

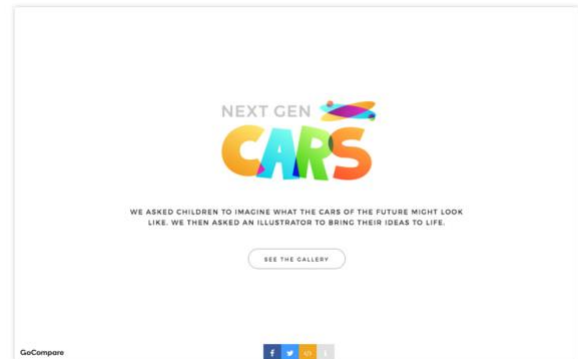
## CASE STUDY

**Client:** GoCompare.com Car Insurance

**Campaign:** [Next Gen Cars](#)

**Markets:** UK

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



### The objectives:

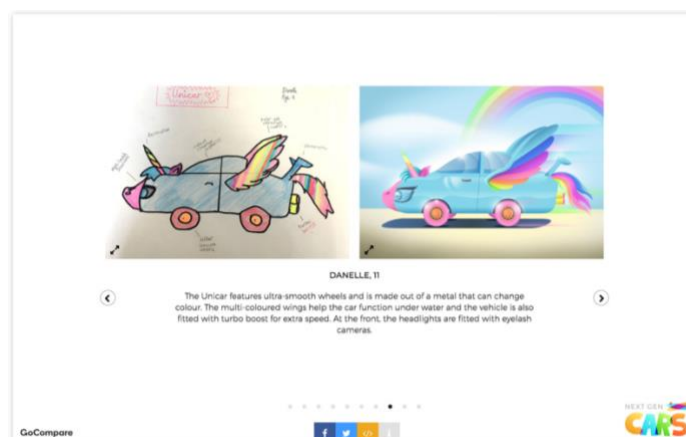
Verve Search have been working on GoCompare.com Car products since 2015. For this campaign they wanted to;

1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. Deliver **LinkScore** results of over 400 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:

With Next Gen Cars we wanted to harness this creativity and challenge a group of six to twelve year olds to draw for us what they thought the cars of the future would look like.. Our talented team of in-house designers took these drawings and brought them to life by giving them a sharper, more professional style and interpretation. The end result was a gallery of magical proportions: cars that come with robot assistants and are powered by chocolate, unicorn-car hybrids that can go under water, hovering magnetic cars with solar panel roofs and cars with rainbow headlights and touchscreen doors!

We worked with journalists to put together the pieces of stories that they were looking to tell. Aware that an increasingly large number of these publishers automatically no-follow links, we made the campaign easily embeddable as we found links following these embeds to rarely be no-followed.



## The results:

- We created a **creative and original asset** that exceeded our clients expectations.
- **486 linking root domains** from some of the biggest authority sites including; [AdWeek](#), [TheVerge](#), [APlus](#), [Mentalfloss](#), [MSN](#), [Good News Network](#), [Laughing Squid](#), [The Drive](#), [Motor1](#), [TopSpeed](#)

**THE VERGE**

*a plus*

**MENTAL FLOSS**

**msn**

**TRENDSHUNTER™**

**GOOD NEWS NETWORK**

**QUARTZ**

**The Herald**  
sundayherald

**PLANETIZEN**

**motor1.com**

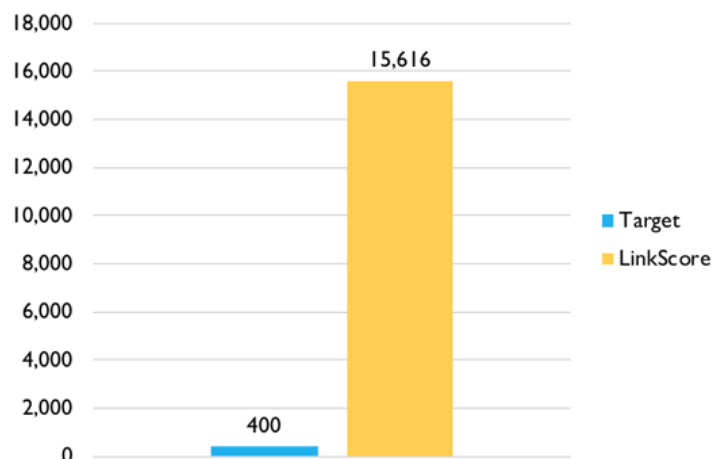


**TopSpeed**

**THE DRIVE**

- Linkscore of **17,853** points.
- The campaign was viewed **553,815** times
- **Over 3500 shares** on social media through the coverage it gained; as well as through the campaign page itself (Twitter data counted until they implemented tracking changes).

*39x Target*



## 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](http://Gocompare.com)

