

CASE STUDY

Hippo.co.za

Increasing Conversions through Sync Facebook Lead Ad and CRM

CLIENT

Hippo.co.za is South Africa's first comparison website and compares insurance and other personal finance products from a range of South African Insurance brands.



+1.4K
LEADS

50%
CPL
REDUCTION

OBJECTIVE

On this occasion Hippo wanted to generate Brand Awareness and Lead Generation at scale.

Adglow worked with Hippo, promoting life and car insurances from October 2016, and while working together we were able to learn about the SA market and how they react to this type of service, as well as trends within the insurance market.

STRATEGY

Adglow's strategy was based on the continual generation of massive traffic without losing the quality of the impact to the user. We then used this audience for retargeting purposes. We retargeted users that engaged with the post, viewed the videos, or if they have visited the Hippo page.

The key to improving the conversion rate was the CRM integration. This allowed the client to receive a report every time a new lead was generated. This was vital to the success of the campaign, especially for a lead ads campaign where the time of reaction is crucial to close the conversion.

The format used was Lead Ad's, and by reducing the number of fields that we requested from the user who open the lead form we were able to reduce the CPL. Additionally, we A/B tested the creatives, ensuring the usage of posts that were achieving the best results.

"Adglow partnered with us to achieve our objectives for both Life and Car Insurance. In many instances they were able to beat the campaign KPIs by a considerable margin."

Mark Goosen Online Marketing Manager at Hippo.co.za

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