

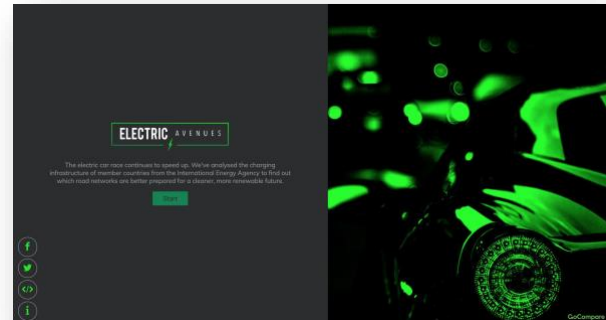
CASE STUDY

Client: GoCompare.com Car Insurance

Campaign: [Electric Avenues](#)

Markets: UK

Services: Creative Campaign Development, Strategic Outreach and Tech SEO



The objectives:

Verve Search have been working on

GoCompare.com Car products since 2015. For this campaign they wanted to;

1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. To achieve a minimum of 50 pieces of linked coverage and a minimum LinkScore of 1,000 points
3. Maintain their position at number 1 ranking for car insurance.
4. Support and increase brand recognition efforts through coverage, social and print.

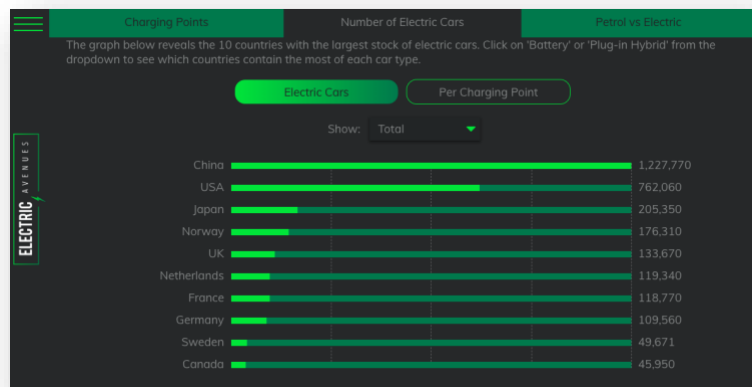
What we did:

Electric cars still feel a bit novelty, but slowly and surely they are becoming more prevalent, so we were interested to investigate just how popular they have become by analysing the charging infrastructure of 30 member countries from the International Energy Agency. Specifically we looked at;

- The number of normal power (> 3.7 kW and ≤ 22 kW) and fast power (AC 43 kW chargers, DC chargers, inductive and Tesla Superchargers) charging points that are publicly accessible.
- The number of publicly accessible charging points per kilometer of each country’s road network.
- Each country's electric car stock (incl. battery electric cars and plug-in hybrid cars) vs its number of publicly accessible charging points.
- The number of petrol stations vs the number of publicly accessible charging points in each country.

Because we had the resource to research, clean and analyse such a huge amount of information we were able to provide journalists with a wide range of angles.

By looking into things such as the number of electric cars and charging points, we were able to find out which nations are better prepared for a cleaner, more renewable future.



The results:

- We created an informative and unique piece content which is hugely relevant and stacked full of angles.
- **122 linking root domains** from some of the biggest authority sites including; [News.com.au](#), [Daily Mail](#), [Huffington Post](#), [Auto123](#), [ZDNet](#), [MSN](#), [Daily Telegraph](#) and [Yahoo](#).



- Linkscore of **7,047** points.
- The campaign was viewed **more than 330k times**
- **Over 11,000 shares** on social media through the coverage it gained; as well as through the campaign page itself.
- As a result from the coverage in Australia, independent senator Tim Storer **led an inquiry in Australia’s Parliament into the uptake of electric vehicles** in Australia.



Senate committee considers EV boost to Australian health and mining

An inquiry in Canberra led by independent Senator Tim Storer has heard from health and mining organisations about the benefits that could result from greater uptake of electric vehicles in Australia.

By Jonathan Osabek | August 17, 2018 -- 07:30 (GMT 10:30 BST) | Topic: innovation

The public inquiry into the uptake of electric vehicles (EVs) in Australia has heard that the mining sector and the health of Australians would benefit if there were more of them in the market.

During the inquiry's second hearing on Friday in Canberra led by independent Senator Tim Storer, Doctors for the Environment Australia, the Pilbara Metals Group, and the Association of Mining and Exploration Companies (AMEC) gave evidence to the committee.

In a report produced by the AMEC, it was estimated that the lithium value chain -- which includes raw materials through to cells and battery packs -- could increase from \$15 billion to \$2 trillion by 2025 if more EVs were to be introduced down under.

The chief executive of AMEC Warren Pearce said that rather than just exporting lithium, Australia should also focus on processing the minerals and manufacturing electric vehicle batteries, according to the ABC. AMEC says that Western Australia alone mines 60 percent of the world's supply of lithium used for the production of EV batteries.

The inquiry follows a recent [report](#) from UK firm GoCompare that ranks Australia behind Austria, Belgium, Canada, China, Denmark, France, Germany, Italy, Japan, Korea, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, the UK, and the US for number of electric cars per nation. Australia also has one of the higher figures for electric cars per charging point, at 15 to 16, it said.

Impact for the client:

We maintained GoCompare at position 1 for “Car Insurance” (hero keyword with 675k searches per month), “Car Insurance Online” (2k searches a month) moved from position 61 to 4, and “Best Car Insurance” (8.1k searches a month) moved from Position 13 to 9

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

