Understanding what is driving them and how best to capture a searchers attention will ensure businesses can compete this year and win those dollars.

Why are consumers purchasing new health insurance plans?

- **26%** are driven to purchase because of a premium increase with their current insurance.
- **23%** are driven to purchase because of a special/good deal on new health insurance.

When people need healthcare, they act fast.

- It takes an average of **25 days** to finish a purchase online from first search to final conversion.
- March, June and July are the most active months for health insurance industry searches in Australia.
- 47% of private health insurance research paths begin with generic search terms.

Healthy insights ensure healthy campaigns

- Health insurance research is intense due to multiple influencing factors and the decision funnel is lightning quick.
- Marketers and advertisers should leverage these insights to capture consumer attention, quickly and efficiently as they are searching for new plans to fit their needs.

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**SUMMARY**

It does not take long (generally 25 days or less) to decide to purchase health insurance so marketers and advertisers must get to them within that short time frame and utilise generic keywords to educate and further stimulate the needs for private health insurance.

Learn how Bing Ads can ensure you connect to the right customer, today.

BING ADS HEALTH INSURANCE EXPERIENCE

- **23%** of searches contain ‘compare’
- **10%** search for extras like ‘dental’ or ‘hospital’
- **8%** of searches contain ‘test’
- **5%** of searches contain ‘deal’, ‘cheap’ or ‘promotion’
- **3%** of searches just ask questions

1 Microsoft internal data, Australia, January–October 2018, and of forward one year where relevant. Data represents all devices.
2 Health insurance data from Metro, Microsoft partnering with Digital Agent, Sample size 10,000, December 2018.
3 Microsoft internal data, Australia, January–October 2018, Data represents all devices.
4 Microsoft internal data, Australia, January–June 2018, Data represents all devices.
5 Microsoft internal data, Australia, January–September 2018, Data represents all devices.