

SUCCESS STORIES:

National Insurance Provider Experiences Growth with Pay Per Call Solution



Challenge



The home & auto insurance industry is highly competitive, as numerous, well-known providers are vying for customers in a market full of changing consumer lifestyles and supply chain issues. One well-established national insurance provider set out to achieve growth and improve lead generation. Their goals were to drive new policy sign-ups, diversify their partner network, and achieve profitability through more effective targeting and optimization.

Solution



Matterkind partnered with the brand to create strategies that would drive Home and Auto sales, increase call volume to the client call center, and decrease cost per bind. Typically, prospects who initiate a phone call for service are considered 'warm leads' as they are motivated, actively seeking information, and have higher conversion rates than web leads. For that reason, the solution focused on two key goals:

- ▶ Engage those in market for a new auto or home insurance policy
- ▶ Use a pay per performance (pay per call) model

Using the **Outcome Navigator Pay Per Call** solution, we ran campaigns spanning various types of media--Google call ads, carriers/OEM's, aggregators, affiliate networks, and direct publications. Detailed, risk-level data helped target the most desirable and profitable audiences from user-initiated inbound call and TCPA-compliant transfers.

PARAMETERS

- Valid leads were qualified if:
- ▶ A customer called a 1-800 number
 - ▶ The call was filtered through IVR
 - ▶ The call lasted longer than 120 sec.

Matterkind consistently evaluated partner performance at state, zip code, and telephone number levels to optimize based on call duration and cost per binds. We also gauged partner performance during market trends, seasonality, and macro landscape changes such as rising home interest rates.

Results



The Outcome Navigator Pay Per Call solution enabled the company's diverse products, commitment to customer service, and upsell/cross sell efforts to increase policy sales while providing reliable protection to consumers.

↑ 25%
Inbound
Call Volume

>5 mins
Average Call Duration
Longer calls = greater
engagement

5.9%
Yield Rate
Exceeding goal by .9%
for 33,600 calls

Let Matterkind help you build a customized plan to achieve your performance marketing goals.

Learn more at www.matterkind.com/outcome-navigator.

