

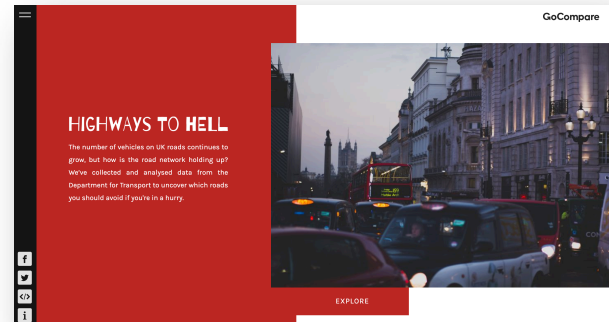
## CASE STUDY

**Client:** GoCompare.com Van Insurance

**Campaign:** [Highways to Hell](#)

**Markets:** UK

**Services:** Creative Campaign Development,  
Strategic Outreach and Tech SEO



### The objectives:

Verve Search have been working on GoCompare.com products since 2015. For this campaign they wanted to;

1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. To achieve linked coverage with a minimum LinkScore of 5,000 points
3. Maintain their position at number 1 ranking for car insurance.
4. Support and increase brand recognition efforts through coverage, social and print.

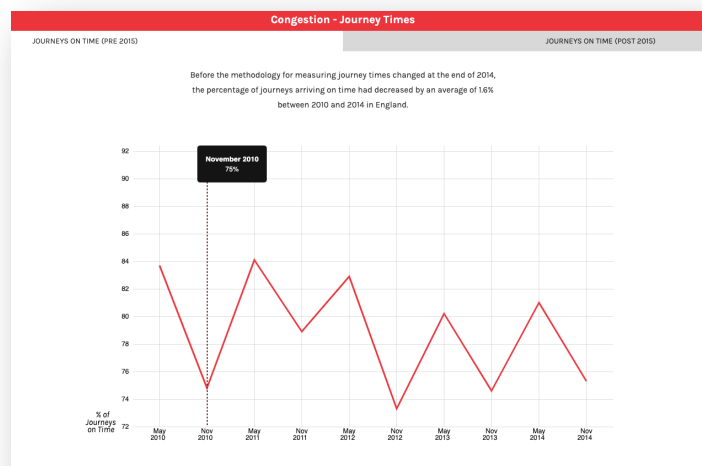
### What we did:

As the number of vehicles on UK roads continues to increase we were curious to uncover the true impact it was having on our roads over time. Such as how much has time spent in delays increased over the years, which cities in the UK and Europe suffered with the worst congestion and which roads suffer most from traffic jams and when the peak times are.

Analysing data for motorways, A-roads, rural and urban roads was a big job and required pulling information from a variety of sources including the Department for Transport and INRIX's Global Traffic Scorecard.

We cut the data into countries, regions, cities and even specific locations which gave us an almost indefinite number of angles for both national and regional coverage.

Our designers took our findings and presented it in a digestable, appealing and easy to use piece of content which was accessible to journalists and easy for them to embed.



## The results:

- We created an informative and unique piece content which was stacked full of angles.
- **318 linking root domains** from some of the biggest authority sites including; [Telegraph](#), [Daily Mail](#), [The Mail on Sunday](#), [Russia Today](#), [Tass](#), [Yahoo UK](#), [Evening Standard](#), [This is Money](#), [The Scotsman](#), [Wales Online](#),



- Linksore of **16,680** points.
- The coverage was viewed over **2,215,187** times
- **Over 20k shares** on social media through the coverage it gained; as well as through the campaign page itself.
- The campaign was also covered by BBC news Scotland

## 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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