

Steak's integrated approach drives results for swiftcover.com

An online success story, swiftcover.com's customer acquisition has been fuelled by search-inspired online advertising and strong offline support



Search



Media



Design



Insight

STEAK

Launched in 2005, swiftcover.com was the first ever online-only car insurance provider, promising no call centres and low cost quotes within 60 seconds. It offers customers a quick, hassle free way to buy insurance and its revolutionary approach has made it an online success story.

Steak has worked with swiftcover.com for over three years, driving response through digital media, including paid search, display, affiliates and mobile, to deliver quotes, and ultimately, sales.

At the heart of Steak's approach have been three core principles:

Integration

- Consistent messaging across media channels, online and offline
- Search-inspired communications - Steak's PPC testing found the highest-converting messages which were then used in above-the-line advertising
- Close working relationships with all swiftcover's agencies

Analysis and optimisation

- Exposure to conversion analysis to understand the impact of each media
- Competitor research to benchmark share of voice, and online reputation tracking to monitor perceptions

Innovation

- First display ad enabling a quote to be obtained directly from the banner
- First financial advertiser on Spotify, the legal, free, streaming music player
- First mobile website to offer car insurance quotes directly to a mobile phone
- New brand formats including sponsorship of Top Gear on YouTube



Through paid search, display and affiliate activity, Steak has delivered a **551% increase in sales** whilst **lowering CPA by 19%**. More broadly,

Steak's partnership with swiftcover.com has helped them acquire one million customers and grow from launch to market leader.



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