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

- **50%** of the reasons for buying new cars are
  - Limited space
  - Families
  - Sales
  - Insurance
- **61%** of searchers looking to purchase car insurance within the same timeframe they are searching for purchasing a new 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 50+ car purchase journeys (including offline searches) — the physically going to the dealership.
- **81%** of consumers 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.

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

- **97%** of customers buy car insurance a purchase within 6 weeks of visiting their website.
- **50%** of an insurance research begins with generic search terms.

Steer toward success with Microsoft Advertising

As you navigate to the starting line you should think about what is driving their purchase decision and then use the insights below to steer your customer in the right direction.

- **50%** of the purchase decisions are influenced by at least of four factors.

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

- **19%** of searchers consider ‘high value’ terms.
- **18%** of searchers consider ‘comparative’ terms.
- **17%** of searchers consider ‘CTA’ terms.
- **6%** of searchers consider ‘price’ terms.

Car insurance advertisers need to win customers within 5 searches.

- **55% of searches** that are insurance purchase within 3 weeks of starting their search.
- **55**/5 searches
- **2**/5 searches
- **55%** of customers are undecided on brands. Searchers tend to consider (on average) 4 brands between their first search and conversion.
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Microsoft Advertising
can drive customers to your business, today.

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