

FIRST.



# Travel Insurance

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Searching for Travel Insurance Online

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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



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## Selected sites

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The following New Zealand travel insurance sites were selected for Ranking Based Reach (RBR) organic search performance analysis.

Sites
1cover.co.nz
aa.co.nz
airnewzealand.co.nz
ami.co.nz
flightcentre.co.nz
scti.co.nz
state.co.nz
statravel.co.nz
tower.co.nz
travelinsurancedirect.co.nz



# What are people searching for?

In order to investigate which websites are leading in search FIRST researched frequently used travel insurance -related phrases.

Search Phrase	Local searches per month
travel insurance	9900
travel insurance nz	6600
travel insurance direct	590
travel insurance compare	480
cheap travel insurance	480
best travel insurance nz	260
comprehensive travel insurance	210
senior travel insurance	110
domestic travel insurance nz	110
online travel insurance	90
travel insurance reviews	70
international travel insurance	50

Search Phrase	Local searches per month
travel insurance quote	50
holiday insurance	50
one way travel insurance	50
travel health insurance	40
annual travel insurance	30
medical travel insurance	30
student travel insurance	30
worldwide travel insurance	30

Total searches per month  
**19,260**

Total searches per year  
**231,120**



# Google: Search engine results page 1

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

The screenshot shows the Google search results for 'travel insurance'. At the top, the search bar contains 'travel insurance' and the Google logo. Below the search bar are navigation tabs for 'Web', 'Images', 'Maps', 'Videos', 'News', 'More', and 'Search tools'. The results are categorized into 'Paid search results' and 'Organic search results'. The 'Paid search results' section includes advertisements from 1Cover, Southern Cross (SCTI), Tower, Travel Insurance Direct, AMP, and Worldcare. The 'Organic search results' section includes listings from Southern Cross Healthcare, Tower, The Warehouse, AA, State, ANZ, AMI, Air New Zealand, and Travel Insurance Direct NZ.

1Cover and Southern Cross (SCTI) are ranking in the top two positions for the paid search results for the term 'travel insurance'.

In the organic search results, majority of the analysed companies rank on Google's first page. Despite ranking well for organic listings, Southern Cross is still investing heavily in paid advertising which allows them to dominate the first page with multiple listings

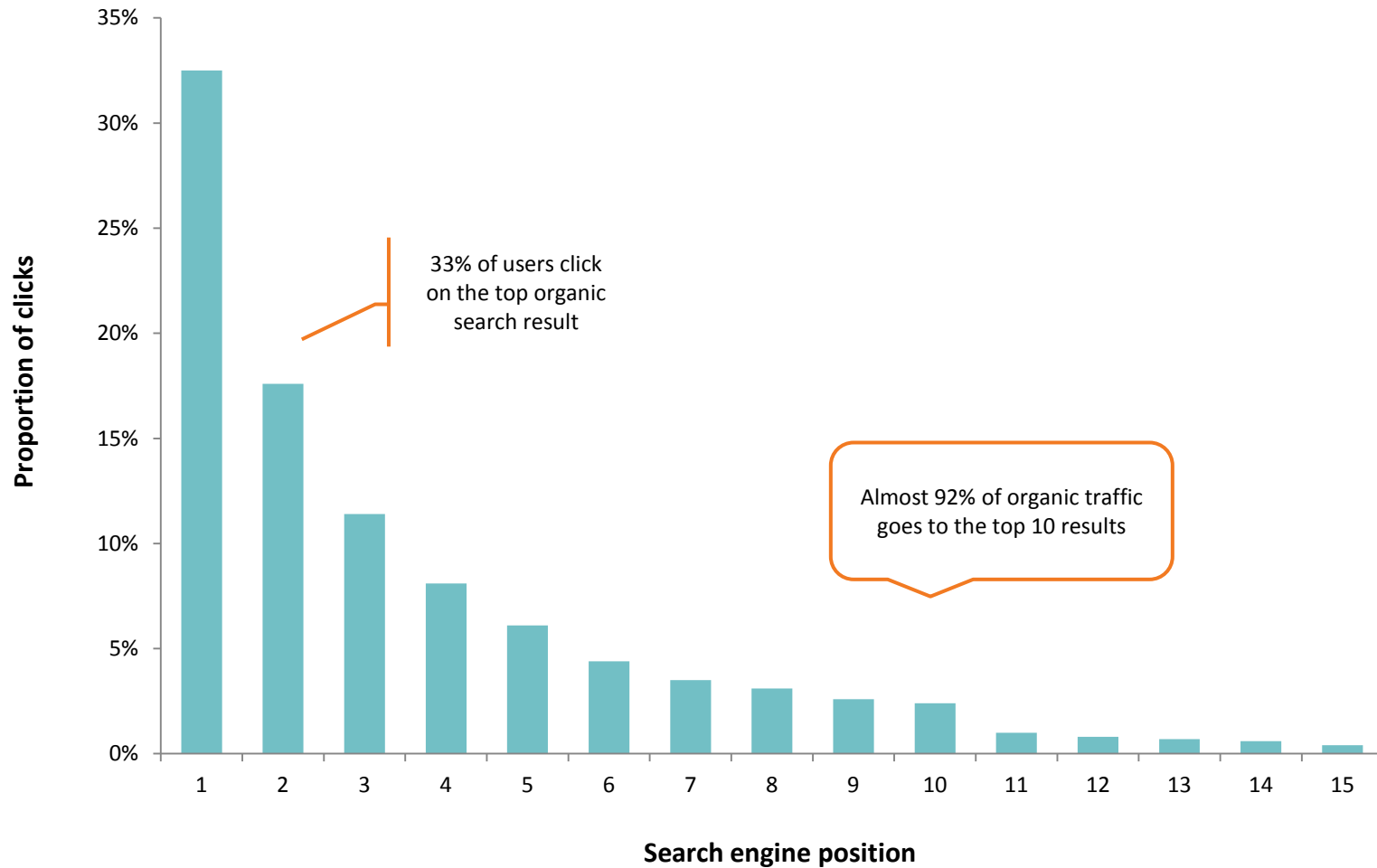
**Paid search results**

Tower, Travel Insurance Direct and AA are also very prominent in the paid search results. In total there are 11 companies ranked for paid search. That represents the maximum number of paid search results for the first page. Given that, the travel insurance market is highly competitive.

**Organic search results**



# The importance of top rankings

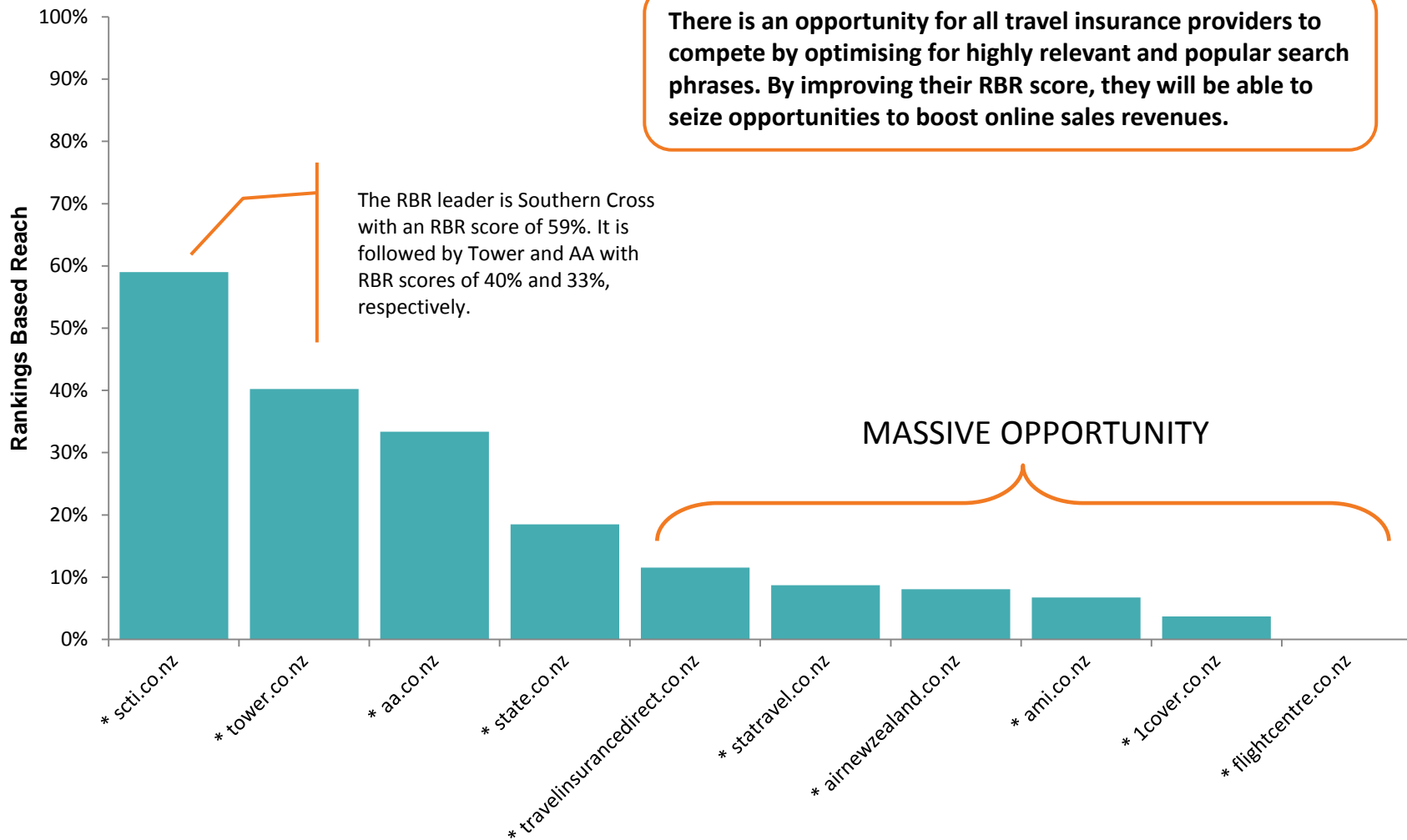


Source: Chitika, 2013 (Organic Search)



# Rankings Based Reach: Natural Search

There is an opportunity for all travel insurance providers to compete by optimising for highly relevant and popular search phrases. By improving their RBR score, they will be able to seize opportunities to boost online sales revenues.

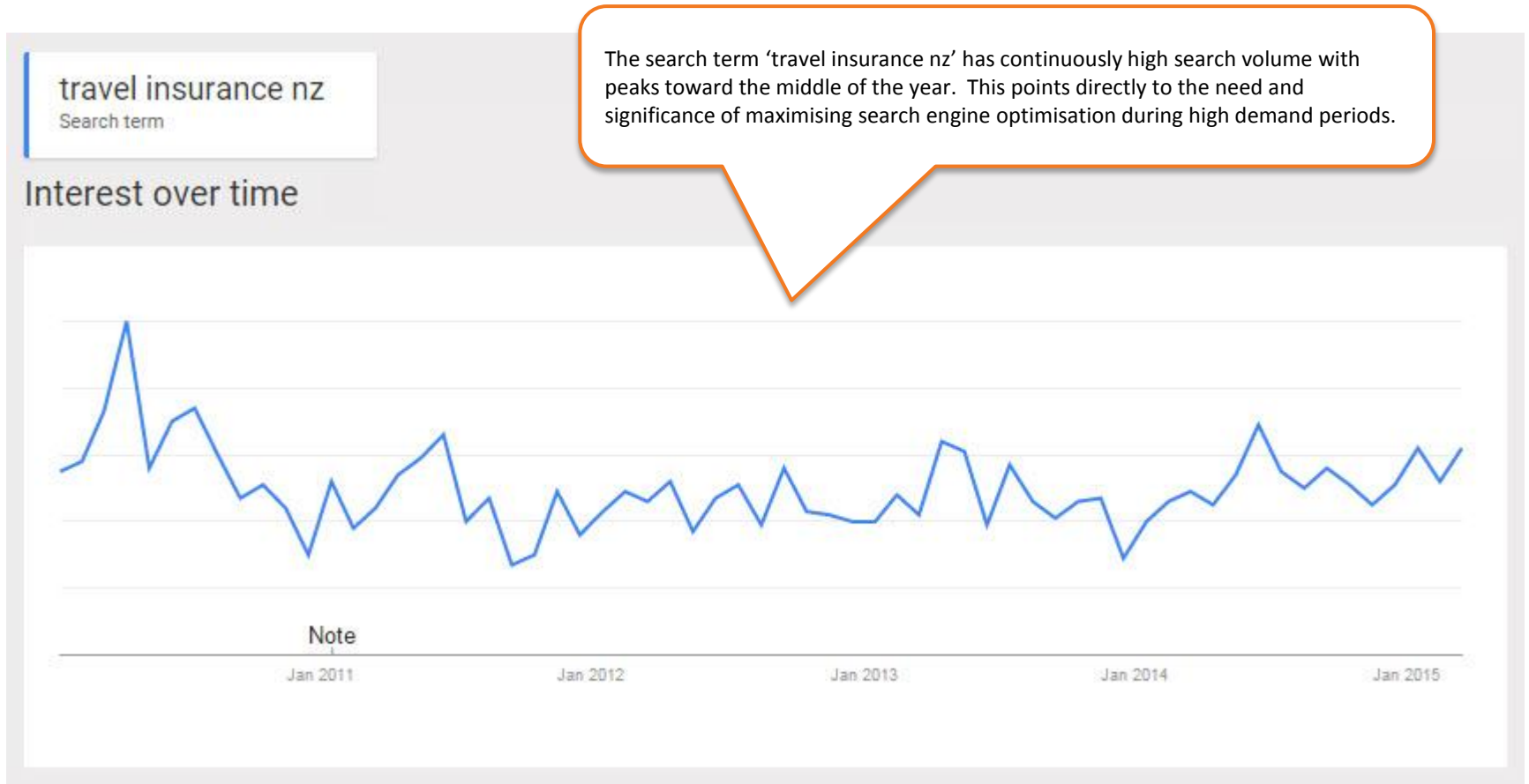


\* includes all websites under the relevant domain name (e.g. including www.)

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

# Search trends

The chart below illustrates interest in key search term 'travel insurance nz' in New Zealand over the last 5 years in the insurance specific category.



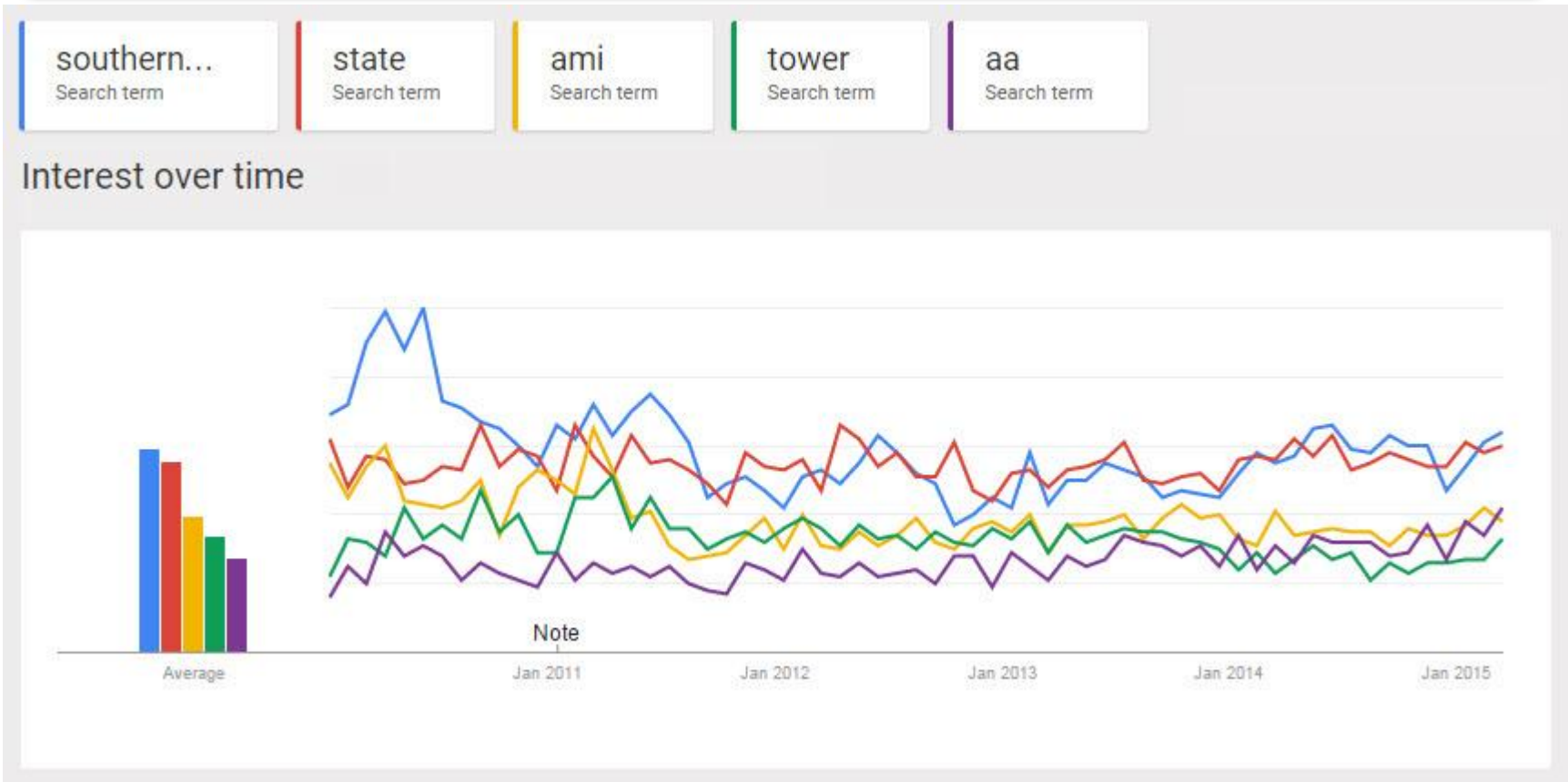
Graph source: Relative total keyword performance on a normalised scale of 1 to 100, Google Trends, New Zealand, Apr 2015



# Brand search trends

The chart illustrates the brand search terms for travel insurance providers in the insurance specific category. The trend data shows Southern Cross and State are leading in terms of online brand search. With nearly similar search volumes, Ami, Tower and AA are lagging behind its competitors.

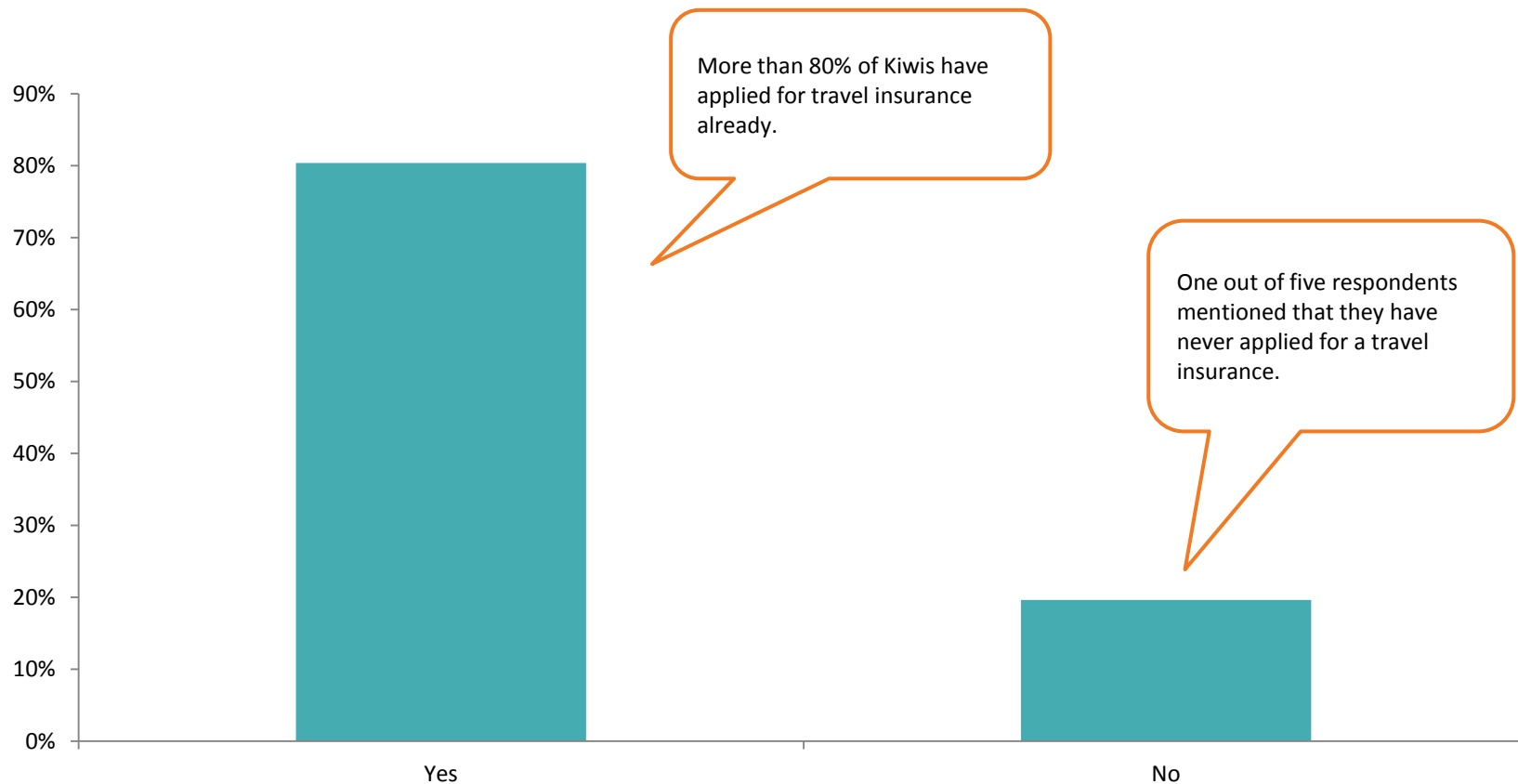
**To combat being left behind, runner-up travel insurance providers need to drive consumer brand recognition via search, display, social and email remarketing campaigns.**



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

# Consumer Research: Do Kiwis travel with insurance?

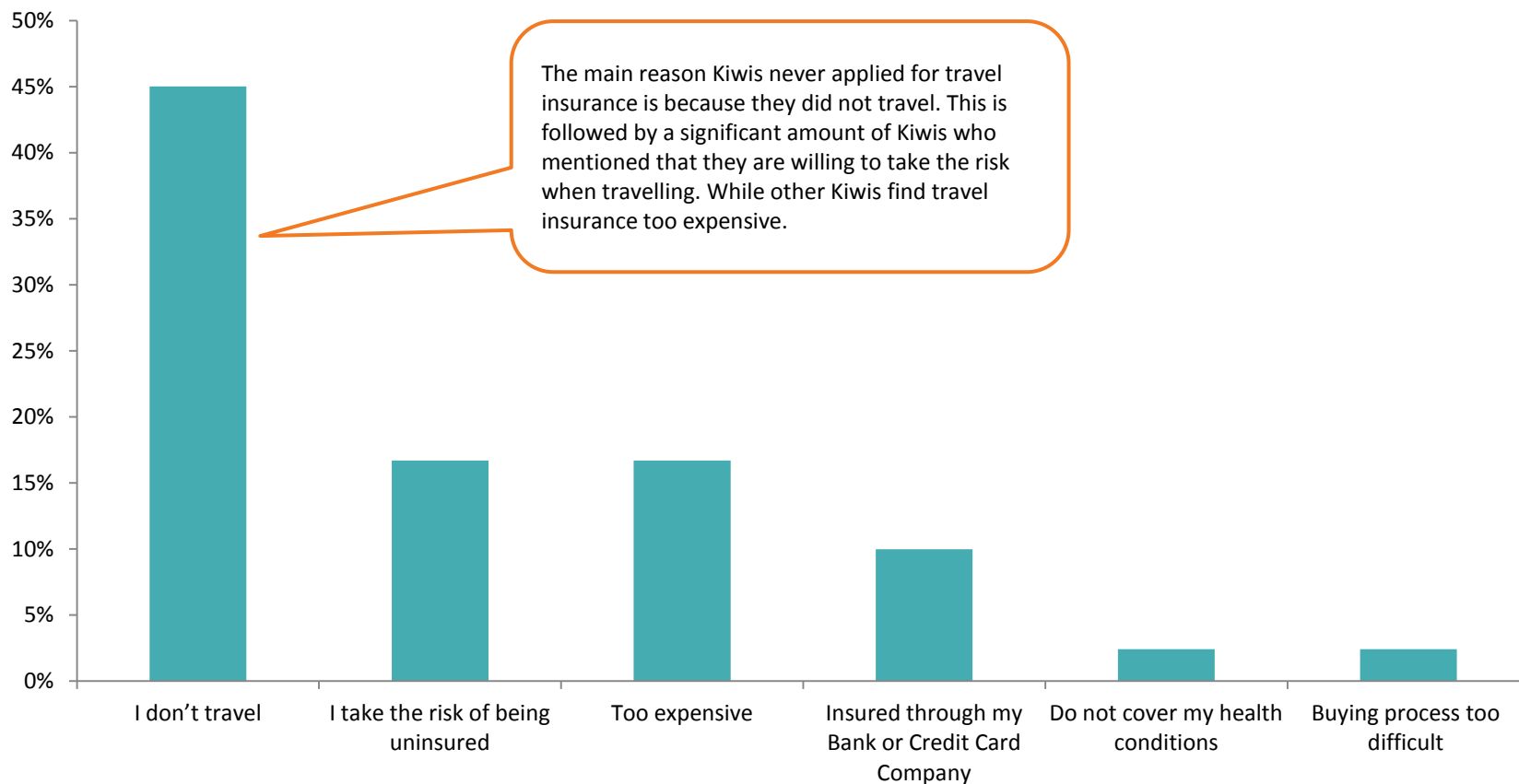
**Question 1: Have you ever applied for travel insurance?**



This representative survey was carried out by 3Di Research on the Great Sites platform June 2014 (n=1,889).

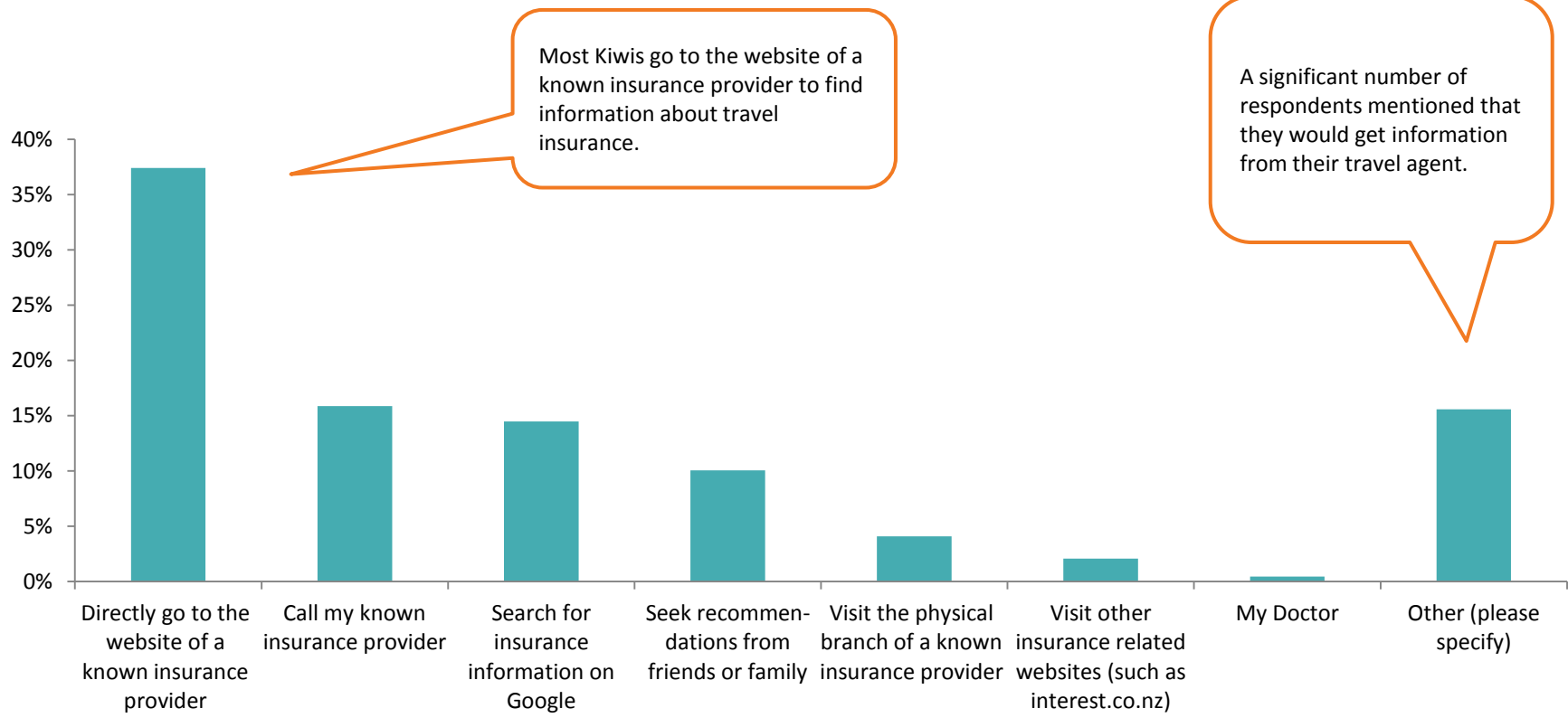
# Consumer Research: Reason for not having travel insurance

**Question 2: Why did you never apply for travel insurance?**



# Consumer Research: Finding information

**Question 3: Typically, where is the first place you go to find information or advice about travel insurance?**



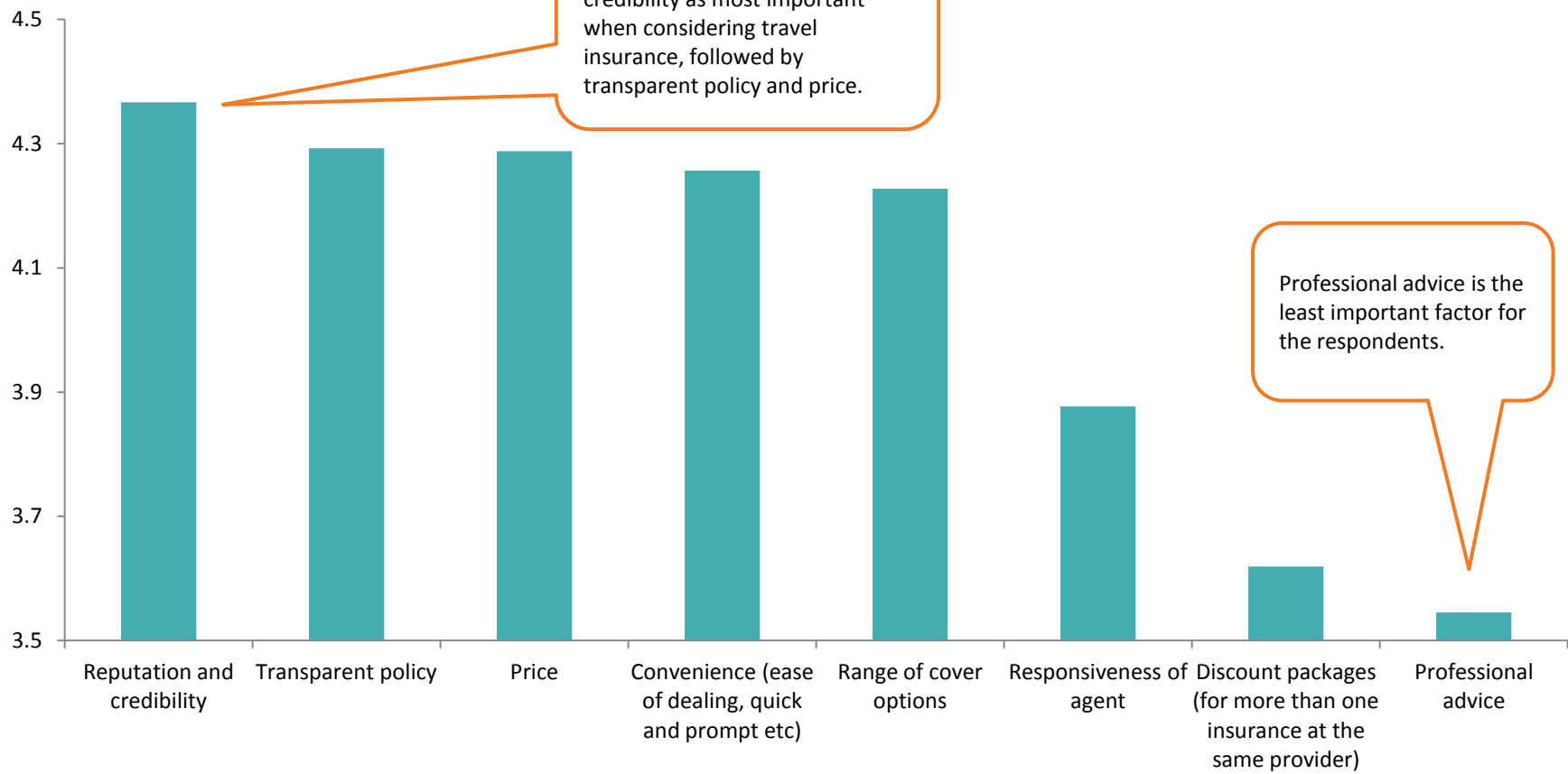
This representative survey was carried out by 3Di Research on the Great Sites platform June 2014 (n=1,740).

# Consumer Research: Most important when considering an insurance

**Question 4: What is most important to you when considering to purchase travel insurance? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)**

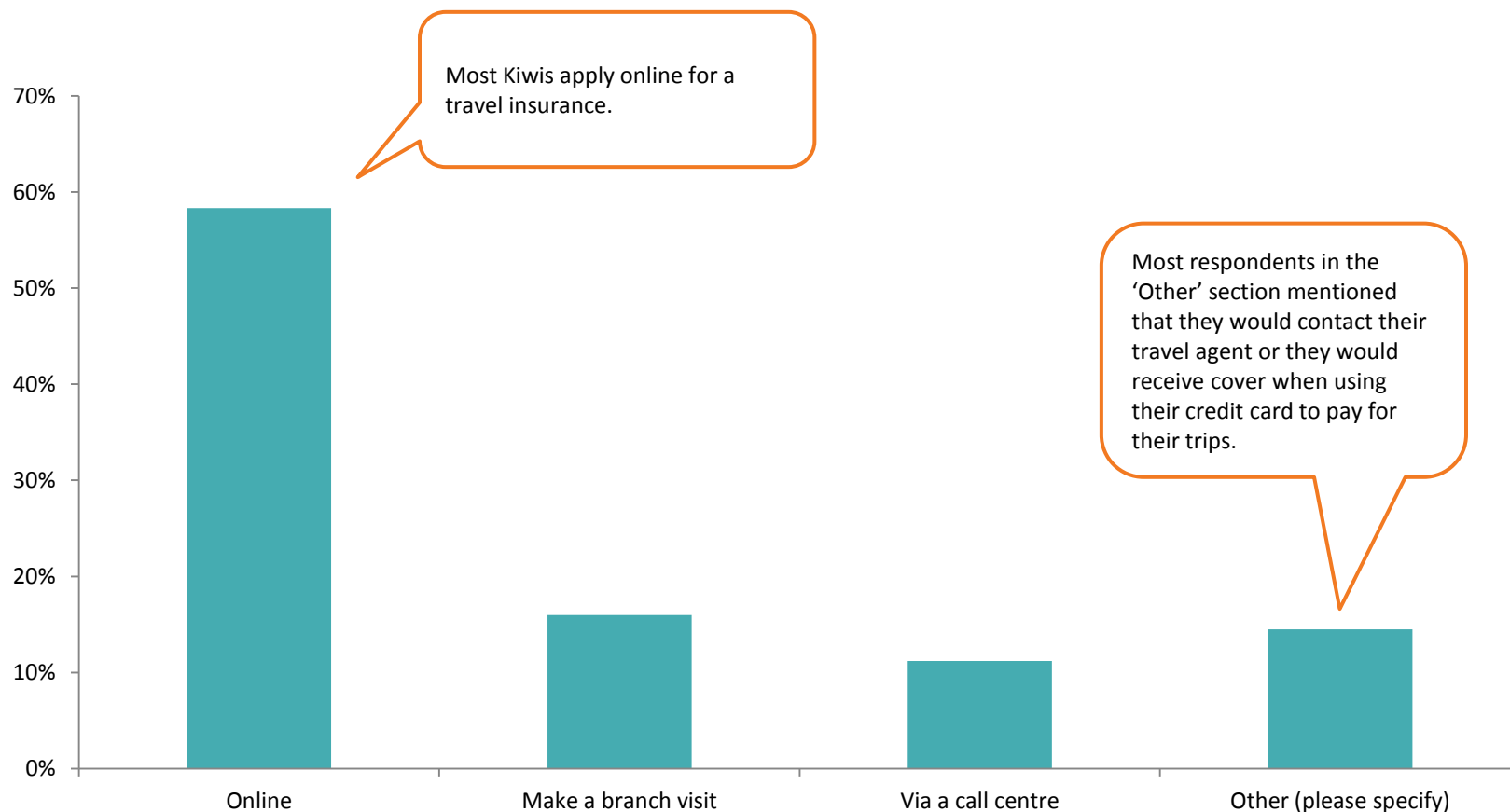
Kiwis perceive reputation and credibility as most important when considering travel insurance, followed by transparent policy and price.

Professional advice is the least important factor for the respondents.



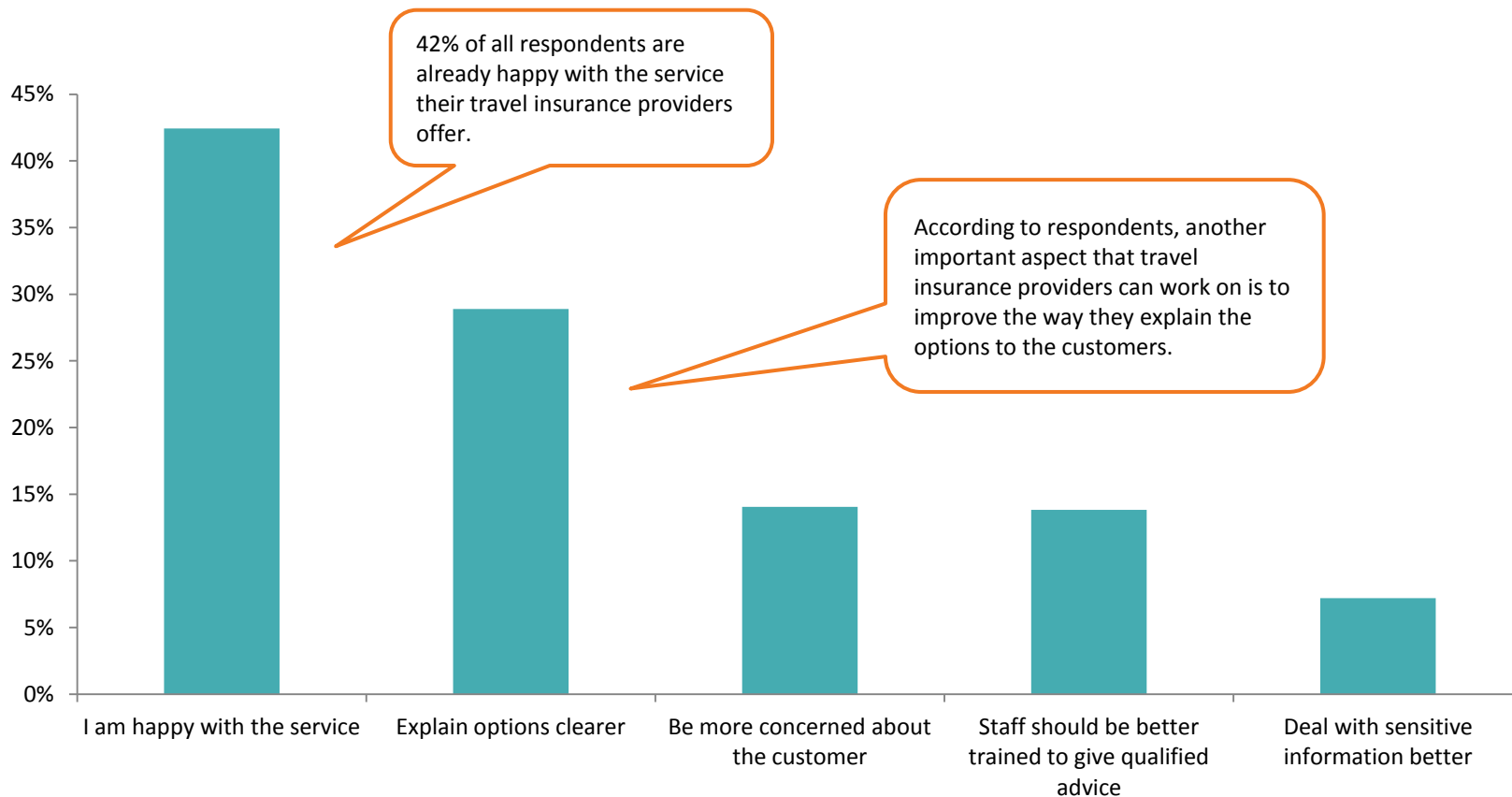
# Consumer Research: How do Kiwis apply for insurance?

**Question 5: How do you usually apply for travel insurance?**



# Consumer Research: Improvements to be made

**Question 6: What would you like to see travel insurance providers do to improve their services?**



This representative survey was carried out by 3Di Research on the Great Sites platform June 2014 (n=1,751).



# Travel Insurance – FIRST Insights



- Currently, Southern Cross stands out in the search landscape followed by Tower and AA, capturing a big proportion of the demand thanks to prominent organic and paid search presence.
- Our survey revealed that Kiwis consider reputation and credibility as the most important factor when purchasing travel insurance, followed by a transparent policy and good price. Companies need to continually improve their trustworthiness among Kiwis, especially through online touch points.
- Nearly 6 out of 10 Kiwis apply online for a travel insurance, which shows the importance of being visible in the digital space and providing great online customer experience.
- “2015 [is] set to be a year of adventure for Kiwis. Demand for international travel from New Zealand is on the up with more Kiwis than ever packing their bags and heading off overseas. Latest figures from Statistics New Zealand showed that more than 230,000 Kiwis set off on overseas trips in December 2014, the highest-ever figure for a December month<sup>1</sup>.” Thus, there is a need for travel insurance providers to create a strong online presence when customers search for the information they need in various online platforms.
- Search results are broadly dispersed among a wide range of competitors. In the competitive and margin-driven travel insurance market, providers need to optimise the most cost effective marketing channel - search.
- **A considered digital strategy that integrates both organic and paid search should be a key customer acquisition and revenue driver for travel insurance providers.**

<sup>1</sup>Source: 2015 set to be a year of adventure for Kiwis, Business.scoop.co.nz, Feb 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.

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