

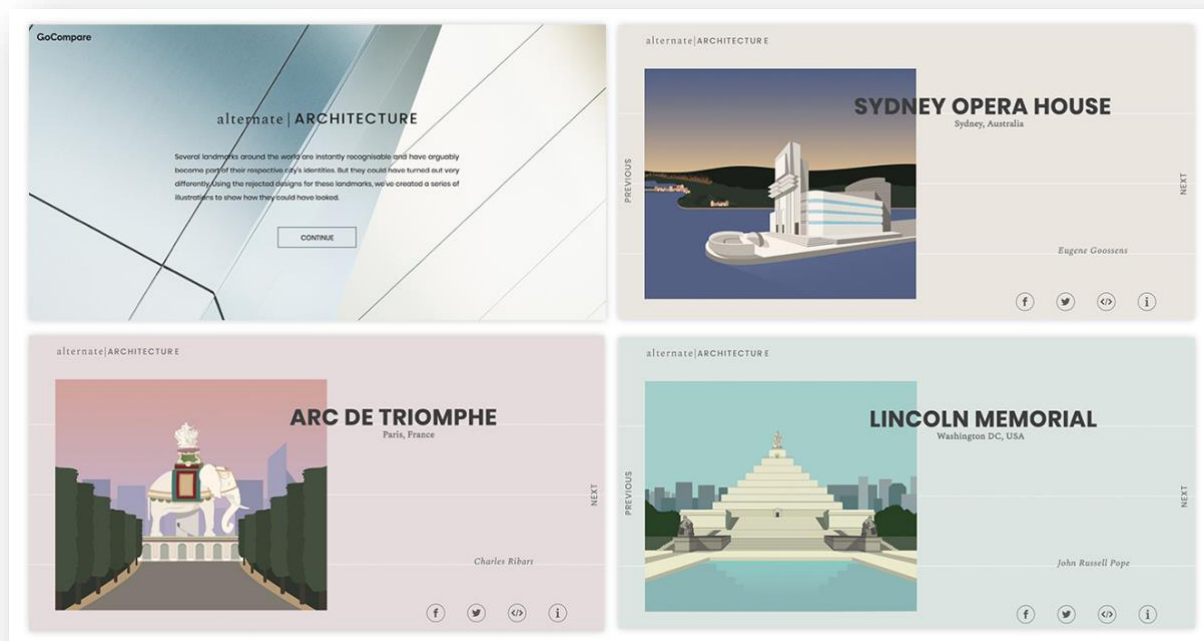
CASE STUDY

Client: GoCompare.com Home Insurance

Campaign: [Alternate Architecture](#)

Markets: UK

Services: Creative Campaign Development and Strategic Outreach



The objectives:

GoCompare.com are one of Verve Search’s longest standing clients. They increased our budget, asking us to create a campaign for their Home Insurance products that would:

1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. Deliver **LinkScore** results of over 1000 points.*
3. Support and increase brand recognition efforts through coverage, social and print.

What we did:

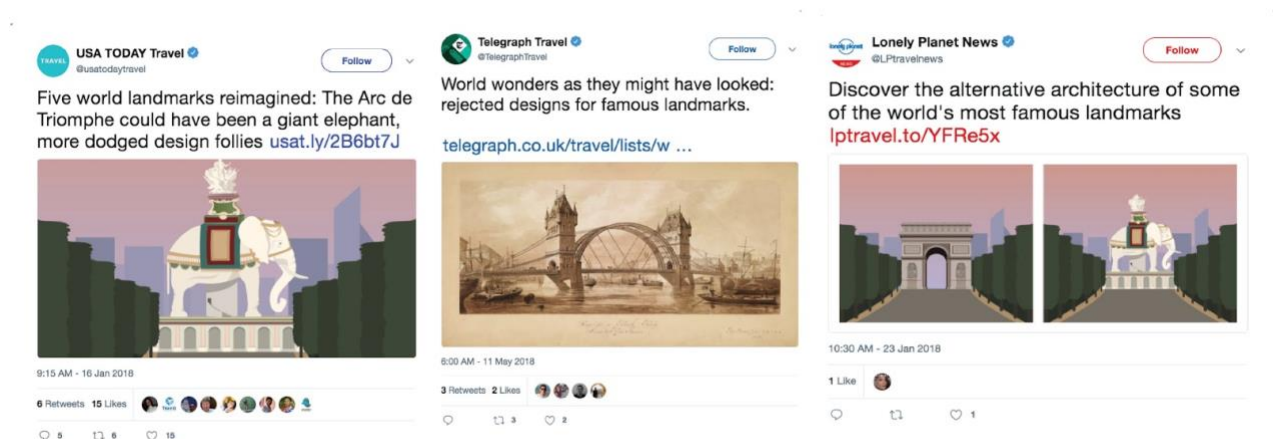
We produced content that had the ‘comparison factor’ which GoCompare.com are famous for and would also appeal to general interest publications. Beautiful designs of famous monuments as they are and as they could have been were designed in house and presented in a clean simple format. Our outreach team would target top-tier journalists with a range of angles and stories that were incredibly successful at peaking the interest of the public.

The results:

- We created a **creative and original asset** that exceeded our clients expectations.
- **189 linking root domains** from some of the biggest authority sites including; [Daily Mail](#), [USA Today](#), [MSN](#), [Lonely Planet](#), [This Is Money](#), [APlus](#), [ArchDaily](#), [Mental Floss](#),



- Linkscore of **12,988** points.
- The campaign was viewed **749,832** times
- **Over 2,258** on social media through the coverage it gained; as well as through the campaign page itself (Twitter data counted until they implemented tracking changes).



What did they client say?

“

We have been so impressed with the creativity of the campaigns Verve Search have produced for us and the coverage it's achieved. Their dedication to quality and results is second to none. And it shows in the results.

Anders Nilsson, Head of PR and Outreach.

Gocompare.com

”

GoCompare

