

Esurance Reduces Cost Per Acquisition by 30%

THE RUNDOWN

Call extensions do more than put a phone number in the search results. They allow consumers to have a real conversation when it's most important to them. This case study looks at how click-to-call has tripled Esurance's new customer acquisition and increased call volume from mobile by almost 200%.

THE GOALS

- Start a conversation when a customer is interested
- Allow customers to get a quote the way they want to

THE APPROACH

- Implement click-to-call for mobile search

THE RESULTS

- 200% increase in mobile traffic
- Customer acquisition rates at 30% < average
- Acquisition from mobile tripled in a year

Source: Esurance Mobile Search Case Study