



I Spy helps insurance provider, Endsleigh to develop both a search & social media digital strategy **set to target students.**

The student insurance sector is the key client engagement point for Endsleigh. However, the recent closure of its university campus branches has meant the loss of an important touch point.

I Spy's brief was to generate sales of student possessions policies during the peak August to October months. This period produces a large proportion of Endsleigh's annual business.

**Aim:**

Raise awareness within online media and drive further traffic to Endsleigh.co.uk

1. To generate sales of student possessions policies during the peak August to October months
2. Improve year on year efficiency
3. Increase revenue from student possessions policy sales

**Strategy:**

With the visibility of Endsleigh on campus severely depleted, we implemented a two-part strategy to ensure maximum visibility and engagement with the student audience during the key peak buying period. We engaged students online, via Facebook, – the world's most popular social networking site, as well as driving additional traffic through a highly targeted paid search advertising campaign.

- Our campaign was Endsleigh's first foray into social media marketing. We also successfully overcame the challenge of making insurance interesting to a young consumer audience
- Both Facebook and paid search ad copy was optimised in real time throughout the campaign based on conversion data to ensure maximum effectiveness
- Ongoing multi-variate ad copy testing to enhance search engine performance was implemented



**Paid Search Results:**

Efficiencies and achievements across the campaign period included:

- Student campaign increased traffic by up to 22%
- Overall conversion volume was up 326% year on year.
- Cost per policy was 68% lower year on year.

**Heading To University?**



Make sure you've got everything covered with Endsleigh Student Insurance. Prices from as little as £16 a year!

**Hull University**



Endsleigh Student Insurance covers your bike, laptop, ipod, camera & more while you're studying at Hull University.

**“The campaign created a new captive audience for Endsleigh and generated 3000 clicks per month. With a 10% conversion rate this resulted in 300 incremental sales per month.”**

**Social MediaResults:**

- Facebook attracted 22% more visitors outside of normal paid search channels.
- Conversion volume was up 326% year on year.
- ROI increased by 242%

**“We chose I Spy as they showed a real hunger for success, and did not disappoint. They very quickly bought improvement across all of our campaigns, and have maintained a high level of enthusiasm ever since day 1.”**

**Mike Day, Online Marketing Manager, Endsleigh Insurance Services Limited.**