



Youi takes video campaign for a test drive to accelerate auto insurance conversions



Company Overview

Youi is a general insurance company that underwrites its own policies for vehicle, home, watercraft, and small business insurance.

“A key growth strategy for our business was to get in front of potential customers earlier—to be top of mind before they had even kicked a tire or taken a test drive. Quantcast gave us great insight into these critical moments in the consumer journey, which led to an impressive uplift in driving enquiries from a new format.”



FABRIZIA ROBERTO
HEAD OF MARKETING, YOUI

CHALLENGE

Youi wanted to identify prospective customers earlier in the car-hunting process, expanding the brand’s reach beyond traditional auto-centric sites and further up the funnel.

SOLUTION

Quantcast analyzed the behavior patterns and search intent of automotive insurance shoppers, identifying real-time behavior changes. Devising a high-quality desktop and mobile-video solution, Quantcast’s video campaign demonstrated that video plays a significant role in driving conversion efficiency.

RESULTS

Youi successfully identified and connected with new customers with a 77% uplift in customer reach, driving a 500% uplift in conversion rates.

HIGHLIGHTS



500%

uplift in conversion rates



77%

uplift in customer reach