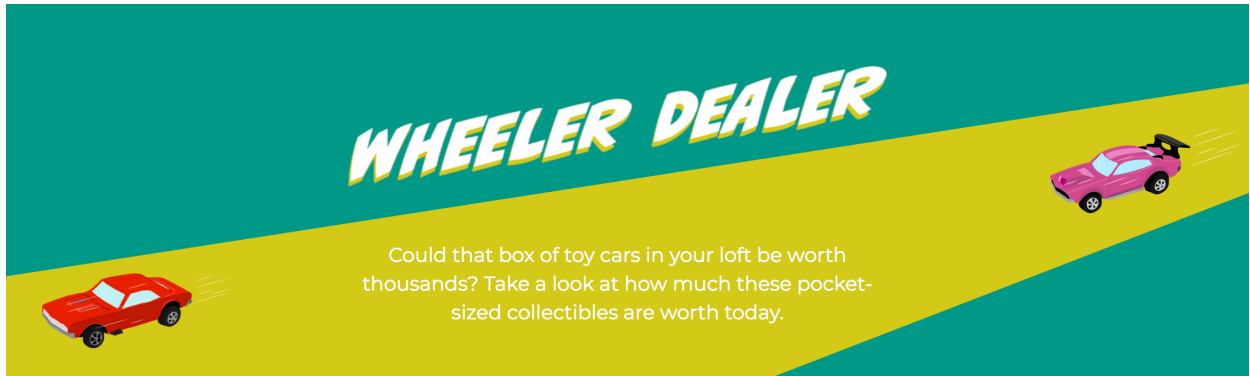


## CASE STUDY

**Client:** GoCompare.com Car Insurance

**Campaign:** [Wheeler Dealer](#)

**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 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:

In order to meet our objective of achieving high authority links to our client, we needed to create a campaign with broad editorial appeal. As the popularity of TV programmes such as *Cash in The Attic* can tell us, the general public love the idea of an old, nostalgic possessions turning out to be extremely valuable. This campaign focused on the value of toy cars and looked to speak to that hopeful part of all of us.

As this is a niche subject matter we needed an expert to give our campaign credibility. As such, we approached an expert with more than 20 years experience in toy car valuations to help us with the campaign.

We targeted top-tier publications in both the US and UK with a range of angles including 'could you have money stashed away?' and also celebrating the 50th anniversary of Hot Wheels and the 65th anniversary of Matchbox cars.

 <p><b>Magirus-Deutz Truck</b> MATCHBOX</p> <p><b>£8,513</b> CURRENT VALUE</p>	 <p><b>Opel Diplomat</b> MATCHBOX</p> <p><b>£4,812</b> CURRENT VALUE</p>	 <p><b>Dodge Wreck Truck</b> MATCHBOX</p> <p><b>£4,257</b> CURRENT VALUE</p>	 <p><b>Olds 442</b> HOT WHEELS</p> <p><b>£3,372</b> CURRENT VALUE</p>	 <p><b>Custom AMX</b> HOT WHEELS</p> <p><b>£3,138</b> CURRENT VALUE</p>
 <p><b>Bye Focal</b> HOT WHEELS</p> <p><b>£2,772</b> CURRENT VALUE</p>	 <p><b>Mercury Cougar</b> MATCHBOX</p> <p><b>£2,739</b> CURRENT VALUE</p>	 <p><b>Mercury Station Wagon</b> MATCHBOX</p> <p><b>£2,665</b> CURRENT VALUE</p>	 <p><b>Evil Weevil</b> HOT WHEELS</p> <p><b>£2,098</b> CURRENT VALUE</p>	 <p><b>Red Baron</b> HOT WHEELS</p> <p><b>£1,948</b> CURRENT VALUE</p>

## The results:

- We created an informative and unique piece content which was stacked full of angles.
- **579 linking root domains** from some of the biggest authority sites including; [The Sun](#), [The Daily Mail](#), [Business Insider](#), [The Chicago Tribune](#), [USA Today](#), [Mental Floss](#), [MSN](#), [Readers Digest](#), [The Star](#), [Indy Star](#), [JS Online](#), [The Yorkshire Post](#), [The Daily Star](#), [The Herald Scotland](#), [The Scotsman](#), [Wheels 24](#), [Baltimore Sun](#), [LA Times](#), [The San Diego Tribune](#), [Orlando Sentinel](#), [This is Money](#).



- Linksore of **34,489** points.
- The campaign was viewed **2,297,951** times
- **Over 22,000 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](http://Gocompare.com)

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