

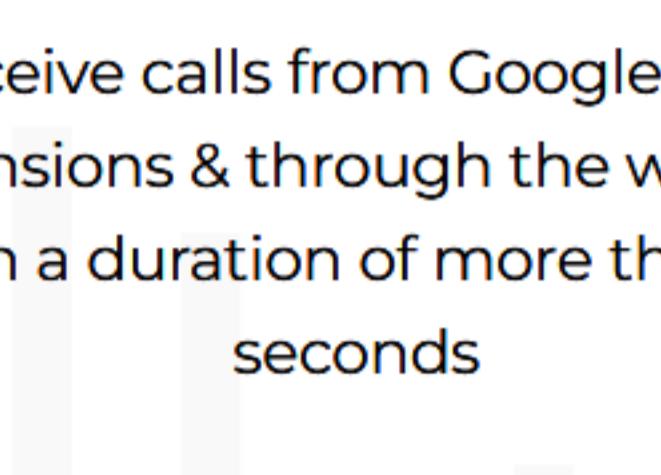
# How We Helped Choosewell Increase Their Sales By 390% YOY



## Who is Choosewell?

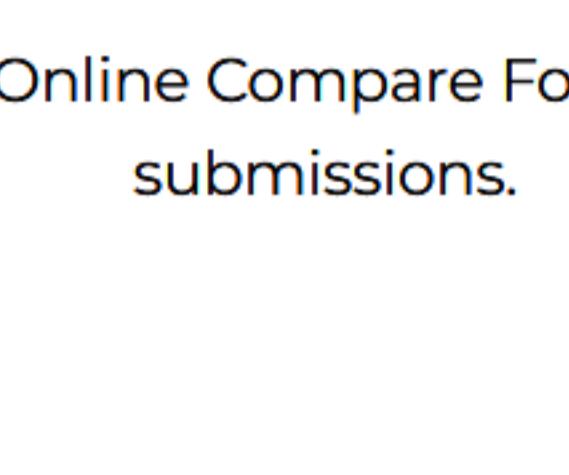
Choosewell Pty Ltd is an Australian Health Insurance Comparison service provider based in Melbourne. They have over 70 insurance advisors, who help save time, money and hassle by helping compare a selection of appropriate health insurance policies.

## Marketing Objectives



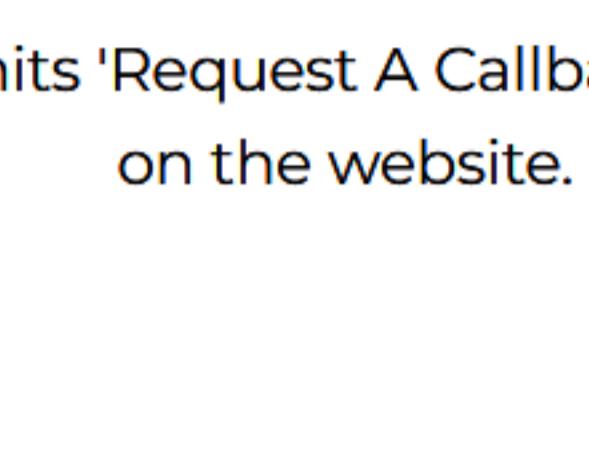
### Get Calls from Text Ads & Website

Receive calls from Google's call extensions & through the website with a duration of more than 10 seconds



### Compare Health Insurance Form Submits

'Online Compare Form' submissions.



### Request a Call Back Form Submits

Submits 'Request A Callback' form on the website.

## Results

over a year period

### Calls Received

**192**

Calls from Text Ads

**97**

Calls from Website

**30**

Calls from Landing Pages

**439**

Callback request from Website and Landing Pages

**758**

Total Calls Received

### Enquiries / Leads received

**3,491**  
Enquiries and leads from Website and Landing Pages

## Conversions



## Mavlers Approach

PRE

DURING

POST

Initially, we started the campaigns using AdWords best practices by integrating generic & brand search with display and remarketing campaigns. To this, we started receiving conversions but the CPL (Cost Per Lead) was difficult to control as the competition for generic paid keywords in the finance industry was high.

After that, we decided to target their competitors while having a close eye on Google's Trademark policy and advertising guidelines. This strategy worked well in terms of generating conversions with a low CPL. 'End of financial year' campaigns also performed well in terms of CPL, along with increasing brand awareness. We incorporated a 'Funds' campaigns with the increased budget, which caused the number of conversions to increase drastically. We also started targeting hospital & dentist related keywords, however, this did not perform well in terms of CPL. Although, it did help with the brand reach and awareness.

Performed optimisation activities and a/b testing in the account regularly to decrease the CPC (Cost Per Click) and increase the CTR (Click Through Rate) and conversions. Also incorporated new offer ads to generate more leads.



Chris Giovine  
Digital Marketing Manager  
Choosewell Health Insurance

Mavlers organised approach to planning and execution has allowed us to compete online with some of Australia's largest and well-known brands. Our lead volume has increased by 572% and sales have increased by more than 390% over the same period year on year. I'm extremely satisfied with the outcomes and milestones produced so far.