

Steer your auto and auto insurance campaigns into profitability



Auto and Auto Insurance sales see major increases in Australia from May through July.

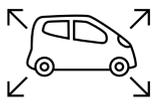


It's when Australians tend to purchase new cars and relevant insurance.

Understand what is driving their purchase decision and then use the insights below to steer your customer in the right direction.

What is driving interest in buying cars and car insurance each end of fiscal?

50% of the reasons for buying new cars are:



Limited Space



Families

20% of the purchase decisions are influenced by end of fiscal year deals.



Sales

61% of searchers are looking to purchase car insurance within the same timeframe they are searching for purchasing the car itself.



Car



Insurance

SUMMARY

EOFY consumers in Australia are driven to purchase cars and car insurance because of the need for space/room for families/items. When they decide to purchase, 20% of them are influenced by deals and sales. At the end of the day the majority know they'll need car insurance as well and are interested in buying both at the same time (61% research together).

It's a long (but not super long) and winding road to purchase a car.

The car purchase journey is complex and never linear. What does the journey look like for searchers searching and converting during EOFY?

89% of consumers follow a 90-day car purchase journey (including offline interaction — like physically going into the dealership).



ONLY 40% of searchers start searching with a specific brand or model in mind.



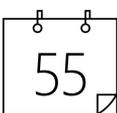
81% of customers are undecided on brands. Searchers tend to consider (on average) 4 brands between their first search and conversion.



37% of customers are undecided on models. Searchers tend to consider (on average) 3 models between their first search and conversion.



A consumer's overall journey to buying a car takes about 90 days, but their online conversion window for search is only about 55 days over 15 relevant searches.

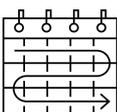


SUMMARY

89% of consumers follow a 90-day car purchase journey. However, the influencing window online is only 55 days in which 60% of the customers are undecided on both brands and models in the beginning of their search. Hence, it's crucial for an advertiser to win their attention on search within those 55 days.

It's a much shorter road to purchase car insurance so be quick.

97% of searchers finalise their car insurance purchase within 3 weeks of starting their search.



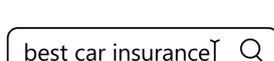
It takes about 5 relevant searches before a purchase decision is made.



Searchers consider 1–3 brands during the research phase and 61% of those searchers convert on one of those brands in the end.



50% of car insurance research begins with generic search terms.



SUMMARY

It does not take long (generally 20 days or less) to decide to purchase car insurance, so marketers and advertisers must connect with the consumers within a short time frame and their brand must show up in the first 3 brand searches.

Steer toward success with Microsoft Advertising

As you navigate to the starting line you should think about where your customer is in the marketing funnel and their timeline to purchase. They are driven by immediate needs that you have the solution for. Leverage the insights below to fuel your upcoming sales to maximise budgets and optimise your campaigns for a full throttle end to the year.



Car advertisers need to win over the minds of those undecided customers.

Achieve **full coverage** in car models' keywords and invest in conquerying activities.

Consider **audience targeting** to focus on specific searchers who are most likely to buy/consider.

As car purchase decisions can extend into July/August, **keep campaigns live to capture them.**

Car insurance advertisers need to win customers within 5 searches.

19% of searches contain 'quote'

18% of searches contain 'compare/comparison'

17% of searches contain 'CTP/Greenslip'

6% of searches contain 'cheap' & 'best'

Leverage **'high value'** / conversion-assisted **'generic'** terms.

Use **audience targeting** to expand your reach.

Prepare your campaigns and terms to target **late-stage car purchasers in July/August.**

*Extension necessary because car insurance decisions are often made at the end of a car-purchase decision.

Learn more about how Microsoft Advertising can drive customers to your business, today.

MICROSOFT ADVERTISING CAR PURCHASE EXPERIENCE

1. Microsoft internal data, Australia, January–October 2018, end-of-financial-year related queries. Data represents all devices. 2. 'Car Purchase Survey,' Microsoft partnering with Digital Agent. Sample size: 300, December 2018. 3. Microsoft internal data, Australia, February–September 2018, Automotive and Insurance industries. Data includes all devices. 4. Microsoft internal data, Australia, May–September 2018, Automotive industry. Data includes all devices. 5. Microsoft internal data, Australia, July–September 2018, Insurance industry. Data includes all devices.