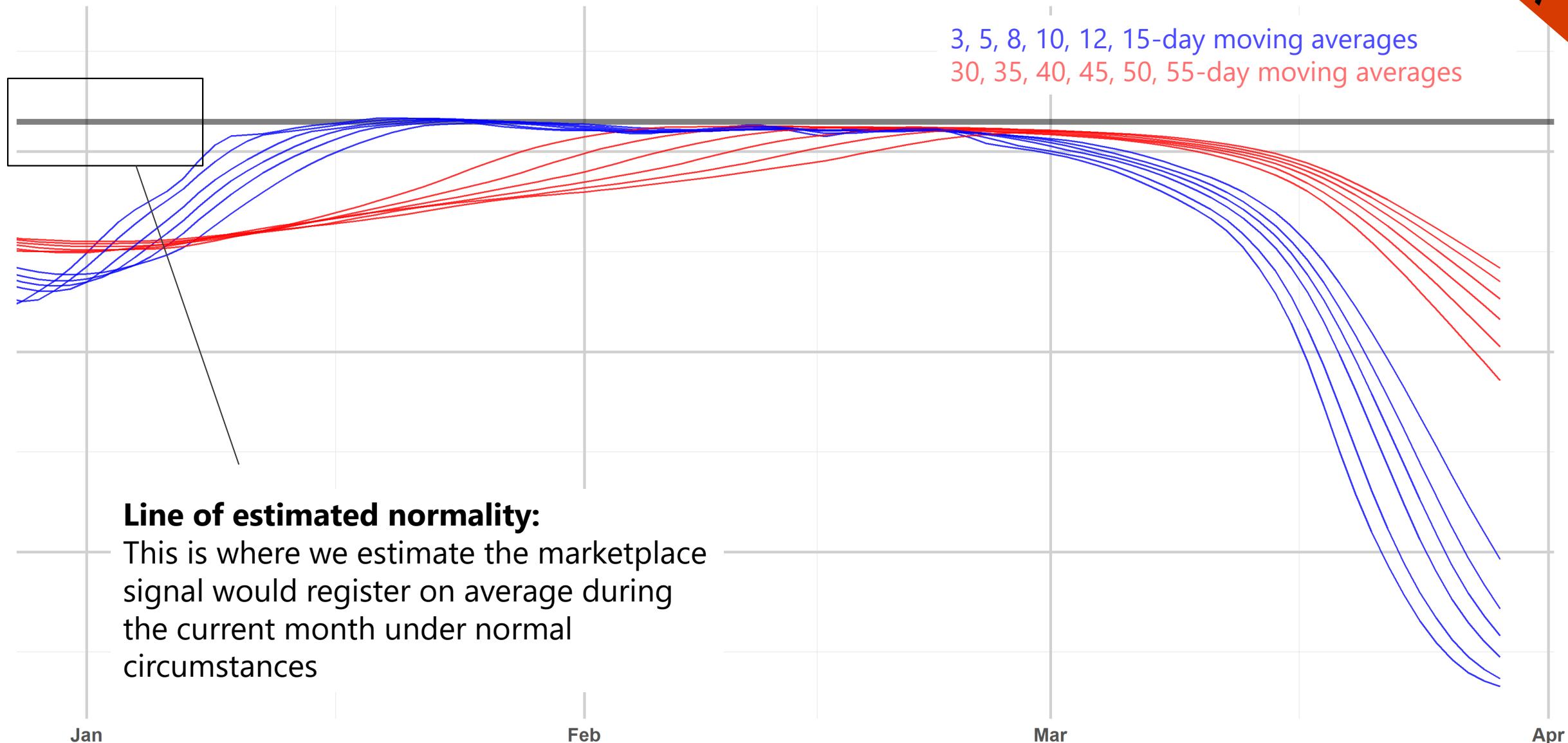
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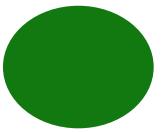
How the signals are extracted

Marketplace Rebound Signal Search - United States

Short View

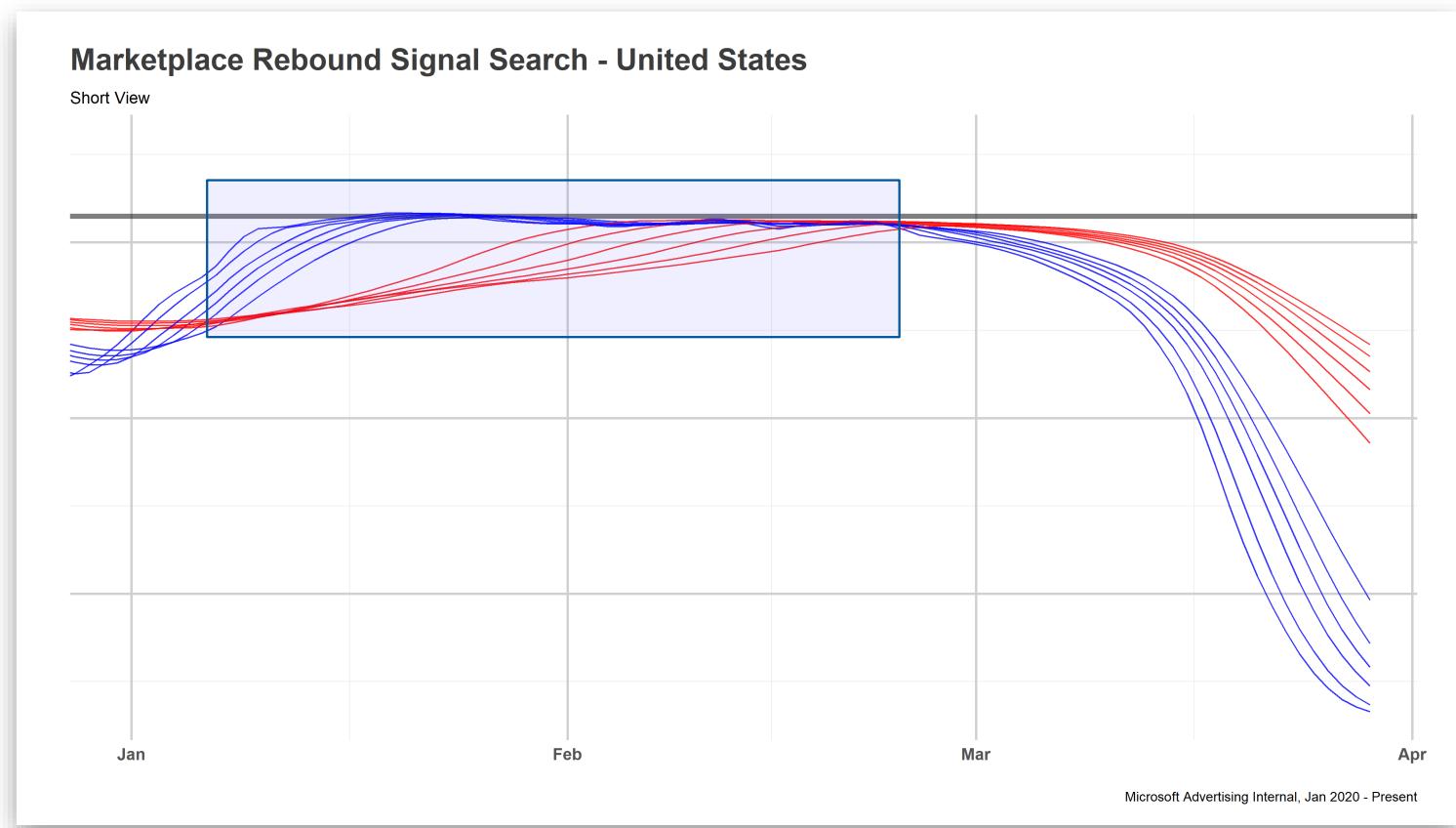


Signal:



Here our cluster of **shorter-term moving averages** has consolidated around the estimated line of normality, pulling latent **longer-term moving averages** with it.

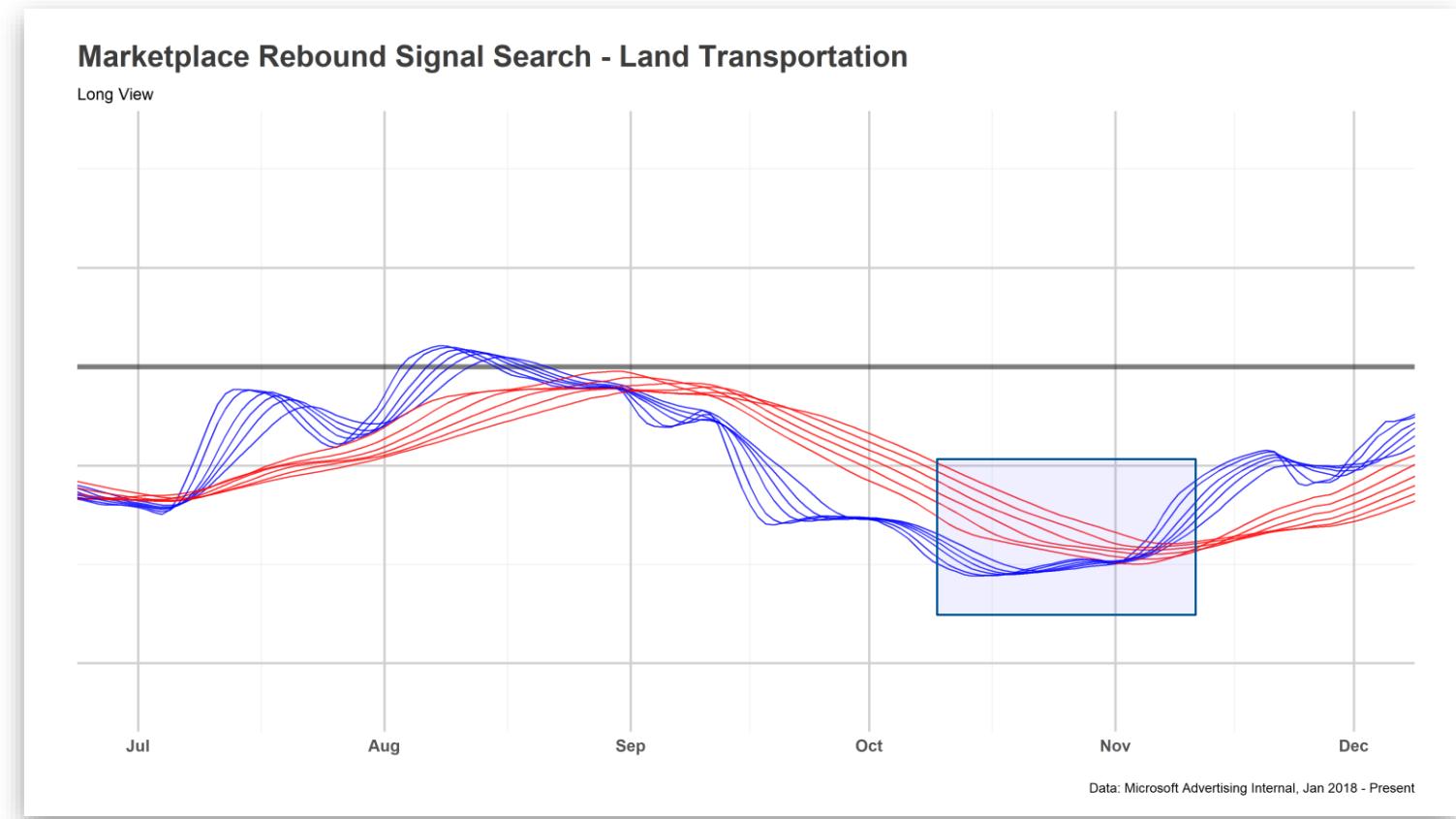
When there is a period with all six **short-term moving averages** above all six **long-term moving averages**, this is a confirmed market uptrend.



Signal: ⚠

In this example, we see all six **longer-term moving averages** floating above all six **shorter-term moving averages** suggesting a downtrend

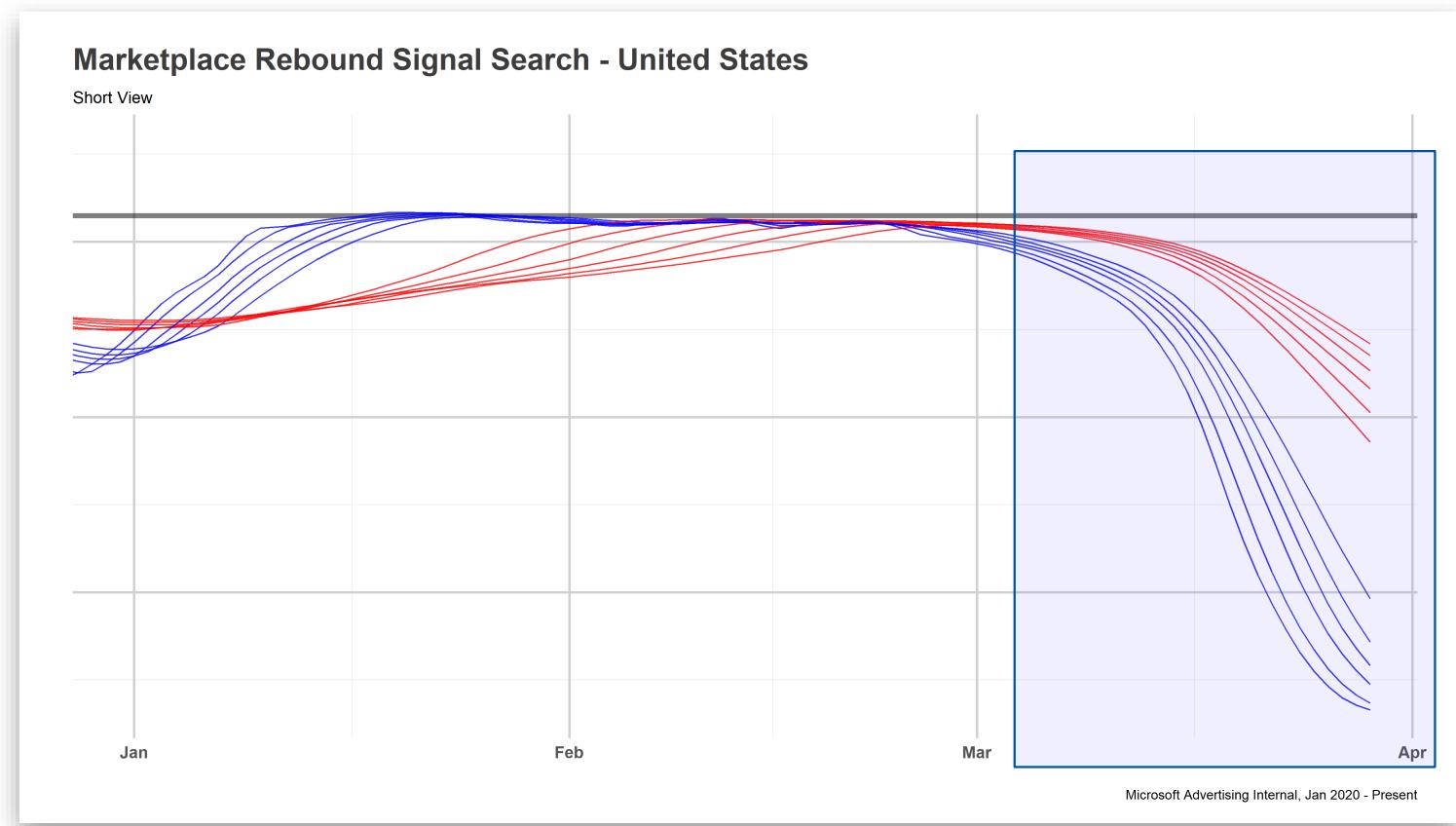
However, the **shorter-term moving averages** begin to reverse course, and move back through the **longer-term moving averages**. This is an indication that the marketplace is possibly turning around, and a good opportunity for advertisers to re-enter.



Signal: ◊

In this example, there is a clear negative gap between the **long-term moving averages** and the **short-term moving averages**, and that gap is increasing

When the cluster of **short-term averages** demonstrates behavior in the opposite direction, it will be time to think about a yellow signal. Until then, this is firmly a downtrend.



What comprises the marketplace index?

Marketplace Index is a composite metric built to reflect the following behaviors:

Search volume



Advertiser participation



Auction activity

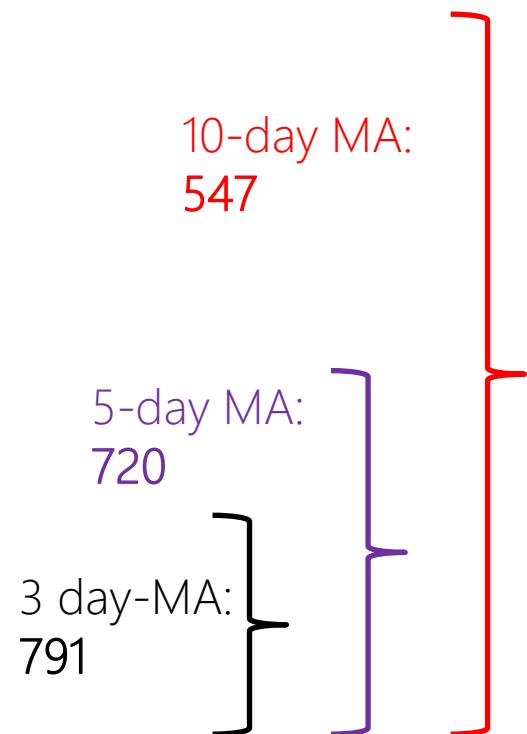


Searcher intent



A primer on how moving averages work

Date	Value
3/20	500
3/21	650
3/22	700
3/23	400
3/24	250
3/25	300
3/26	425
3/27	500
3/28	525
3/29	700
3/30	650
3/31	825
4/1	900



A **simple moving average (MA)** calculates the average of a selected range of values. For instance, the 3-day moving average for the date of 4/1 would be the average of the attendant values for the dates of 4/1, 3/31, and 3/30.