



# MiQ INSIGHTS: UK FINANCIAL TRENDS

As the COVID-19 pandemic has spread, financial markets have been massively affected, leading into a crisis that in some ways mirrors and surpasses those of the global financial crisis in 2008 and following September 11, 2001.

Even with massive government bailouts and stimulus efforts in the UK, brands and financial institutions are bracing for a long-term period of economic depression. To see what this means for advertisers, we analysed UK data from the last 45 days, as consumers went into lockdown and businesses were more notably impacted. What we've seen is a shift in consumer interest and preference for financial products, services and content as they adjust to this new period of economic uncertainty.

## HIGH INFLUX OF CONTENT AND READERSHIP ON FINANCIAL DOMAINS.

Since the pandemic hit the western world, the global economy is in a state of uncertainty. In response to this we're seeing an increase in consumers' consumption of financial news and content.

**700%**

increase in traffic on financial domains around all major content categories, especially around domains related to financial grants, auditing, credit and lending.

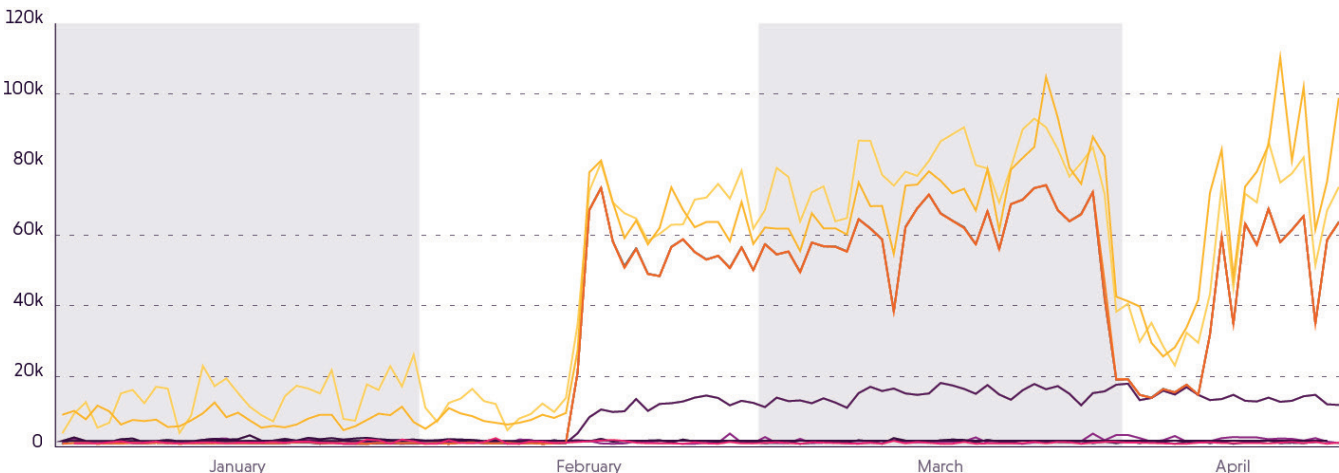
**3X**

increase in the consumption of financial content online across a multitude of sub-categories.

## INCREASE IN THE OVERALL DIGITAL CONSUMPTION IN THE UK

- Taxes
- Retirement & pension
- Mortgages and loans
- Investing
- Insurance
- Grants & financial assistance
- Financial planning
- Currencies & foreign exchange
- Credit and lending
- Accountability & auditing

Sum of total impressions

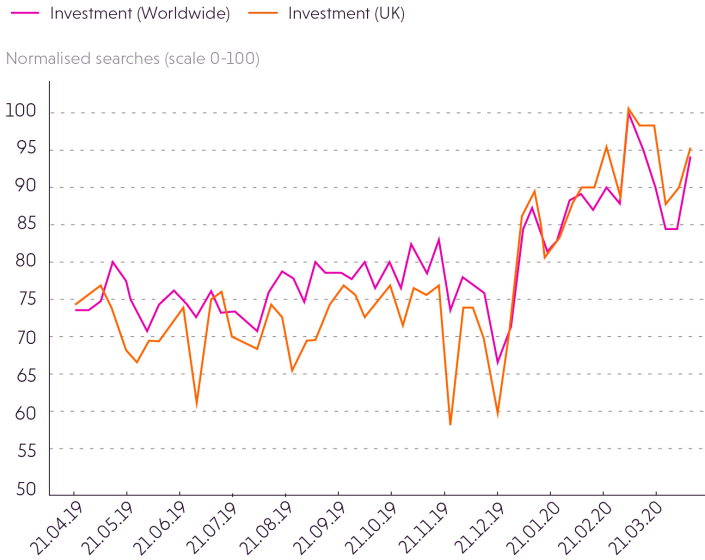


## CHANGING FINANCIAL PREFERENCES

An increase in traffic to financial domains isn't a clear indicator of consumer sentiment though. Mass furloughing of staff in the services sector, alongside economical forums including the IMF and the World Bank sharing an underwhelming outlook for 2020, shows why public sentiment towards the financial crisis has been understandably negative.

Investor confidence in the UK and around the world is down, and while we've seen a spike in content consumption, this is more likely attributed to the UK public's response to news and media outputs, as opposed to just high levels of interest in investing.

### INTEREST IN INVESTMENT TOPICS - UK VS THE WORLD



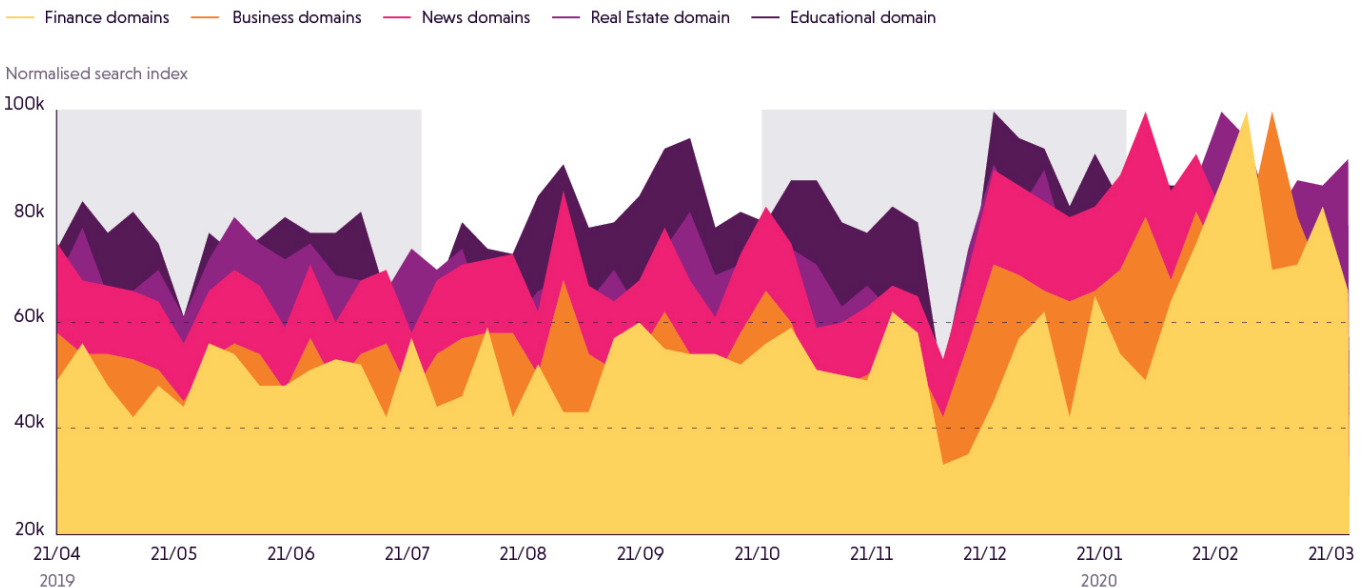
**24%**  
 growth in interest  
 for financial  
 trends, specifically  
 around investment  
 related topics.

Within the content categories being consumed, we are seeing two very distinct groups; those showing more interest in financial updates, and those looking to learn more about investing.

**Audiences aged 45+** are educating themselves on the various financial products available, such as **cryptocurrency**

**Millennial audiences** are the **highest consumers** of financial news and of content relating to predictive forecasts

### CHANGE IN INVESTMENT RELATED TOPICS BY CATEGORY



## FINANCIAL KEYWORD TRENDS SHOW CONCERN AND UNCERTAINTY IN THE MARKET

There has been an uplift in keywords around credit and loans, mortgages, insurance - particularly travel, and self-employment benefits/support.

Consumers are proactively seeking more advice and guidance into support from financial institutions and government. These search trends are most likely due to people looking for indications of certainty and more information, as opposed to an increase in consumer demand for finance brands and / or products.

KEYWORDS: 22ND JAN TO 10TH MARCH

EXCHANGE RATE  
**IR35 OFFICE365**  
FCO TRAVEL ADVICE **GOOGLE FINANCE**  
**NEW 20 POUND NOTES**  
HMRC TAX RETURN **NOL CURRENCY**  
**ONLINE BANKING HSBC**  
SELF ASSESSMENT TAX RETURN  
**FINANCE BARCLAYS**

KEYWORDS: 11TH TO 30TH MARCH

**APPLY FOR UNIVERSAL CREDIT**  
**SELF EMPLOYED BENEFIT**  
**SELF EMPLOYED**  
**MORTGAGE HOLIDAY TRAVEL INSURANCE**  
GROCERYPAYMENTS **TRAVEL ADVICE**  
**LOANS CORONAVIRUS**  
CREDIT CARD CAR INSURANCE

## THE FINANCIAL PRODUCTS PEOPLE ARE SEARCHING FOR HAS CHANGED AS A RESULT OF COVID-19. SINCE LOCKDOWN:

- Consumer interest in credit cards has dipped as lower cash liquidity has decreased and spending has slowed
- Currency exchange and travel insurance has dropped dramatically, as you would expect with globally imposed travel bans
- Demand for personal loans has dropped by 40%

- Consumer engagement with online personal finance tools has increased, with peak engagement during the day between 1pm and 4pm.
- Consumers are engaging more often on average than they did pre-lockdown by 69%

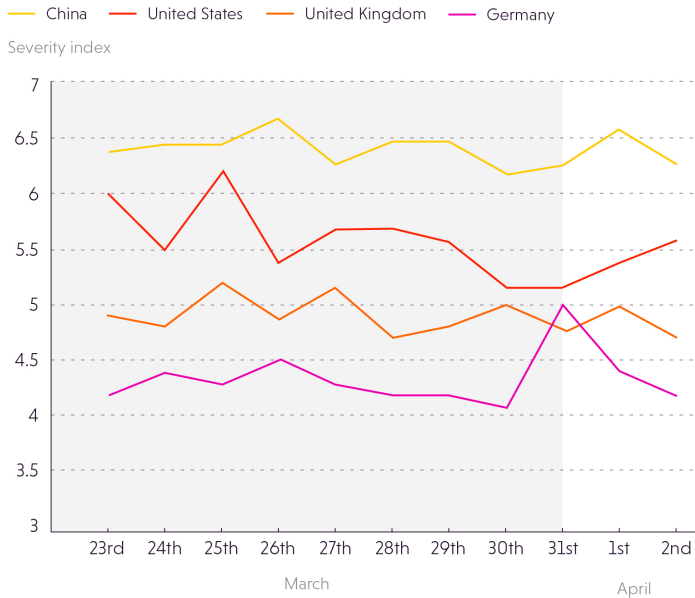
## INCREASE IN DIGITAL BANKING PREFERENCE

With health and welfare authorities around the globe encouraging digital transactions, as opposed to cash transactions, and advising against the use of ATMs and visiting banks in person, we are seeing an increase in the demand for, and activity on, digital wallets and online payment platforms. Despite demand being lower in developed digital economies, such as the UK, where digital banking and payment methods have already been adopted, interestingly, **there is a notable increase in demand for digital services within in the female, 45+ years, suburban population in the UK.**

# 23%

surge in the demand for online banking platforms and digital banking over the past 15 - 20 days.

## SEVERITY OF THE IMPACT OF COVID-19 ON THE PERSONAL FINANCIAL SECTOR, BY COUNTRY



With market uncertainty comes high consumer anxiety. When it comes to personal finances, we're seeing the highest level of consumer worry coming from the countries that have seen the greatest impact from the pandemic, such as Italy and China. **Uncertainty in the UK is still comparatively lower, but this is likely to augment as the UK enters into the peak of the pandemic curve.**

### WHERE TO FIND YOUR AUDIENCE?

Over the last 30 days web inventory on financial domains have seen a considerable improvement. In-app finance inventories have seen the highest engagement. When looking at the average number of sessions users make on a platform we're seeing the number of users making multiple sessions in a week is **close to 43%**.

We're seeing the more interested audiences are also engaging with socio-economic and political developments and are more likely to turn to Sky News, The Guardian and The Metro either at the start of the day or later during the evening.

**In a time of uncertainty, advertisers need to sync their campaign activity to moments in real-time to make them relevant, and stand out.**

When the UK Government announced their relief package, including the job retention scheme business support scheme, not only did the markets show a positive response we also saw:

**1.93X** increase in the social interactions around finance in the UK.

**2.08X** increase in the loads on financial domains.

### REACH YOUR AUDIENCE PROGRAMMATICALLY

- #### 1 CONTEXTUAL AND RELEVANT TARGETING

  - Contextual targeting will ensure your message appear in the right place
  - Flexible brand safety settings are key to ensuring the content you appear next to is complementary to your brand
- #### 2 KEEP YOUR BRAND MESSAGING FRONT OF MIND

  - Awareness-focused creative packages suit supportive brand messaging
  - Sentiment & brand studies can help you determine how your customers are feeling
- #### 3 SYNC MESSAGING TO FINANCIAL MARKET DATA

  - Our Finance Sync solution uses stock market data to inform activation
  - Or you can build a custom moment sync based on any niche dataset relevant to your brand to ensure your campaign fires at the right moment

Reach out to your MiQ representative or contact [info-uk@miqdigital.com](mailto:info-uk@miqdigital.com) for more information.