

## CASE STUDY

# Performance Marketing

CLIENT: **Allianz**  **Travel**

SECTOR: B2C - TRAVEL INSURANCE

## BACKGROUND STORY

Allianz Travel offers international travel insurance. One of its greatest lead generation challenges is the highly competitive industry. Allianz Travel partnered with NEXA to overcome this and increase UAE-targeted online purchases of various travel insurance products, including Schengen, Global, UAE Inbound Product, Annual Multi-trip, and Haj & Umrah. NEXA worked on Google search for the company and created bidding to target cost-per-action, a Google Smart Bidding strategy, which sets bids to increase conversions at or below the target cost-per-action.

NEXA then placed bidding on high search volume keywords, optimising campaigns using negative keywords and creating ad assets based on the targeted keywords. The goal was to build audiences based on the target market and by using best-practice landing pages we achieved a high site-conversion rate.

From April to July 2021, the client received 1,670 online insurance purchases. In monetary value, the client received a total conversion value of AED 443.41K, an exceptional 366% return on investment.

## OBJECTIVES

Increase UAE-targeted online purchase of various travel insurance products like Schengen, Global, UAE Inbound Product, Annual Multi-trip, and Haj & Umrah.

## CHALLENGES

- Overly competitive market with a variety of options available at different rates.
- The restriction of travel during Covid-19 impacted the search terms (decrease in search volume/interest).
- Limited budget resulting in limited ad campaigns.

## SOLUTIONS

- Changing bidding to target cost-per-action (Google Smart Bidding strategy) which sets bids to increase conversions at or below the target cost-per-action.
- Bidding on high search volume keywords.
- Optimising campaigns using negative keywords.
- Creating ad assets based on the targeted keywords.
- Building audiences based on target market.
- Using best practice landing pages to aid high site-visit-conversion rate.

## RESULTS

**AED 95K** spend

**12.10%** plus conversion rate

**1670** online insurance purchases

**AED 443.41K** total conversion value generated

**366%** ROI