

QBE Insurance supercharges share of voice with the LinkedIn Audience Network

The commercial insurer cut cost per impression in half, extended the impact of its marketing budget and increased reach among the two audiences most crucial for its growth strategy.

QBE Insurance is already the 12th largest commercial insurer in the world – and it has ambitious plans for growing its business in Europe. Its marketing teams know that hitting these objectives depends on building awareness and confidence among both insurance brokers and their business customers. The power of LinkedIn data and the LinkedIn Audience Network has enabled the business to reach more of these key audiences – and grow the impact of its marketing budget to compete with more familiar consumer brands.



The Challenge

- Build share of voice and brand awareness for QBE Insurance
- Increase visibility for the brand across insurance brokers and end-buyers
- Cut cost per impression (CPM) to enable marketing budgets to do more



Why LinkedIn?

- Ability to target relevant audiences and specific accounts
- Quality and accountability of LinkedIn data, tracking reach and frequency across target audiences
- Range of thought leadership advertising formats
- Power of the LinkedIn Audience Network in extending reach across brand-safe environments



The Solution

- Company targeting to reach priority businesses and brokers without the need for email addresses
- Skills targeting to reach all potential insurance decision-makers, while excluding competitors
- LinkedIn Audience Network extends reach and frequency within target audiences



Results

-78%

Running QBE Insurance's thought leadership campaigns on the LinkedIn Audience Network reduced average cost per impression (CPM) by 56% and cost per click (CPC) by up to 78%

£500k

This amounted to cost savings of around £500,000 to be reinvested in marketing campaigns

63%

The LinkedIn Audience Network extended reach across QBE Insurance's target audiences by 12% and grew frequency by 63%

Score

The campaign drove significant improvements in the brand's Content Marketing Score and Topic Ownership score

Reaching key audiences with confidence

When an insurance broker makes a recommendation to a business customer, it helps if that customer has heard of the insurer they recommend. Head of Marketing, International Division, Chris Ward, knows that to drive growth for QBE Insurance in Europe, his team needs to find ways to grow the impact of its brand budget.

“Our big challenge is brand awareness,” he explains. “We need to influence both the insurance brokers that we sell through, and the people actually buying the insurance. We need to move that dial and demonstrate the impact that it has on our sales funnel.”

LinkedIn offers Chris and his team a unique opportunity to move that dial through the ability to reach both audiences reliably, at scale. “I’m a big advocate of LinkedIn because it’s so measurable – and it’s the most responsive platform that we have,” he says. “When I joined, I wanted to move away from blanket sponsorships and get more discipline into how we reached our audiences. LinkedIn is one hundred percent accountable, and it’s invaluable when you don’t have a large existing database of email addresses to target.”



Transforming reach and impact with the LinkedIn Audience Network

LinkedIn data and targeting provided the foundation for reaching brokers and insurance buyers. Running campaigns across the LinkedIn Audience Network meant that QBE Insurance could reach those audiences at a far wider scale – and dial up frequency and impact to build its share of voice.

“We’re able to reach brokers and risk managers even when they’re not on LinkedIn – and increasing our reach that way is a real positive for our business,” says Magda Kuczynska, Digital Marketing Analyst for QBE Insurance. “We’re able to use the same LinkedIn targeting criteria like Company Targeting for brokers and Skills and Job Titles for risk managers, and we can track what percentage of our audience we’re reaching.”

The LinkedIn Audience Network doesn’t just bring more of QBE Insurance’s addressable market within reach of its campaigns. It also does so at a hugely lower cost per impression (CPM), which extends the impact of its available budget.

“The cost savings from using the LinkedIn Audience Network have already added up to around half a million pounds, which we can then re-invest in marketing,” says Chris. “There’s often a lot of smoke and mirrors with programmatic advertising that depends on behavioural signals – but using LinkedIn data makes things far more accurate. We’re driving audience engagement at a fraction of the cost of traditional display ads.”

“The stakeholders within our business are always challenging us to do more, generate more impact and hit the next target,” says Magda. “This is a great way of delivering on that.”



There are so many layers of people that we need to reach, and the LinkedIn Audience Network gives us more ways to reach them while still leveraging LinkedIn data. It’s enabling us to spend our budget in the right way, create value for the business while saving money – and reach the specific audience we want.”



Chris Ward
Head of Marketing, International Division,
QBE Insurance