

CASE STUDY:

HOW ISELECT DROVE CONVERSIONS AND LOWERED CPA WITH OUTBRAIN

iSelect

Solution:

- Outbrain Amplify

Vertical:

- Health Insurance

Objectives

- Drive leads and conversions

Background: iSelect gets that most people find insurance, utilities and personal finance boring. But they understand that it's really important to always get these things right. As Australia's life admin store, iSelect gives customers the confidence to make the right call on some of the things that matter most.

Last year, more than 9 million Australians visited iSelect's website and they provided recommendations to over 6 million customers.

iSelect compares and sells some of Australia's biggest brands but unlike other comparison sites, are not owned by an insurance company. From health and life insurance through to energy and broadband, as well as car insurance and home loans, iSelect helps Australians take care of the boring but important stuff.

www.iselect.com.au



Challenge: iSelect wanted to drive health insurance leads. They decided to incorporate discovery into their lead generation strategy by using content they had already tested across other digital mediums and knew was performing well, with a high CTR.

Throughout the campaign, they alternated a variety of formats - articles, videos, listicles, tips and how-to content. They also constantly A/B tested their content - from the copy, to headlines, iconography, images, etc.

Each landing page had a clear call-to-action on the right-hand side of the page which moved down as people scrolled down while consuming the content.

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“Outbrain has really helped us tell our story in the Australian market. The team at Outbrain completely managed the account and took care of the optimization throughout the campaign. Through the Outbrain platform, we were able to see what content worked, what didn't, and we could get very smart with the money we invested to amplify our content. Over the course of the campaign, Outbrain proved to be one of the most efficient drivers of conversions to our content by allowing us to distribute efficiently and at scale, knowing links to our content appear across a premium, brand safe environment.”

KRISTA PECH
DIGITAL MARKETING MANAGER, ISELECT

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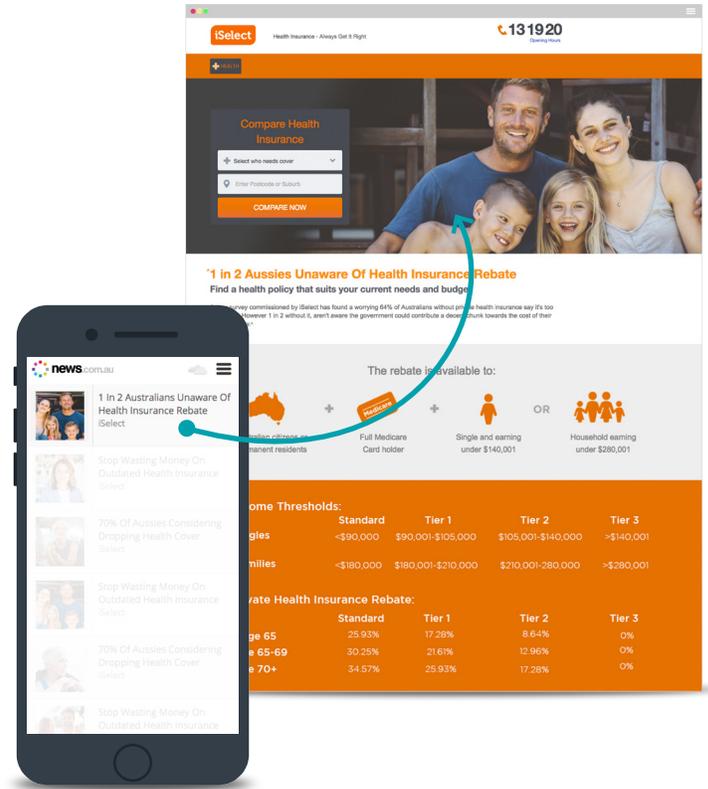
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Solution: Working with Outbrain allowed iSelect to reach audiences who were browsing on premium publishers such as The Sydney Morning Herald, news.com.au, MSN, The Age, and were likely to be interested in their content. With a reach of over 86% of the Australian population, Outbrain helped iSelect connect with new audiences and drive traffic from premium publishers.

iSelect used two conversion points - one for intent and one for lead generation/form completion. Each point had a different CPA target, with the one for form completion being higher. The campaigns had separate floating pages targeting the same vertical, the same objectives and KPIs, but a slightly different content which could therefore be tested.

Their creative worked extremely well because:

- They localised their headlines by using terms such as “Australian”, which resonated with the target audience
- They used numbers within the headlines, making them more engaging
- Great and relevant use of images: the people looked real. The images used were close-ups and had a personal feel that people could relate to. They made no use of stock photography but only high-quality, professional photography.



THIS RESULTED IN:

350.4 million

impressions in 4 months

Avg. CTR 0.1%

with a peak of 0.21%

**Avg. Conversion Rate
of 10.24%**

throughout the campaign

362,500

engaged visitors to their website

CPA as low as 65%

below the CPA target

**Conversion Rate
of 13.25%**

generated by Native Remarketing