

SCTI Online Offline Integration

Agency: Experian Hitwise

Client: Southern Cross Travel Insurance

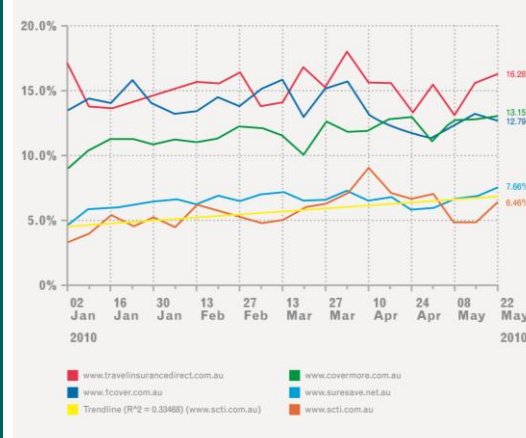
Strategy

Fundamental research of search marketing habits was undertaken before developing this highly integrated television commercial and pay-per-click (PPC) campaign for Southern Cross Travel Insurance (SCTI). To maximise results, the PPC campaign schedule was staggered after the television commercial aired when online traffic and search was at its highest.

Results

This campaign generated a 53% growth in market share for SCTI and a 200% return on investment from increasing the keyword bidding costs and ad positioning during the period supported by the television campaign.

Campaign Results & Observations

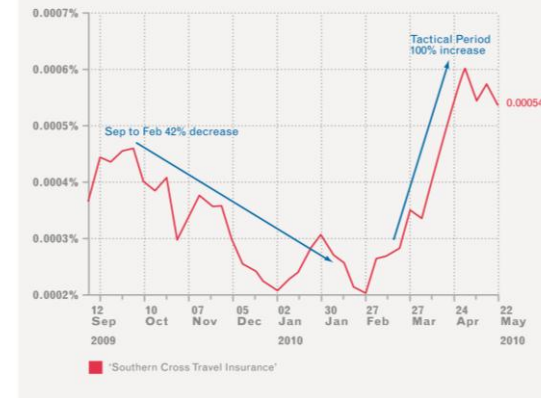


Weekly market share in 'Travel Insurance AU' (Cust. Cat.), measured by visits, based on Australian usage. Created: 20/05/2010. Copyright 1998 - 2010 Hitwise Pty. Ltd. Source: Experian Hitwise AU

Online Market Share

- Average market share over 7% throughout campaign period
- Online market share peaked at 9.11%

- 100% increase in brand search activity



4 rolling week search term share of traffic to 'All Categories,' based on Australian usage. Created: 20/05/2010. Copyright 1998 - 2010 Hitwise Pty. Ltd. Source: Experian Hitwise AU