



Increasing Insurance Applications with Paid Search

Understanding the Complete Marketing ROI for Direct Seguros
Google/Conento/Direct Seguros
Spain, February 2011

Agenda

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2 Call Center

3 Website Applications

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Finance: Background, Objectives, & Methodology

Background

Direct Seguros, as part of the AXA, Europe's largest insurer, provides a range of insurance solutions for the Spanish market. It also has an extensive network of direct insurance businesses in France, Italy, Poland and Portugal.

Established in 1996 as an insurance company specializing in car insurance, it is now one of the leading insurance companies in Spain, marketing its products directly to consumers (no aggregators/brokers etc).

Direct Seguros has adopted the web channel completely and now accepts applications via both online and its call centre.

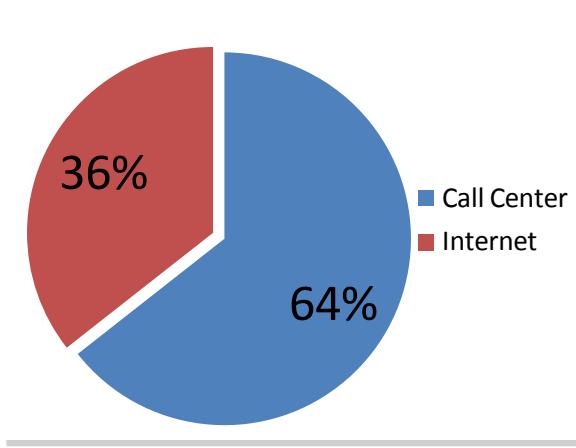
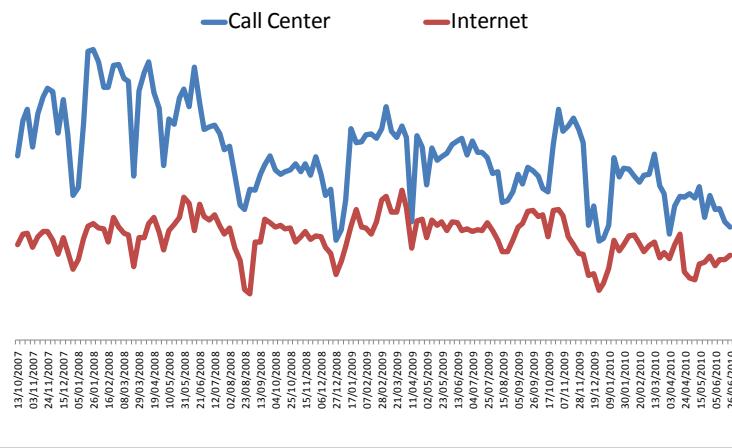
In 2007, the company extended its insurance offer to include motorbike insurance among its core offering.



Background

Direct Seguros accepts applications both online and offline via its call centers.

64% of Direct Seguros applications are made offline via the call center, while 36% are made online.



Objectives and Methodology

Objectives

- Identify the key marketing drivers that generate new applications
- Quantify the effectiveness and efficiency of these drivers
 - This applies to both applications made via the call center as well as those coming from the Internet.
 - Understand the role played by website traffic along with the media (offline and online) in generating new applications.

Methodology

- Using Direct Seguros' internal and proprietary data (October 2007- June 2010)
 - Application data (split by call center, Internet)
 - Price/rate
 - Website data and analytics
- Direct marketing and TV advertising investment and data from other sources e.g.:
 - Google search volume
 - Economic indices

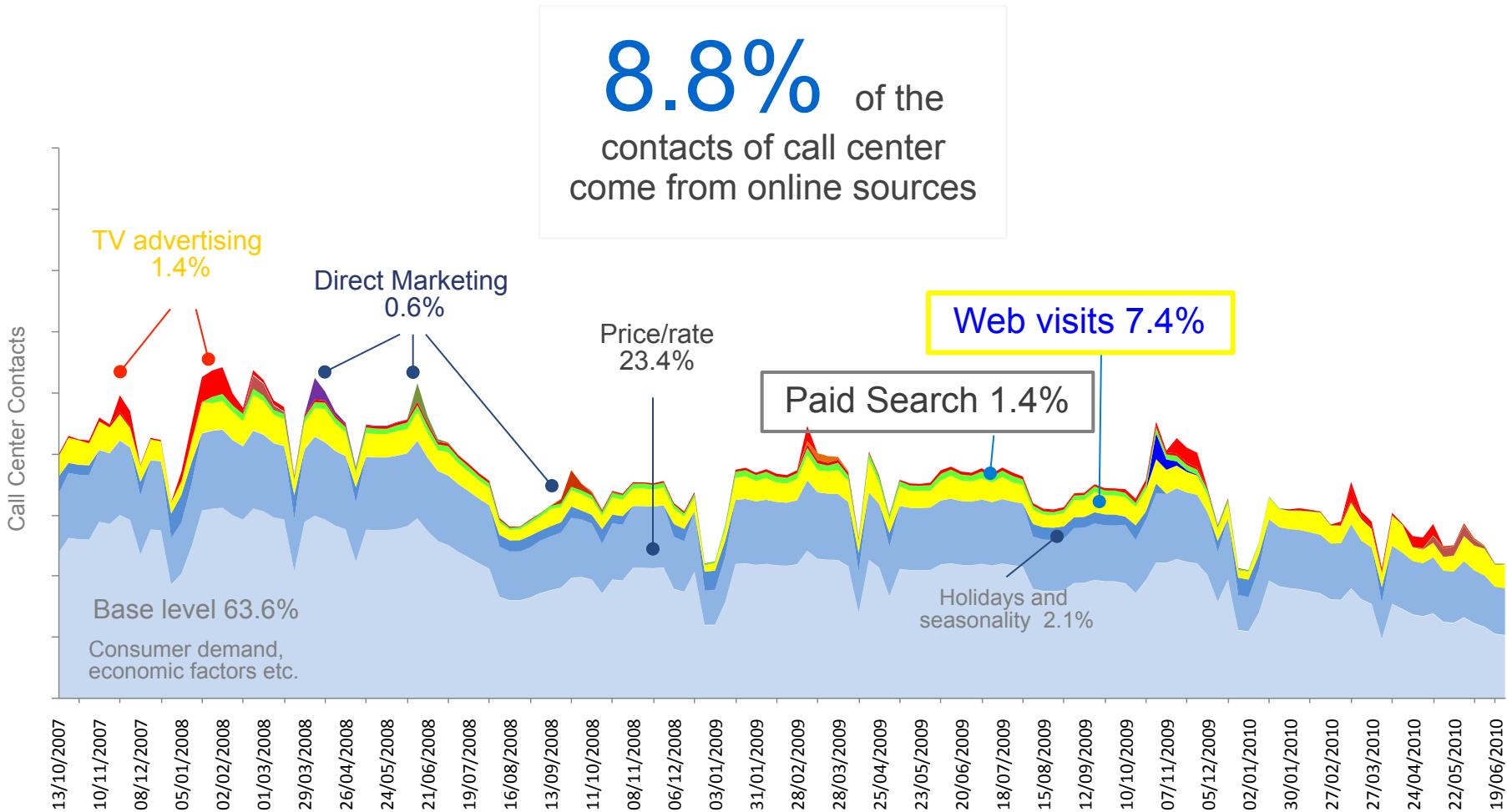
Various econometric models were built to understand the return on investment of communication media and marketing.

Finance: **Call Center**

What are the drivers of offline call centre applications?

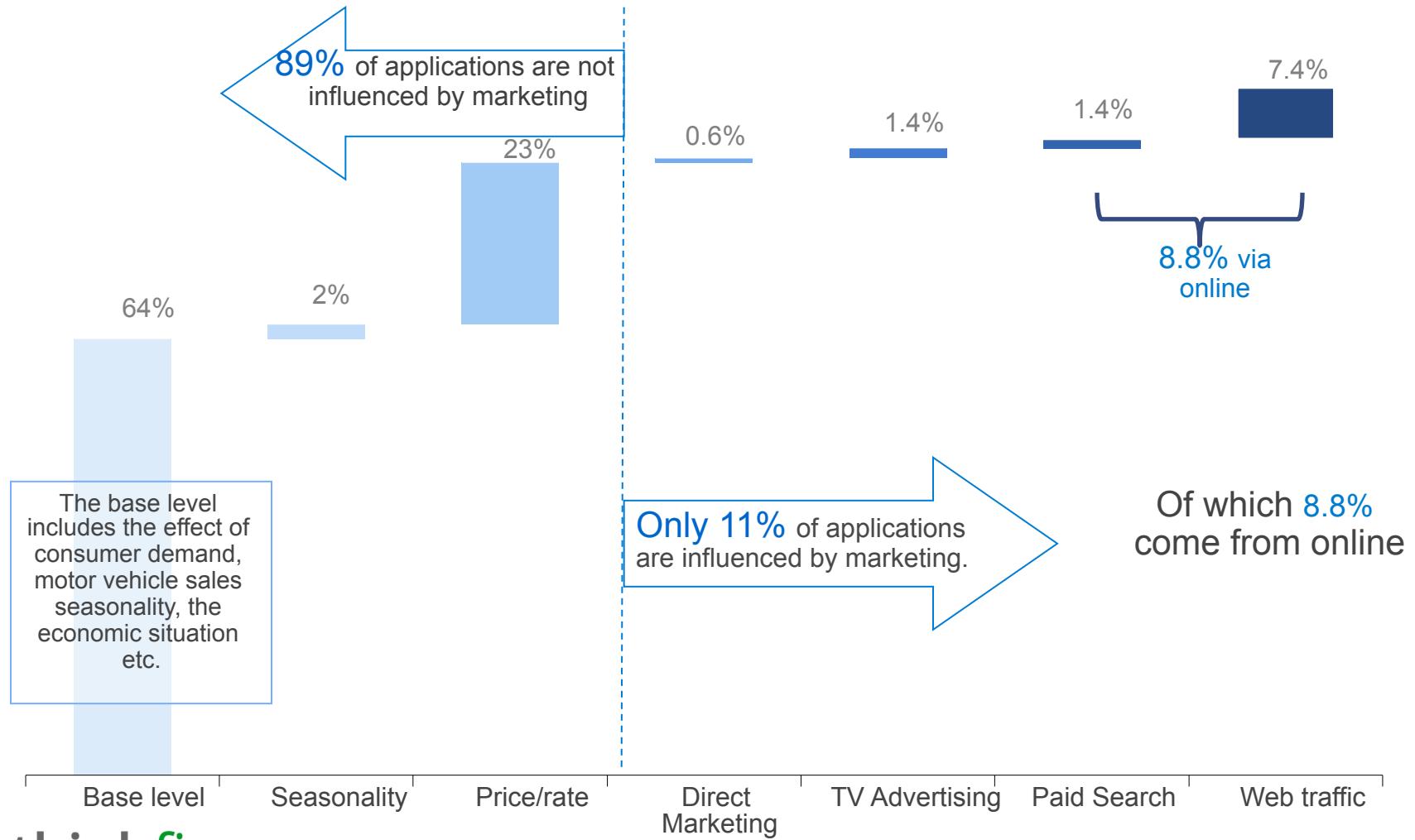
Drivers of offline Call center applications

7.4% of first call center contacts come as a result of visiting www.directseguros.es.
And paid search increases these contacts by a further 1.4%.



Drivers of offline Call center applications

The website generates 7.4% of applications. Paid search contributes 1.4% of applications

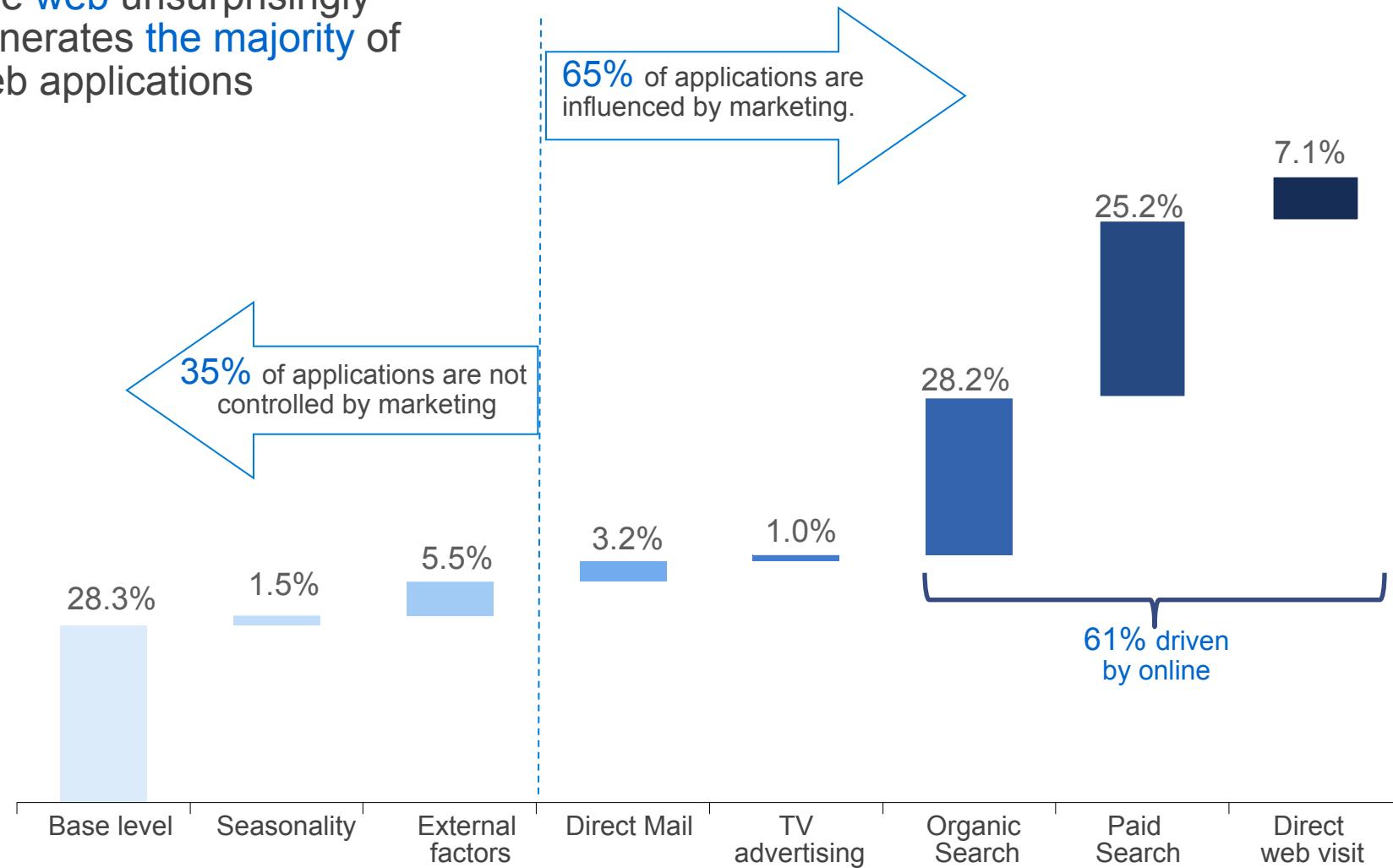


Finance: **Website Applications**

What are the drivers of online applications?

Drivers of online website applications

The **web** unsurprisingly generates **the majority** of web applications

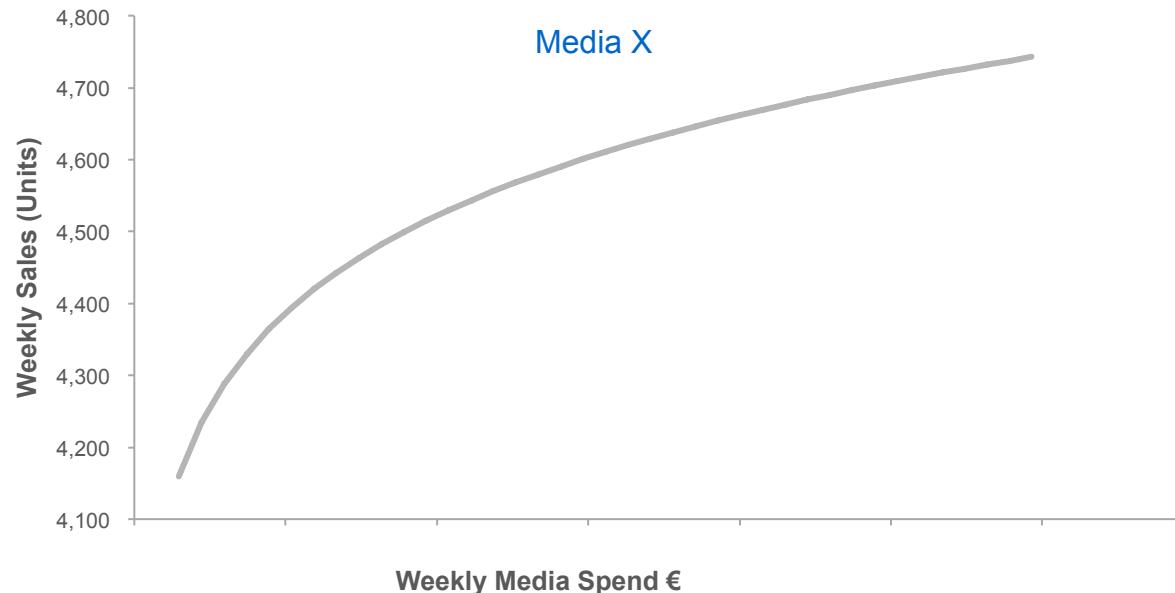


Finance: Marketing ROI

Return on media spend

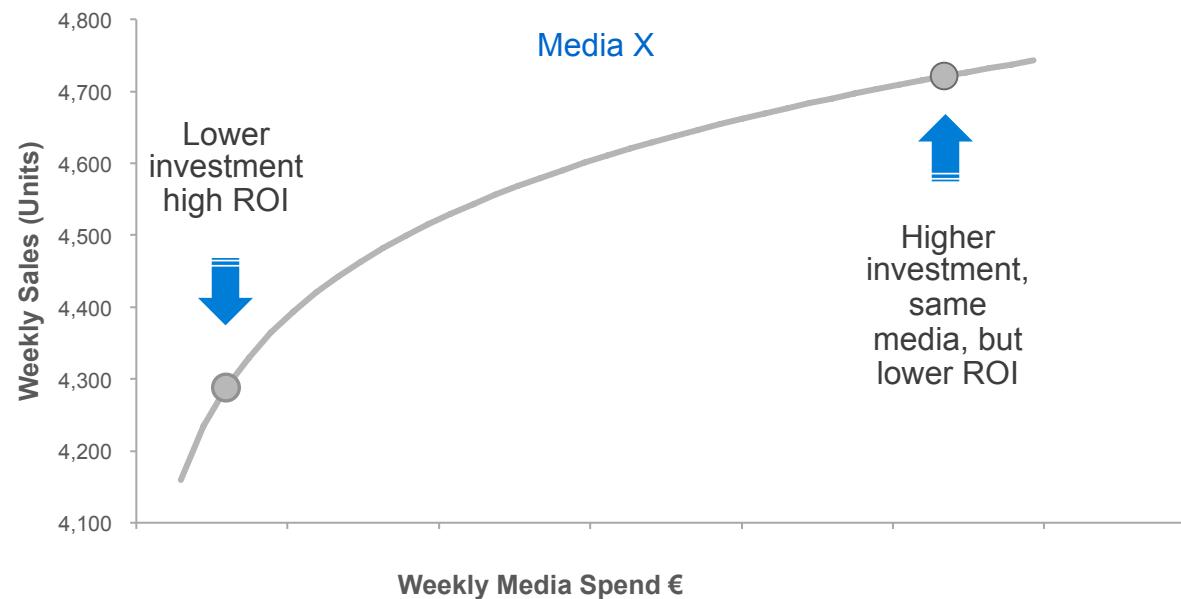
Understanding the effectiveness of marketing spend

Due to the natural variance in both spend and sales levels over the analysis period a response curve can be drawn to understand the response or 'elasticity' of each marketing driver.

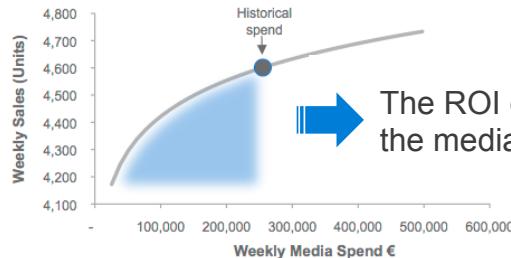


Understanding the effectiveness of marketing spend

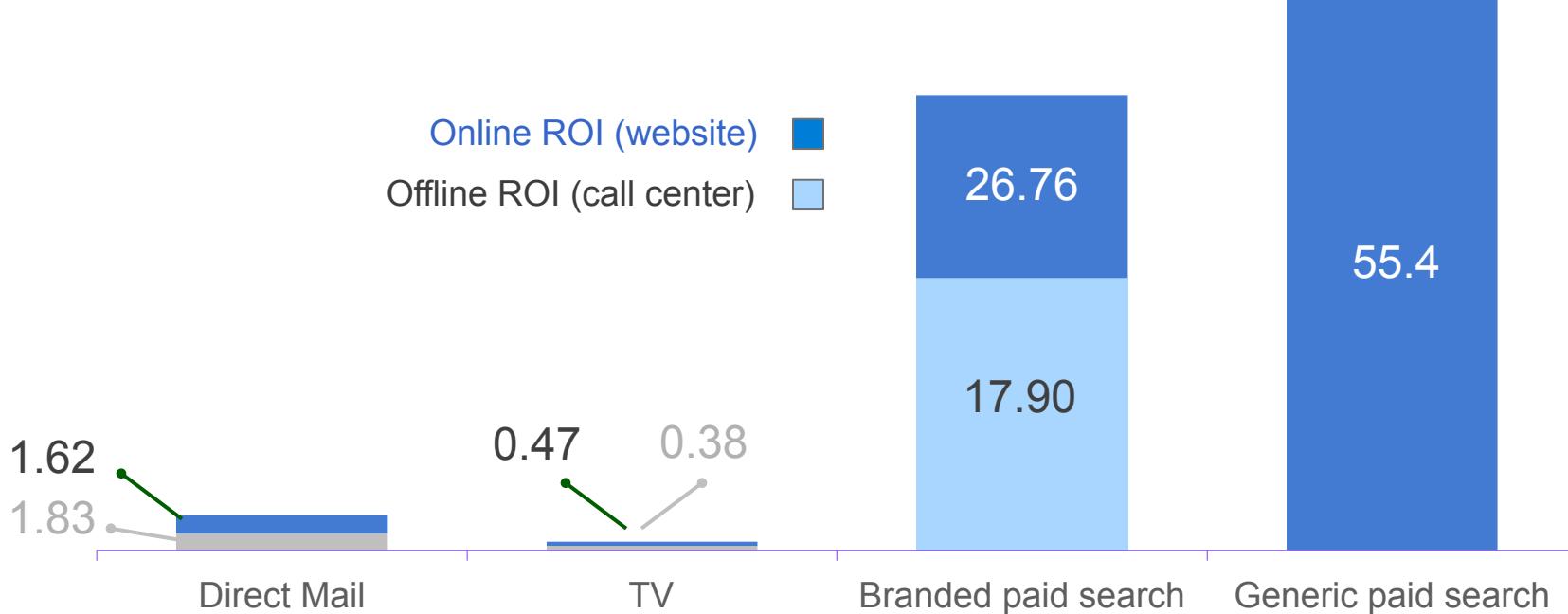
ROI of each media is dependent on the point at which investment is at on the curve



Return on Marketing investment



Paid search is the **most cost-effective** medium; very significantly more cost effective than direct marketing and TV advertising.



Finance: Understanding Digital

Drivers to www.directseguros.es

Search is the primary driver of **incremental** web traffic. Also significant evidence of **offline media** driving **web traffic**



This is the modeled decomposition of **incremental** response (i.e sources of incremental web traffic) – not an observational referral source analysis .



Effect of position in paid search

Improving position in paid search, results in a noticeable increase in applications, both online as well as offline at the call center.



aseguradora

Buscar

Aproximadamente 1.490.000 resultados (0,21 segundos)

Búsqueda avanzada

Todo
 Noticias
 Maps
 Más

[FÉNIX DIRECTO Aseguradora](#)

Enlaces patrocinados

[www.FenixDirecto.com/Aseguradora](#) Tu Coche a Terceros desde 200 € Aseguradora On Line, Precio Directo

[Mostrar mapa de Avenida General Perón, 27, 28020 Madrid](#)

[Aseguradora](#)

[www.balumba.es](#) Podemos superar cualquier descuento ¡Calcula tu seguro de coche ya!

[Direct Seguros - Coche](#)

[www.directseguros.es/Baratos](#) "El Ahorrar es un Placer porque me cambié a Direct" Paga 30% menos.

3rd position

[Línea Directa Aseguradora - Seguros de coche, seguros de moto ...](#)

Seguros de coche, seguros de motos, seguro de hogar y seguros para automóviles de

empresas. Su seguro online al mejor precio con Línea Di

Atención al cliente - Contacte por teléfono - Seguros de h

[www.lineadirecta.com/](#) - En caché - Similares

[SEGUROS MAPFRE](#)

Calcula online el precio de tus seguros con MAPFRE: se

accidentes, empresas, viajes, deportes, navegación, plan

Particulares - Seguros coche - Red de oficinas - Canal Sa

[www.mapfre.com/](#) - En caché - Similares

Average paid position

Online application increase %

Call center applications increase %

Generic, auto and brand search terms

1.0

2.7%

1.7%

1.7

2.1%

1.3%

Direct Seguros average paid position



3.2

-

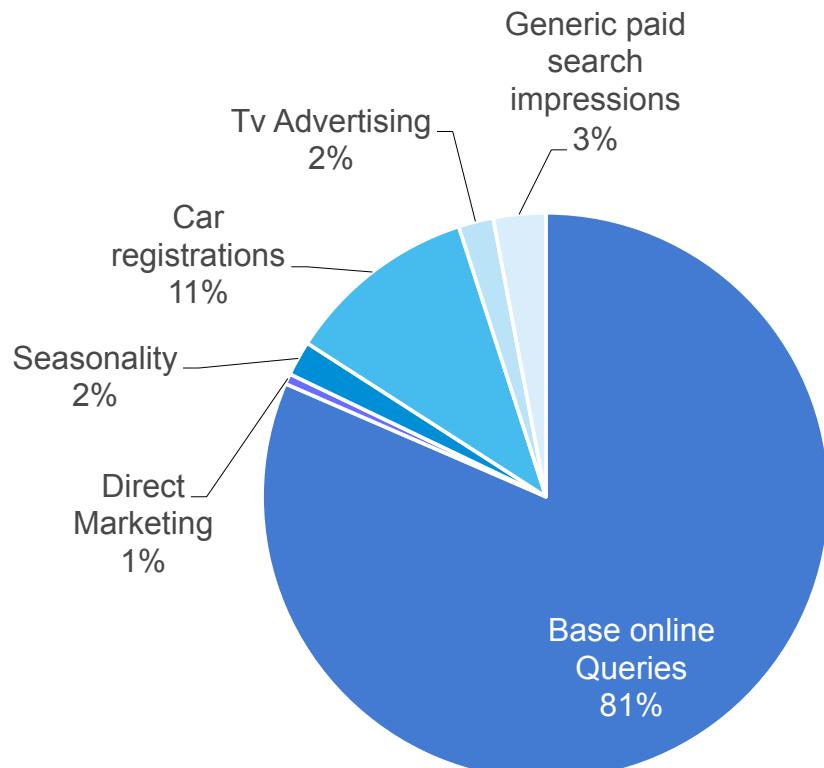
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with Google™

Source: Google/Conento/Direct Seguros, Paid Search is the Most Cost-Effective Way to Increase Insurance Applications, Spain February 2011

Drivers of Branded queries

Generic paid search impressions, contribute an incremental 3.2% to total branded query volume



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Source: Google/Conento/Direct Seguros, Paid Search is the Most Cost-Effective Way to Increase Insurance Applications, Spain February 2011

Drivers of incremental AdWords clicks

Significant evidence of **Offline to Online** synergies.



6%

% Uplift in Paid search clicks

La Web Imágenes Videos Mapas Noticias Libros Gmail Más ▾

Google

seguros de coche

Aproximadamente 1.220.000 resultados (0.09 segundos)

Buscar Búsqueda avanzada

Organic Anuncios

Cambia tu seguro a Verdi
Contrata el **seguro de coche** y tu **seguro a 50€: coche, hogar, moto**.
www.verdi.com

Seguros Linea DIRECTA
Ahorra hasta 600€ en tu **seguro de coche**. Y pagalo mes a mes.
► **Calcular Seguro de Coche** ► **Te llamamos GRATIS!**
seguros.coche.lineadirecta.co

Calcular 15 Seguros Coche
Puedes contratar **aseguramiento en 3 min**. Ahorra hasta 500€ en tu **seguro**.
► **Calcular Seguro de Coche** ► **Comparativa Seguros de Coche**
www.asesorseguros.com

Balumba - Seguro de coche | **Tengas la edad que tengas, ahorra ya...**
Visita a **Balumba** y tu **seguro de coche** sera mas barato. Somos parte de Admiral Group, especialista británico en seguros online. Desde 18 años. Seguros a terceros y todo riesgo ... Telefonos - Atención al Cliente
www.balumba.es/ - En cache - Similares

Línea Directa Aseguradora - Seguros de coche, seguros de moto ...
Seguros de coche, seguros de motos, seguro de hogar y seguros para automóviles de empresas. Su seguro online al mejor precio con Línea Directa.
www.linedirecta.com/ - En cache - Similares

FENIX DIRECTO - Tu compañía de seguros en Internet - Seguros de...
SEGUROS. Calcula Online el seguro para tu Coche, Moto o Ciclomotor en Fénix Directo. Las mejores ofertas de Internet en **seguros de automóviles, seguros de ...**
www.fenixdirecto.com/ - En cache - Similares

Génesis Seguros. Coche y auto, descuentos y ofertas en tus seguros...
Seguros de coche en Génesis Auto, calcula su **seguro de coche** online y ahorra un 40%
www.genesis.es/ - En cache - Similares

Seguros de coche. Comparativa de seguros automóvil □

Seguro de coches Mutua
Ahorra la mitad en el **seguro de tu coche**. ¡Vente a la Mutua ya!
www.mutua.es/Promocion_Coche

Direct Seguros: Coche
Calcula **Seguros Coche** fácilmente
Ahorro de 30 % en **Seguros de Coche**
www.directseguros.es/Seguros_Coche

Seguros Coche Mapfre
Contratalo ya y obtén un descuento del 10% en tu **seguro de coche**.
www.mapfre.com/autonovias

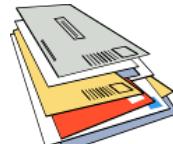
Rastreator™ Seguros Coche
Rastreator.com te ahorra 862€ en el **seguro de coche** y a 10% en rastreator.com/Seguros-de-Coche

FENIX DIRECTO Seguros
Coches a Todo Riesgo desde 300 €
Coches a Terceros y más desde 200 €
www.seguros.coche.fenixdirecto.com

Seguro Barato
Todo riesgo a precio de terceros, coche, camión, furgoneta, moto.
www.segurosadnac.com

RACC Seguros de Coche
Contrata tu **seguro** y gana uno de los 10 paseos al día en Helicóptero
www.racc.es/promocion_seguro

Ad position on page increases clicks by **9.6%**



2%

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Source: Google/Conento/Direct Seguros, Paid Search is the Most Cost-Effective Way to Increase Insurance Applications, Spain February 2011



Competitor Ads on the page increase clicks by **1.4%**

Finance: Conclusions

Conclusions

- 1** The Online to Offline effect is sizeable. 8.8% of offline conversions occur due to online activity

- 2** Paid search is the most cost-effective way to increase insurance applications: over ten times more efficient than other media

- 3** Improving position in paid search increases applications online by 2.7%, and offline via the call center by 1.7%

- 4** Considerable TV and search synergy – TV incrementally drives 6% of paid search clicks