AEGON SUCCESS STORY
Native Advertising Helps Aegon Reach a New Audience with 21% Better ROAS and 88% New Leads

ADVERTISER
Aegon is a multinational insurance company with a leading presence in many countries, including Hungary.

CHALLENGE
Due to their strong market presence Aegon is always looking for marketing channels and campaign opportunities to generate new business leads in a measurable, cost-effective way.

OUR SOLUTION
Use native advertising to create meaningful branded content engagements with prospective clients.

RESULTS
Campaign results successfully met the dual goal of better ROAS and generating new leads for the client.

RESULTS
21% better ROAS than client's avg. campaigns
88% of the leads generated were new leads
OVERVIEW
Aegon is a multinational insurance company with a leading presence in many countries, including Hungary. Due to their strong market presence Aegon is always looking for marketing channels and campaign opportunities to generate new business leads in a measurable, cost-effective way.

MARKETING OBJECTIVE
The client needed to generate new qualified leads for Aegon's compulsory car insurance with continuous CPA optimization and clear Return-On-Investment (ROI) and performance reporting.

Zsolt Pék, Online Sales Manager at Aegon, explains that “because Aegon measures the return on each campaign separately, we constantly analyze the return on ad investment so that we re-invest on profitable channels in the long run.”

SOLUTION
Why Aegon chose Taboola:
Taboola is a global leader in powering recommendations for the Open Web, helping people discover things they may like, and has been Project Agora’s exclusive partner in 25 markets in CEEMEA.

One of the ways in which Taboola powers those recommendations is through native advertising. Native advertising enables advertisers to own consumer “moments of next” by creating meaningful branded content engagements, in moments when people are actively looking to consume new content, experiences, products or services.

Zsolt Pék says that part of the appeal of Taboola was its “favorable and predictable pricing”. Taboola’s native advertising capabilities were also a huge draw. He explains that “banner blindness happens less with native advertising than with traditional display, because users view it as content. Also, the quality of the websites within a given advertising network plays a major role, too.”

The campaign:
Aegon leveraged native advertising best-practices:
They built a dedicated landing page with useful content and tips on how users can lower their annual compulsory car insurance fees.
The page was promoted through Taboola campaigns featuring 3 creatives with 5 rotating titles, aiming at a 2-stage conversion:

1) users to land on the page and engage with the content and
2) register to receive a full guide on how to reduce fees.

The ads appeared within the premium environment of popular and brand-safe Hungarian sites, such as 444, Alon, Promotions and Portfolio.

RESULTS

› The Return on Ad Spend (ROAS) was 21% better than the client’s average campaign results with other channels.

› 88% of the leads generated were new to Aegon’s database

Appraising this success, Zsolt Pék noted that “in addition to a strong ROAS, it is important to be able to generate enough volume from a campaign. Our resources are finite, so we need to make the best use of them. The campaign performed well on this aspect as well, with 88% of the leads being new.”

Campaign duration: 01/06/2021 - 30/06/2021
Country: Hungary