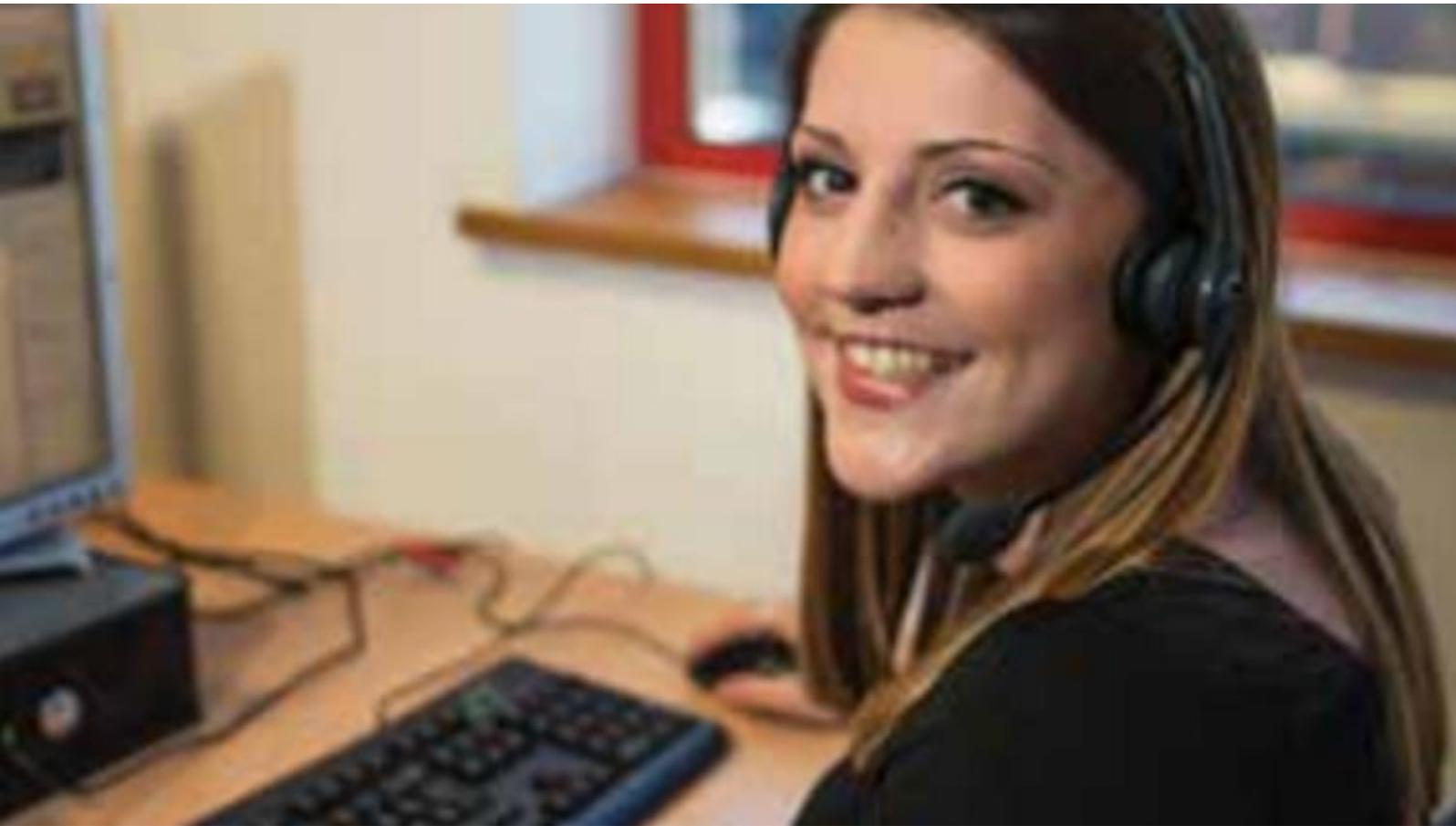


Call Wiser Case Study: The Call Amplifier



Goals

- Increase volume of calls generated from Search Marketing
- Increase the number of vehicle insurance policies sold

Approach

- Leverage of mobile/smartphone audience's position in buying cycle and intent
- Leverage Call Only Campaign in AdWords
- Use Google Website Call Tracking on Call Wiser website
- Number switching to provide sales attribution

Results

- Significant increase in calls
- Month on month growth
- with the resulting testimonial from Call Wiser’s Mark Bower-Dyke:

“

It’s quicker and easier to talk” is the key brand message exuded by Call Wiser, and this holds true for the paid search strategy implemented by SilverDisc on Call Wiser’s behalf.

”

A Gap in the Market

Call Wiser is a motor insurance broker that identified the increase in smartphone use alongside a maturing computer use as a gap in the market. Recognising a customer’s desire to speak to a person over the phone at a time when insurance companies and brokers were focused on pushing more enquires online, Call Wiser was able to provide a call-centric insurance offering. SilverDisc’s used Google AdWords to leverage the massive number of online insurance queries into Call Wiser’s more human offering, forming the basis for the “Call Amplifier” campaign for growth.

Breaking Down Barriers

CALLS DRIVEN BY PAID SEARCH (2016)



The use of numerous call functions in AdWords allows potential customers to call and speak directly to trained insurance professionals, who offer a personal service to find them the best deal.

Encouraging users to call direct as opposed to working through online quotes removes a step between the caller's information search and eventual purchasing decision.

For Call Wiser, SilverDisc used several AdWords features such as Call Only campaigns, mobile bid modifiers and call extensions to break down the barriers between a potential customer (a searcher with an intent to get a quote), and the insurer.

Call Only Campaigns

The introduction of Call Only campaigns has been instrumental in the rapid growth of the Call Wiser AdWords account and the improvement of New Business rates for the business. Call Only campaigns leveraged the idea that smartphone users often want an immediate answer to their search, as opposed to larger screened users who may be in more of a research and comparison mindset.

Mobile users are likely to have already made up their minds, or be in need of insurance immediately. By using the Call Only campaigns together with targeted ad text and effective call to actions, SilverDisc was able to increase calls by 260% year on year (period January to August).

Taking this kind of intent-driven searching into account, we are able to fulfil the customer's desire by placing a call button on the ad itself and bypassing the need for websites and online quote engines.

Bid Modifiers

Given Call Wiser's business model and increases in smartphone use, SilverDisc pinpointed mobile bid modifiers as a feature that could be exploited to help drive the number of ad-generated calls, a key metric for Call Wiser's success.

Mobile-specific extensions meant SilverDisc could tailor an extra call to action for mobile users – pre-empting what the potential customer is likely to do based on their device. Mobile specific extensions helped us to improve click through rates year on year since the account's inception. SilverDisc has overseen a 34% increase in CTR on mobile devices compared to desktop, and 32% increase compared to tablet – showing that mobile specific ads are more relevant, more enticing and improve engagement with Call Wiser's target market.

With the use of call extensions, customers have the opportunity to call at a very early point in their decision making process. Pushing our strong CTAs at those making their initial searches means we

interrupt the customer research/action cycle because of the ease of the “call” button on our adverts. This allows the customer to quickly fulfil their need for insurance, whilst Call Wiser’s experienced telephone staff instil a high level of confidence and trust in the customer’s purchasing process. While making a call is usually a higher customer strain in many industries, in insurance it’s the simpler option compared to filling in lengthy forms only to receive large quotes because of incorrect usage. As a result of call extension adoption, during 2016 search ads have seen a 53% increase in CTR when call extensions are shown against the account average, with mobile devices leading the way in terms of engagement.

Website Call Tracking

QUOTES DRIVEN BY PAID SEARCH (2016)



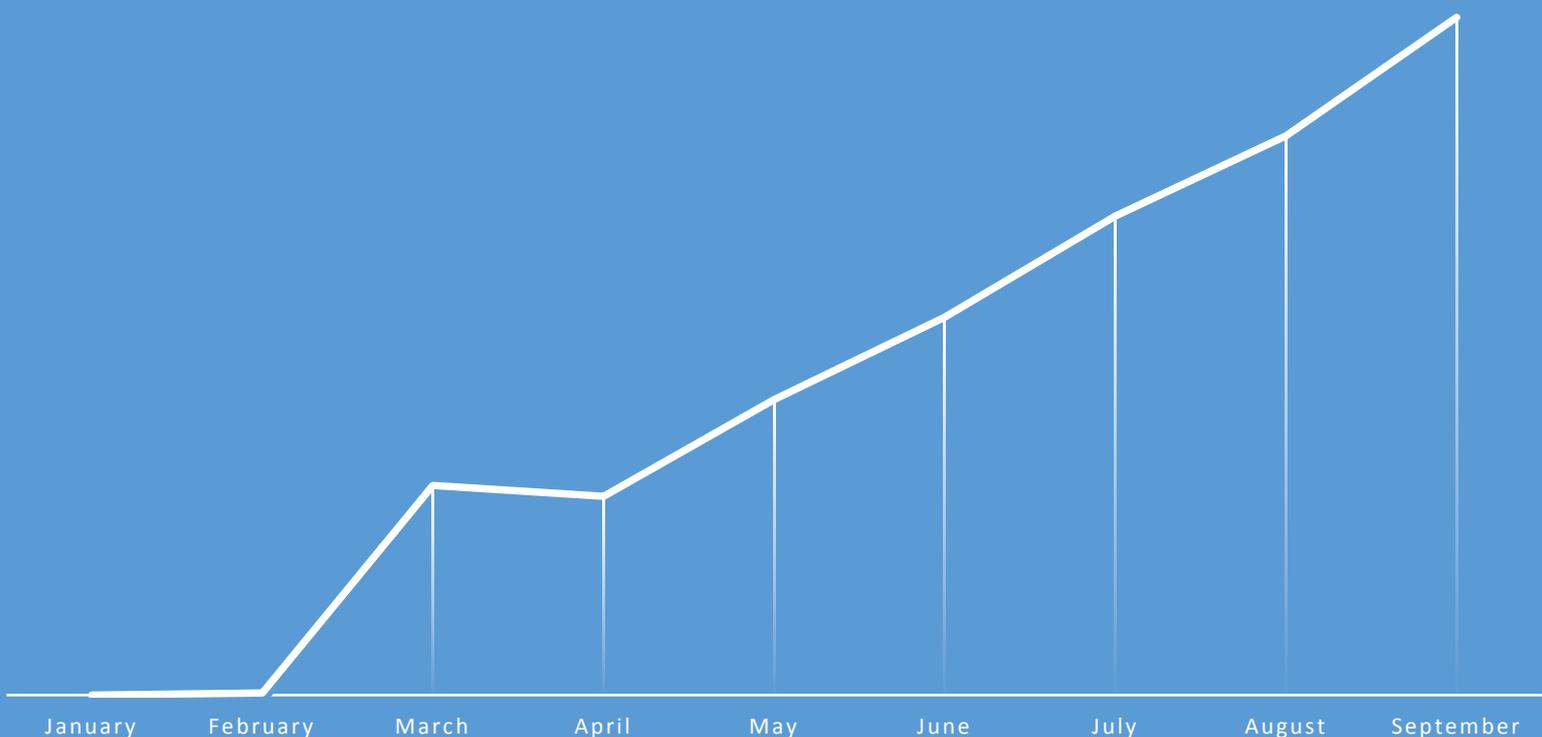
Working closely with Call Wiser’s in-house team, SilverDisc was able to assign dedicated phone numbers to individual ad groups. Using Google’s Call Tracking numbers, we implemented number switching on the Call Wiser landing pages to ensure the PPC number for the ad group is displayed on the landing page. When a call was made using the website number, Google was able to relay this back to ad group level conversions and this provided accurate call conversion attribution. As with call extensions and call only campaigns, Call Wiser were able to feed the quote and new business data

back via external reporting. 47% of conversions in AdWords were from calls from ads and website calls, tracked and correctly attributed using Google's call forwarding tracking.

With this complete picture, bidding becomes more accurate and enabled us to make real-time bidding decisions and strengthen the campaign.

Working towards a cost per new business strategy, the increased calls and new business rate allowed more scope to increase spend and grow the account. By focusing heavily on the intention of searchers and removing barriers for customers to get a quote, SilverDisc was able to increase the number of calls through the search marketing campaign and increase the growth of the account and Call Wiser in general.

POLICIES DRIVEN BY PAID SEARCH (2016)



The full integration of all available mobile-centric features in AdWords combined with ongoing optimisation led to Call Wiser convincingly meeting the “Call Amplifier” campaign targets in 2016. During this time (January to August 2016), calls, quotes and policies sold increased 260%, 181% and 310% respectively in comparison to the same period in 2015.