

# Mapfre ES, improves its brand impressions and generic KWs optimization by leveraging a simple structure without granularity



Mapfre ES, It is the leading insurance company in Spain and the largest non-life insurance company in Latin America.

Madrid, Spain. • [www.mapfre.com](http://www.mapfre.com)



## The challenge

Mapfre Spain offers a wide range of insurance services covering issues as car, home, health, motorcycle, life, pets ...

In order to reach their marketing objectives, Mapfre's account was originally set up splitting between brand and generic, following a highly granular structure.

There came a point where it became hard for Mapfre 1) to grow in volume at an stable cost per lead 2)ake robust strategic decisions regarding tariffications, one of the main goals of the company.

## The approach

Working on non core account (Motorcycle Insurance account) as a starting point of Hagakure (not in a seasonality period), to gather insights to replicate in the rest of the core accounts. Total hygiene exercise 1) Reviewing the active keywords that had good performance, removing the ones that had worse performance and check in the planner if there is any keyword suggestion that we do not have added 2) Words grouped according to relevance, not agreement. We have respected the current matches based on this year's history 3) DSA was added at Ad Group level combined by high quality RSAs and Expanded Text Ads with Dynamic Keyword.

## Partnering with Performics

In partnership with Performics, Mapfre decided to test a different approach, switching from a very granular structure to a simpler one, thus enabling ad groups and campaigns to self-optimize, not proactively differentiation match type or product type.

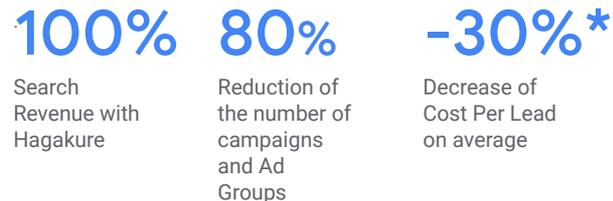
## The results

1) Increased in Brand impressions: Bids are made more by those users who have more possibilities to convert. There is an increase in searches so client is finally investing more.

2) Generic KWs Optimization: Thanks to the restructuring, there is more qualified traffic. Mapfre receives less impressions and he is able to generate less traffic but the difference in rates is minimal vs. last year. CPT is reduced by more than half at highest CVR.

-Motorcycle insurance as starting point: BRAND -10% CPC, -4% CPL, +14% CR // GENERIC -23% CPC, -53% CPL, +64% CR

-Full roll out of all the accounts: Car, Home, Health, Life, Retirement, Pets, Companies, Funerals and trips



\*Selected range: Jun-Sept 2019 vs. Jun-Sept 2020

