

EverQuote Scales Conversions With Lookalike Audiences



EverQuote takes the hassle of out of securing auto insurance by matching consumers with providers, offering the ability to compare quotes directly from a small group of options. For agents, this proprietary platform delivers high quality, scalable connections to auto insurance consumers.

Overview

Driving qualified consumers as efficiently as possible is the cornerstone of EverQuote's digital strategy. While Outbrain is well known for driving awareness through its content discovery platform, sophisticated new tools enabled Outbrain to deliver on EverQuote's conversion goals by identifying the most qualified consumers within our network and reaching them at scale.

Solution

EverQuote used Outbrain Custom Audiences to create lookalike audiences based on its site visitors. The Outbrain Custom Audiences pixel was installed on EverQuote.com, and Outbrain was able to model the content consumption characteristics of audiences that had visited the site.

Only Outbrain can model audiences in this way because of our scale across the web, enabling us to collect consumption patterns and insights based on billions of content clicks. EverQuote's site visitor lookalike audiences were then targeted across the Outbrain network, giving EverQuote access to new, yet highly qualified audiences that it reached with a call to action message.

The image contains two side-by-side screenshots of Outbrain's platform interface. The left screenshot shows a 'Custom Audience' configuration page with various demographic filters like 'Age 18-34', 'Gender Female', and 'Education High School'. It also displays a preview of a news article from 'ABC NEWS' titled 'Jon Huntsman: Everything you need to know about the nominee for Russia ambassadorship'. The right screenshot shows a 'Lookalike Audience' configuration page with a preview of another news article from 'ABC NEWS' titled 'This Brilliant Company is Disrupting the Auto Insurance Industry'. Both screenshots show how Outbrain allows users to define specific audiences based on website behavior and then target them across its network.



“Outbrain’s Lookalike Audiences layered on top of the network’s premium placements made it possible for us to scale while beating our KPI goals.”

- Kyle Abbott, Vice President, Media Strategy and Analytics

Results

The Outbrain lookalike campaign drove impressive results for EverQuote, not only besting the performance of past Outbrain campaigns that didn’t use this feature but also exceeding EverQuote’s CPA goal.

The lookalike approach ensured that audiences who were served with EverQuote content were truly qualified, since they were modeled on past site visitors interests and behaviors. Compared to the prior campaigns, the lookalike mobile CPA was 23% lower and the desktop CPA was 19% lower. The CPA also exceeded EverQuote’s goal by 25% on mobile and 11% on desktop.

Most importantly, EverQuote saw a 52% increase in conversions with Outbrain Lookalike Audiences.

52%

Higher CVR vs. Standard Campaign

23%

Lower CPA vs. Standard Campaign (Mobile)

19%

Lower CPA vs. Standard Campaign (Desktop)