



Real-time analytics help online insurer target travellers

When online travel insurer, InsureandGo, arrived in Australia in 2012, it wanted to target specific types of travellers at minimal cost. With the help of the Bing Ads team and easy-to-use campaign tools, the company has achieved superb conversion rates on targeted travellers, boosting growth and taking highly competitive market share.

The challenge: finding higher-income travellers

Search marketing is a natural ally for market disruptors who need to reach new customers quickly. Market entrant, InsureandGo, faced this challenge when it launched in Australia with plans to shake up the travel insurance market.

“We are a pure, online business that cuts out traditional intermediaries in the travel insurance market,” says David Mayo, eCommerce Manager, InsureandGo. “We are also innovators: we sell tailored policies for specific types of travel. To grow in a new market, we need to target those travellers and drive high-quality traffic.”

Collaborative search campaigning

InsureandGo already had a comprehensive Google AdWords campaign, but to reach specific customer groups, InsureandGo turned to the Microsoft search platform, Bing Ads. “With Bing Ads, we reach a more mature and affluent demographic, and that translates into a stronger conversion rate,” says Mayo.

Case Study

Client :



www.insureandgo.com.au

Social Media :  

Sector : Insurance

“We have received fantastic growth from Bing Ads. We reach a more mature and affluent demographic, and that translates into a stronger conversion rate.”

David Mayo, eCommerce Manager, InsureandGo

The InsureandGo's eCommerce Team uses the desktop application, Bing Ads Editor, to direct campaign strategy – hour by hour – right down to the individual ad level. They also work with Bing Ads experts who advise on how to use Sitelink Extensions to increase conversion rates. "The Bing Ads experts are part of our team: we work with them in a very collaborative way," Mayo says.

High conversion rates power rapid growth

For InsureandGo, Bing Ads has helped to make an all-online strategy a winner in Australia. "Bing Ads has increased traffic to our website and call centres," says Mayo. "This is partly due to extensions, which allow us to create a stronger call to action so customers phone our insurance consultants."

High conversion rates have ensured Bing Ads is now an essential marketing platform. "We have received fantastic growth from Bing Ads," says Mayo. "Sustainable growth is core to our strategy and that's what Bing Ads delivers."

Real-time campaign tools that deliver low CPA

Having real-time data enables InsureandGo to continually optimise the campaign. "The beauty of the Bing Ads tool is that it allows us to make real-time decisions," he says. "This means we can manage our strategy on an hourly basis: we can respond very quickly to changes in the market or changes in competitor behaviour."

Good campaign management helps make the Bing Ads platform highly efficient. "The CPA [cost per acquisition] on Bing Ads is lower than for other channels," says Mayo. "A lower cost of conversion on the Bing Ads platform translates into a higher return on investment."

Reaching a rising share of searchers

InsureandGo also benefits from the increasing popularity of the Bing platform. "During the period we've developed our campaign, Bing Ads' market share has risen from 8 to nearly 12 percent," says Mayo. "This has delivered very strong growth in traffic to our call centres."

The combination of easy-to-use campaign tools and close collaboration with the Bing Ads team helps InsureandGo retain the initiative in the search market. "Bing Ads allows us to understand how we are performing against other competitors and how the industry is moving," says Mayo. "This allows us to stay up to date, control risks and ensure our strategy delivers fantastic growth in the future."

[Get started >](#)

Connect    

1. The Bing Network includes Microsoft Search sites in Australia

2. comScore qSearch, Explicit Core Search, June 2015

3. comScore qSearch, June 2016

This document is for informational purposes only. Microsoft makes no warranties, express or implied, in this summary. 10/16 18973

The Bing Network

Reach millions of higher-spending unique searchers with the Bing Network. The unique searchers on the Bing Network¹ spend 145% more online than the average internet searcher and spend 45% more than Google searchers worldwide.²



9 million

Unique searchers³



11.4%

Market share³



167 million

Unique monthly
Bing Ads searches³