

Esurance Takes Its Content Strategy from Awareness to Conversion



From quote to claim, Esurance enables customers to make smarter, more efficient choices with insurance. Using modern technology, Esurance delivers a seamless online and mobile experience along with intuitive tools that help take the hassle out of insurance.

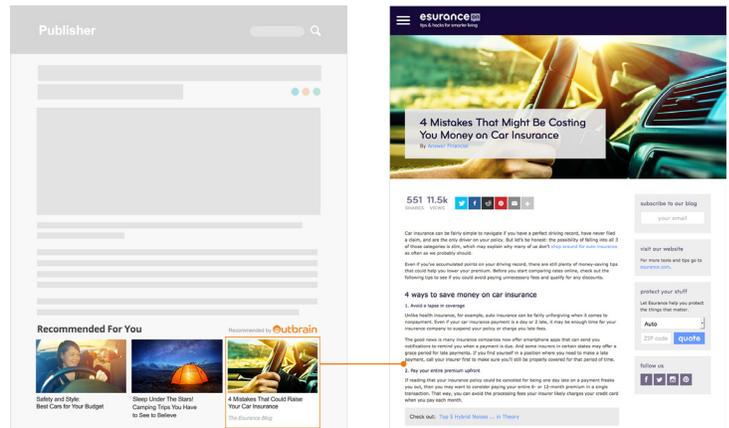
Overview

Like many brands, Esurance partnered with Outbrain to successfully attract qualified, engaged audiences to the brand at scale. Esurance even used Outbrain to extend the online life of its Super Bowl advertising efforts. But only recently did Esurance successfully use one of Outbrain's newest solutions to drive conversions. Now, the brand employs Outbrain solutions for both upper and lower funnel digital marketing strategies.

Solution

Esurance used Outbrain Custom Audiences to retarget its blog and website visitors with content across the Outbrain premium network. By reaching audiences that were already familiar with the brand, Outbrain was able to extend Esurance's content strategy beyond awareness building to also include conversion-based goals. For Esurance, the goal was the generation of leads through online insurance quotes.

By installing the Outbrain conversion tracking pixel on its site, Esurance was able to see the conversion rates of traffic originating from the content retargeting campaign.





“While the Esurance blog has historically been about generating awareness for the brand and building affinity with our target markets through timely and useful content, our Custom Audience Campaigns also proved the power of strong content to convert. As content creators and marketers, it was a boon to be able to show ROI and demonstrate the ability of great content to deliver against bottom-line business goals.”

- Heidi Wallis, Copy & Content Manager, Esurance

Results

The Outbrain conversion tracking pixel clearly showed the effectiveness of retargeting blog and website visitors with content. The retargeting campaign delivered an impressive conversion rate of .74%, at a CPA that was nearly 5X lower than traditional campaigns with no retargeting.

0.74%

Conversion Rate

5X

Lower CPA (vs. non-retargeting campaigns)

EverQuote Scales Conversions With Lookalike Audiences



EverQuote takes the hassle of out of securing auto insurance by matching consumers with providers, offering the ability to compare quotes directly from a small group of options. For agents, this proprietary platform delivers high quality, scalable connections to auto insurance consumers.

Overview

Driving qualified consumers as efficiently as possible is the cornerstone of EverQuote's digital strategy. While Outbrain is well known for driving awareness through its content discovery platform, sophisticated new tools enabled Outbrain to deliver on EverQuote's conversion goals by identifying the most qualified consumers within our network and reaching them at scale.

Solution

EverQuote used Outbrain Custom Audiences to create lookalike audiences based on its site visitors. The Outbrain Custom Audiences pixel was installed on EverQuote.com, and Outbrain was able to model the content consumption characteristics of audiences that had visited the site.

Only Outbrain can model audiences in this way because of our scale across the web, enabling us to collect consumption patterns and insights based on billions of content clicks. EverQuote's site visitor lookalike audiences were then targeted across the Outbrain network, giving EverQuote access to new, yet highly qualified audiences that it reached with a call to action message.





“Outbrain’s Lookalike Audiences layered on top of the network’s premium placements made it possible for us to scale while beating our KPI goals.”

- Kyle Abbott, Vice President, Media Strategy and Analytics

Results

The Outbrain lookalike campaign drove impressive results for EverQuote, not only besting the performance of past Outbrain campaigns that didn’t use this feature but also exceeding EverQuote’s CPA goal.

The lookalike approach ensured that audiences who were served with EverQuote content were truly qualified, since they were modeled on past site visitors interests and behaviors. Compared to the prior campaigns, the lookalike mobile CPA was 23% lower and the desktop CPA was 19% lower. The CPA also exceeded EverQuote’s goal by 25% on mobile and 11% on desktop.

Most importantly, EverQuote saw a 52% increase in conversions with Outbrain Lookalike Audiences.

52%

Higher CVR vs. Standard Campaign

23%

Lower CPA vs. Standard Campaign (Mobile)

19%

Lower CPA vs. Standard Campaign (Desktop)