

# Esurance Takes Its Content Strategy from Awareness to Conversion



From quote to claim, Esurance enables customers to make smarter, more efficient choices with insurance. Using modern technology, Esurance delivers a seamless online and mobile experience along with intuitive tools that help take the hassle out of insurance.

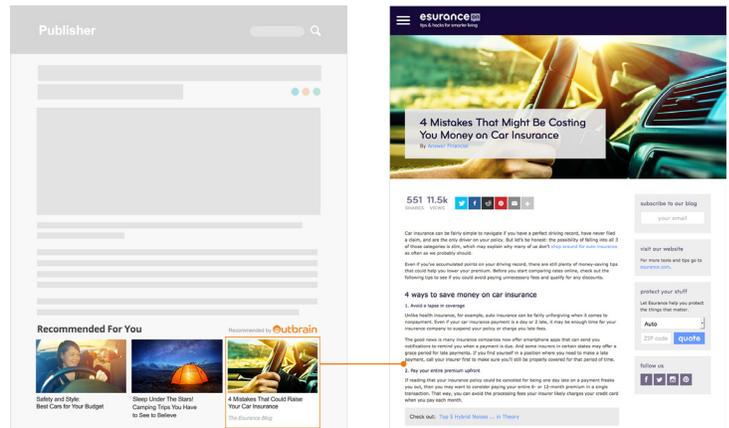
## Overview

Like many brands, Esurance partnered with Outbrain to successfully attract qualified, engaged audiences to the brand at scale. Esurance even used Outbrain to extend the online life of its Super Bowl advertising efforts. But only recently did Esurance successfully use one of Outbrain's newest solutions to drive conversions. Now, the brand employs Outbrain solutions for both upper and lower funnel digital marketing strategies.

## Solution

Esurance used Outbrain Custom Audiences to retarget its blog and website visitors with content across the Outbrain premium network. By reaching audiences that were already familiar with the brand, Outbrain was able to extend Esurance's content strategy beyond awareness building to also include conversion-based goals. For Esurance, the goal was the generation of leads through online insurance quotes.

By installing the Outbrain conversion tracking pixel on its site, Esurance was able to see the conversion rates of traffic originating from the content retargeting campaign.





“While the Esurance blog has historically been about generating awareness for the brand and building affinity with our target markets through timely and useful content, our Custom Audience Campaigns also proved the power of strong content to convert. As content creators and marketers, it was a boon to be able to show ROI and demonstrate the ability of great content to deliver against bottom-line business goals.”

- Heidi Wallis, Copy & Content Manager, Esurance

## Results

The Outbrain conversion tracking pixel clearly showed the effectiveness of retargeting blog and website visitors with content. The retargeting campaign delivered an impressive conversion rate of .74%, at a CPA that was nearly 5X lower than traditional campaigns with no retargeting.

**0.74%**

Conversion Rate

**5X**

Lower CPA ( vs. non-retargeting campaigns)