



Brand Case Study: HomeServe



Ignite brand support delivers incremental business for UK home emergency insurer

Objectives

The online market for emergency insurance in the UK is very competitive, historically being dominated by a single brand. In order to increase awareness and drive incremental sales HomeServe established an affiliate campaign and a strategic search group within it.

When Ignite began working with HomeServe the search group had been in operation for over a year, and was not delivering as well as HomeServe might have hoped. They asked **Ignite Performance Marketing** to come up with a new online presentation style that would improve conversions and add value to the search group.

The Ignite solution

Ignite worked with an external design agency to deliver a unique set of graphic creatives utilising the HomeServe brand identity with careful reference to the HomeServe brand guidelines. This was the first time that another party had been permitted to test the boundaries of brand usage. The results were warmly received by HomeServe and a brand new affiliate site was created. Ignite also launched generic keyword promotion via its B2B website, attracting incremental sales from Landlords.

Results

Ignite lifted the total number of sales within the affiliate channel by 32% and has maintained the No. 1 affiliate position since launch. Following the success of Ignite's entry into the strategic search group, the number of products available for affiliates to promote has been expanded, along with the channel's budget.

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Ignite Performance Marketing Limited

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32%

Increase in total affiliate sales delivered by Ignite after joining the strategic search group

“I have been consistently impressed with the effort Ignite has made to understand my client's business; they have proved an invaluable asset and are able to add real value to my client's online marketing.”

I would have no hesitation in recommending Ignite; they are an absolute pleasure to work with ”

Calum Lewis, Affiliate Executive
Mediaedge:cia

