



Union

Case study

How Union Raises Brand Awareness via
Content Marketing



About the Client

Union poisťovňa, a.s. is one of the most experienced health insurance companies on the Slovak market. It offers a wide range of life insurance, general insurance, and individual health insurance products for private and corporate clients. It is the market leader in the area of travel insurance. The Union Health Insurance company has more than ten years of experience in healthcare and provides insurance plans for 500,000 clients. The company has received a number of prestigious ratings.

Challenges



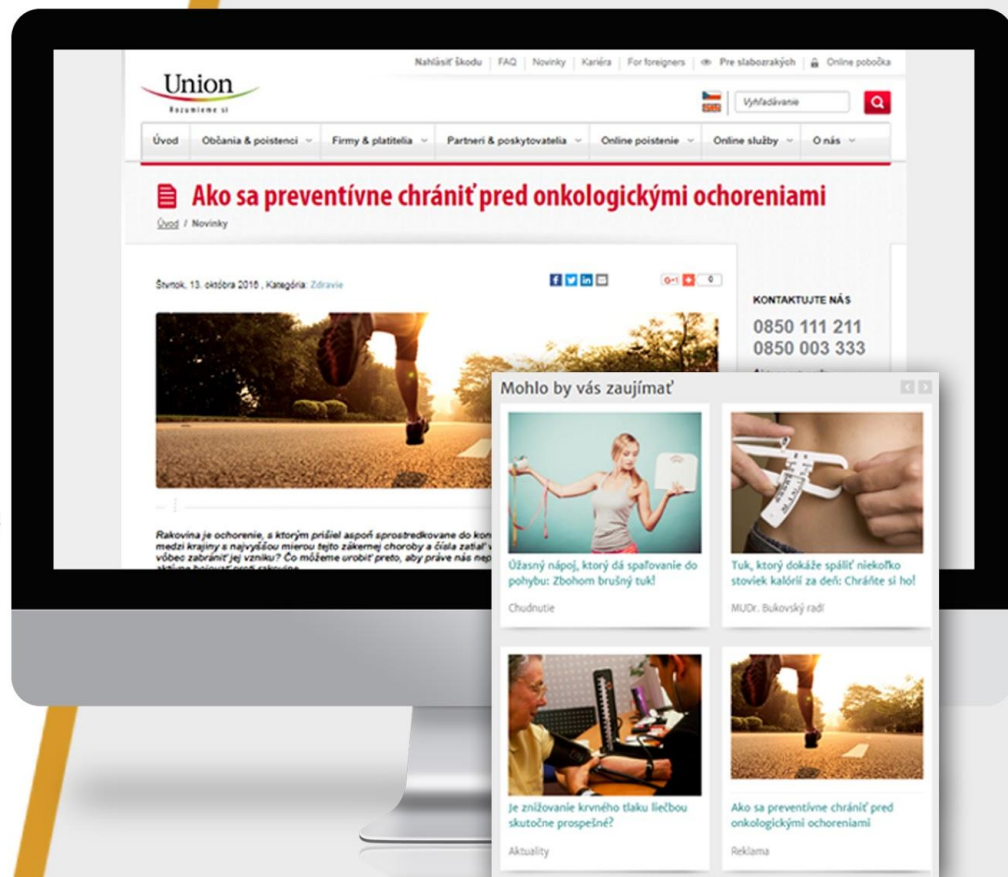
Union continually works on innovating its services and delivering the best insurance experience. Another challenge is the growing competition for clients on the small Slovak market. This increases the cost of search engine campaigns and lowers the return of such investment. In the Insurance segment, the average cost per click is several times higher than in all other sections. (source: Addharma.com, Search category).

Campaign Implementation

Union wished to inform the public about prevention of oncological diseases and raise awareness of its new oncology insurance plans.

The company created articles advising readers how to make their lifestyle healthier and prevent dangerous diseases.

The articles included links to products and services offered by the company.



Campaign Implementation

Union chose to distribute its content, besides traditional communication channels, also via Strossle. Sponsored article links therefore showed up among standard content published on premium media websites with a reach of over 74% of Slovak online population. The sponsored content was suggested to readers at the point when they had finished reading another article and were in a mood for more. Thanks to the PPC model used, Union was only charged for those users who actually clicked the link.

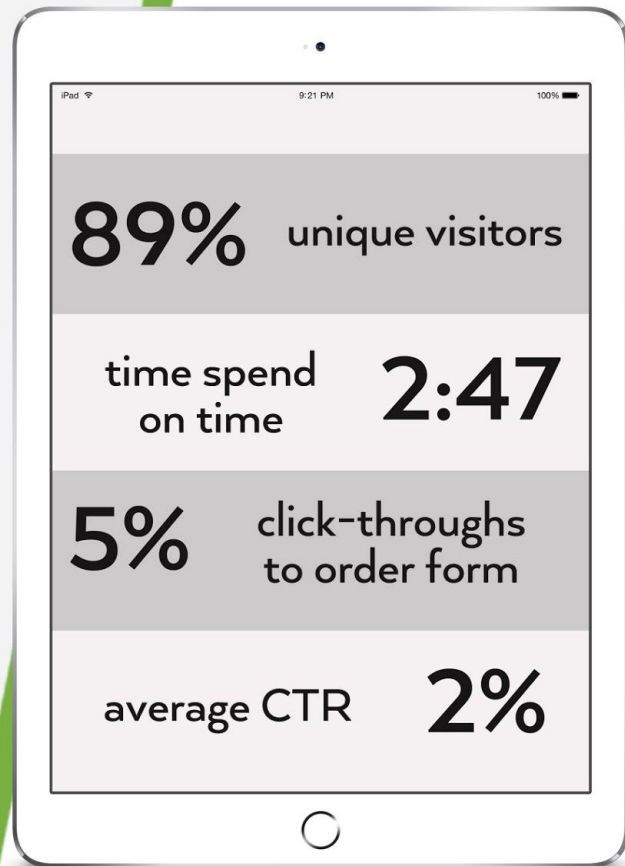


Results

Great content requires great distribution. Union created helpful articles that helps and inspires. Strossle deployed contextual targeting to generate views coming in from 89% of unique visitors. Average time on site was 2:47 minutes.

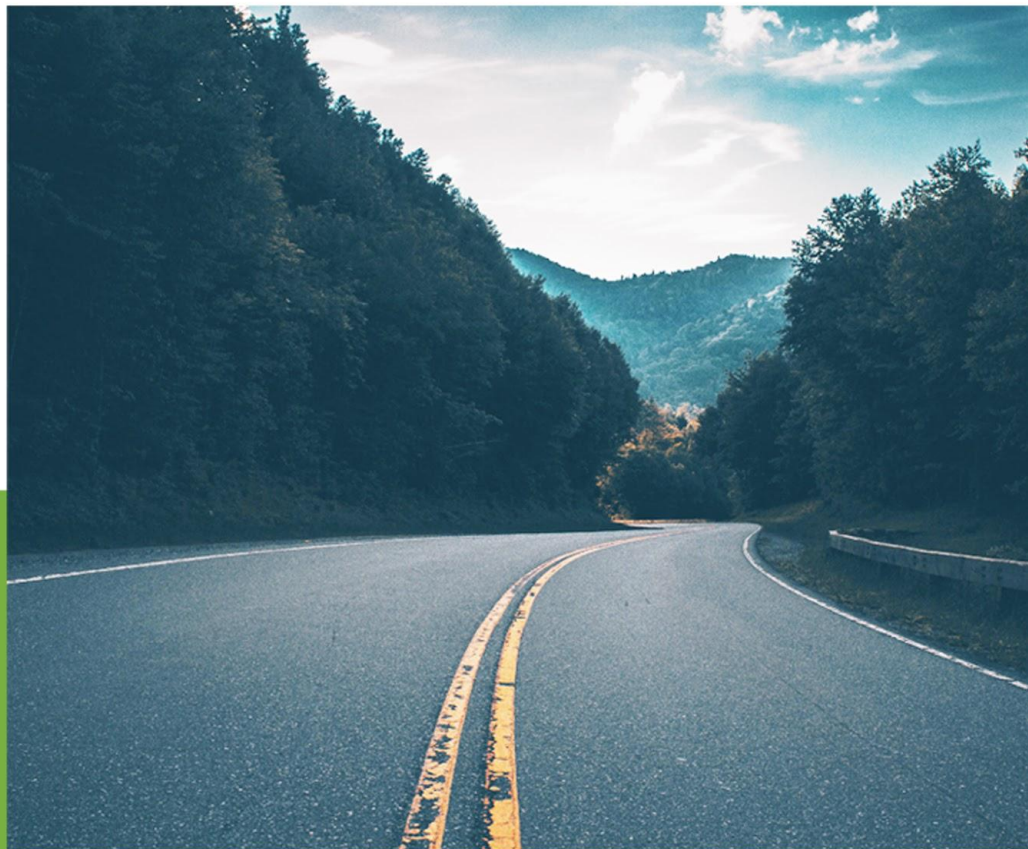
Out of this number, 5% visitors went on to click on the oncology insurance request form.

Since Union prepared several alternative headings for its articles, it was possible to AB test the performance of each version. The most successful version reached over 2% CTR.



What Next?

Content marketing is a trend whose potential Union aims to exploit to the full. The company is currently developing these activities further. It is setting up processes to engage its employees in creating quality content that helps the public to find their way in the complex world of insurance.



Quote



Katarína Serbínová

web marketing specialist, Union Poistovňa, a.s.

"Communication regarding the campaign was excellent from the beginning. We were pleasantly surprised by the number of visitors who proceeded to the order form after reading our articles. The results certainly surpassed our expectations. We recommend Strossle highly."