

2015 State of Search

How Singaporeans are Searching
for Financial Products



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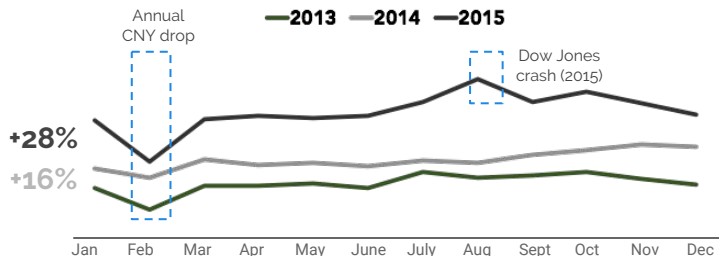
Google

The Search for Financial Products

Online interest for the **Financial Products & Services** category **continues to grow online YoY**, following the yearly seasonal dip for CNY and with a notable increase during the Dow Jones crash in August 2015.

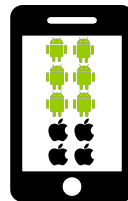
Mobile search volume grew 5x faster than desktop, as Singaporeans searched for investment news, internet banking, and travel insurance on mobile.

Finance Search Query Trend



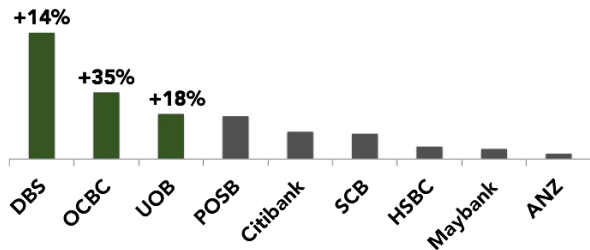
Mobile searches

+68% YoY (vs +15% on Desktop)

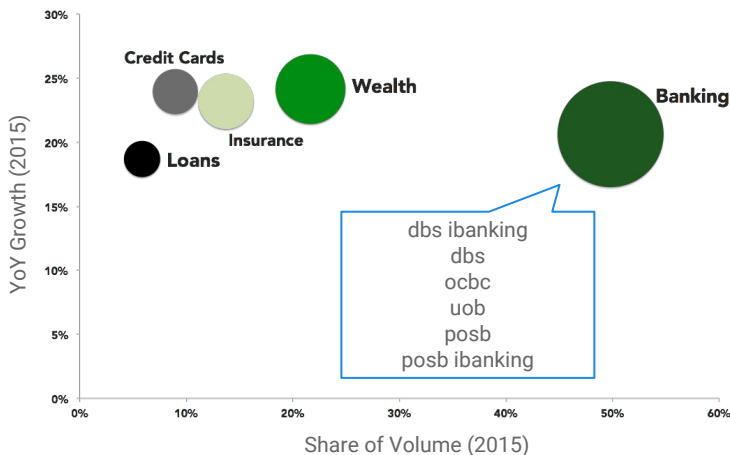


6 in 10
smartphone users
use Android

Brand Share of Voice (2015)



DBS continues to lead volume in brand queries, but **OCBC is the fastest growing brand** due to increased online presence.



Credit Cards & Wealth are the top growing categories while **Banking** continues to hold the lion's share of volume in search, led by core brand terms.

Planning the year?

Check out the annual calendar to know which products and passion points to include in your online marketing efforts.

Gong xi fa cai!

The biggest holiday in Singapore drives the country to search for **deposit and savings rates** to put their Ang Bao in! The new year also inspires searches for **anything auto**: insurance, loans, rates; you name it!

Keywords: car insurance renewal, cancel insurance, commercial car insurance, best deposit rates, best fixed deposits, savings bonds

The great Singapore (search for) sales

Interest in credit cards peaks during the last few weeks of GSS as Singaporeans and tourists search for **promotions and new credit cards** that usually launch during sale season.

Keywords: credit card promotions, robinsons credit card, credit card takashimaya, singapore credit card promotions, sale promotions credit card

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Summer season is for travel

The NATAS travel fair drives interest for **promotions on travel credit cards and travel insurance** as airlines, hotels, online, and traditional travel agents bring in their best deals to get Singaporeans traveling. Searches for **personal loans** also peak during this period, driven by inquiries on advance and payday loans, as the country gets ready for summer vacation.

Keywords: travel insurance natas promotion, natas promotion credit cards, online cash loan, payday loans, overseas study insurance, worldwide travel insurance, compare travel insurance online, best single trip travel insurance, travel insurance promotion

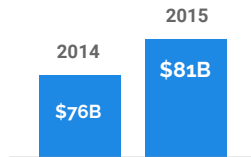
#treatyoself during the Holidays

Credit Cards & Travel Insurance category searches peak annually in the **last two weeks of November**—a crucial period for holiday shopping, gift-giving, and finalizing travel plans during the holiday. Interest in holiday-related sales in travel, apparel, department & grocery stores, and technology sales like Black Friday and Cyber Monday help contribute to Singaporeans; love for shopping and gift-giving.

Keywords: group travel insurance, cruise insurance, ski insurance, senior travel insurance, cold storage christmas sale, rewards redemptions, ntuc christmas package, black friday singapore, cyber monday singapore

Using Credit Cards for Travel

- 1** Value of cashless payments in SG **increased by 7%** in 2015 with the rise of e-commerce players like Agoda and Expedia and technology startups like Uber, Redmart, and Grab.

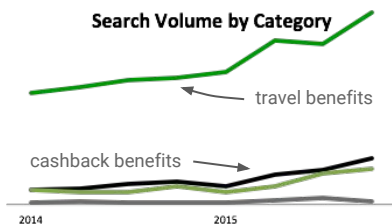


Source: Euromonitor International, 2015.

- 3** Undecided searches for miles credit cards **grew by 50%** in 2015, making it the most-searched and fastest-growing travel benefit from credit cards (vs. searches for dining credit cards that grew 14% and shopping credit card searches that grew 30%).



- 2** **Travel-related benefits** account for 70% of all credit card searches in Singapore, the highest-searched benefit.



Keywords: best miles cards singapore, travel credit cards singapore, miles cards



- 4** Singaporeans searched travel benefits **5X more on their mobile phones**, driven by SIA's KrisFlyer miles program.

5X

More searches on the go



Source: Google Internal Data, Google.com searches in Singapore.

Personal Loans Get Personal

- 1** The **Consumer Lending** category is **up 9%**, reaching **\$80B** in 2015 on the back of stable economic growth.

2015 YoY Gross Consumer Lending



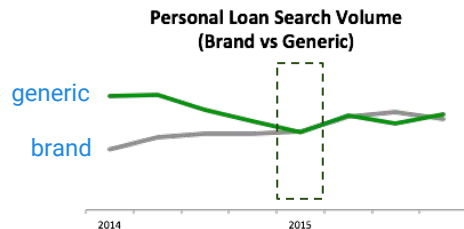
Source: Euromonitor International, 2015.

- 3** **8 in 10** Singaporeans will research for personal loans on Search, led by searches for **loan calculators**.



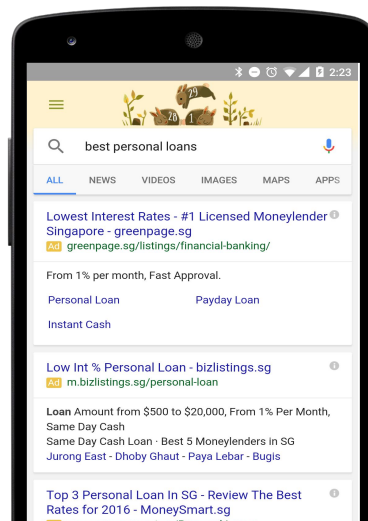
Source: Consumer Barometer, 2015.

- 2** Since 2015, tighter KYC requirements are **shifting generic personal loan searches toward brand loan searches**.



Source: Google Internal Data, Google.com searches in Singapore.

- 4** The shift to brand searches is most apparent on customers' **most personal devices: smartphones**.



Branded Personal Loans Search Volume YoY Growth

8X

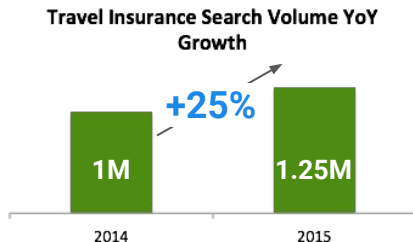
Desktop

Mobile

Right Price, Right Time for Travel Insurance

1

A stable climb in outbound tourists, coupled with an increase in high profile travel accidents and natural disasters has driven travel insurance to become **one of the fastest-rising products in insurance**.



Source: Google Internal Data, Google.com searches in Singapore.

2

The low cost and ease of application makes travel insurance a prime product for **purchase online**.



Source: Google/TNS ROPO Research, Singapore.

3

1 in 3

Singaporeans will choose insurance providers based on which ones offer lower fees and better interest rates.

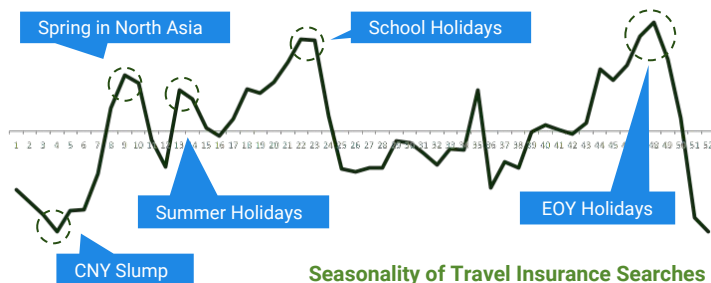
Keywords: cheap travel insurance, travel insurance promotion



Source: Google/TNS ROPO Research, Singapore.

4

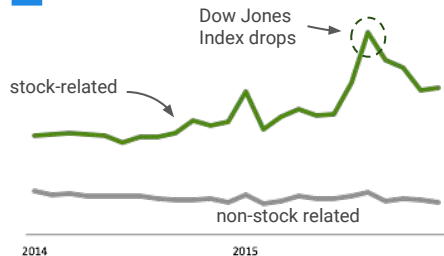
While price is a major factor, searches for travel insurance are also highly seasonal, **peaking during holiday and travel periods**.



Source: Google Internal Data, Google.com searches in Singapore.

Getting Investment Advice Online

1 Wealth-related searches



Stock-related searches, which make up the lion's share of wealth query volume, grew consistently and **peaked in August** when the Dow Jones Index posted its worst month in five years.

3

Interest in Singapore savings bonds, launched in July 2015, **skyrocketed more than 10x**, reflecting the desire for safe investments to hedge investment portfolios.

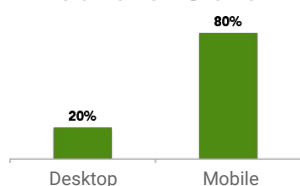
200K

searches for Singapore savings bonds in 2015

2

Mobile phones make it easier than ever to keep up with the **latest market trends** all day, every day through searches like "sgx", "dow jones index", "gold price" etc.

Investments Search Volume YoY Growth



the new investment advisor

4

Brand search volume is low compared to generic terms. Brand searches are led by top brands like **Oanda**, **UOB Kay Hian**, **XE currency**, and **DBS Vickers**.

Investments Search Volume & YoY



Banking Daily, Asking Frequently

- 1** Search volume for **internet banking** grew **+25% YoY** and now accounts for 1 in 4 banking searches, more than the search volume for the banks themselves.



- 2** Better mobile experiences coupled with a stronger demand for on-the-go banking made the **smartphone** Singapore's **internet banking** device of choice.

3X



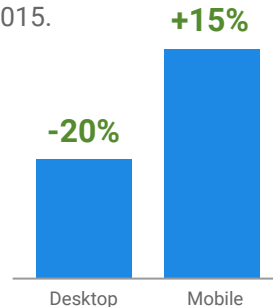
growth of internet banking
searches on mobile vs. desktop

- 3** Queries on **branch locations** are now **2X greater on mobile**, growing at **+15% YoY** in 2015.



Keywords: posb
branch, ocbc branch,
dbs cbd address

2015 Branch Searches YoY Growth



- 4** Singaporeans continue to turn to the internet and their mobile devices to **ask basic banking questions**.

HOW TO...



activate atm card
find branch code
check balance
transfer money online
use passbook

Thank you



Google