



Increasing Insurance Applications with Paid Search

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

Agenda

1 Background, Objectives, and Methodology

2 Call Center

3 Website Applications

4 Marketing ROI

5 Understanding Digital

6 Conclusions

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.

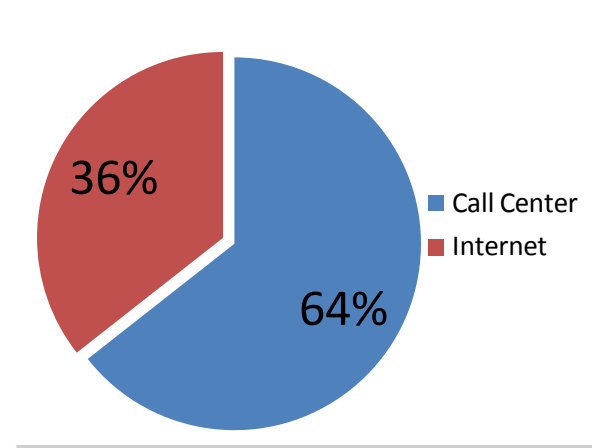
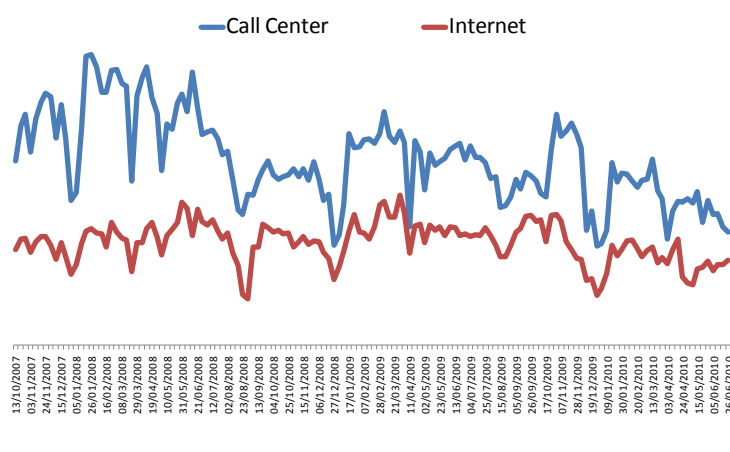
In 2007, the company extended its insurance offer to include motorbike insurance among its core offering.



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.

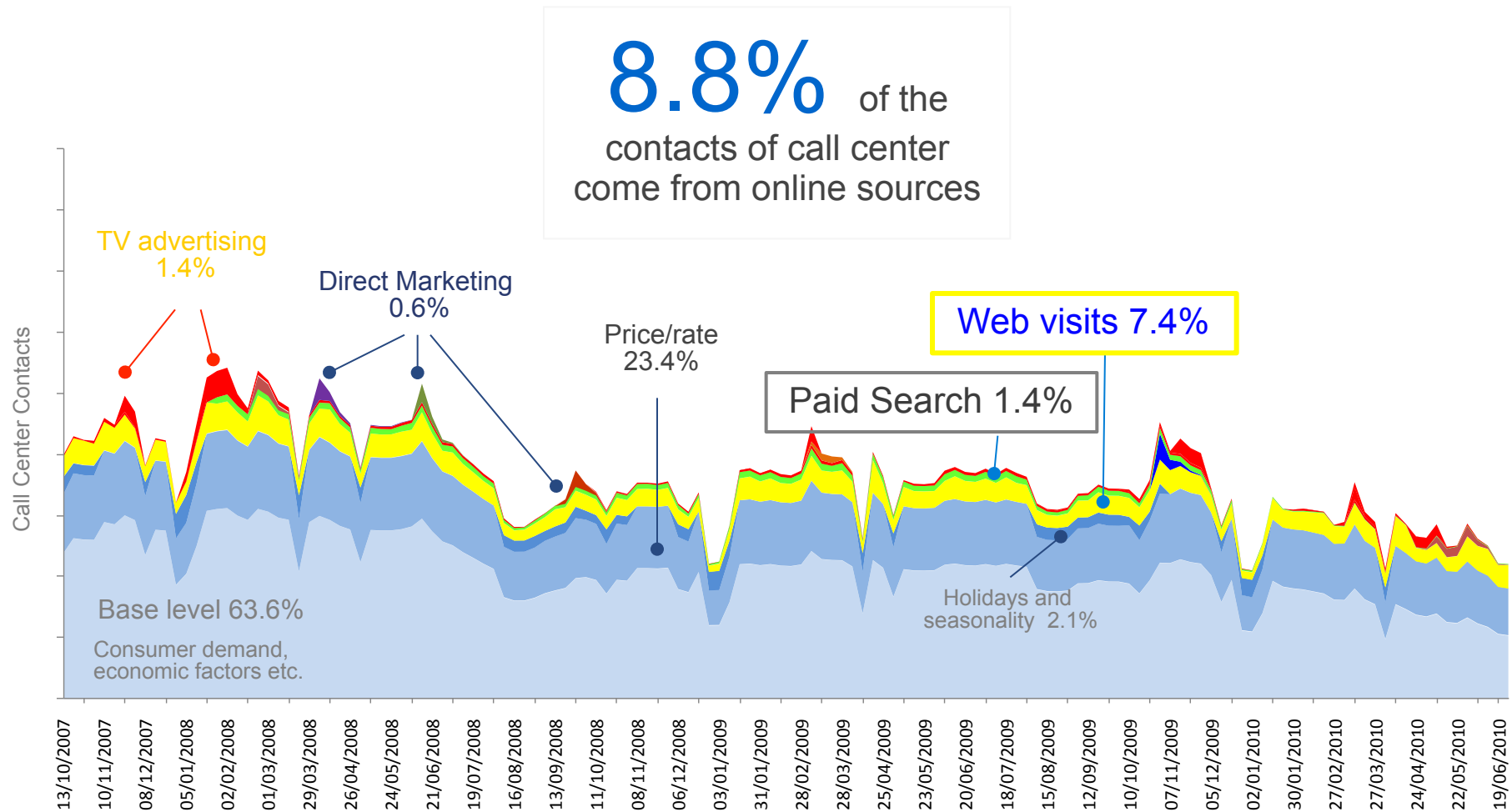
Finance: **Call Center**

What are the drivers of offline call centre applications?



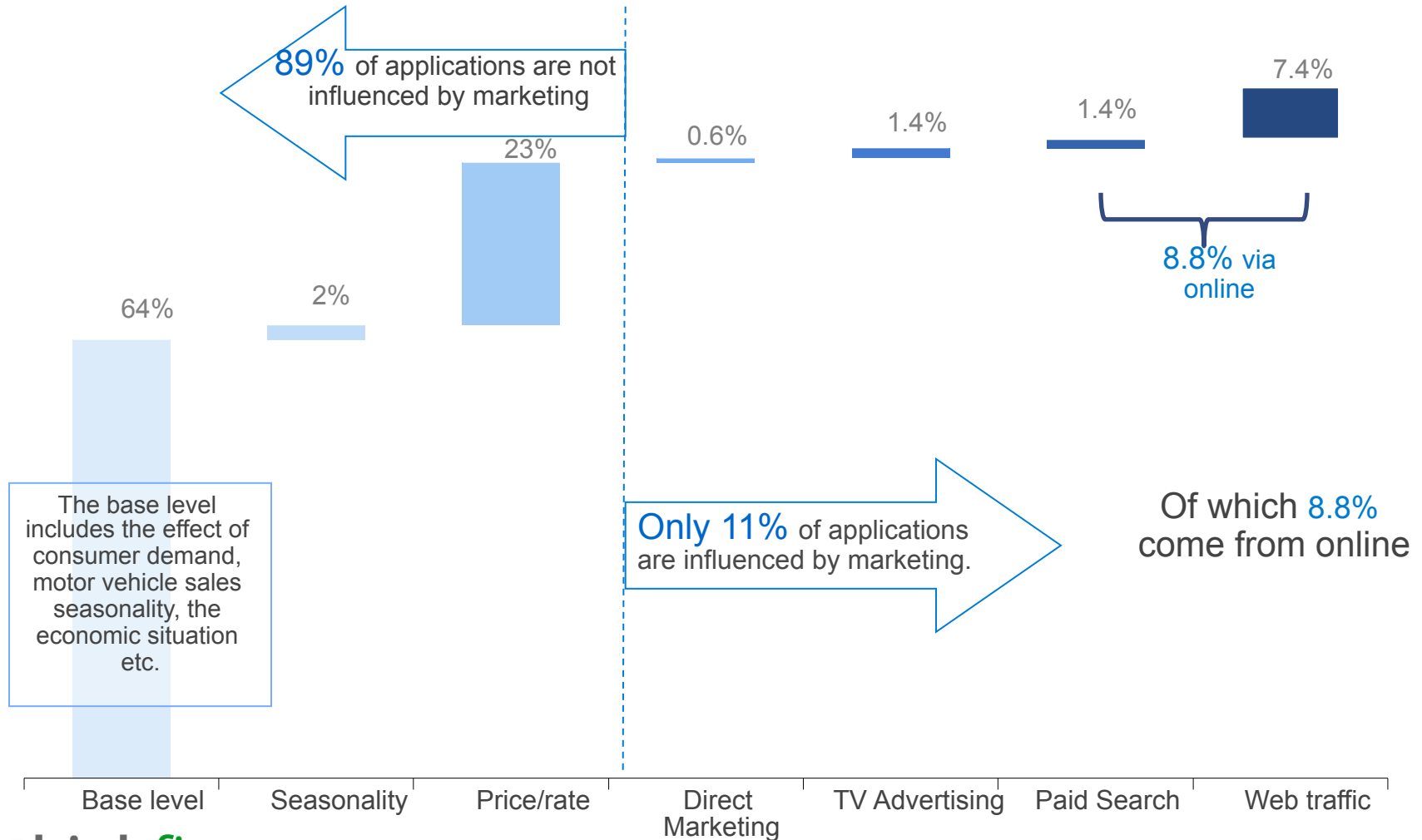
Drivers of offline Call center applications

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



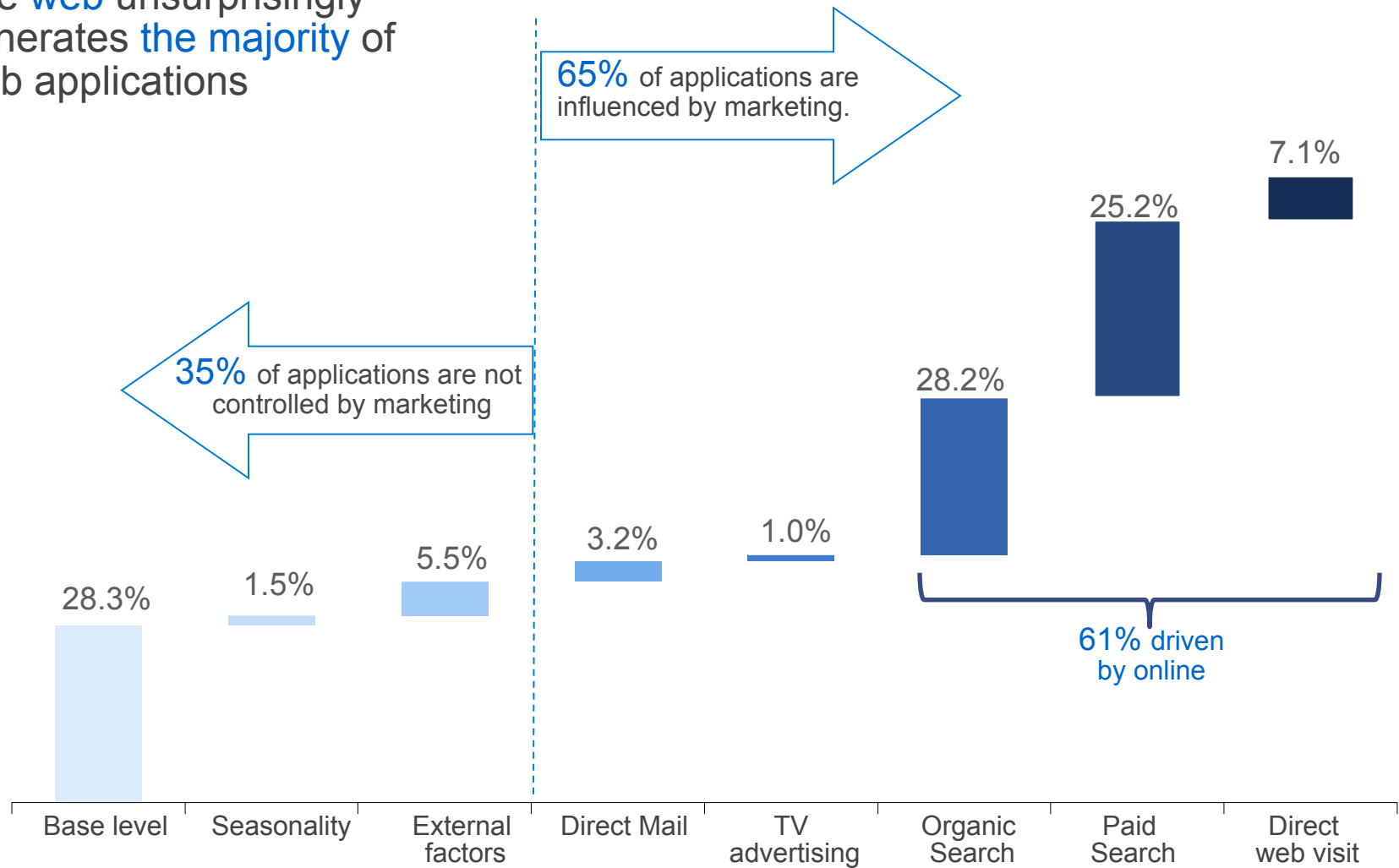
Finance: **Website Applications**

What are the drivers of online applications?



Drivers of online website applications

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



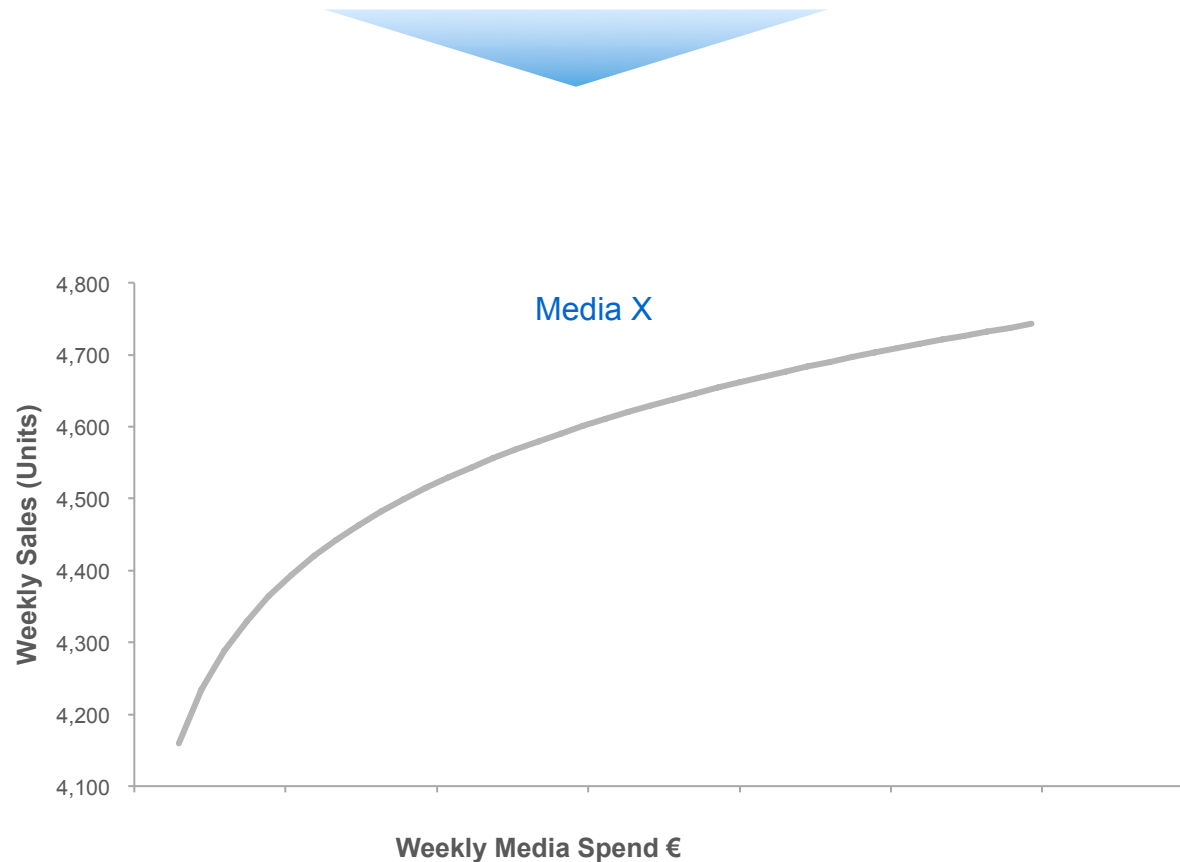
Finance: **Marketing ROI**

Return on media spend



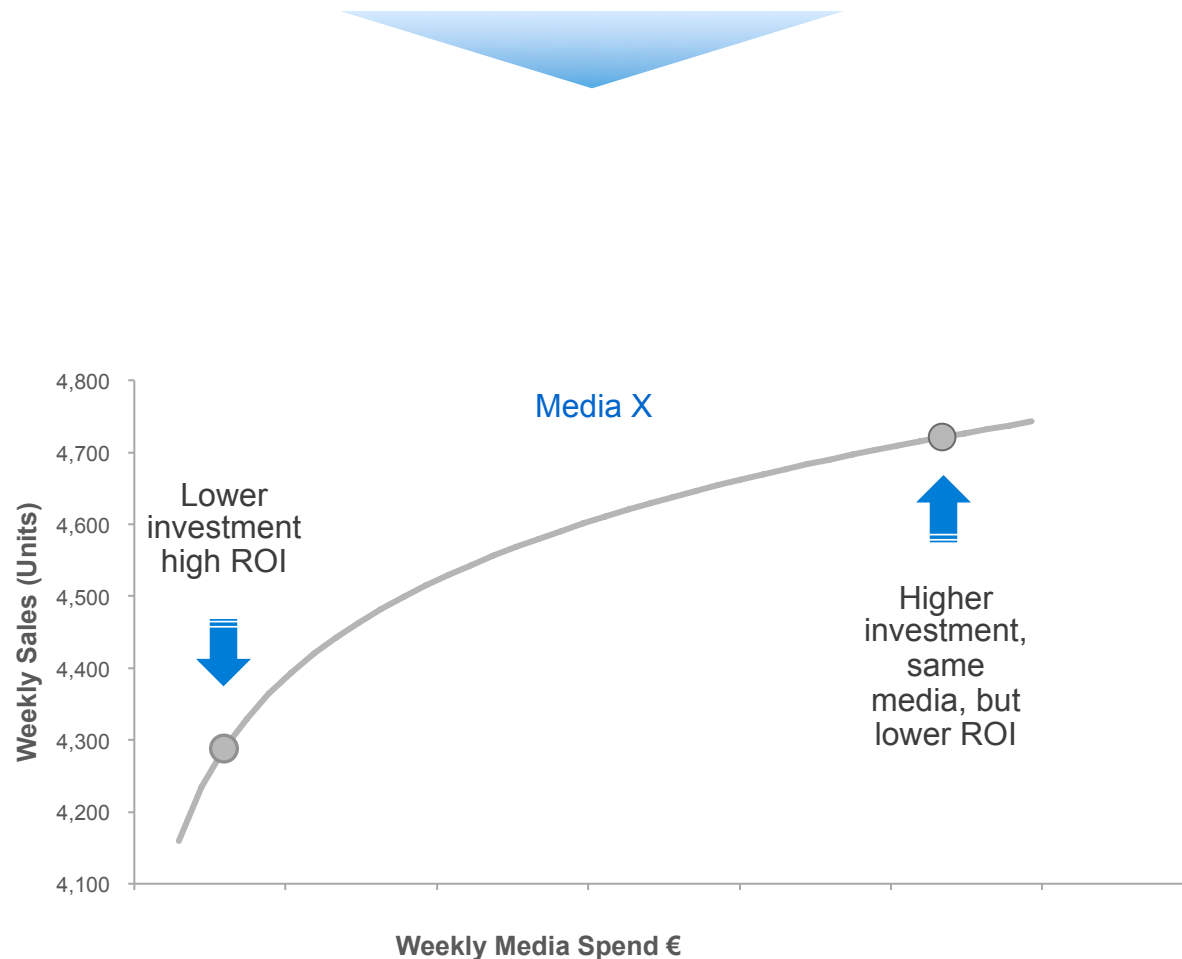
Understanding the effectiveness of marketing spend

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.

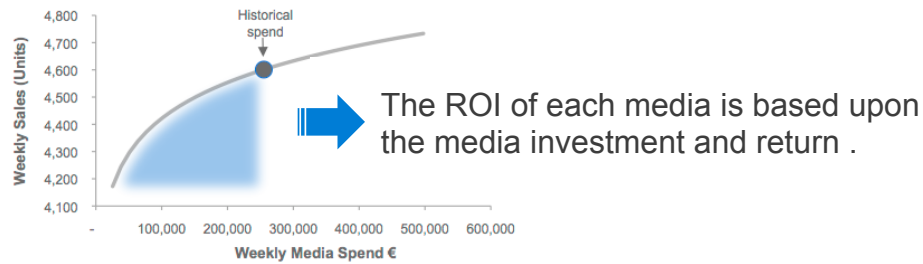


Understanding the effectiveness of marketing spend

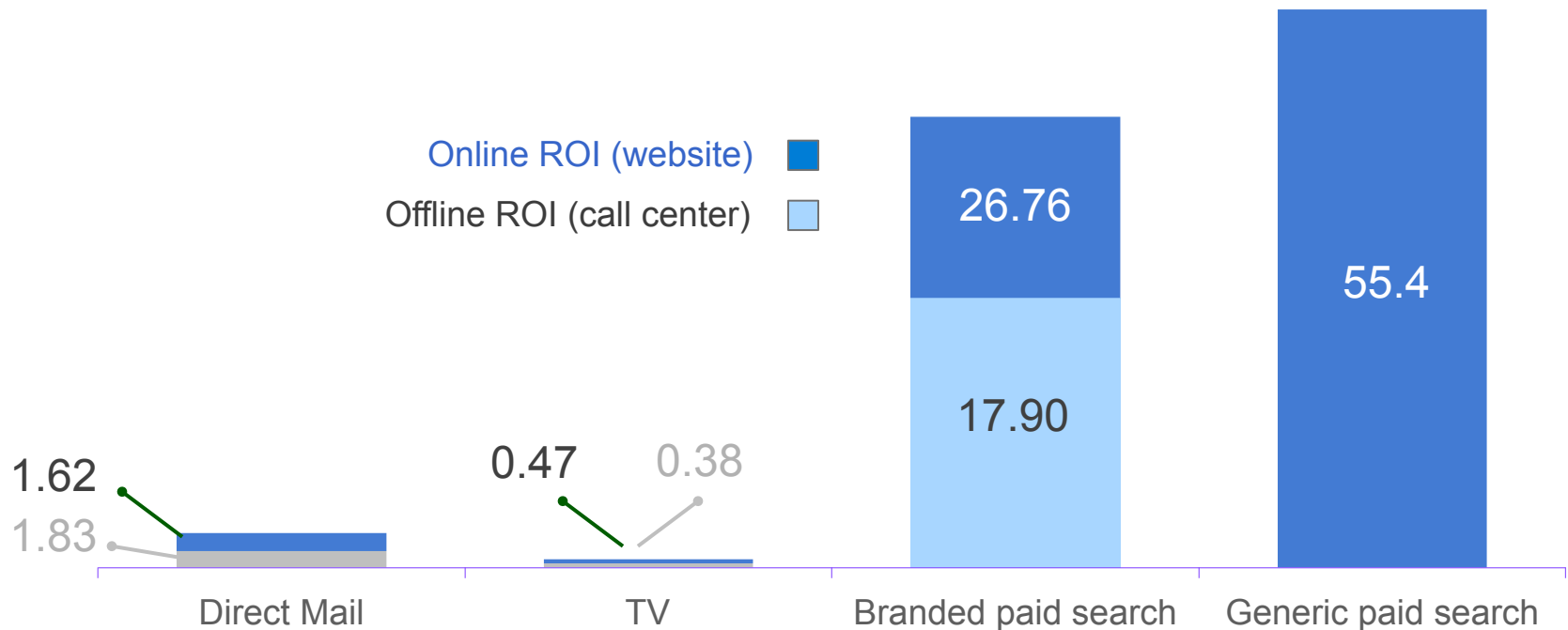
ROI of each media is dependent on the point at which investment is at on the curve



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

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!

- La Web
- Páginas en español
- Páginas de España
- Cualquier fecha
- Más reciente
- Últimos 2 meses
- Más herramientas

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 automoviles de empresas. Su seguro online al mejor precio con Línea Directa.
 Atención al cliente - Contacte por teléfono - Seguros de hogar
www.lineadirecta.com/ - En caché - Similares

SEGUROS MAPFRE
 Calcula online el precio de tus seguros con MAPFRE: seguros de coche, accidentes, empresas, viajes, deportes, navegación, planes de salud.
 Particulares - Seguros coche - Red de oficinas - Canal Seguro
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%
3.2	-	-

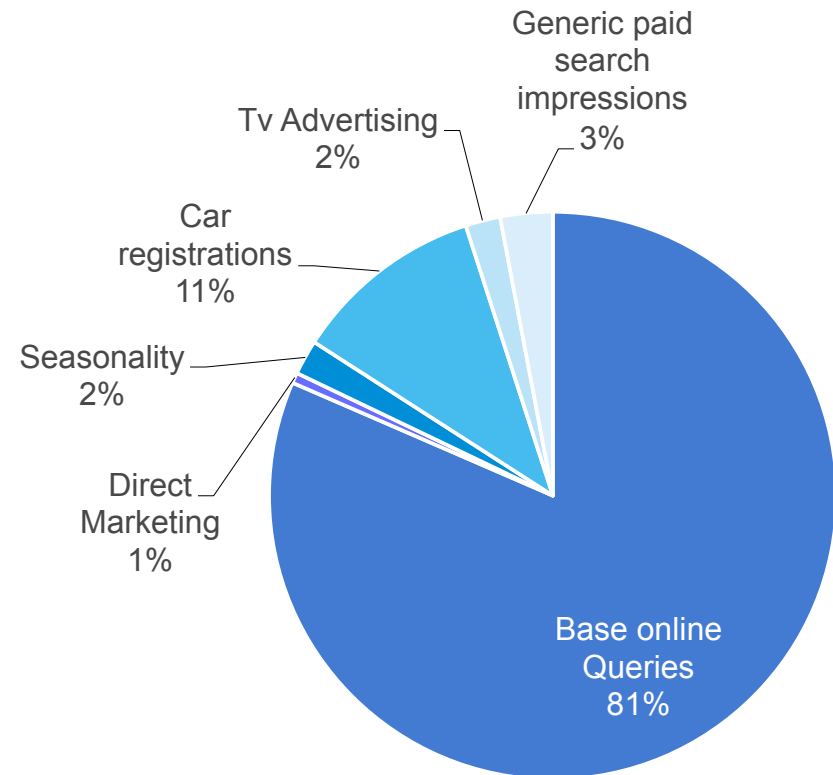
Direct Seguros average paid position



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with Google

Drivers of Branded queries

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



Drivers of incremental AdWords clicks

Significant evidence of Offline to Online synergies.



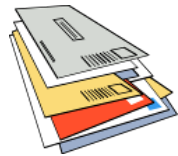
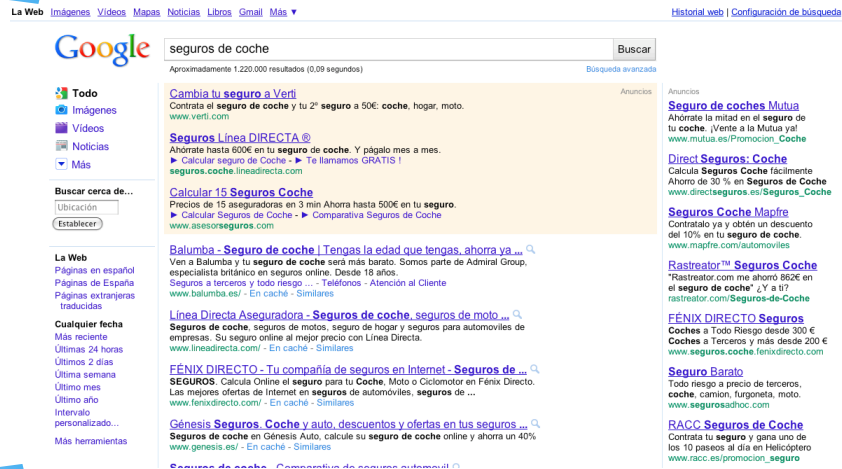
6%

Ad position on page
increases clicks by 9.6%

% Uplift in Paid
search clicks

2%

Competitor Ads on the
page increase clicks by
1.4%



thinkfinance
with Google

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