

MICROSOFT ADVERTISING FOR THE FINANCIAL SERVICES MARKET



It's not easy being in the financial services market right now. Weak economic output, global political challenges, rising inflation and soaring interest rates are all having an impact. In addition to this, increased online fraud and ongoing cyber attacks are also making their mark.¹

On the other hand, customers are looking for new providers, with more people using financial services to help them manage their situation. This means advertisers need to deliver carefully targeted messages in a compliant manner.

What matters to financial services advertisers

Other challenges disrupting the market include:



Online privacy and data breaches



Stricter laws and regulatory requirements for advertisers



An increase in digital transactions generating more online advertising, making it more difficult for consumers to differentiate between legitimate advertisers and scams

Microsoft Advertising addresses these concerns through:



Use of first-party audience data while maintaining safety of customer information



Use of the Microsoft Audience Network for testing first-party data



Implementation of ongoing protection for advertisers and consumers, including only allowing advertisers authorised by the relevant authority e.g. the FCA in the UK.

The solution? The Microsoft Advertising Network

The Microsoft Audience Network connects advertisers to millions of people across different devices using native ad placements. These include Microsoft Edge, MSN, Outlook and third party search engines and websites, such as DuckDuckGo.

The advantage of using the Microsoft Audience Network is knowing Microsoft is compliant with data privacy regulations such as GDPR and CCPA. Microsoft owns the data and, therefore, is able to analyse and understand audience insights.

Microsoft is able to overlay and triangulate data such as search intent from Microsoft Bing, browser data from Microsoft Edge and profiles from LinkedIn to create better-targeted audience profiles for advertisers across the buyer journey.

¹ Economist Intelligence Unit - Financial Outlook 2023 report and Allianz Risk Barometer 2022

Source for all statistics: Microsoft Advertising

GET IN CONTACT

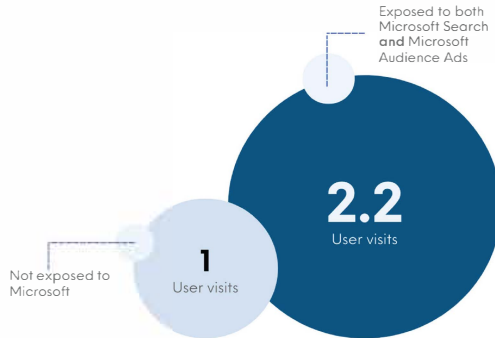
To find out more about how Microsoft Advertising could work for you get in touch with us at grow@diginus.com

Phone
+44 (0) 207 267 9322
LinkedIn
linkedin.com/company/diginus/

Website
www.diginus.com

MICROSOFT ADVERTISING FOR THE FINANCIAL SERVICES MARKET

The combined power of Microsoft Search and Microsoft Audience ads

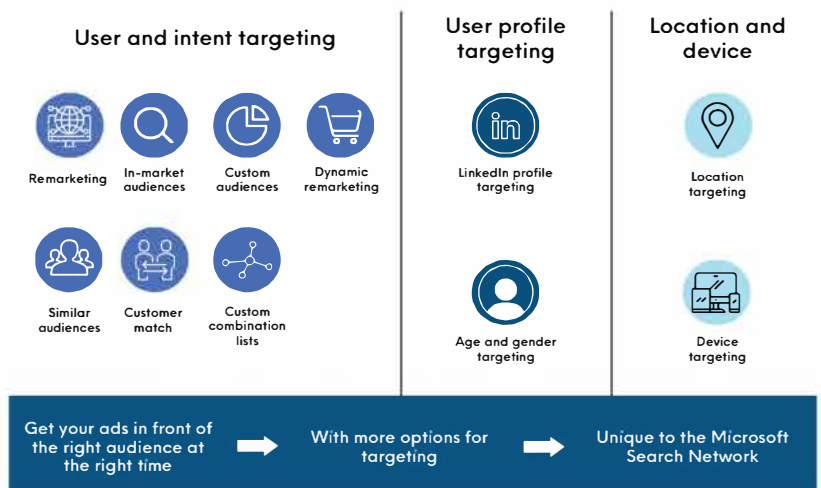


Microsoft's research shows that users are 2.2 times more likely to visit a Financial Services advertiser's website if they have been exposed to both Microsoft Search and Microsoft Audience ads.²

Audience targeting: reach and grow

Advertisers can place ads in front of the right audience at the right time and in the right place by segmenting according to user type, intent, user profile, location and device. Products and services such as credit cards, health insurance, savings and mortgages can be promoted to the right people for lower wastage and improved ROI.

Choose one or more multiple dimensions to use for targeting



“ For us, Diginus isn't just about the range of optimisation tools, but much more. It's also about the personal approach and great communication. The team really looks after its clients. ”

- Taras Krasnov, Owner, PPCExpert

Financial services audience profile

There is a preconception that Microsoft Advertising is only for older users and B2B. Both of these are incorrect. In fact, within the global financial services industry, 77% of those researching are under 45, and 43% have a household income in the top 25%.

Finance demographics



Age

77% are under the age of 45



Gender

40% are female and 61% are male



Education

42% graduated from college



Income

43% have household income in the top 25%

² When compared with only search ads: <https://about.ads.microsoft.com/en-gb/insights/microsoft-audience-network-financial-services>

Source for all statistics: Microsoft Advertising

Profile audience figures correct as of June 2023.

GET IN CONTACT

To find out more about how Microsoft Advertising could work for you get in touch with us at grow@diginus.com

Phone
+44 (0) 207 267 9322
LinkedIn
linkedin.com/company/diginus/

Website
www.diginus.com

MICROSOFT ADVERTISING

FOR THE FINANCIAL SERVICES MARKET

Financial services audience profile

To take advantage of this opportunity, consider implementing Microsoft Advertising's dedicated vertical ads for financial services. These help advertisers to engage with customers looking for specific solutions such as:

- ✓ Professional services
- ✓ Health insurance
- ✓ Mortgages
- ✓ Credit cards

Net-new audiences

Furthermore, according to internal research conducted by Microsoft Advertising, users exposed to Microsoft Audience ads engage with financial services brands at all stages of the marketing funnel.

1.8x BRAND AWARENESS WAS 1.8x HIGHER

1.9x BRAND CONSIDERATION WAS 1.9x HIGHER

4.0x BRAND CONVERSION WAS 4x HIGHER

How is this engagement achieved?

- Lead with in-market and similar audiences to reach net-new users and grow the base.
- Use images and videos to drive awareness through other channels.
- Target recent visitors, concentrating on core market segments
- Testing of different ad types and audience segments
- Increase conversion by optimising bids and budgets

In-market audiences tend to perform best; these are customers researching products and services who are actively considering a purchase rather than just browsing.



Don't just take our word for it

Lesfurets used Microsoft's auto bidding to rebalance the mix in traffic between Google and Microsoft. By implementing target CPA and eCPC, clicks grew by 187%, and conversions increased by 182%.

Accounting Seed moved to a digital marketing approach as businesses have shifted to more remote working. The company implemented Microsoft Advertising with text and search campaigns, display and retargeting campaigns. Results exceeded expectations with 3x increase in traffic, 26% increase in new web sessions and 76% increase in views per session.

Harmony implemented a LinkedIn profile targeting campaign through Microsoft Advertising, resulting in a 36% increase in conversion rate and 20% in lending.

Find out more

So, if you want to reach millions of additional potential customers and stretch those marketing budgets even further, then you should consider adding the Microsoft Advertising Network to your clients' campaigns.

Source for all statistics: Microsoft Advertising

GET IN CONTACT

To find out more about how Microsoft Advertising could work for you get in touch with us at grow@diginus.com

Phone
+44 (0) 207 267 9322
LinkedIn
linkedin.com/company/diginus/

Website
www.diginus.com