

CASE STUDY

Client: GoCompare.com Travel

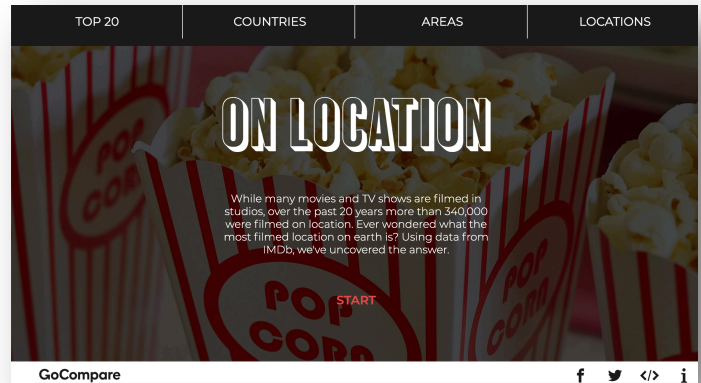
Insurance

Campaign: [On Location](#)

Markets: UK

Services: Creative Campaign

Development, Strategic Outreach and
Tech SEO



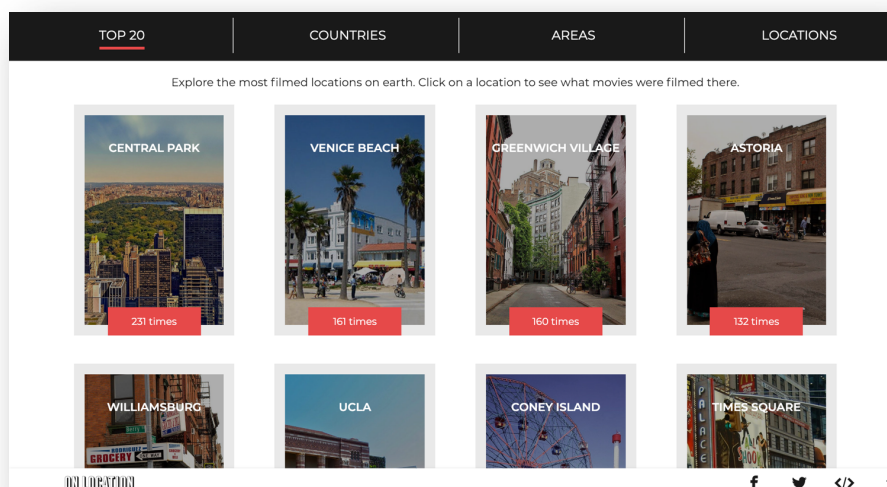
The objectives:

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 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:

In order to ensure we met our objective of achieving high authority links to our client, we set out to create a campaign with broad editorial appeal. The growing popularity of film and TV location tourism is a sign of just how interested people are at visiting the real-life locations from their favourite fictional shows. This campaign looked to capitalise on this interest, but rather than just finding the most popular shows' favourite locations, an approach often taken by journalists, it instead looks at the most popular locations across all film and television.



We started by crawling IMDb for film data from the last 20 years, and subsequently analysed over 340,000 movies that we retrieved. After we cleaned the data (removing locations such as film studios) we started to look at how we could cut the data to maximise its outreach potential.

We cut the original list of movies and locations into countries, regions, cities and even specific locations which gave us an almost indefinite number of angles for different types of target audience.

Our team also produced additional content to ensure the most important pieces of data were more comprehensible. This additional asset enabled us to contact national US publications as well as the more niche local coverage.



The results:

- We created an informative and unique piece content which was stacked full of angles.
- **415 linking root domains** from some of the biggest authority sites including; [Travel+Leisure](#), [Independent.co.uk](#), [The Daily Mail](#), [Scotsman](#), [Lonely Planet](#), [NBC](#), [Country Living](#), [USA Today](#), [Chicago Tribune](#) & [San Francisco Gate](#).

TRAVEL+
LEISURE

Chicago Tribune

Daily Mail

lonely planet



NBC NEWS



INDEPENDENT

- Linkscore of **32,213** points.
- The campaign was viewed **1,778,719** times
- **Over 15,589 shares** on social media through the coverage it gained; as well as through the campaign page itself.
- The campaign also gained national and international high-authority print coverage (a full page in the Washington Post and in UOL Brazil) and the study has been mentioned in top radio stations (BBC Radio).



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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