



FIRST.

Searching for Contents Insurance Online

Which websites are maximising their market share?



Calculating share of search

- Rankings Based Reach (RBR)* provides a simple way to compare a website's search engine rankings with its competitors.
- RBR is an estimate of the percentage of available search traffic a website will receive for a set of phrases – this gives the sites share of search or reach.
- It is weighted based on the popularity of each search phrase and the relative click through rate (CTR) of each ranking position.

*Source: Rankings Based Reach (RBR) is a methodology developed by FIRST



Selected sites

The following New Zealand home, contents and car insurance sites were selected for Ranking Based Reach (RBR) organic search performance analysis.

Sites
aa.co.nz
aainsurance.co.nz
ami.co.nz
anz.co.nz
fintel.co.nz
kiwibank.co.nz
state.co.nz
tower.co.nz
westpac.co.nz
youi.co.nz



What are people searching for?

In order to investigate which websites are leading in search we researched frequently used house, contents and car insurance - related phrases.

Search Phrase	Local searches per month
car insurance	2900
house insurance	880
contents insurance	880
insurance calculator	720
car insurance quote	590
house insurance calculator	480
home insurance	390
classic car insurance	210
car insurance comparison	210
insurance comparison	170
vehicle insurance	140
home and contents insurance	110
car insurance calculator	110

Search Phrase	Local searches per month
landlord insurance	110
renters insurance	110
cheap car insurance	110
third party car insurance	90
compare car insurance	90
house insurance quote	70
compare house insurance	50

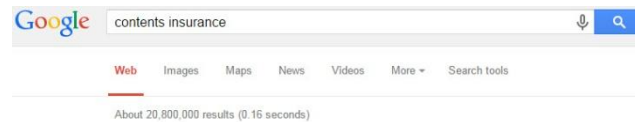


Source: Google Keyword Tool, New Zealand exact match, Mar 2015



Google: Search engine results page 1

What the consumer sees: The top of the Google search results page for a search on 'contents insurance'



Youi, a newcomer in the industry is investing heavily for top position. AMI and State are ranking in the top 3 positions for the paid search results for the term 'contents insurance'.

Youi Contents Insurance - We don't assume, we ask
 Ad www.youi.co.nz/home-**insurance** ▼
 It's a smarter way of doing insurance.
 Great service - Flexible excess - \$20m liability cover
 Start Your Quote - Home Insurance

AMI™ Contents Insurance - Get a Free Quote Online Today
 Ad www.ami.co.nz/**Contents-Insurance** ▼
 Great Contents Insurance Cover.
 Premier Contents - Advanced Contents

State™ Contents Insurance - Get a Free Online Quote Today
 Ad www.state.co.nz/**Contents-Insurance** ▼
 Protect the Stuff You Love at State
 Get a Free Contents Quote - Protect Your House & Home - State & Fly Buys

Ads

TOWER Contents Insurance
 www.tower.co.nz/**Contents-Insurance** ▼
 Only till 31 Mar. Get a quote & be in to win free insurance for a year

AA Contents Insurance
 www.aa**insurance**.co.nz/**content-insurance** ▼
 0800 900 052
 Free Ultimate Family Movie Pack when you take out a new policy!

AMP Content Insurance
 www.amp.co.nz/**Content-Insurance** ▼
 Insure Your Personal Belongings With AMP. Contact Us For More Info.

Cheap Contents Insurance
 www.fintel.co.nz/**Contents-Insurance** ▼
 0800 847 015
 Great Cover for your Contents. FinTel - Get a Quote Online Now!

FMG Advice & Insurance
 www.fmg.co.nz/ ▼
 0800 366 466
 100% NZ Owned For Over 100 Years. Find Out How We Can Help You Grow.

Contents Insurance
 www.southsure.co.nz/**Contents+Insurance** ▼
 0800 002 002
 We Are Content Insurance Experts. Call Southsure's Insurance Team!

Compare Contents Insurance
 compare-**contents**.metasearch.co.nz/ ▼
 Find Compare Contents Insurance Fast. Get Results from Multiple Engines!

Paid search results

Contents insurance – State - State Insurance
 www.state.co.nz/personal-**insurance/contents-insurance**/pages/default.aspx ▼
 Protect your belongings and prized possessions with State's range of extensive contents insurance policies.
 Contents comprehensive - Contents essentials - Favourite things

Contents insurance – protect yourself with AMI - AMI Insurance
 www.ami.co.nz/products/**contents-insurance**/ ▼
 Three levels of home contents insurance for your items and belongings. Get a quote online now.
 Quote - Standard Contents insurance - Premier Contents insurance

Contents insurance | TOWER | New Zealand
 www.tower.co.nz > Insurance ▼
 Get contents insurance with TOWER. We have a broad range of cover to protect the things that you value. Get a quote today.

AA Insurance – NZ Home and Contents Insurance Online ...
 www.aa.co.nz/**insurance/home-contents-insurance**/ ▼
 Your home and contents are likely to be your most valuable possessions. Ensure you're well protected with insurance from AA Insurance. Get an online quote or ...

Comprehensive contents insurance | ANZ
 www.anz.co.nz/personal/**insurance/contents-insurance**/ ▼
 ANZ Asset Protector - Contents gives you full replacement cover on most home contents, regardless of age. These policies are underwritten by Vero Insurance ...

Contents insurance - Kiwibank
 https://www.kiwibank.co.nz/personal-banking/**insurance/contents**/ ▼
 Contents Insurance helps protect your personal and household belongings from sudden and unforeseen accidental loss or damage.

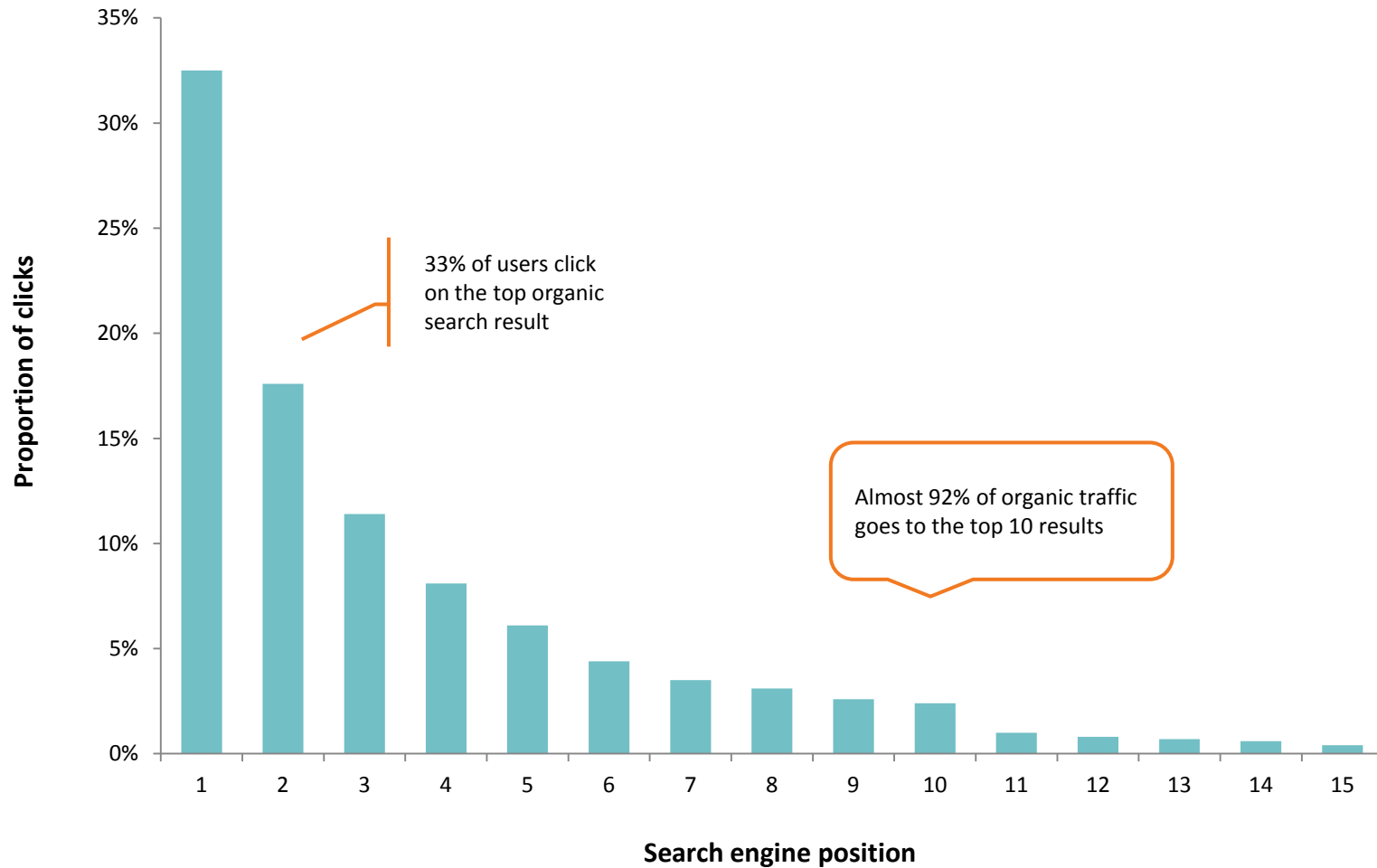
Despite ranking well for organic listings, State and AMI are still investing heavily in paid advertising which allows them to dominate the first page with multiple listings. In total there are 11 companies ranking in the paid search results. That represents the maximum allowable number for the 1st page and is an indicator that this market is highly competitive.

In the organic search results majority of the analysed companies – State, AMI, Tower, AA Insurance, ANZ and Kiwibank are ranking on Google's first page of the search results.

Organic search results



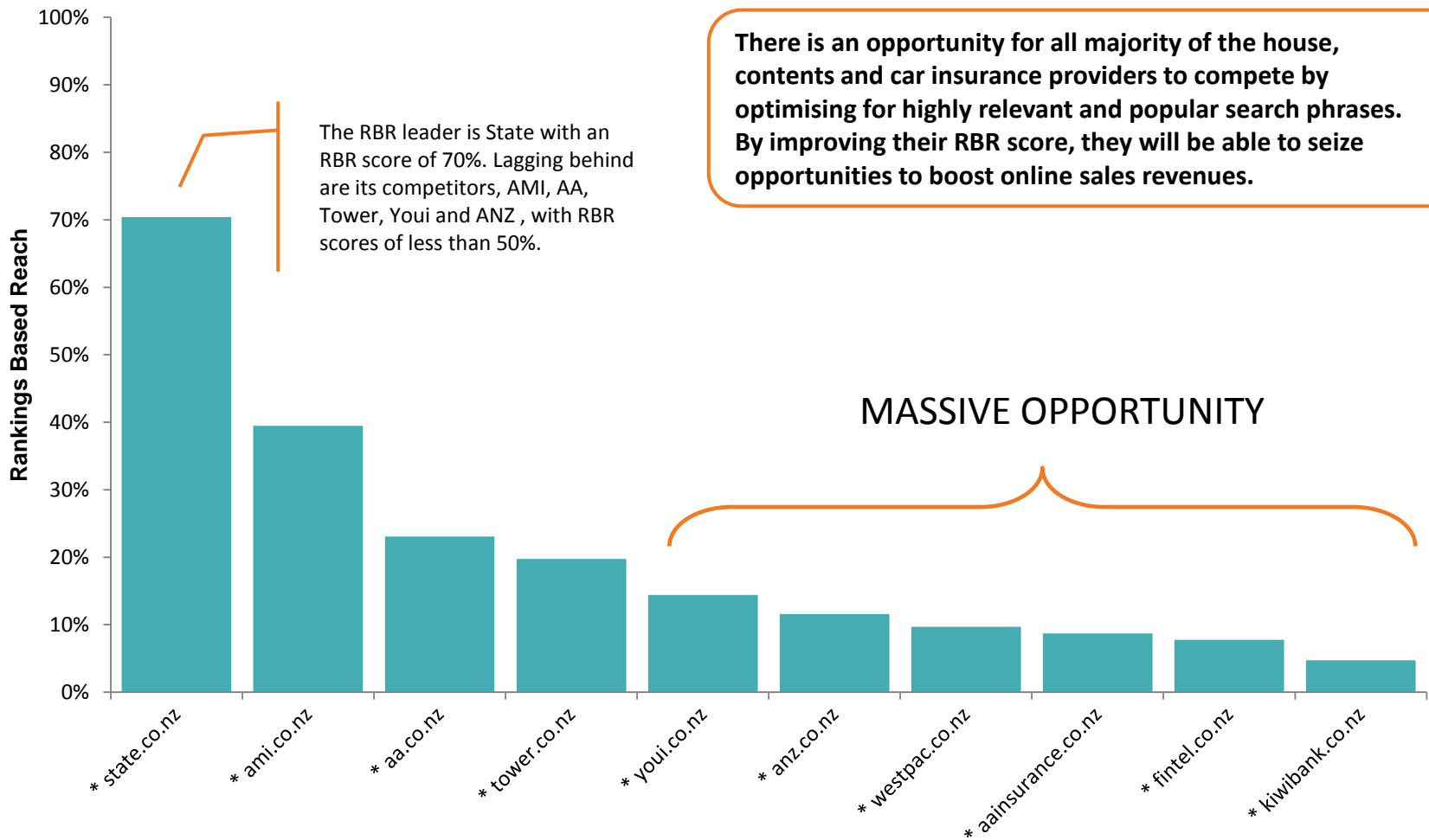
The importance of top rankings



Source: Chitika, 2013 (Organic Search)



Rankings Based Reach: Natural Search

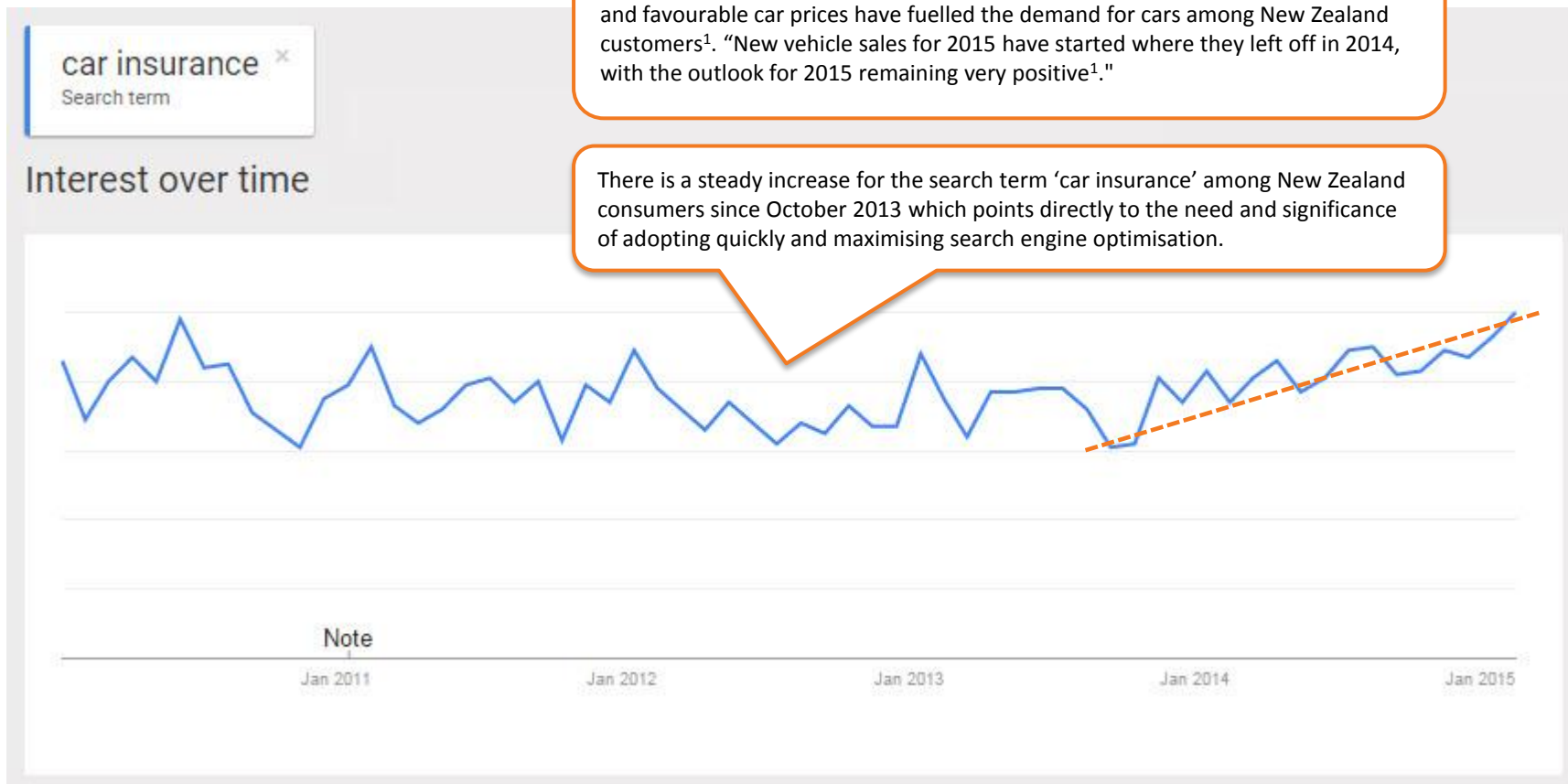


* includes all websites under the relevant domain name (e.g. including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Mar 2015

Search trends

The chart below illustrates interest in key search term 'car insurance' in New Zealand over the last 5 years.



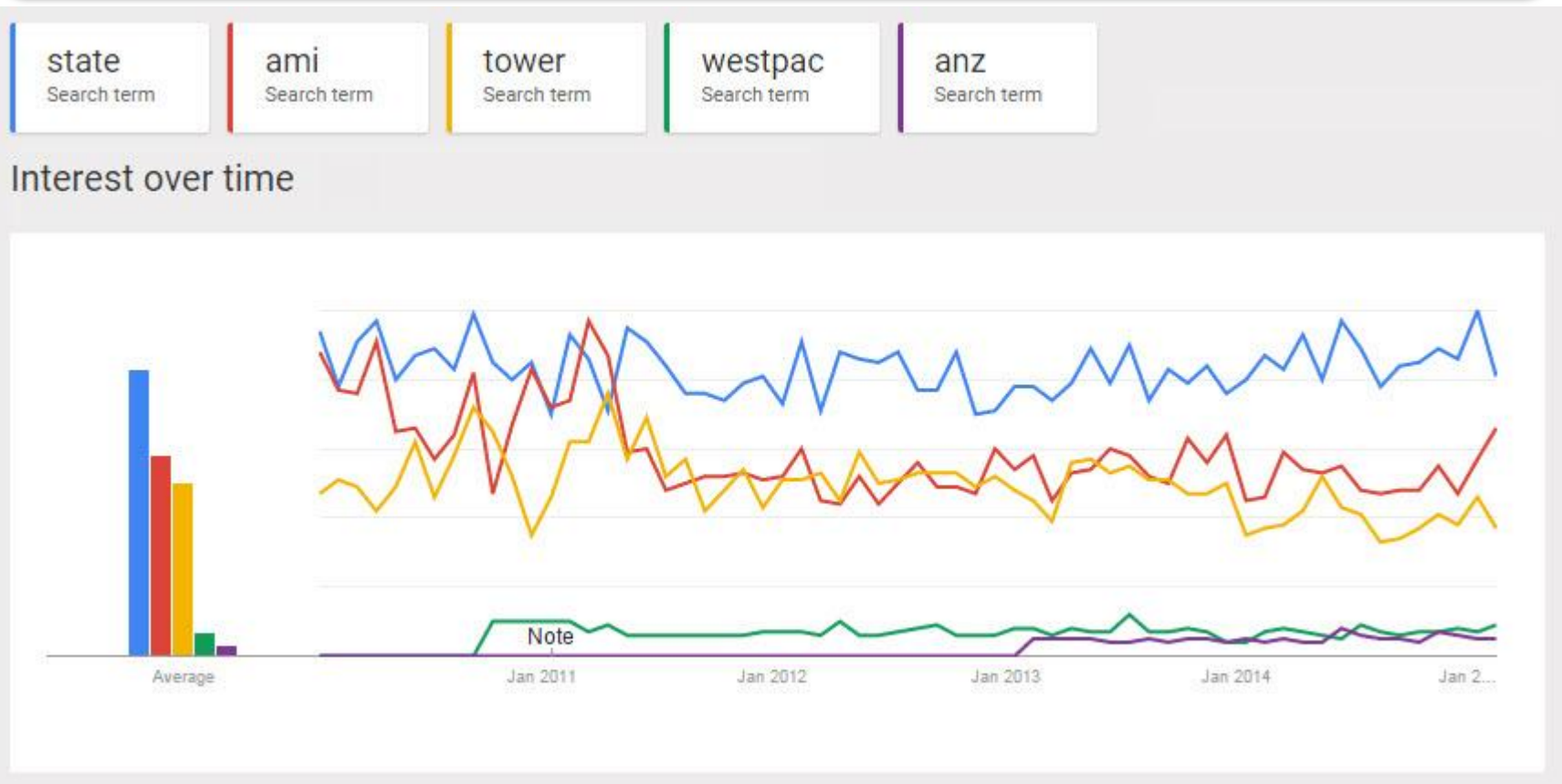
Graph source: Relative total keyword performance on a normalised scale of 1 to 100, Google Trends, New Zealand, Mar 2015
¹Source: Lower prices rev up demand for used cars, Stuff.co.nz, Feb 2015



Banks need to step up their game

The chart illustrates that the brand search terms for non-bank and bank insurance providers in the insurance specific category. The trend data shows that State is accelerating away in terms of online brand search. It also displays that insurance companies have higher search volumes than banks for insurance related search terms.

To combat being left behind, runner-up insurance providers especially banks need to drive consumer brand recognition via search, display, social and email remarketing campaigns.

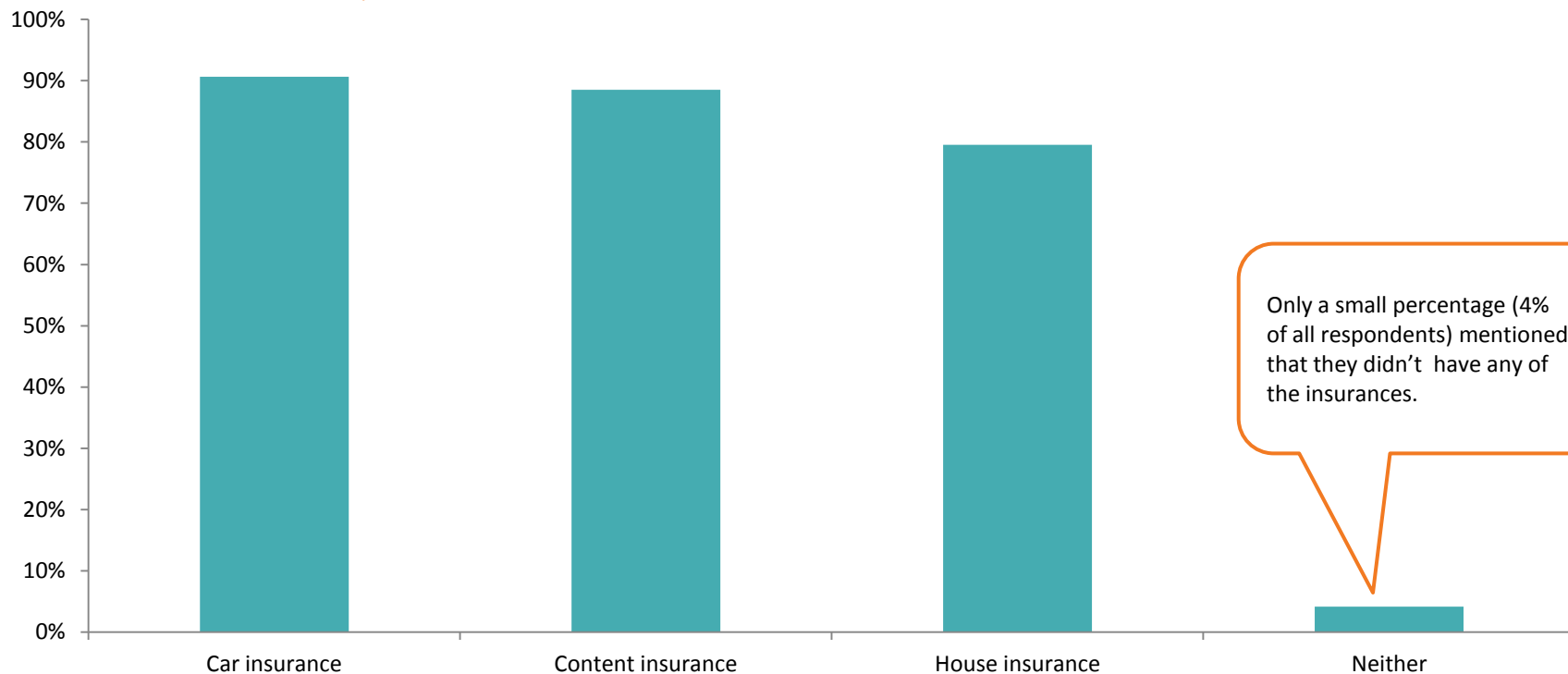


Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, Mar 2015

Consumer Research: Are most Kiwis insured?

Question 1: Do you currently have a content, house or car insurance?

The majority of Kiwis are insured as most of them have car and contents insurance.

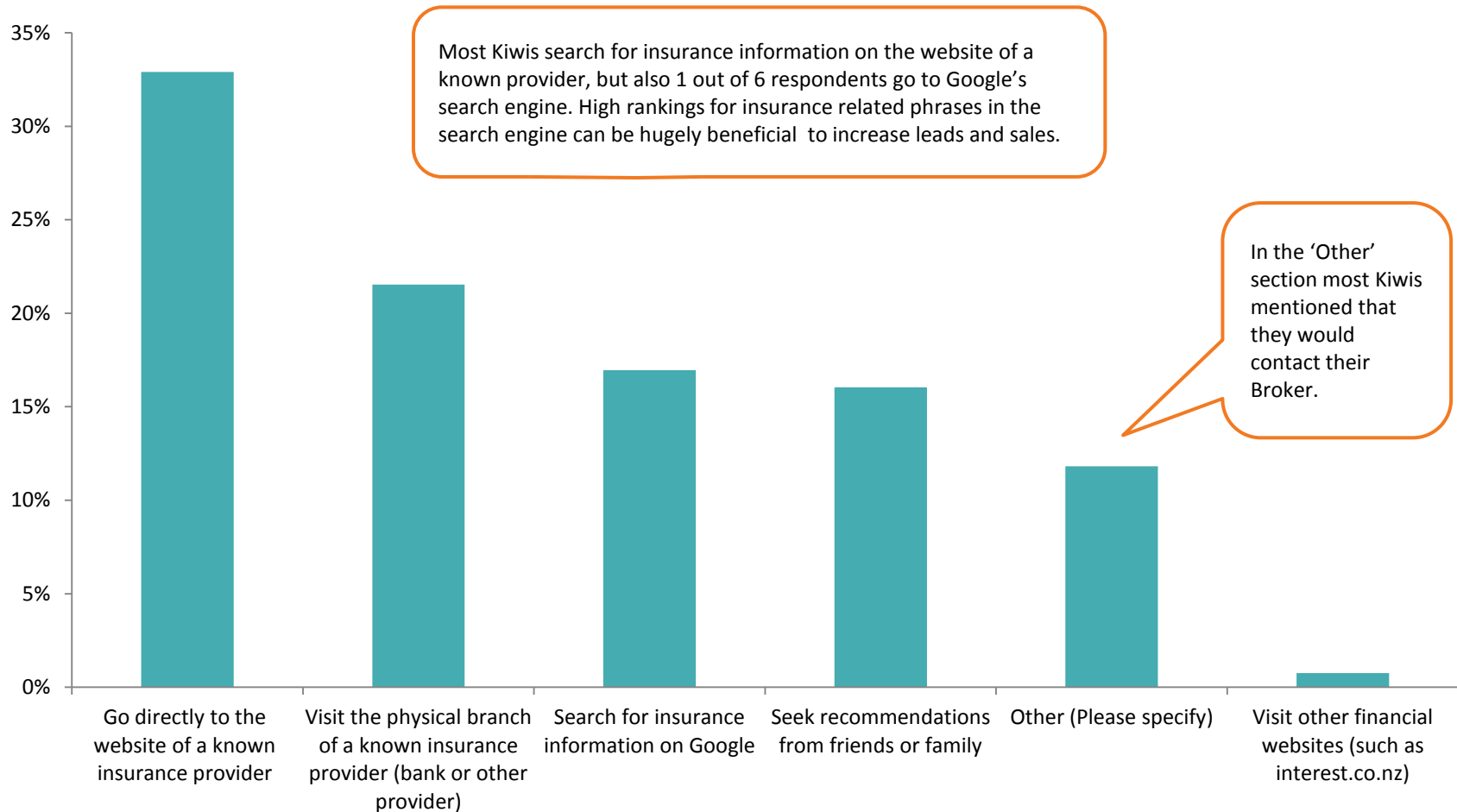


Only a small percentage (4% of all respondents) mentioned that they didn't have any of the insurances.



Consumer Research: Where do people find information?

Question 2: Typically, where is the first place you go to find information about a content, house or car insurance?

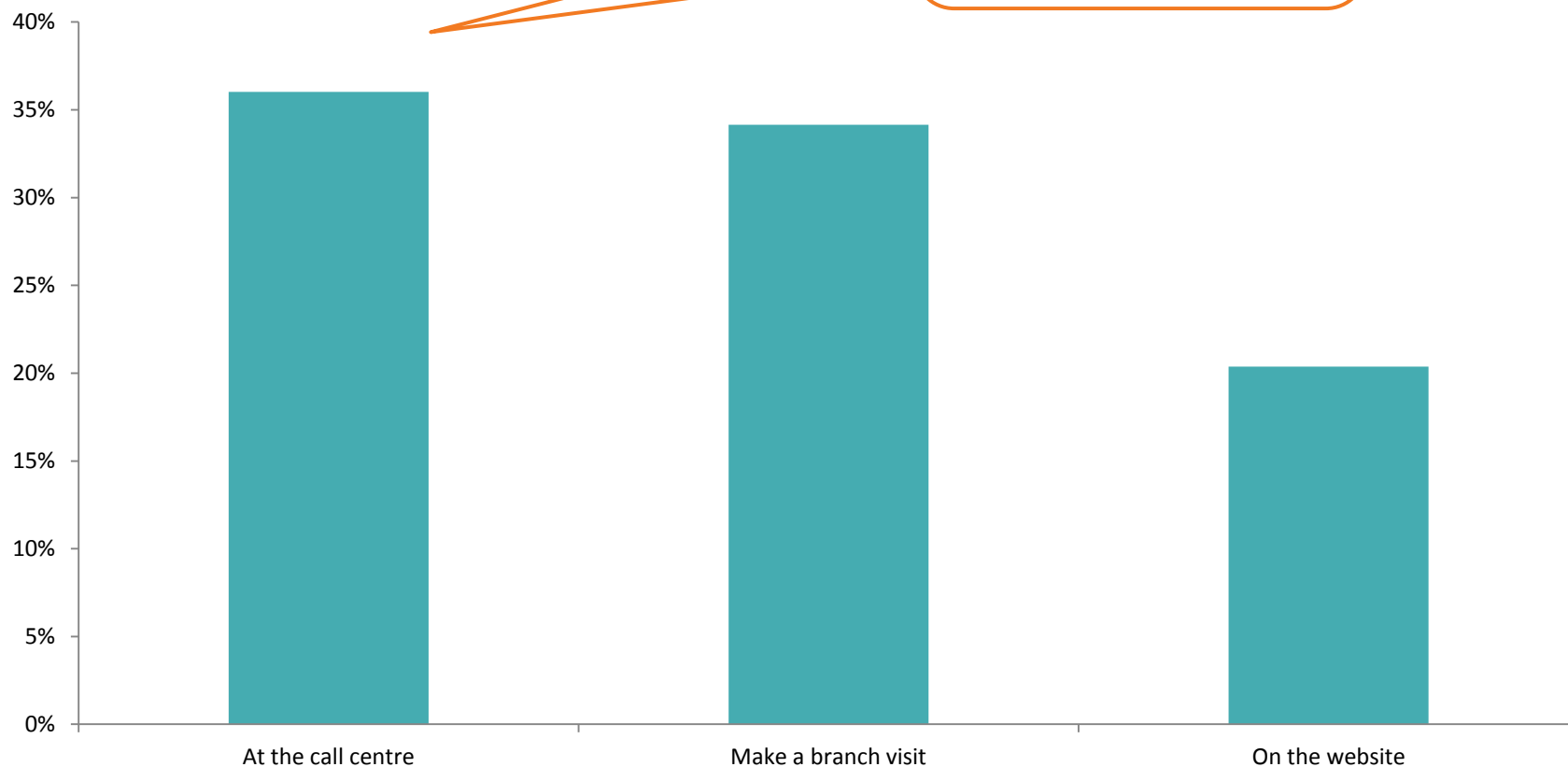


This representative survey was carried out by 3Di Research on the Great Sites platform May 2014 (n=1,988).

Consumer Research: How do Kiwis apply for insurances?

Question 3: If you need to buy one of the above or all 3 insurances, how will you apply?

Most respondents said they would phone the call centre to apply for one of the above mentioned insurances, just under 35% would make a branch visit, and 1 out of 5 Kiwis mentioned they would be happy to apply on the companies website.



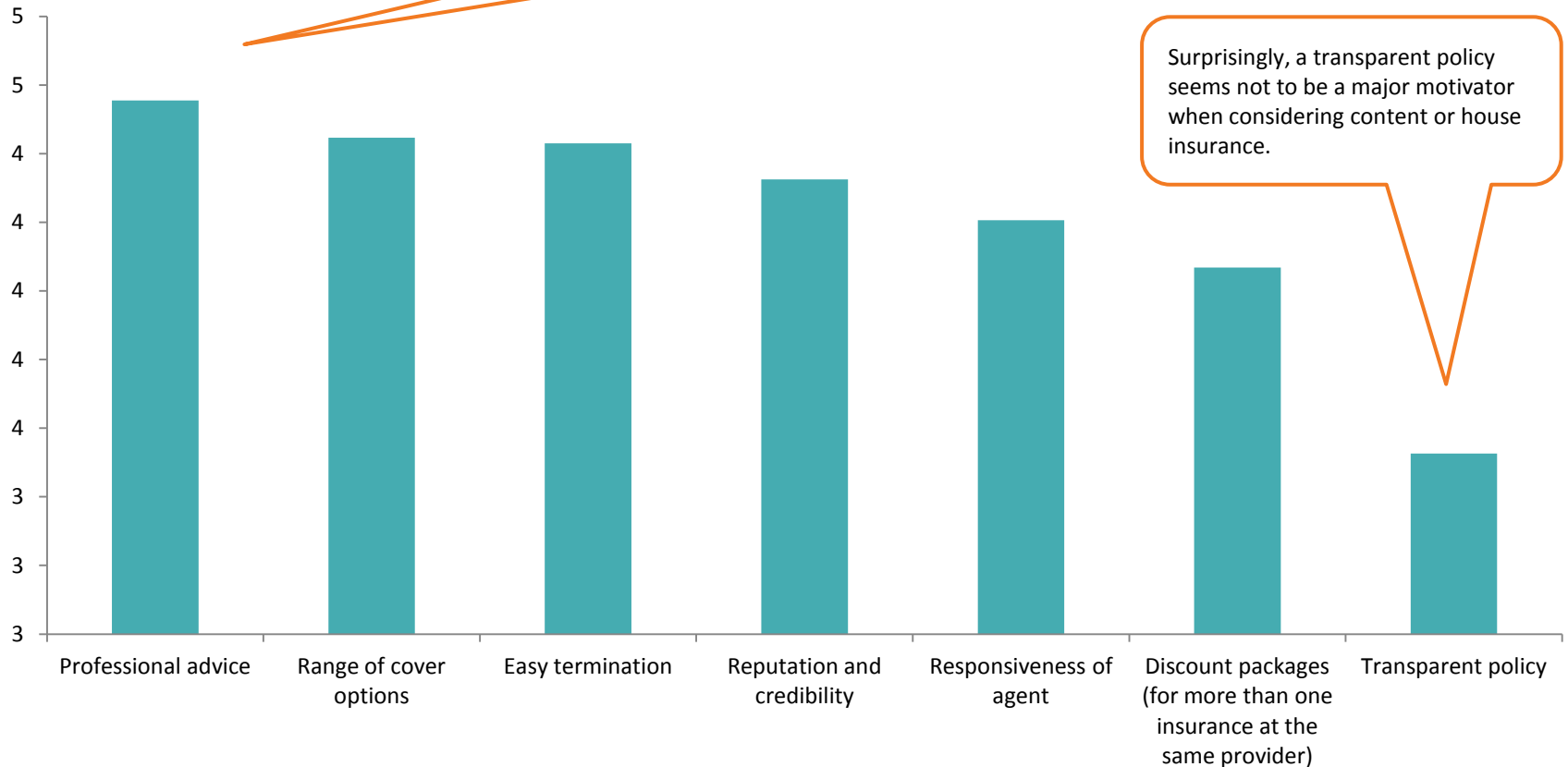


Consumer Research: Most important when considering an insurance

Question 4: What is most important to you when considering a content and/or house insurance? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)

Kiwis perceive **professional advice** as the most important factor when considering a content or house insurance.

Surprisingly, a transparent policy seems not to be a major motivator when considering content or house insurance.





Contents Insurance – FIRST Insights



- “As more people live in [New Zealand’s] largest cities, more lives and assets concentrate in disaster-prone areas. By 2050, about one million older New Zealanders will be living in areas vulnerable to severe flooding, coastal storm surges, land slips and wind storms¹.” This points to an increase in demand for house, contents and car insurance among New Zealand residents.
- South African owned insurer, Youi, which launched its brand just less than a year ago is quickly catching up in terms of gaining search popularity and market share compared to leading insurance providers in the industry.
- Currently, State stands out in the search landscape followed by AMI, AA Insurance and Tower capturing a big proportion of the demand thanks to prominent organic and paid search presence.
- Due to low RBR scores of majority of the insurance providers, search results are broadly dispersed among a wide range of competitors. In the competitive and margin-driven house, contents and car insurance market, providers need to optimise the most cost effective marketing channel - search.
- In our survey, it was revealed that Kiwis considered professional advice as the most important factor when considering house or contents insurance, followed by the range of cover options. Companies need to continually improve in delivering trusted, professional insurance advice, especially through online touch points.
- **A considered digital strategy that integrates both organic and paid search should be a key customer acquisition and revenue driver for house, contents and car insurance providers.**

¹Source: Property report: Rising tide of trouble, The New Zealand Herald, Mar 2015



About FIRST.

FIRST is an award-winning team of smart Digital Marketers who have helped over 300 companies across 100 industries achieve success online. We help our clients to grow online sales, revenue and improve their ROI.

Our expertise in digital marketing has been built on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Get in touch to find out more...



Grant Osborne
General Manager NZ

Phone

+64 (9) 920 1740

Email

info@firstdigital.co.nz

Web



<http://www.firstdigital.co.nz>



<http://www.linkedin.com/company/first-digital>



<http://www.firstdigital.co.nz/blog>

http://twitter.com/first_nz

