



MICROSOFT ADVERTISING INSIGHTS

A closer look at crypto investors

April 2022

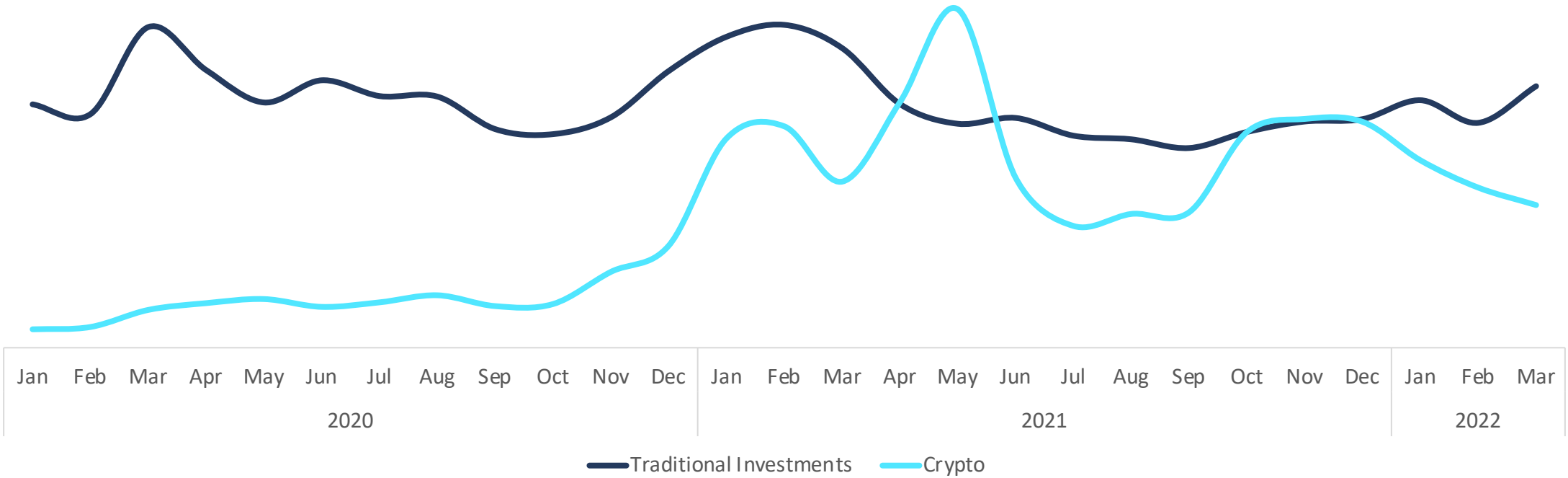


Microsoft Advertising. Great relationships start here.

In 2020, the top 100 crypto searches generated 19% of the search volume of the top 100 traditional investment searches

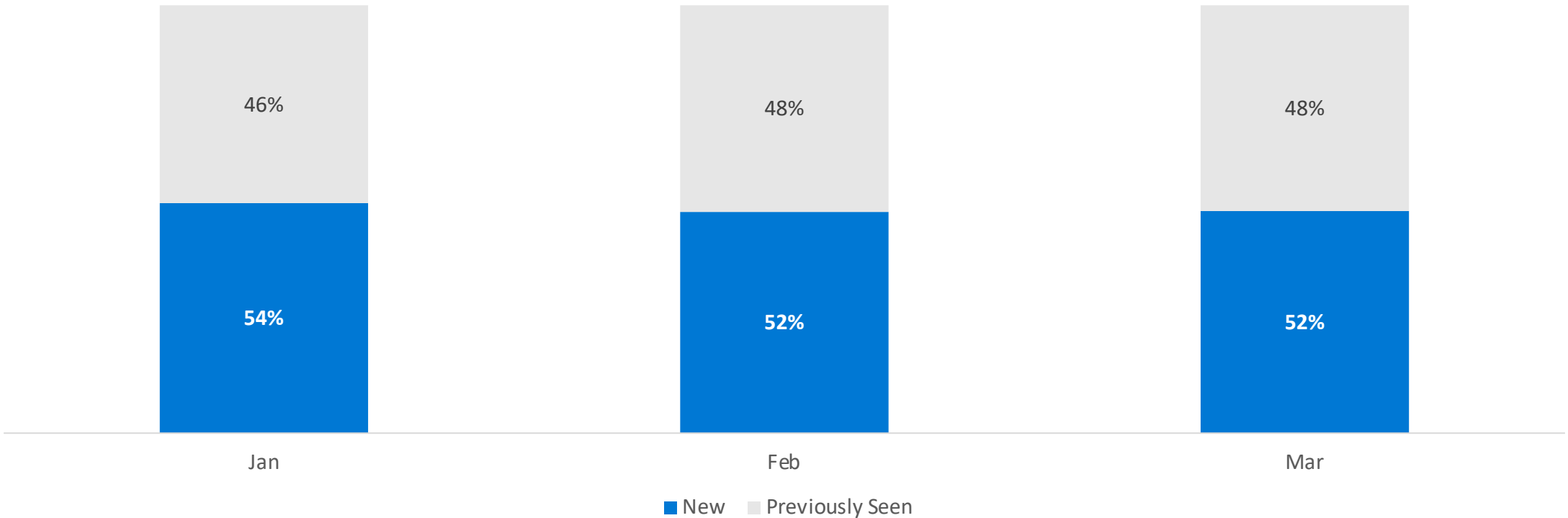
They generated 83% in 2021 and 67% through March of 2022

Monthly search volume



Most “crypto” related searches we see on our network each month are new

New vs. previously seen “crypto” related searches by month in 2022



The crypto opportunity on search

Even with a recent dip in interest, we see nearly as many crypto related searches on our network as traditional investment searches, with new subjects regularly capturing audience attention.

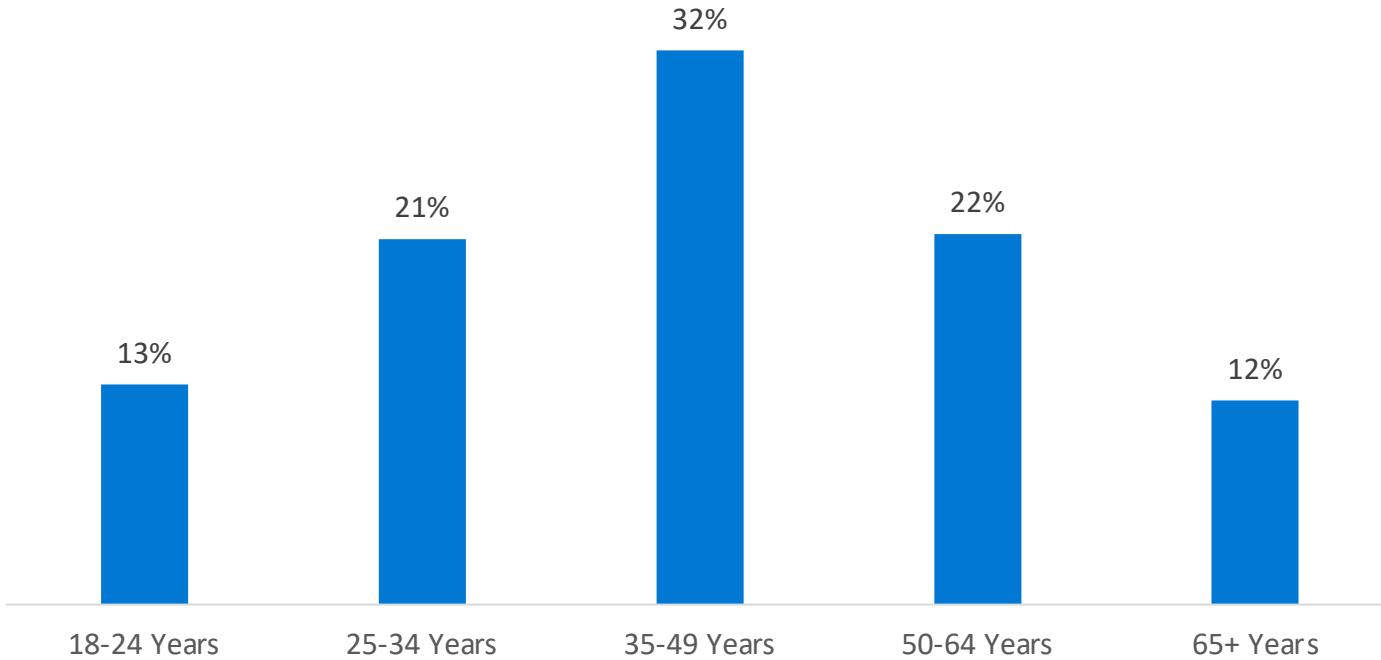
As debate continues about the long-term viability of crypto investing, the short-term marketplace is vibrant and diverse.



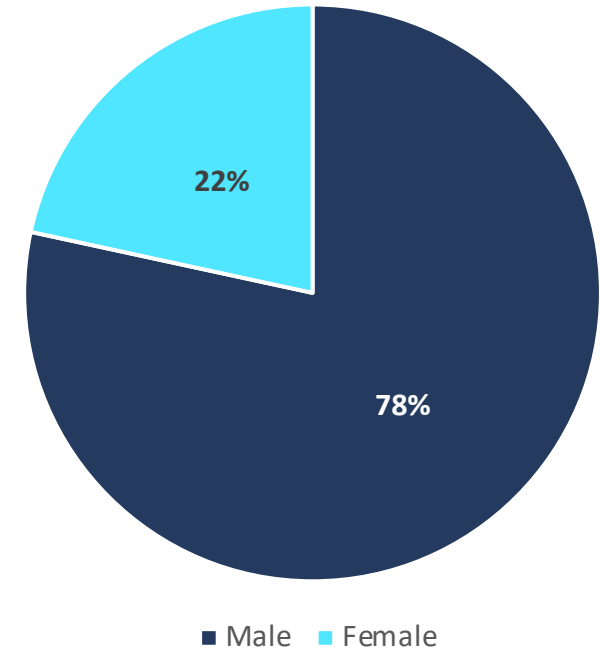
Crypto researchers skew a bit younger than our overall user base

34% were 50+, and 3/4^{ths} were male

Age of crypto researchers

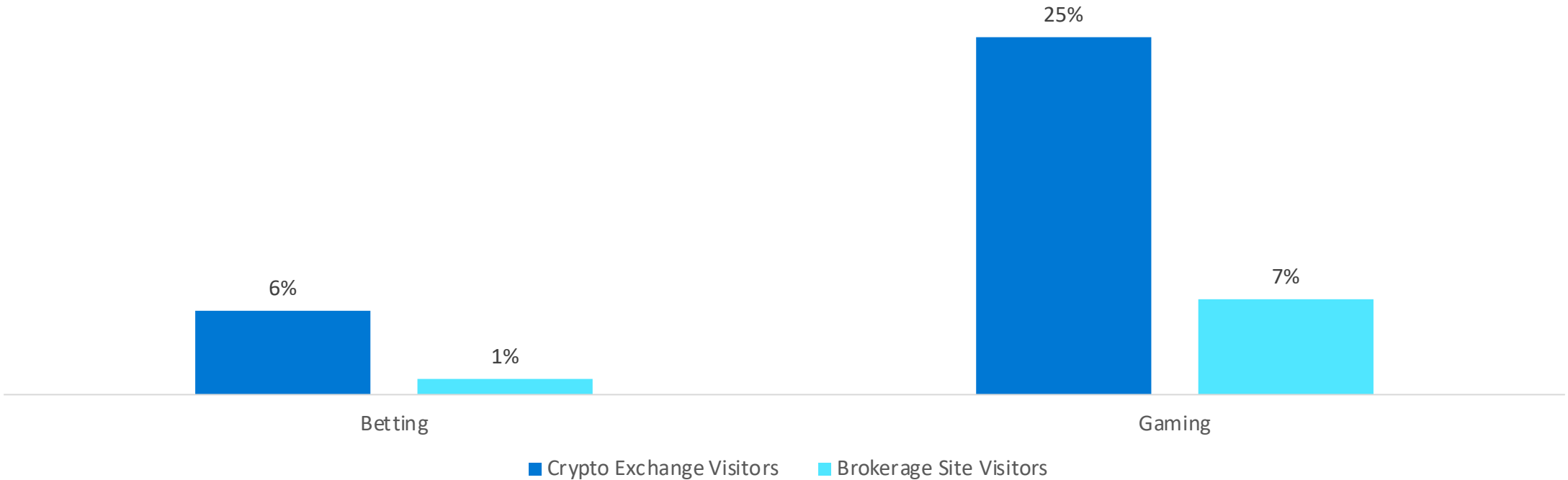


Gender of crypto researchers



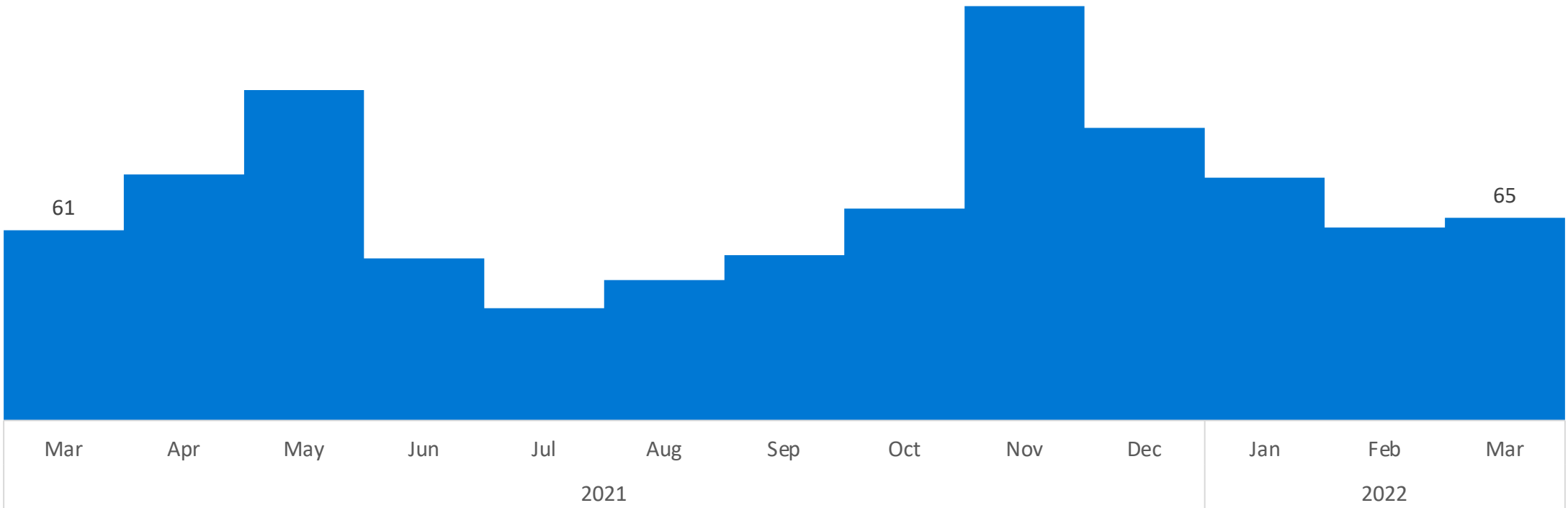
Visitation to betting and gaming sites was much higher among crypto investors compared to traditional investors

Visitation of betting and gaming websites



Even as prices for more established coins stabilize or even fall, new coins are being issued

of newly launched Initial Coin Offerings (ICOs) by month



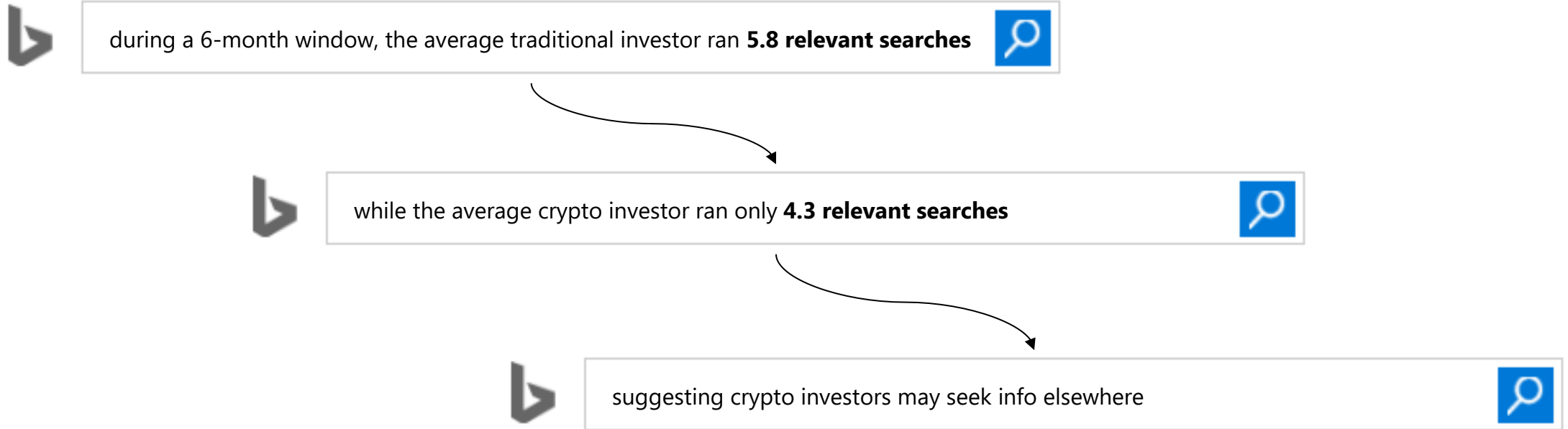


Investors in search of opportunity

With crypto investors showing a higher likelihood to visit multiple exchanges, advertisers may have success not just targeting net new crypto investors but highlighting opportunity to current investors as well.



Crypto investors show less search engagement on the subject than traditional investors



1

Crypto related search volume is close to traditional investment search volume

Whether you are individually bullish or bearish about crypto, the general interest level among investors remains high, capturing almost as much attention as traditional stocks.

2

Crypto investors are, on average, who you expect. Male, younger, and risk seeking

Crypto researchers on the Microsoft Advertising Network show many demographic characteristics you would expect, including an interest in higher risk coins as they search for opportunity.

3

Advertisers may find success targeting current crypto investors with new opportunities, but have limited chances on search

Crypto investors appear more likely to engage in cross-exchange behavior than traditional investors. And they do look for information on search engines. They just aren't likely to run many searches during their journey.

To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights



Microsoft Advertising. Great relationships start here.

advertising.microsoft.com