

2021 MARKET ANALYSIS

INSURANCE SEARCH TRENDS

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OVERVIEW

INTRODUCTION

As we've adapted to living through a global pandemic, new and emerging search trends have appeared -- revealing insights that Insurance companies should be mindful of.

The Seer Team set out to understand how search demand trends within the Insurance industry have fluctuated since 2020, including:

- How is the industry trending in search volume in 2020 vs 2021?
- Are certain categories of keywords trending higher or lower than others?
- Does seasonality affect the industry? What about locales?

Our goal was to provide insights into consumer trends that Insurance companies can leverage when planning where to focus marketing dollars and online initiatives in the immediate future.

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The background image shows a person's hands typing on a silver laptop keyboard. Another laptop is visible in the background, slightly out of focus. The overall scene is dimly lit, with a blueish-grey tint. The text is overlaid in the center of the image.

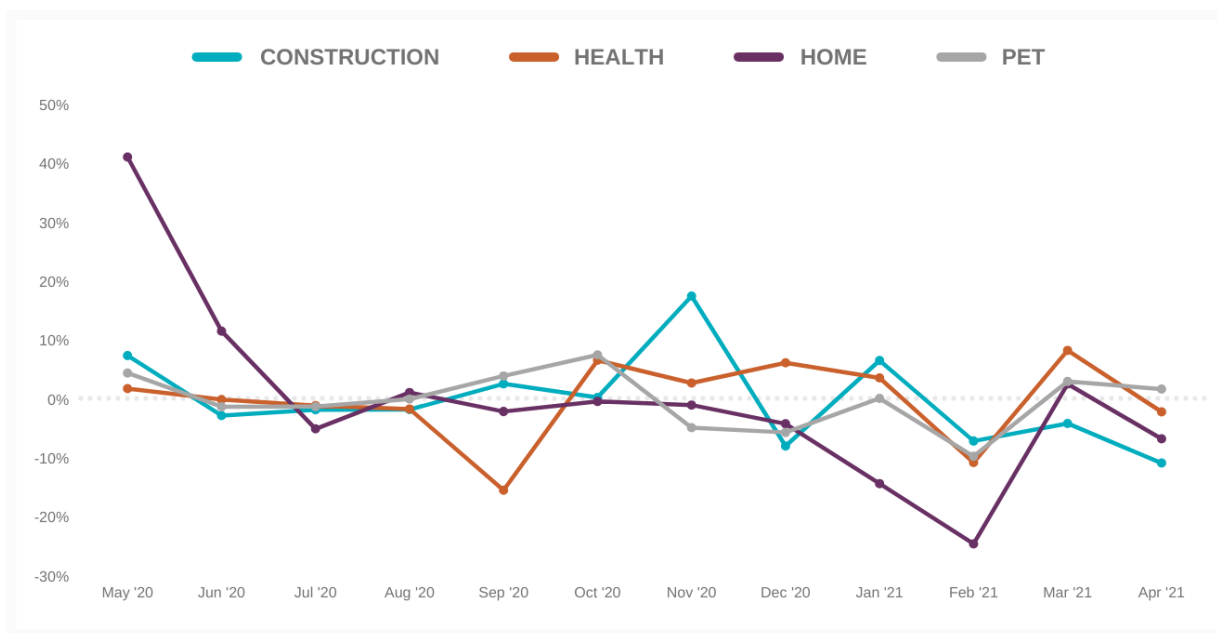
INSURANCE SEARCH TRENDS ANALYSIS OF KEY FINDINGS

EXECUTIVE SUMMARY

In a tumultuous year for many sectors, the Insurance industry experienced a severe decline in consumer-driven demand, with average monthly searches down -27% (-89M total) YoY.

Despite the increased risk aversion and desire for certainty during the pandemic, Americans sought Personal and Commercial Insurance at a lesser rate than last year.

CATEGORIES WITH THE STEEPEST DECLINE IN DEMAND YOY:



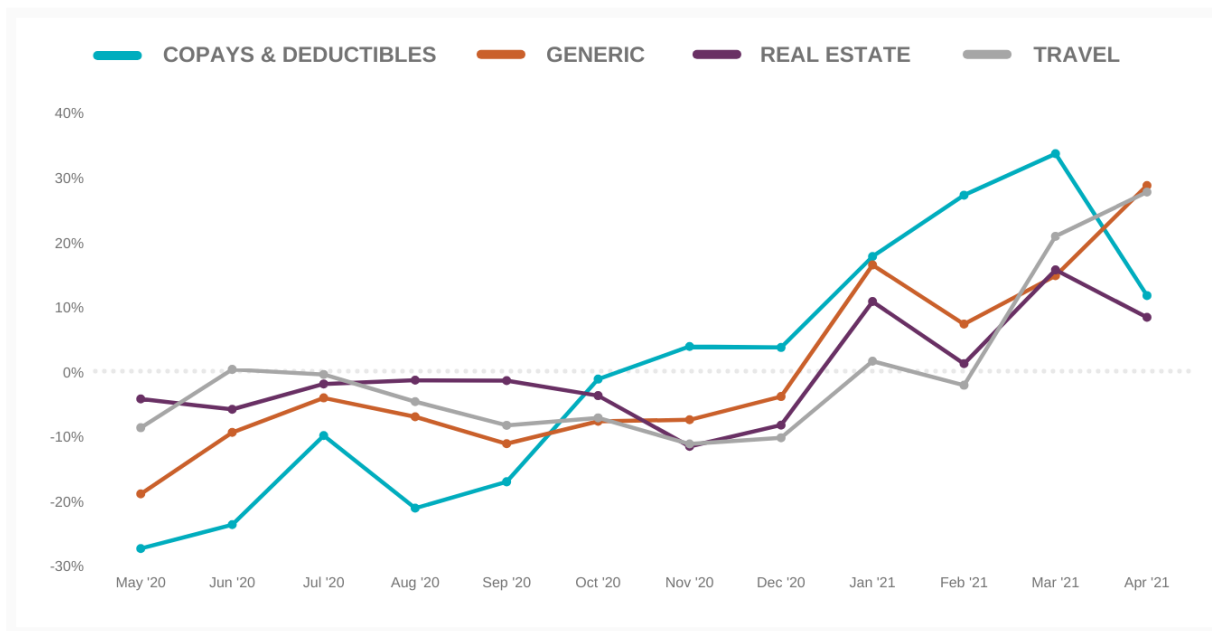
However, as the COVID-19 crisis abates, demand for educational-focused queries (i.e. questions about Insurance) is starting to pick back up -- growing +5% YoY.

This uptick in research behavior signals a potential for oncoming business growth as users begin to re-evaluate the options available to them.

EXECUTIVE SUMMARY

CONTD.

CATEGORIES WITH THE HIGHEST INCREASE IN DEMAND YOY:



Notably, the categories in which consumer demand is increasing don't directly align with those that saw the most significant drop throughout the past year.

It's evident that consumer demands have categorically shifted throughout the pandemic, and will continue to do so as the country continues to shift spending behavior in response to the evolution of the pandemic.

KEY FINDINGS

OVERALL TRENDS

When considering consumer behavior for this analysis, it was defined on one hand by stay-at-home orders and economic uncertainty caused by job loss. On the other hand, many individuals bought new homes or relocated outside of the city, capitalized on historically low mortgage rates, as well as prioritized their family's long-term financial stability.

With fewer individuals looking for offerings related to *quotes on insurance for cars* and *online auto insurance* -- general research searches dropped -28% (-31.6MM searches) vs. the previous year.

Similarly, interest in *new or updated car insurance* decreased -23% (-26.1MM searches) YoY, as more individuals stayed home. Although with many Auto Insurance companies offering rebates/refunds on premiums due to customers driving less, **Auto Insurers saw increased customer loyalty**. This was reflected in -7% fewer searches YoY (-2.1MM) with intent to *switch* and/or *cancel car insurance*.

As mortgage rates plummeted, and desire to move out of heavily populated cities in response to COVID-19 crisis skyrocketed, **Real Estate and Rental Insurance benefitted from relatively consistent demand** throughout the year -- which is a significant anomaly within the Insurance industry.

These patterns are directly reflected in the consumer behavior seen in the Insurance sector.

KEY FINDINGS

CATEGORY TRENDS

AVERAGE SEARCH VOLUME BY INSURANCE CATEGORY:

Category	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021
Boat Insurance	45.98%	51.94%	42.97%	16.64%	-13.67%	-30.44%	-43.35%	-44.31%	-31.07%	-25.07%	11.27%	19.11%
Business Insurance	-9.53%	-7.45%	-5.33%	-4.06%	-5.11%	-0.28%	0.91%	-2.63%	13.40%	-4.08%	11.33%	12.83%
Car Insurance	0.53%	3.82%	2.81%	0.33%	-4.70%	-1.18%	-6.01%	6.08%	-0.00%	-9.76%	8.37%	-0.30%
Construction Insurance	7.60%	-2.61%	-1.63%	-1.58%	2.79%	0.47%	17.69%	-7.80%	6.75%	-6.95%	-3.97%	-10.74%
Copays & Deductibles	-27.14%	-23.45%	-9.72%	-20.90%	-16.82%	-0.90%	4.13%	3.95%	17.94%	27.42%	33.80%	11.69%
Cyber Insurance	-32.16%	-32.70%	-30.25%	-34.33%	-32.52%	-29.80%	347.67%	-19.39%	-28.70%	-36.88%	-32.57%	-38.37%
Dental Insurance	-19.32%	-8.70%	-3.98%	-9.79%	-12.65%	1.14%	0.49%	0.98%	19.82%	8.13%	17.50%	6.37%
Energy & Renewable Insurance	-13.41%	-12.03%	-1.54%	2.30%	-5.28%	1.67%	-9.90%	9.33%	4.73%	10.67%	7.07%	6.40%
General Liability	-11.97%	-7.33%	-2.47%	-4.85%	-4.12%	-3.37%	-7.18%	18.69%	-0.23%	-3.02%	13.94%	11.91%
Generic - Insurance	-18.88%	-9.30%	-3.92%	-6.92%	-11.05%	-7.60%	-7.39%	-3.74%	16.79%	7.65%	15.14%	29.23%
Health Insurance	2.18%	0.25%	-0.86%	-1.33%	-15.36%	6.83%	2.90%	6.24%	3.60%	-10.71%	8.33%	-2.07%
Home Insurance	43.43%	12.42%	-5.07%	-1.50%	-1.64%	1.17%	-0.06%	-2.15%	-13.79%	-24.49%	-1.84%	-6.46%
Insurance	-7.02%	-0.82%	1.73%	0.08%	-2.30%	0.14%	-6.87%	-7.56%	9.21%	-5.34%	12.92%	5.84%
Insurance Brands	-11.66%	-3.93%	0.82%	1.53%	-1.63%	0.19%	-7.85%	-4.49%	9.46%	-2.01%	12.67%	6.88%
Insurance Claims	-6.85%	-3.19%	-0.11%	1.55%	-1.69%	0.60%	1.68%	-3.84%	-0.34%	-3.41%	6.49%	9.12%
Insurance Cost	-1.58%	-4.44%	0.33%	-4.47%	-5.89%	-4.91%	-8.40%	-3.29%	8.25%	-2.50%	17.68%	9.24%
Insurance Coverage	-7.31%	-6.35%	-0.71%	-3.86%	-4.41%	0.13%	-1.29%	-2.46%	5.95%	-1.20%	13.50%	8.03%
Insurance Research	-0.59%	-10.29%	-6.01%	-7.91%	-0.71%	3.85%	-3.90%	-2.86%	10.08%	0.66%	13.62%	4.06%
Life Insurance	-10.31%	-9.52%	-0.02%	-5.29%	-5.34%	-3.49%	-8.88%	-5.19%	14.18%	6.71%	16.81%	10.34%
Manufacturing Insurance	2.95%	0.65%	-6.30%	-6.29%	-1.99%	6.12%	0.10%	0.50%	3.24%	-3.89%	6.48%	-1.57%
Motorcycle Insurance	28.24%	25.16%	19.27%	7.23%	-3.89%	-21.10%	-36.42%	-40.57%	-27.38%	-24.44%	37.17%	36.73%
Pet Insurance	2.88%	-2.03%	-2.01%	-0.09%	4.78%	8.56%	-5.51%	-5.25%	1.24%	-7.89%	4.01%	1.31%
Real Estate Insurance	-4.15%	-5.68%	-1.81%	-1.21%	-1.10%	-3.43%	-11.38%	-7.96%	11.27%	1.06%	15.75%	8.65%
Rental Insurance	-4.24%	8.39%	21.83%	18.91%	-1.60%	-8.89%	-18.87%	-16.09%	-8.28%	-5.84%	5.46%	9.22%
Small Business Owner's Policy	-16.20%	-13.32%	9.62%	-4.14%	-5.96%	-7.49%	-8.80%	2.52%	26.65%	2.03%	11.25%	3.85%
Surety Bonds	-4.37%	-8.19%	-3.01%	-5.30%	-7.66%	-3.12%	-12.72%	20.91%	14.79%	-3.59%	11.03%	1.22%
Technology Insurance	13.27%	2.23%	-1.80%	12.54%	5.29%	-6.32%	13.55%	8.14%	-2.19%	-18.23%	-9.25%	-17.22%
Transportation Insurance	-4.82%	0.63%	9.36%	7.54%	-2.65%	-2.34%	-4.03%	-4.89%	2.21%	-8.98%	6.27%	1.69%
Travel Insurance	-8.57%	0.63%	-0.09%	-4.31%	-8.01%	-6.96%	-10.84%	-10.01%	1.71%	-2.00%	20.89%	27.56%
Workers Compensation	-2.13%	-0.05%	3.14%	1.19%	0.92%	2.13%	-9.70%	-10.98%	-0.17%	-3.33%	12.36%	6.62%

Search Volume is below the
Yearly average

Search Volume is above the
Yearly average

At a high level, seasonality impacts *boat* and *motorcycle insurance* the most. Since these categories are impacted by cold weather periods, demand tends to peak at the onset of summer in May through August.

Another category with significant seasonality trends is *cyber insurance* -- experiencing high demand throughout the holidays (October through December).

KEY FINDINGS

CATEGORY TRENDS CONTD.

As people were at home due to COVID, there was less of a need to drive and insurance wasn't as top of mind as people prioritized their financial situations.

Insurance Research (-28% | -31.6M MSV) and Car Insurance (-23% | -26.1M MSV) terms suffered the biggest declines YoY by total MSV.

KEYWORDS CONTRIBUTING TO THE YOY DECLINE:

Query	MSV YoY %	MSV YoY #
<i>quotes on insurances for cars</i>	-32%	-138K
<i>individual health insurance</i>	-65%	-48K
<i>online auto insurance</i>	-77%	-43K
<i>insurance agents</i>	-32%	-35K

Real Estate Insurance (+1.0 % | +14k MSV) and Rental Insurance (-1.0% | -6k MSV) remained consistent YoY despite the overall market decline. This correlates with the real estate market doing well and interest rates lowering during the pandemic.

KEYWORDS THAT REMAINED CONSISTENT YOY:

Query	MSV YoY %	MSV YoY #
<i>what renters insurance covers</i>	+97%	+2K
<i>renters insurance cost average</i>	+22%	+530

KEY FINDINGS

SEASONAL TRENDS

Increased demand for *travel insurance*, *insurance brands*, and *generic insurance* terms in early 2021 shows a rebound from the start of COVID.

These spikes validate that the market is beginning to bounce back from initial COVID implications as prospective buyers are researching their options and looking to travel as reopenings lift nationwide bans and restrictions.

CATEGORIES WITH SPIKES IN SEARCH DEMAND:

Category	MSV YoY %	Month
Travel Insurance	+55%	April 2021
Insurance Brands	+54%	April 2021
Generic Insurance	+44%	April 2021

While seasonality still played an expected role in shifting demand throughout the year, a few categories stood out as their growth contrasts the overall downward trend in demand for Insurance.

OUTLIER CATEGORIES THAT OVER-INDEXED IN DEMAND:

Category	MSV YoY %	Month
Copays & Deductibles	+34%	March 2021
Travel Insurance	+28%	April 2021
Business Insurance	+13%	April 2021
Life Insurance	+10%	April 2021

KEY FINDINGS

SEASONAL TRENDS CONTD.

Across the board, educational-focused queries (i.e. questions) declined slightly (-5% YoY) with demand ramping up in 2021 as people look for a fresh start.

AVERAGE SEARCH VOLUME FOR "QUESTIONS" BY CATEGORY:

Category	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021
Boat Insurance	76.84%	62.48%	52.80%	18.40%	-19.51%	-40.05%	-49.90%	-50.24%	-37.88%	-33.87%	6.21%	14.72%
Business Insurance	1.60%	-1.47%	-0.60%	-5.59%	-7.67%	-5.56%	-7.76%	-11.23%	-0.47%	-3.29%	10.97%	31.06%
Car Insurance	-5.25%	0.14%	3.78%	1.97%	-3.26%	-3.03%	-9.35%	-3.23%	1.63%	-3.07%	12.03%	7.63%
Construction Insurance	5.61%	-4.83%	2.65%	5.83%	-3.30%	-5.60%	-7.74%	-17.42%	-3.77%	-13.18%	53.33%	-11.59%
Copays & Deductibles	-28.60%	-25.68%	-13.50%	-22.10%	-18.09%	-0.72%	6.07%	5.10%	22.52%	30.38%	34.29%	10.33%
Cyber Insurance	-4.77%	-17.09%	-1.41%	-10.71%	2.35%	4.67%	0.43%	-5.82%	11.53%	2.00%	9.73%	9.08%
Dental Insurance	-19.24%	-6.77%	2.87%	-0.02%	-2.21%	1.79%	-1.05%	-3.63%	10.81%	-0.97%	9.61%	8.83%
Energy & Renewable Insurance	-4.11%	-16.29%	-12.48%	-7.18%	-5.69%	2.81%	0.71%	0.58%	4.15%	28.24%	2.72%	6.55%
General Liability	-12.37%	-13.06%	-8.73%	-8.52%	-1.84%	0.43%	-13.93%	-7.28%	12.12%	7.12%	26.42%	19.65%
Generic - Insurance	-28.67%	-17.37%	-10.33%	-8.48%	-15.39%	-9.66%	-7.00%	-5.44%	25.99%	18.08%	14.57%	43.71%
Health Insurance	-22.48%	-22.25%	-14.67%	-13.96%	-6.97%	10.18%	10.20%	-0.18%	2.53%	13.10%	26.53%	17.96%
Home Insurance	21.48%	7.48%	-1.90%	-0.31%	1.06%	1.78%	-7.80%	-13.51%	-6.72%	-5.05%	1.50%	1.98%
Insurance	-13.55%	-2.87%	-0.46%	-3.44%	-3.02%	1.07%	-3.57%	-6.58%	2.95%	-0.63%	14.53%	15.58%
Insurance Brands	-30.80%	-19.27%	-14.59%	-6.25%	-18.96%	-16.07%	-13.94%	-4.88%	30.33%	22.62%	17.43%	54.38%
Insurance Claims	-13.93%	-7.17%	-3.30%	-3.76%	-2.28%	4.10%	-0.49%	-3.97%	1.63%	-0.30%	6.43%	23.04%
Insurance Cost	-12.95%	-10.12%	-5.84%	-8.86%	-13.99%	-12.90%	-16.15%	-9.79%	13.38%	14.10%	26.32%	36.82%
Insurance Coverage	-11.35%	-9.11%	-3.94%	-5.46%	-3.46%	1.76%	-0.42%	-0.97%	7.06%	0.67%	13.85%	11.35%
Insurance Research	-5.65%	-6.84%	-4.03%	-7.26%	-10.02%	-9.34%	-15.09%	-12.14%	22.46%	13.21%	22.25%	12.47%
Life Insurance	-9.31%	-8.92%	-1.42%	-4.00%	-6.38%	-2.11%	-6.49%	-6.00%	13.00%	8.15%	11.70%	11.79%
Manufacturing Insurance	-4.28%	-14.87%	-17.59%	-15.16%	-3.30%	17.69%	13.03%	17.39%	12.95%	16.68%	-8.62%	-13.93%
Motorcycle Insurance	18.83%	15.39%	9.44%	4.65%	-2.17%	-10.05%	-27.72%	-33.27%	-18.51%	-15.76%	29.33%	29.85%
Pet Insurance	2.25%	2.48%	9.22%	4.78%	-2.55%	-3.01%	-10.50%	-10.70%	3.00%	-6.96%	7.16%	4.83%
Real Estate Insurance	-16.55%	-13.81%	-8.42%	0.15%	-4.92%	-4.87%	-7.59%	-5.99%	21.61%	7.02%	17.51%	15.86%
Rental Insurance	-2.40%	3.76%	13.30%	9.82%	-7.95%	-9.00%	-16.33%	-14.39%	-2.86%	-1.25%	12.28%	15.03%
Small Business Owner's Policy	-13.63%	-20.96%	-14.13%	-9.23%	8.60%	5.46%	-5.22%	-5.29%	21.15%	9.22%	13.16%	10.87%
Surety Bonds	-3.52%	-7.31%	-8.11%	-8.80%	-9.66%	-2.25%	-10.94%	-7.54%	11.20%	13.50%	24.35%	9.06%
Technology Insurance	-9.64%	-17.99%	-17.34%	7.39%	34.77%	5.32%	-3.79%	-11.03%	19.08%	9.77%	-3.50%	-13.03%
Transportation Insurance	-12.75%	-8.86%	0.60%	-3.16%	-5.77%	-0.14%	-9.94%	-8.23%	13.15%	5.70%	14.43%	14.96%
Travel Insurance	-10.04%	-2.99%	-6.90%	-9.53%	-13.52%	-9.36%	-11.31%	-13.77%	0.83%	-1.04%	22.38%	55.23%
Workers Compensation	-0.02%	-2.03%	1.87%	-2.24%	-1.79%	1.74%	-7.71%	-5.97%	0.20%	-1.95%	4.47%	13.42%

Search Volume is below the Yearly average

Search Volume is above the Yearly average

TOP QUESTIONS BEING ASKED ABOUT INSURANCE:

Query	MSV YoY %	MSV YoY Volume
<i>how to get affordable health insurance</i>	+1,572%	+83K
<i>what is the deductible in health insurance</i>	+713%	+195K
<i>what is open enrollment for health insurance 2021</i>	+146%	+123K

KEY FINDINGS

NATIONAL TRENDS

HIGHEST SEARCH VOLUME



Kansas



North Carolina



South Carolina

MEDIUM SEARCH VOLUME



Georgia



Indiana



Michigan



New York

Region	MSV	MSV YoY %	MSV Volume YoY %
Midwest	45.9M	-30%	-19.8M
Northeast	41.8M	-30%	-17.7M
South	91.8M	-28%	-35M
West	59.4M	-22%	-16.7M

KEY FINDINGS

REGIONAL TRENDS - NORTHEAST

There are an estimated **41M organic searches** in the Northeast region each month, the smallest amount of the four major regions.

However, this region had the greatest number of categories that increased YoY. High interest topics relate to rentals, security, and claims.

This region is where *Generic Insurance* interest peaked (+25%) across the four regions.

This is the only region where *Insurance Brands* search demand increased YoY, an indicator that search interest for insurance is on the rise and top of mind for people.

10 CATEGORIES INCREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Copays & Deductibles	35,370	40.45%	10,187
Dental Insurance	222,740	30.05%	51,462
Generic - Insurance	452,330	25.07%	90,663
Travel Insurance	54,800	14.21%	6,819
General Liability	95,170	6.06%	5,435
Insurance Brands	2,438,830	5.69%	131,332
Rental Insurance	102,650	4.01%	3,956
Energy & Renewable Insurance	158,360	3.20%	4,903
Workers Compensation	129,120	2.83%	3,557
Real Estate Insurance	254,410	0.26%	665

20 CATEGORIES DECREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Home Insurance	1,985,150	-58.60%	-2,809,954
Insurance Research	14,799,010	-35.98%	-8,315,970
Technology Insurance	895,730	-34.67%	-475,301
Health Insurance	1,548,020	-33.70%	-786,964
Manufacturing Insurance	492,800	-33.41%	-247,276
Construction Insurance	668,700	-28.72%	-269,476
Car Insurance	14,819,080	-24.18%	-4,726,498
Boat Insurance	16,470	-21.32%	-4,464
Cyber Insurance	240,070	-19.96%	-59,871
Pet Insurance	2,569,710	-15.79%	-481,910
Insurance Coverage	461,650	-14.82%	-80,296
Small Business Owner's Policy	248,680	-8.85%	-24,152
Business Insurance	103,760	-8.78%	-9,991
Motorcycle Insurance	29,960	-7.49%	-2,426
Life Insurance	409,970	-6.32%	-27,681
Transportation Insurance	1,818,210	-6.25%	-121,287
Insurance Cost	1,107,350	-4.91%	-57,239
Insurance Claims	62,910	-3.18%	-2,066
Insurance	4,430,620	-2.04%	-92,199
Surety Bonds	534,470	-0.73%	-3,913

KEY FINDINGS

REGIONAL TRENDS - MIDWEST

There are an estimated **45M organic searches** in the Midwest region each month, but this region had the fewest number of categories that increased YoY.

High interest topics relate to rentals, calculators, and management. The major topic declines in this region relate to health, rates, and application.

Health insurance providers in this region should consider speaking to general insurance questions and provide information related to cost as *Copays & Deductibles* increased the most YoY (+29%)

Top Search Terms (Health, Rates & Application)	MSV YoY %	MSV Volume YoY %
<i>individual health insurance</i>	-59%	-8.1K
<i>quotes on health insurance</i>	-51%	-7.1K
<i>rates for life insurance</i>	-75%	-4.6K

4 CATEGORIES INCREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Copays & Deductibles	38,660	28.45%	8,563
Generic - Insurance	492,080	13.93%	60,166
Dental Insurance	255,360	11.89%	27,142
Travel Insurance	45,030	6.26%	2,653

26 CATEGORIES DECREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Home Insurance	2,020,080	-57.73%	-2,759,411
Technology Insurance	1,007,900	-36.81%	-587,127
Insurance Research	15,472,590	-35.48%	-8,508,291
Cyber Insurance	436,700	-34.06%	-225,534
Health Insurance	1,866,270	-33.99%	-961,123
Construction Insurance	757,170	-30.27%	-328,642
Car Insurance	16,983,620	-25.33%	-5,761,643
Boat Insurance	16,580	-25.09%	-5,554
Manufacturing Insurance	635,980	-21.72%	-176,498
Pet Insurance	2,650,950	-20.47%	-682,391
Insurance Coverage	417,610	-15.97%	-79,368
Motorcycle Insurance	37,470	-12.26%	-5,237
Transportation Insurance	2,088,670	-11.50%	-271,478
Small Business Owner's Policy	291,740	-9.22%	-29,635
Insurance Brands	2,398,430	-8.02%	-209,119
Insurance Claims	77,520	-7.43%	-6,224
Business Insurance	108,370	-5.42%	-6,211
Insurance	5,194,670	-5.29%	-290,217
Rental Insurance	110,100	-4.81%	-5,560
Life Insurance	444,000	-4.80%	-22,408
Workers Compensation	105,680	-4.57%	-5,062
Insurance Cost	1,339,110	-4.14%	-57,891
General Liability	99,220	-3.88%	-4,009
Surety Bonds	494,720	-3.19%	-16,322
Energy & Renewable Insurance	228,800	-1.61%	-3,754
Real Estate Insurance	385,740	-1.42%	-5,562

KEY FINDINGS

REGIONAL TRENDS - SOUTH

There are an estimated **91M organic searches** in the South region each month, the highest of the four major regions.

Copays & Deductibles interest peaked the most (+41%) across the four regions.

Top Search Terms (Copays & Deductibles)	MSV YoY %	MSV Volume YoY %
<i>are hsa contributions tax deductible</i>	+239%	+240
<i>what medical expenses are tax deductible</i>	+222%	+1K
<i>what is a high deductible health plan</i>	+167%	+700

9 CATEGORIES INCREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Copays & Deductibles	79,050	41.38%	23,135
Energy & Renewable Insurance	681,990	16.89%	98,524
Generic - Insurance	1,114,450	9.61%	97,677
Dental Insurance	550,730	6.76%	34,884
General Liability	238,120	5.87%	13,199
Travel Insurance	96,000	5.15%	4,706
Business Insurance	228,710	4.34%	9,520
Surety Bonds	999,790	2.38%	23,282
Real Estate Insurance	542,050	0.53%	2,865

21 CATEGORIES DECREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Pet Insurance	5,022,930	-60.49%	-7,691,151
Health Insurance	6,150,710	-38.88%	-3,913,221
Technology Insurance	1,940,330	-38.70%	-1,224,761
Construction Insurance	1,412,270	-38.59%	-887,331
Boat Insurance	43,060	-33.99%	-22,171
Home Insurance	3,745,110	-33.27%	-1,867,421
Cyber Insurance	795,100	-30.27%	-345,171
Insurance Research	31,042,750	-26.54%	-11,213,201
Car Insurance	32,085,020	-22.15%	-9,128,221
Manufacturing Insurance	1,124,610	-8.39%	-102,971
Life Insurance	908,320	-7.90%	-77,951
Insurance Cost	2,856,830	-6.11%	-186,051
Insurance Coverage	889,930	-4.22%	-39,231
Insurance	11,151,300	-4.18%	-486,811
Transportation Insurance	4,062,330	-4.16%	-176,321
Workers Compensation	213,950	-3.99%	-8,891
Motorcycle Insurance	69,850	-3.19%	-2,291
Rental Insurance	247,170	-2.28%	-5,771
Insurance Claims	158,600	-2.03%	-3,281
Small Business Owner's Policy	587,500	-0.89%	-5,301
Insurance Brands	5,559,110	-0.20%	-11,051

KEY FINDINGS

REGIONAL TRENDS - WEST

There are an estimated **59M organic searches** in the West region each month, the highest of the four major regions.

Copays & Deductibles interest peaked the most significantly of any category (+36%) in this region.

9 CATEGORIES INCREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Copays & Deductibles	69,430	35.59%	18,223
Generic - Insurance	720,800	22.31%	131,500
Travel Insurance	72,310	15.15%	9,513
Dental Insurance	296,680	8.36%	22,878
Energy & Renewable Insurance	363,620	7.27%	24,649
Real Estate Insurance	391,830	3.78%	14,285
General Liability	180,550	2.28%	4,022
Rental Insurance	162,160	0.76%	1,222

21 CATEGORIES DECREASED YoY

Category	MSV	MSV % Δ YoY	MSV Volume Δ YoY
Construction Insurance	969,320	-68.10%	-2,069,631
Home Insurance	2,288,730	-41.74%	-1,640,005
Technology Insurance	1,364,550	-36.15%	-772,458
Health Insurance	2,331,570	-34.69%	-1,238,627
Car Insurance	21,318,460	-23.22%	-6,445,862
Boat Insurance	18,220	-20.14%	-4,596
Manufacturing Insurance	710,970	-16.48%	-140,269
Insurance Research	20,461,130	-15.10%	-3,640,055
Insurance Cost	1,695,590	-14.47%	-286,910
Pet Insurance	3,828,760	-13.60%	-602,827
Business Insurance	132,670	-13.49%	-20,691
Cyber Insurance	592,090	-12.49%	-84,528
Transportation Insurance	2,863,620	-12.30%	-401,764
Life Insurance	440,020	-10.52%	-51,725
Workers Compensation	160,520	-10.20%	-18,241
Insurance Claims	87,940	-9.22%	-8,936
Small Business Owner's Policy	365,650	-9.13%	-36,718
Insurance	6,408,950	-9.07%	-639,633
Insurance Coverage	617,630	-5.57%	-36,437
Insurance Brands	2,675,920	-3.46%	-95,878
Motorcycle Insurance	50,970	-2.92%	-1,536
Surety Bonds	775,700	-1.37%	-10,772

A modern office interior with a large conference table, chairs, and chandeliers. The scene is dimly lit, with light coming from windows in the background. The text is overlaid on the center of the image.

INSURANCE SEARCH TRENDS

CONCLUSION

CONCLUSION

WHAT CAN INSURANCE MARKETERS DO NOW?

From this analysis, as expected, we found that COVID caused a significant decline in average monthly search demand for the Insurance industry.

While seasonality still played a role in some of the expected insurance sectors -- there were notable shifts in consumer behavior related to Insurance categories more reflectant of the times.

However, while demand is now starting to rebound across the board for Insurance in 2021 -- we're seeing that the categories of interest and intent for people searching are different now than they once were.

As a result, marketers in the Insurance industry must be aware of changing trends and how to leverage them from a digital perspective:

- 1) Consider aligning your marketing calendar to the month's where regional demand is highest in order to capture people that have Insurance top of mind.
- 2) Make sure your website is optimized with highly detailed information that answers all FAQs to remove friction for users.
- 3) Prioritize giving users the autonomy and power to easily manage their account, policy, etc. to build their trust and ultimately improve your relationship with them.



INSURANCE SEARCH TRENDS

APPENDIX

APPENDIX

METHODOLOGY

Seer's Insurance Task Force pulled roughly **459k unique terms** related to the Insurance industry and ran them through Google Keyword Planner to obtain Monthly Search Volume (or "MSV") for May 2020 through April 2021 (**12 months**).

We then grouped each keyword into a total of **28 categories*** — analyzing the data by Category as well as at the Regional/State level.



search terms



total MSV



MSV YoY



MSV volume YoY

Categories Analyzed

Boat Insurance	Health Insurance	Motorcycle Insurance
Business Insurance	Home Insurance	Pet Insurance
Car Insurance	Insurance	Real Estate Insurance
Construction Insurance	Insurance Brands	Rental Insurance
Copays & Deductibles	Insurance Claims	Small Business Owner Policy
Cyber Insurance	Insurance Cost	Surety Bonds
Dental Insurance	Insurance Coverage	Technology Insurance
Energy & Renewable Insurance	Insurance Research	Transportation Insurance
General Liability	Life Insurance	Travel Insurance
Generic Insurance	Manufacturing Insurance	Workers Compensation

***NOTE:** Keywords can fit into more than one category (e.g. "cost of car insurance" would be in both Car Insurance and Insurance Cost).

APPENDIX

METHODOLOGY CONTD.

DATA DEFINITIONS

- **MSV:** Average Monthly Search Volume over the 12 months included in the dataset
- **YoY Volume:** The volume of average monthly searches was the difference between the 12 months in the data set and the prior 12 months.
- **YoY % Change:** The % change between the Average Monthly Searches from the 12 months in the data set and the prior 12 months



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