

Problem =

Insurance is the biggest advertising section across all directories. esure needed to boost revenues for five brands in this competitive environment - and in the face of the threat from search engines.

Challenge =

Reduce media spend, while increasing share of directory quotes.

Our approach =

- Using their bespoke directory planning tool, Equi=Media were able to score every regional directory footprint according to their propensity to drive response for each of five brands.
- Applying previous learning to positional sequences, sizing, colour and number of insertions esure's budget and frequency in book was re-optimised for each brand.

The result =

esure have saved around £1million on their directory spend while delivering more quotes from their directory advertising.

