

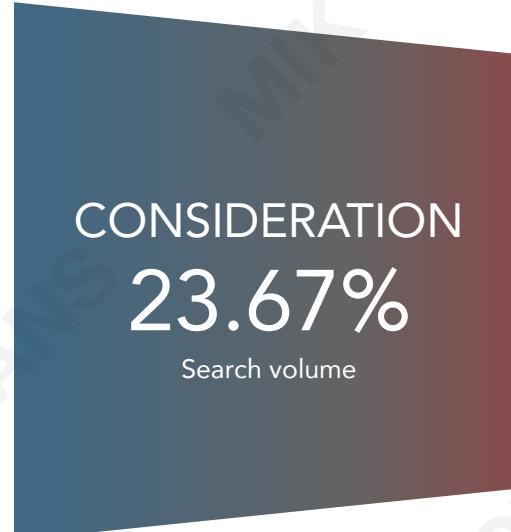
HOW DO PEOPLE SEARCH FOR ISA & PENSION PRODUCTS ON SEARCH ENGINES?

- How** people search
- What** people search
- When** people search
- Behaviour** insights

Methodology: Google Keyword Planner export UK. Keywords tagged by journey stage (Awareness, Consideration, Intent), Product (Pension, ISA) and query type (question, guidance, performance, etc).

HOW PEOPLE SEARCH ISA

Searcher journey



Searcher journey

Just over
1 in 2 searches
are in the Awareness /
Consideration stage

INTENT
47.29%

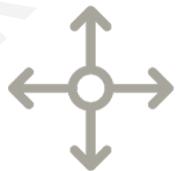
This behaviour suggest that users search as much about information as they do products. Those searching may know, or have experience with products and know what they want, comparing multiple options come intent to buy.

Searcher intent



ANNUAL
34.01%

Users looking most for annual product updates



GUIDANCE
9.47%

Users generally confident with product, but using tools



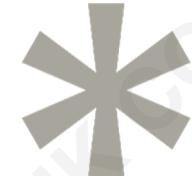
MONEY
20.60%

Users assessing account options and savings providers



PERFORMANCE
6.61%

Users comparing, but also looking for best performing



OTHER
29.22%

Users aware of product, but looking for extended options

Keyword type
ALLOWANCE
LIMITS
RATES

Keyword type
QUESTIONS / HELP
CALCULATOR
RULES
TAX
TRANSFER

Keyword type
ACCOUNT
SAVINGS
STOCKS
INVESTMENTS
JUNIOR
TRACKER

Keyword type
COMPARE
TOP

Keyword type
OTHER

What the searcher wants

85.96%
AWARENESS
searches are
about
-ANNUAL
-GUIDANCE

ANNUAL product updates
searched for more than
GUIDANCE suggest that users
are generally well informed on
product and looking for an
expert voice

98%
searches are for 4/5
topics

Average decline of -33% for ANNUAL,
GUIDANCE & OTHER

211% growth in MONEY and
PERFORMANCE

This behaviour suggest that users
are satisfied with information and
want to know best products

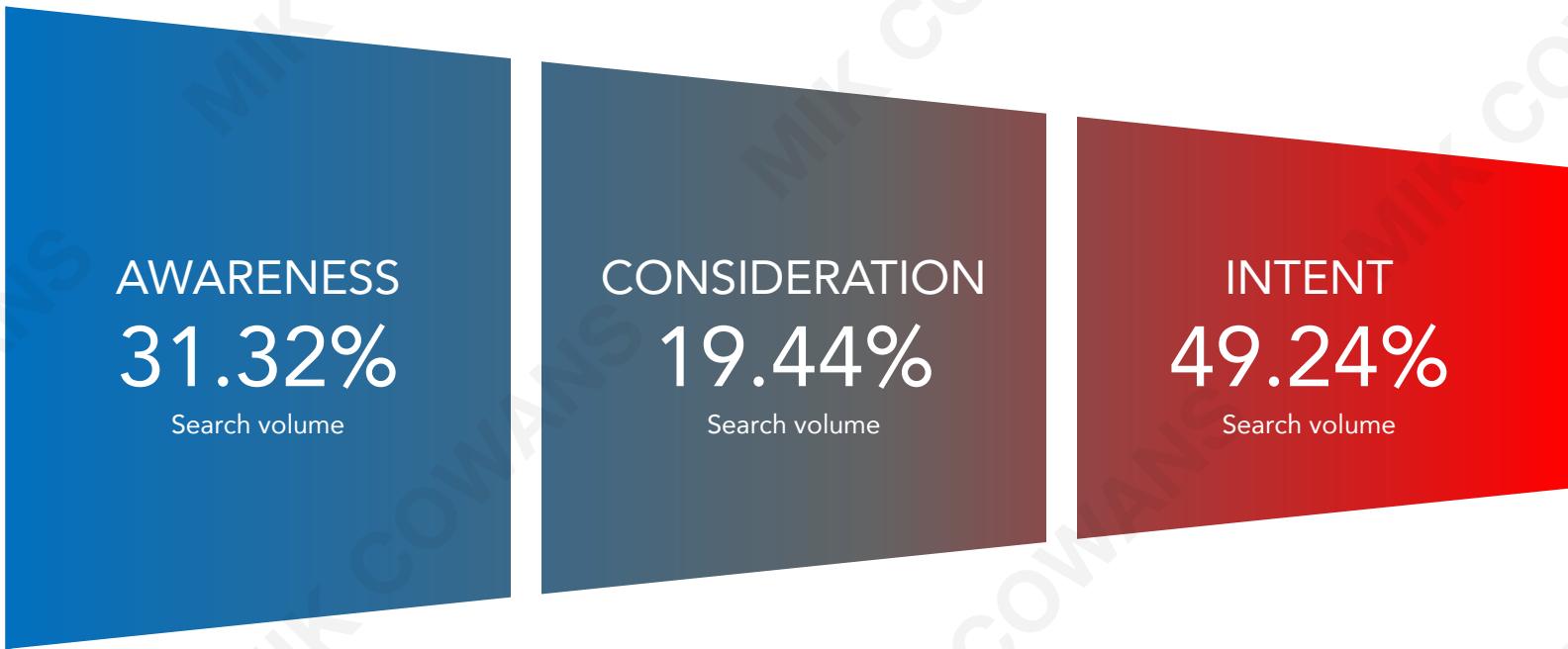
**MONEY grows
170%**

OTHER keywords make up 3/5
PERFORMANCE drops to zero

This behaviour suggest confident
users who want to buy

HOW PEOPLE SEARCH ISA

Searcher journey



Searches again split almost equal between AWARENESS/ CONSIDERATION, and INTENT. More searches in AWARENESS than investment options and a higher percent INTENT shows users compare less.

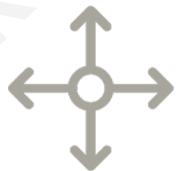
Searcher intent



ANNUAL
5.11%

Small number of user influenced by autumn updates

Keyword type
ANNUAL



GUIDANCE
27.16%

Users find retirement options confusing, searching for answers and advice

Keyword type
ADVICE
QUESTION
TOOLS
TRANSFER



MONEY
33.11%

Users searching for their retirement product options

Keyword type
AVC
SIPP
SCHEME
WORKPLACE
PLANNING/PLANS
PRODUCTS
FLEXIBLE
OPEN



PERFORMANCE
3.35%

Users compare to a lesser degree, but want to know the tax implications and benefits

Keyword type
COMPARE
TAX



OTHER
31.11%

Users aware of, or have product and looking for additional options

Keyword type
OTHER

What the searcher wants

52%
of pension
AWARENESS
searches are
QUESTIONS

This behaviour suggest a less financially confident user that finds retirement options confusing.

309%
increase in
PERFORMANCE

Whilst **GUIDANCE** declines by -36% in consideration, it remains 9% higher than every other search type combined

This behaviour suggest users are comparing options but remain unsure

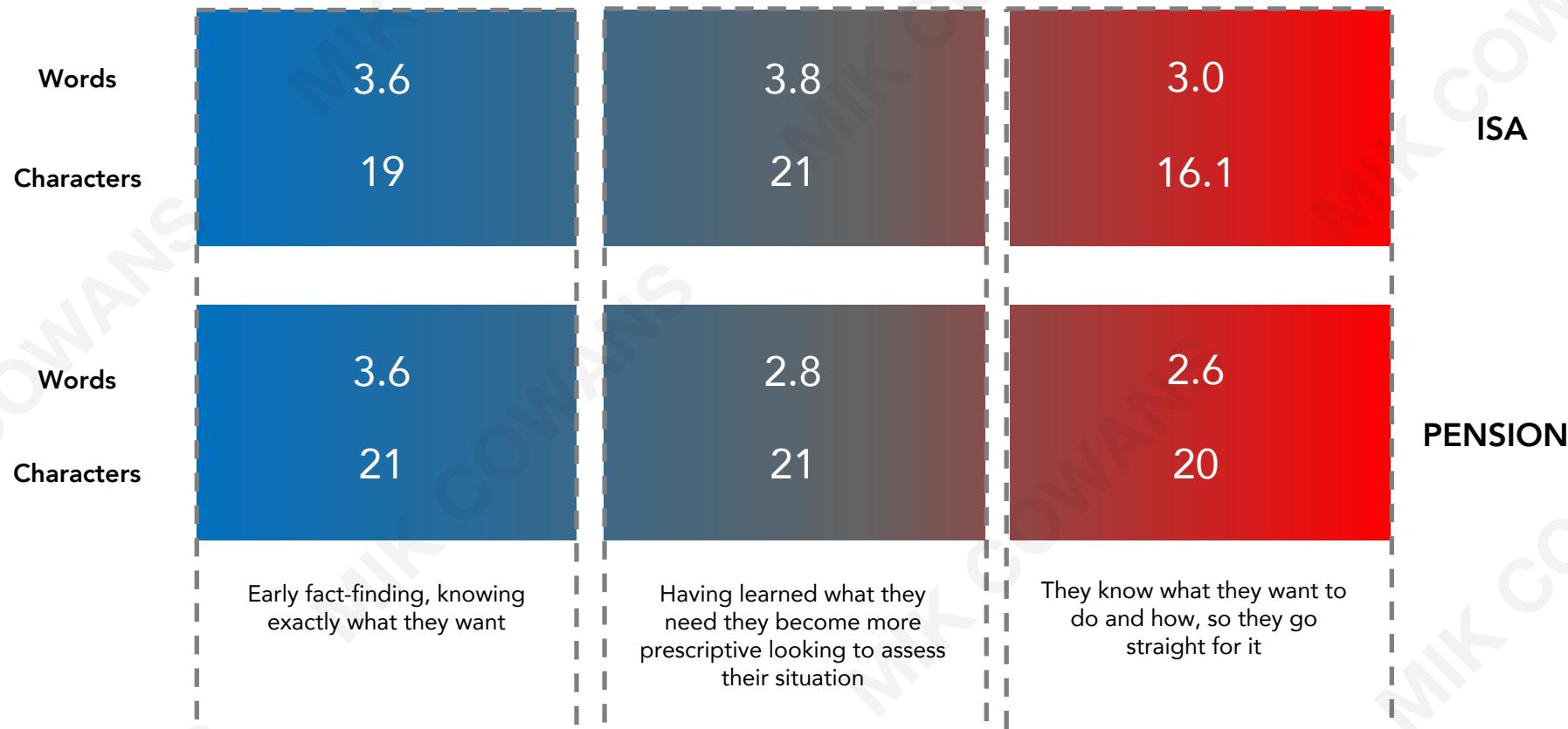
MONEY
&
PERFORMANCE
50/50

GUIDANCE & PERFORMANCE
drop to zero

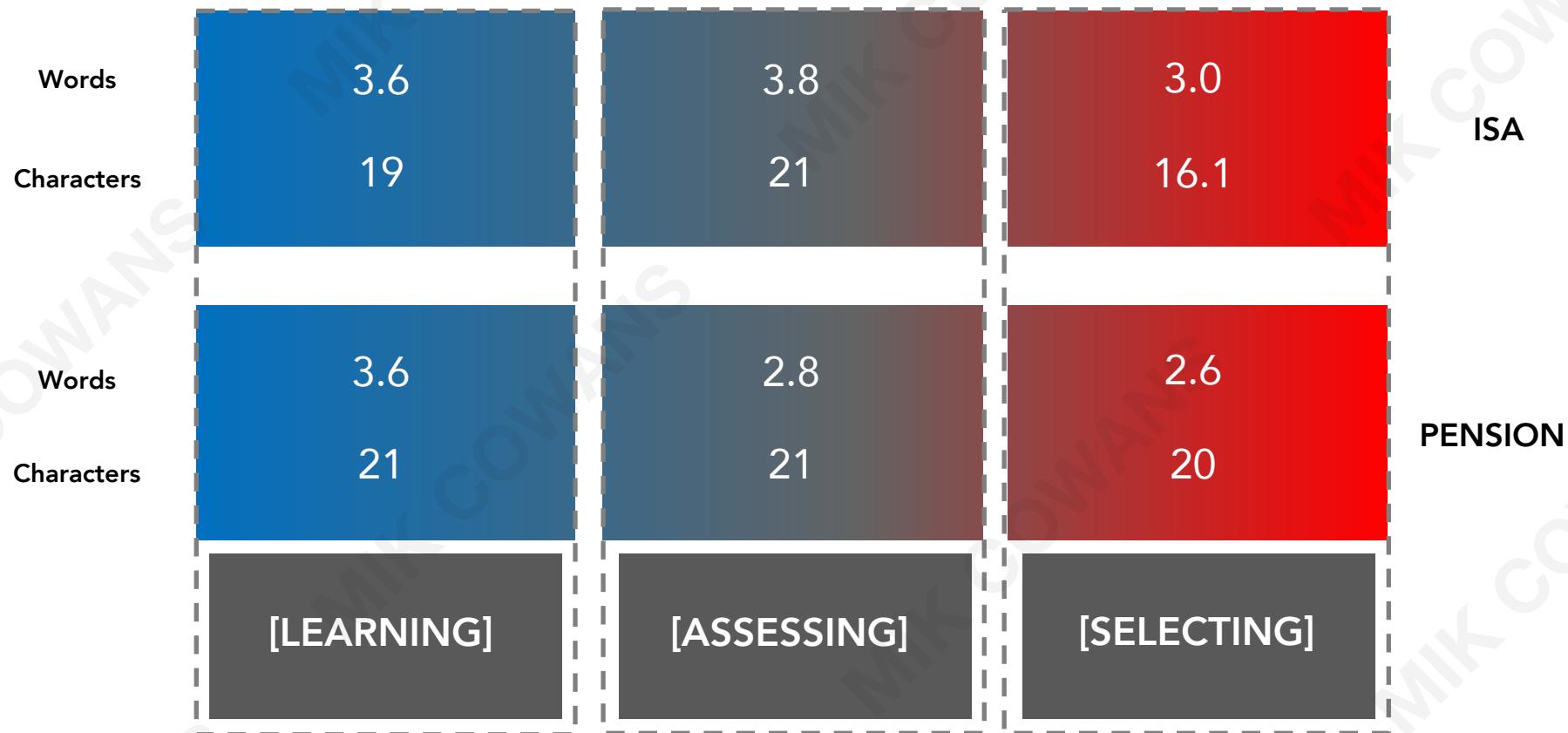
This behaviour suggests users ready to select product after longer incubation period, now searching for what's right for them and what it means to their future

WHAT PEOPLE SEARCH

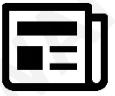
Searcher query refinement

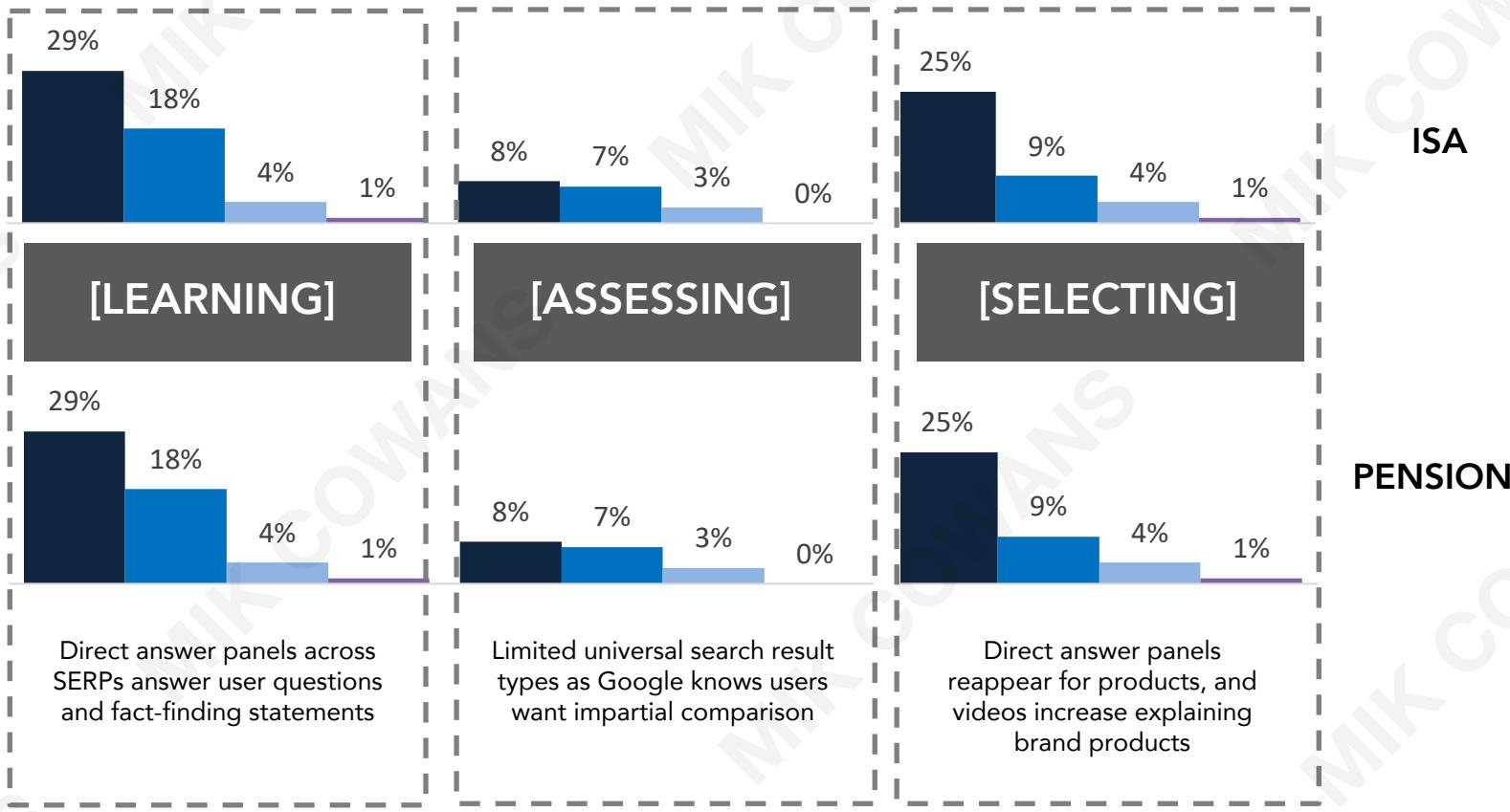


Searcher query refinement



Search query results

-  Answer
-  News
-  Video
-  Image



Content needs: learning

ISA

ANNUAL



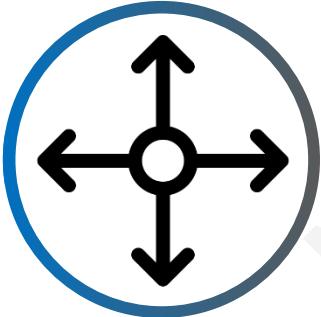
7 in 10

are for the
ANNUAL
changes

People care most
about: Allowance
Limit
Rates

They want to
know the annual
updates and the
changes to
product with a
mind to open or
add

GUIDANCE



4 in 5

are QUESTIONS

How much...
How do...
What is...
What are...

Content needs: assessing

ISA

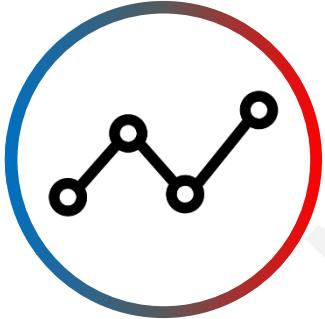
ANNUAL still plays a role, but...

MONEY



People start to look for accounts

PERFORMANCE



People then comparing and searching for providers

Account Investments
Savings
Stocks

Equal split
Compare – 47%
Top – 53%

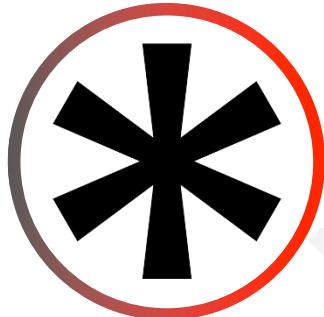
They want to know their product options and which are the best performing across the market

Content needs: selecting

ISA



MONEY



OTHER

1 in 3

are for the type
of product they
want to buy

They want the
product

77% are for either
JUNIOR or STOCKS
and SHARES ISA

STOCKS & SHARES
searched for 19% more
than Junior
(42 vs. 35%)

They now know the type:
Fixed
Self Select
Fixed Term
Ethical

Content needs: learning

Pension

ANNUAL



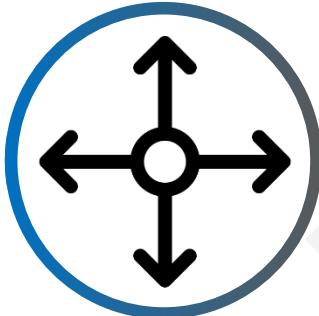
4 in 10

are for the
ANNUAL
changes

People care most
about: Rules
News
Limits
Benefits

Nature of the
product means
annual updates
are less
important, but
keeping abreast
of news is. More
security and
context required
with advice.

GUIDANCE



3 in 5

are QUESTIONS

How do...
How much...
How to...
What is...

30%

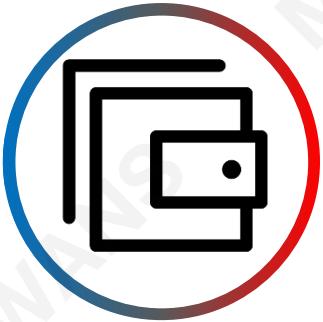
Are for TOOLS

Content needs: assessing

Pension

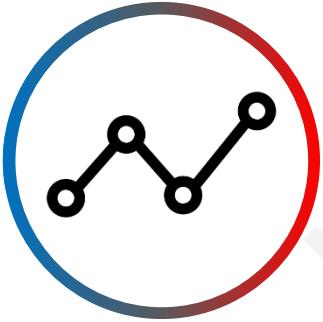
GUIDANCE still plays a role, but...

MONEY



People start to
PLAN & look for
SCHEMES

PERFORMANCE



80%
Are for unbiased
product
comparison

Scheme
Contributions
Products
Planning
Plans

Less inclined to
look for best
performing, but
still need to find
the best product
that works for
and fits in with
their retirement
planning

Content needs: selecting

Pension

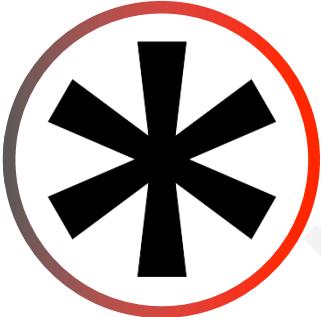
MONEY



1 in 2
are about the
type of product
the want

Of those **7 in 10** are
either for personal or
private plans

OTHER



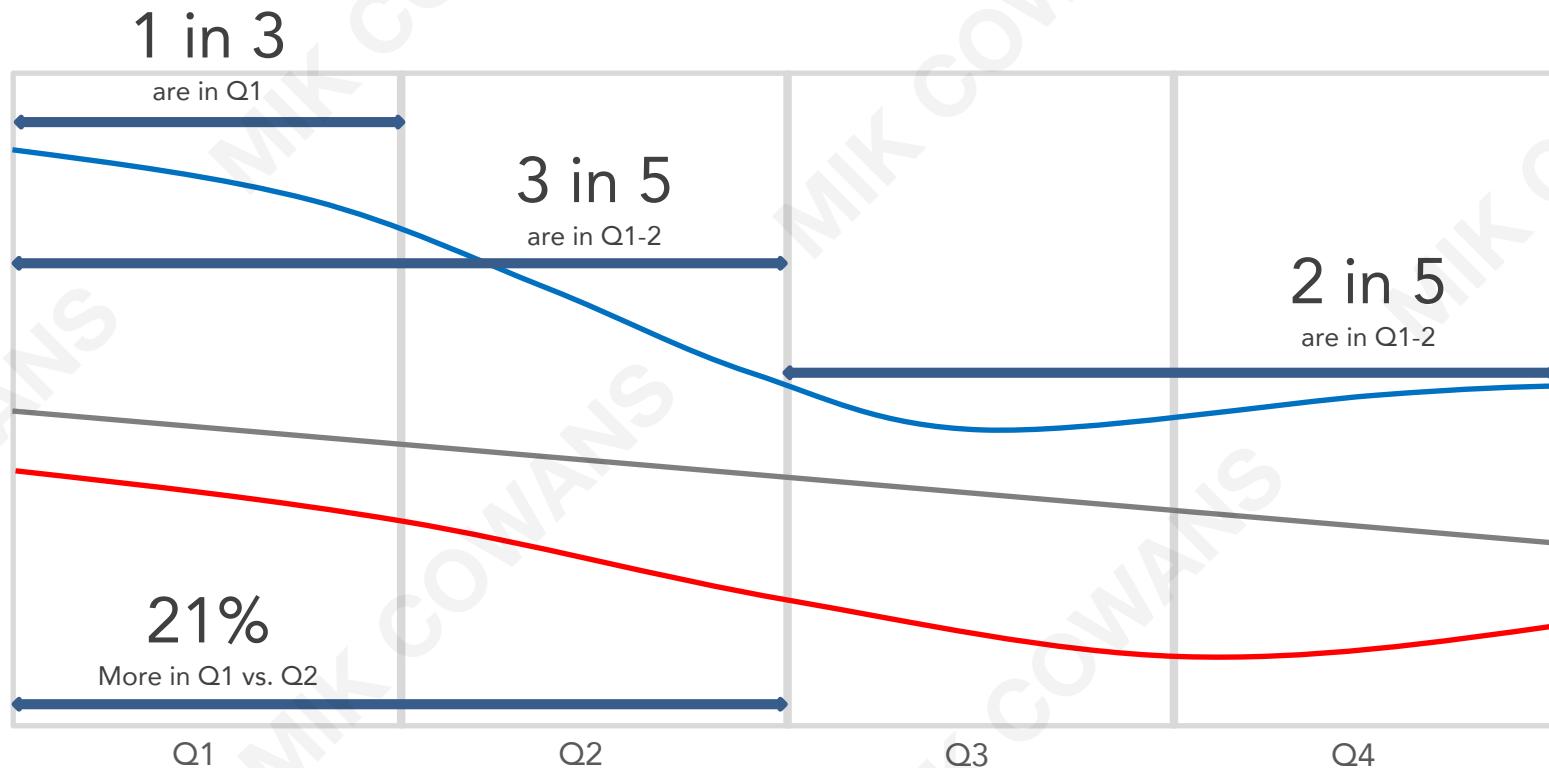
They're
exploring
product
additions

Multiple
Bonds
Credit

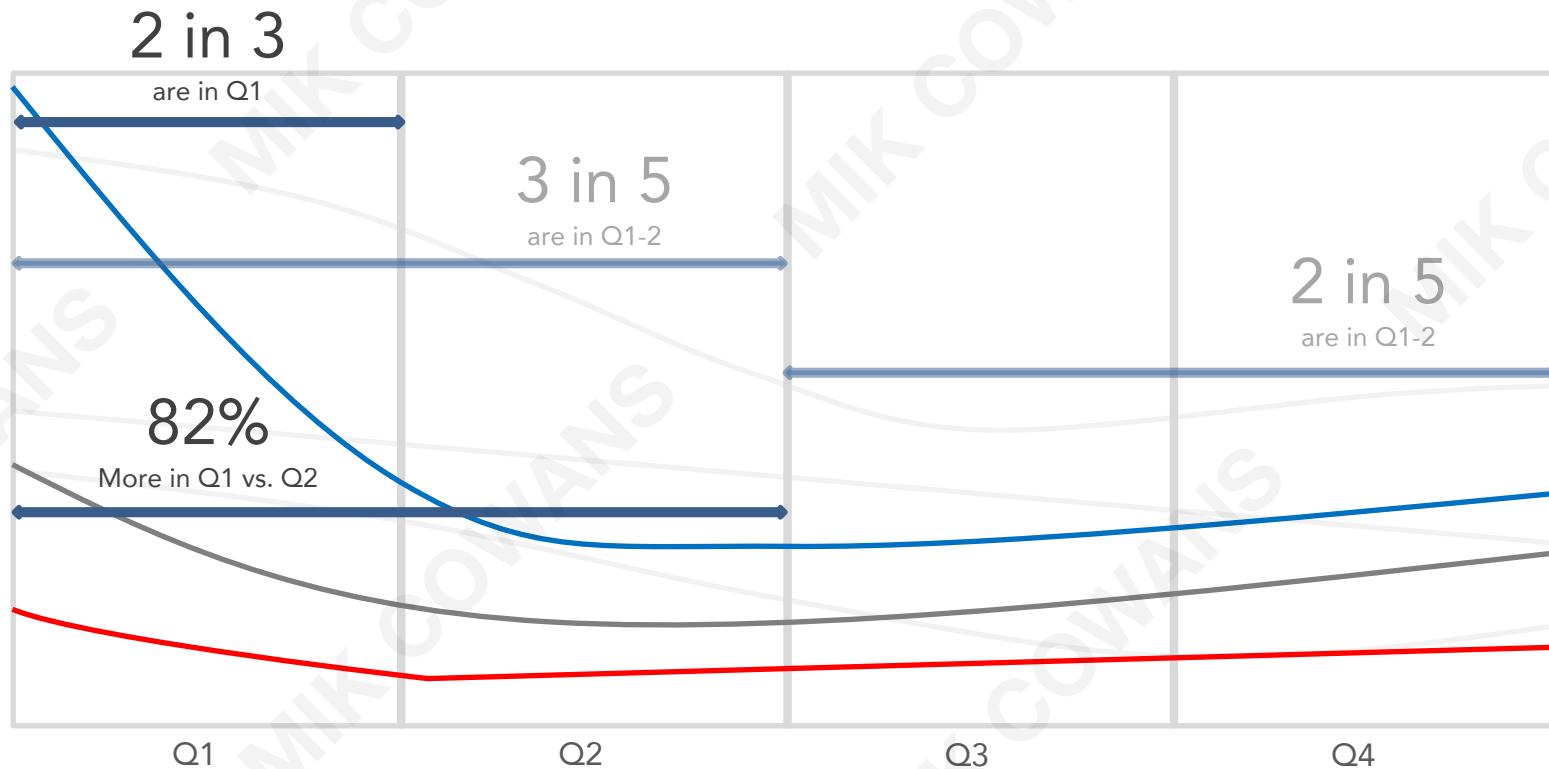
SIPP searched for **122%**
more than AVC

WHEN PEOPLE SEARCH

ISA quarterly search volume



Pension quarterly search volume



BEHAVIOUR INSIGHTS

EXISTING Investor

Has **product** so
checks yearly
allowance

Come **TYE compares**
product with the
market looking for the
best/top option –
potentially to **switch**

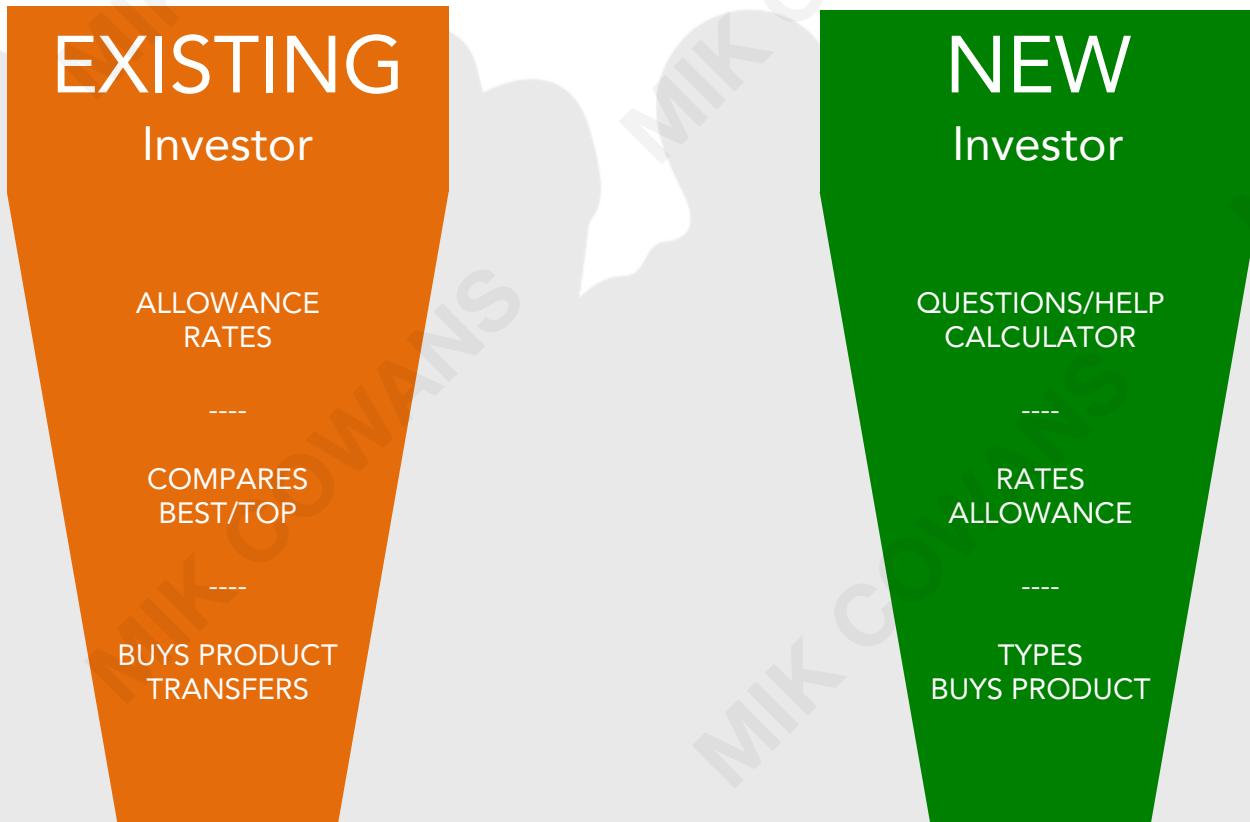
Therefore want to
transfer

NEW Investor

Has heard of product
but wants to **understand**
how it will benefit them

Will use **tools**, check
allowance and
compare investment
types

Wants to **buy product**



Pension

EXISTING Pension

Has **product** but wants to know if it's best for them

Prompted by **updates** will assess their **contributions** and compare products – potentially to combine, **transfer** or add

Therefore want to **transfer**

NEW Pension

Knows they need a product but has many **questions**

Will use **planning tools**, and assess scheme, plan and **product** options

Wants to **open** a **product**

Pension

