

# Ensure your business by insuring others



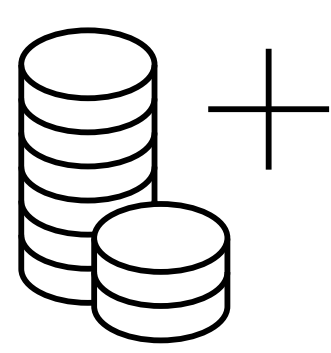
In Australia, **March through July** is the key selling season for private health insurance.

**\*** It's when Australians tend to take out a **new health cover** because of things like rising health fund premiums or other financial implications.

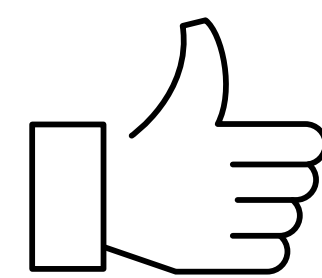
Understanding what is driving them and how best to capture a searcher's attention will ensure businesses can compete this year and win those dollars.

## Why are consumers purchasing new health insurance plans?

**26%** are driven to purchase because of a premium increase with their current insurance.<sup>2</sup>

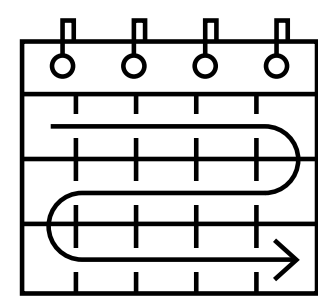


**23%** are driven to purchase because of a special/good deal on new health insurance.<sup>2</sup>

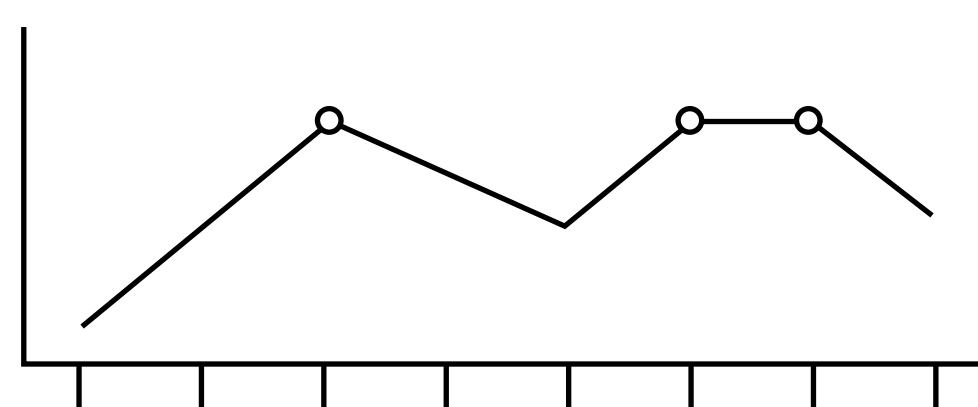


## When people need healthcare, they act fast.

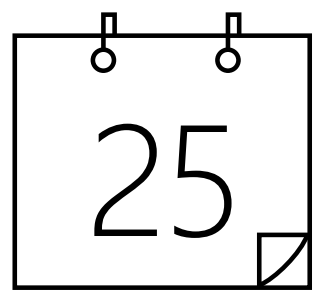
Once someone decides to buy health insurance they rarely take more than 3 or 4 weeks to complete their purchase, so marketers need to strike early with the correct terms to stay top of mind.<sup>1</sup>



March, June and July are the most active months for health insurance searches in Australia.<sup>1</sup>



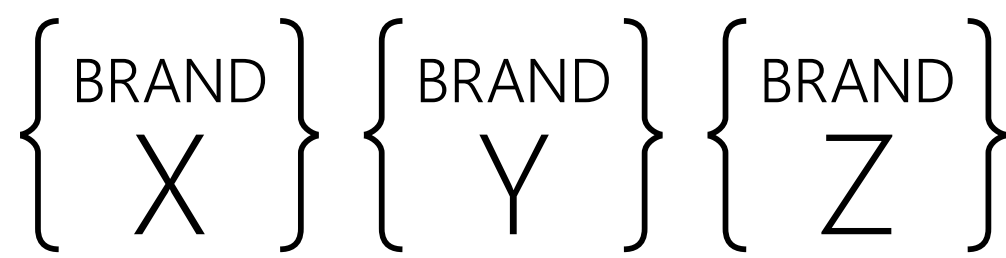
It takes an average of 25 days to finish a purchase online from first search to final conversion.<sup>3</sup>



**47%** of private health insurance research paths begin with generic search terms.<sup>4</sup>



Searchers consider 1-3 brands during their research.



### 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.

## 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.



<p>Understand the customers' search <b>triggers, needs, intents</b>, and always be there to influence decisions.</p>	<p><b>Plan wisely</b> with your EOFY campaigns, and don't limit it to June only.</p>	<p>Health Insurance is complex due to multiple decision factors. Leverage <b>conversion-assisted generic keywords</b> to guide, educate and influence customers' buying decision.</p>
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\*June is the hottest month for competition.

- 23%** of searches contain 'compare'<sup>4</sup>
- 10%** search for extras 'dental' or 'hospital'<sup>4</sup>
- 8%** of searches contain 'best'<sup>4</sup>
- 5%** of searches contain 'deal', 'cheap', or 'promotion'<sup>4</sup>
- 3%** of searchers just ask questions<sup>4</sup>

## Learn more about how Microsoft Advertising can ensure you connect to the right customer, today.

**MICROSOFT ADVERTISING HEALTH PURCHASE EXPERIENCE** →

1. Microsoft internal data, Australia, January–October 2018, end-of-financial-year related queries. Data represents all devices. 2. "Health Insurance Purchase Survey," Microsoft partnering with Digital Agent. Sample size: 300, December 2018. 3. Microsoft internal data, Australia, January–December 2018, Health Insurance industry. Data represents all devices. 4. Microsoft internal data, Australia, query path analysis, February–June 2018, Health Insurance industry. Data represents all devices. 5. Microsoft internal data, Australia, July–September 2018, Insurance industry, Data represents all devices.