AnalyticsLiv

CASE STUDY

Driving 41% more engagement with Google Search Ads

Created

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About the Business

The client specializes exclusively in providing visitors from across the borders the protection, as driving a car across the border areas will require the mandatory Insurance acceptable to the south of the border in Mexico. They also offer other insurance services to owners of Home, Automobile, Motorcycle, RV, Watercraft etc. in Mexico.

The Challenge

Thousands of people in the world look and buy insurance, to comply with the rules of the government, and to remain protected while driving their vehicles miles away. The Client shared that he is receiving traffic at a higher cost with lesser engagement, while the media spends are getting invested every day. We were thrown with a grim challenge to go for a targeting which will bring in the most relevant audiences at a lower spend per click.

This activity was set to increase their visibility, and generate more leads for their insurance product targeting audiences from relevant locations to drive better engagement at a lower cost.

The Approach

Our team developed a targeted search advertising strategy for the insurance company using Google Ads to reach users searching for keywords related to travel insurance in Mexico. We focused on keywords that contained specific yet relevant search terms and related terms, and made sure that we are well versed and researched about the related and relevant keywords similar to primary targeting. We used tools like Google Ads Keyword Research, SemRush, Similar Web to get the detailed list on which filters can be applied to narrow down the list.

After the categorization and selection of keywords was complete, we set ourselves a priority list to make sure we have the most relevant keywords for any scale of budget. The keywords then were grouped as per the different insurance services like car insurance, bike insurance, RV, Watercraft, etc.

The next step was to define a suitable messaging which will be presented to users searching for relevant keywords of different groups. We use a scientific method to write ad copies based on principles of persuasion -- a method defined by Mr. Robert Cialdini to make sure the right mix is available for influencing the end users.

We listed down all the values that this offering can provide to make sure we have the most options available for setting the tone of the ad. Another opportunity present to expand our space on the screen was ad extensions. We used ad extensions such as callout extensions and structured snippets to provide users with additional information and methods to initiate a conversation.

Another crucial element of the strategy was exclusion. We identified the keywords which are not relevant but sound very similar to what we are targeting, to make sure that such keywords are put in the negative targeting / exclusion lists. Exclusion lists have been categorized based on their usage for account level, campaign level, ad group level and so on.

Results

As a result of the efforts put in the form of approach stated above, the campaign created brought about a series of positive impacts on the performance. We ended up generating 41% more clicks with a reduced cost per click of 44% as compared to previous duration.

Platforms

Google Ads