

**CASE STUDY**

**Client:** GoCompare.com Car Insurance

**Campaign:** [Harsher Penalties](#)

**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:**

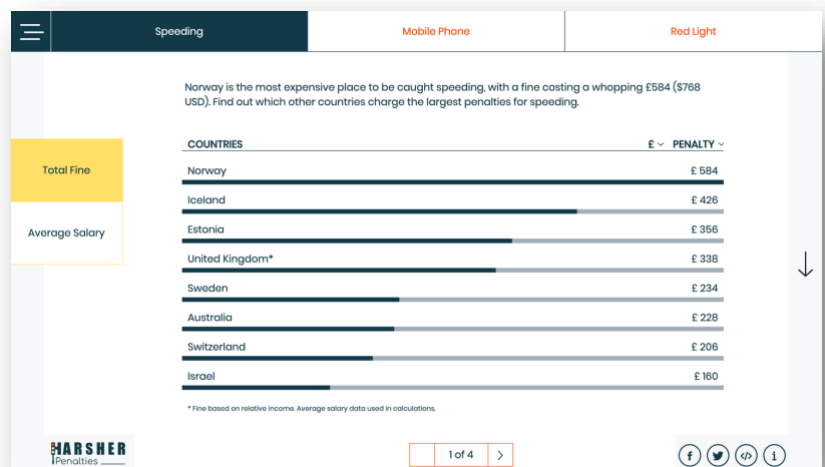
Speeding fines in the UK are at an all-time high, but how do they compare to the rest of the world?

For GoCompare Car Insurance we considered 31 OECD member countries, and analysed their lowest possible fines (with no added surcharges) based on: driving through a red light, using a mobile phone while driving, and speeding. We gathered data from various sources including international government websites and the OECD website, to create a current data led campaign with global attraction.

We were also able to obtain additional data to the campaign, specific to UK regions and individual US states, allowing us to outreach local publications.

By analysing and cleaning all of this information we were able to discover which nation's drivers incur the largest penalties.

Furthermore, the results from these sources were then used to cast over 30 international outreach angles.



## The results:

- We created an informative and unique piece content which is hugely relevant and stacked full of angles.
- **190 linking root domains** from some of the biggest authority sites including; [Forbes](#), [Daily Mail](#), [Yahoo](#), [USA Today](#), [Daily Telegraph](#), [Chicago Tribune](#), [News.com.au](#), [Detroit Free Press](#), and [Sacramento Bee](#).



- Linkscore of **5,490** points.
- The campaign was viewed **more than 550k times**
- **Over 3,000 shares** on social media through the coverage it gained; as well as through the campaign page itself.

## 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](#)

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