

CASE STUDY

Client: GoCompare.com Car Insurance

Campaigns:

[Speed Offences](#)

[Auto Accidents](#)

[Offensive Driving](#)

[Harsher Penalties](#)

[Professional Drivers](#)

[Pain At The Pump](#)

Markets: UK

Services: Creative Campaign Development, Strategic Outreach and Tech SEO

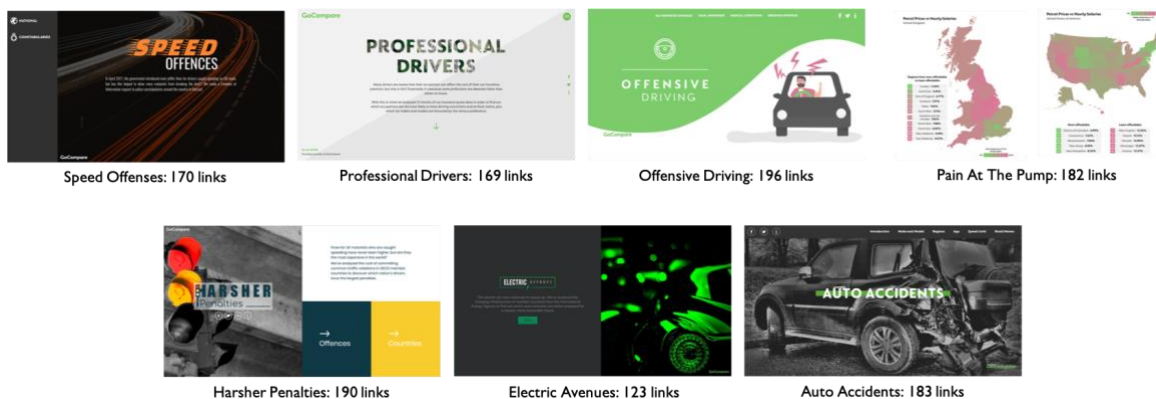
The objectives:

In August 2018, after 3 years at position 1 for 'car insurance', GoCompare woke up to find themselves at position 9 (due to EAT). Our task was to:

1. Put together a data-led **strategy** to return them to position 1.
2. **Improve rankings** on other 'car insurance' based terms as a halo effect.
3. Implement the above, whilst retaining the quality and quantity of coverage that we'd achieved for them over previous years and so achieve:
 - a. 21,500 [LinkScore](#) – equivalent to 900 links with an average TrustFlow of 30; and
 - b. 36k social shares of coverage
4. Later, a further objective was added of **raising the external profile** of a nominated expert within GoCompare. Having not worked on this before, we set a conservative estimate of 10% of coverage featuring a quote and thus 90 references over the period.

What we did:

We developed a series of campaigns in a new format which resulted in them feeling significantly more branded without looking like an advert. It was critical that all of the campaign concepts were validated, based on the target journalists interests, previous similar coverage and by internal review by our own outreach teams' ex-journalists. We sought to cover topics including the cost of motoring, speeding offences and what groups are the best (and worst) drivers. This would position GoCompare as experts in motoring. As with all our content, the campaigns were responsive and externally embeddable – so journalists could add them within their articles.



The results:

- We created a series of content that was crammed full of angles, each one specific to our client's product and relevant to our targeted journalists.
- **1,299 links (44% above target)** with an average **TrustFlow of 38 (27% above target)** from some of the biggest authority sites including; [USA Today](#), [MSN](#), [The Mirror](#), [The Sun](#), [The Daily Mail](#), [The Express](#), [The Scotsman](#), [Huffington Post](#), [Wales Online](#)



- Linkscore of **31,934** points (49% above target).
- The campaign was viewed **2,297,951** times
- **Over 63,627 shares** on social media through the coverage it gained; as well as through the campaign page itself (77% above target).

Impact for the client:

- We took GoCompare from position 9 to **position 1** for 'car insurance'.
- Lee Griffin, GoCompare's founder, was **quoted in 163 pieces of coverage** – quoted in motoring press and motoring sections an average of 3 times per week - **81% over target!**
- Significant increase in additional revenue (figures are confidential) over 12 months made up from rankings improvements on terms including car insurance, cheap car insurance and car insurance quotes.

Term	Search Volume	Aug 18	Current
Cheap car insurance	201k	11	2
Car insurance quotes	201k	6	3
Temporary car insurance	60k	8	3
Short term car insurance	22k	10	2

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

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