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.


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