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## About Low.ie

- [www.low.ie](http://www.low.ie)
- Based Dublin, Ireland
- Mortgage & Life Insurance Specialists

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## About FirstPage.ie

- [www.firstpage.ie](http://www.firstpage.ie)
- Head quartered in Dublin
- AdWords specialist agency focusing solely on PPC

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## Goals

- Increase the number of leads
- Lower cost per lead (CPL)
- Increase sales to grow the business
- Increase the quality of traffic
- Improve the customer journey

## Case Study | First Page

**FirstPage.ie helps Low.ie increase conversions by 40.70% Click-Conversion rate by 46.36%**

**Using Google Analytics to understand the customer journey leads to higher conversion.**

Founded in 2011 Low.ie and based in Dublin, Low specialise in Mortgage Protection. Low.ie's mission is to deliver top class personal financial services but always at the lowest cost to consumers.

### **Analytics holds the key to unlocking performance**

Firstpage.ie used Google Analytics extensively to understand the customer journey and top user tasks on Low.ie site. Live video recording software was also used to fill in any gaps left by analytics. For example analytics could tell us how many people visited the quote page the time they spent there but it could not tell us how a visitor interacted with the quote form and any friction that might exist. We found people had a particular difficulty with the date of birth calendar on the quote form which resulted in many page errors and high exit rate.

We removed several fields from the quote form which sped up the quote process and changed the language that was used on the landing page instead of submit quote we used "Get Instant Quote" We also put in the main USP onto these pages which was "we pledge to beat any comparable quote" to help nudge people into running a quote.

### **Measuring Offline Advertising**

Analytics was used to benchmark and track the performance of radio ads, once we received our ad schedule from the radio station we knew the times the ads aired for example 1pm,3pm,6pm, we tracked the spikes in traffic and conversion when the ads aired this enabled us to give a cost and return.

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## Approach

- Build a PPC strategy focusing on relevant quality traffic and improve landing page performance
- Use Data from Google Analytics to optimise each campaign and landing page performance
- Gain a complete understanding of the customer journey.

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## Results

- Cost: -5.26%
- Cost per conversion: -32.22%
- Conversion: +40.70%
- Click conversion rate: +46.36%
- Click through rate: +57.65%

AdWords was used extensively to target non branded search terms like "mortgage protection insurance" we found that this activity while bringing in less traffic volume than the radio ads converted at much higher rates and at a much lower cost per lead as a result from this insight we diverted more funds into AdWords and moved away from more traditional advertising.

### Scaling and streamlining AdWords

From the previous AdWords campaign we saw that some traffic was being driven into content pages information on mortgage protection. Analytics told us people only spent 0.22 seconds on average when on this page the content would take 1.22 seconds to read. We realised that the customer was already educated on the benefits of mortgage protection and what they really wanted was to get a quote as fast as possible. We diverted all campaigns to the quote pages and this coupled with the simplifying of the quote process increased conversion rates.

We then focused our attention on increasing the quality of traffic being sent to the site by AdWords by creating extensive negative keyword lists and using time of day, location and bid modifiers based on historical data. We also changed the ad copy inserting Low's USP in all ad copy.

### Results:

All of this activity produced remarkable results for Low.ie

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This activity resulted in Low achieving its highest ever revenue month since the company was founded and resulted in Low increasing its AdWords budget by over 100% year on year.

“FirstPage.ie are a crucial part of our overall business and has been a key catalyst in our success since we hired them in early 2015. We could not recommend Reuben highly enough”