



# Drakefield Insurance Services Ltd leverages Google AdWords as the backbone for their fully integrated multimedia campaign

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**Christian Young**  
CEO, Drakefield  
Insurance Services Ltd

When 80% of your business is carried out online, it helps to have a strong internet presence. Now eight years old, Drakefield Insurance Services Limited operates a stable of travel insurance websites for the UK, including 1stoptravelinsurance.co.uk and gotravelinsurance.co.uk. They've always advertised online, but since signing up for AdWords in 2002 they've found its combination of highly-targeted advertising and ease of use a winning formula for attracting customers.

“It made a difference from the beginning,” says Michael Barry, Finance Director. They did explore other online advertising programmes, but Google's rise to prominence helped their cause. “Everybody was hearing about Google,” adds Christian Young, CEO, “and we were looking for channels of distribution. We took a decision to make a long term commitment to Google AdWords and it is certainly working for us.”

## Flexibility, control and power



The self-managed nature of AdWords means online marketing manager Sarah Taylor can monitor the performance of campaigns and continuously tweak to improve results. And the AdWords account structure has made it easy to manage several different campaigns, all with their own particular objectives – one for travel insurance, one for cheap travel insurance. “We've split it down as much as we can so that the ad is as specific to the product as possible. Our ad is always targeted to exactly what the user is looking for, rather than being just a general travel ad.”

The level of control has an extra benefit. What Taylor really likes, she says, is the way the AdWords ranking system rewards advertisers for creating successful ads and isn't based solely on what people are prepared to pay. “We've got the chance to use our brains, and try to be clever to improve our performance without necessarily bidding more.”

For all its ease of use, at the same time, the company has been impressed with the level of support from Google for some of AdWords' more advanced features. “We're all really busy here and we don't have time necessarily to know everything that AdWords does,” says Taylor. “If I can't find what I'm looking for, they'll point me in the right direction.”

## Part of a multi-channel approach

AdWords is now a vital part of Drakefield's multimedia advertising strategy – and complements their offline marketing campaigns. Using the ad scheduling feature, the display of ads was timed to correspond with a TV campaign, and the increased brand awareness led to more clicks and conversions – even after the TV campaign had ended.

“People tend to remember the company name, but not necessarily the whole URL,” says Taylor. So they turn to search. The UK is a nation of searchaholics – more than a billion searches are carried out monthly, and almost 80% of these are on Google. Nearly two-thirds of internet users in the UK say they use the Internet to make travel plans. By having ads so prominently on Google, Drakefield have been able to increase their brand awareness and capture a large customer base at the same time.

## Looking forward

Drakefield's annual online growth is currently 20 – 25% and AdWords plays a large part in driving that. “There's clearly a close link,” says Barry, adding that the company is planning to experiment with other ad formats such as image ads. “We're also very excited about the development of mobile ads, and plan to be in that space very soon, too.”

## ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising program, currently used by more than 150,000 businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The program is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit  
[www.google.co.uk/ads](http://www.google.co.uk/ads)