

## Problem =

- Equi=Media had worked for esure for 7 years providing door drop, directory and insert planning.
- Esure now wished to significantly reduce their cost per sale for paid search and make the digital media channel cost efficient.
- Despite extensive testing, other media channels were far more efficient in driving volume response, and generated a more efficient cost per sale than paid search marketing.



## Challenge =

- To improve the paid search campaign, reduce the cost per sale to an acceptable ROI and increase the volume of sales generated so that search became a viable channel of business.
- The case for this needed to be proved within 4 months of winning the account for budgets to be maintained.

## Our approach =

- Following a month of handover from the previous digital agency, a new campaign structure was put in place combining extensive "long tail" keywords with selected high volume terms.
- Due to Equi=Media's personal approach to bid management, long tail keywords with very low click volumes and low bid prices could be successfully optimised.
- After an initial 3 month test a careful cull of keywords which attracted high spends and low conversion was carried out.
- This resulted in a highly cost efficient campaign delivering significant volumes.



## The result =

- Analysis shows that the Equi=Media's approach has delivered a 10 fold increase in sales whilst achieving a 80% reduction in the cost per sale for the same month in the previous year.
- esure are continuing investment and expanding non-brand PPC into other product areas.

