



die Mobiliar increases leads by 29% and lowers CPA by 22% with broad match

die Mobiliar

Insurance provider

EMEA - Switzerland • www.mobiliar.ch

Agency: ads&figures



The Challenge

Die Mobiliar, a leading insurance provider in Switzerland, is facing a more competitive market. To enhance its market presence and attract higher-quality leads, the company needed to expand its visibility across auctions in branded and generic campaigns.

The Approach

die Mobiliar had to determine whether a broad match approach could generate more leads while maintaining a fixed cost per acquisition (CPA). The company implemented three tests designed to acquire profitable new customers in the car insurance sector, including both generic and brand queries. To rapidly achieve statistical significance, it selected non-brand campaigns in multiple languages, generating a high volume of conversions. Subsequently, the company evenly distributed the budget between the original and test campaign. Additionally, the campaign used a Smart Bidding strategy to optimize bids and maximize conversions within the specified CPA target.

Partnering with ads&figures: The agency designed the three tests.

The Results

Following encouraging results in the car insurance sector, the test was expanded to encompass other areas and brand campaigns for a duration of four weeks. This strategic move resulted in a remarkable 30% surge in clicks across the entire account, effectively generating a 29% increase in leads while simultaneously achieving a 22% reduction in CPA. After this successful implementation, die Mobiliar, will continue to use Ai in its advertisement strategy.

“At first, I was a bit concerned about switching over to broad match, particularly in the brand keywords. However, the growth I've seen in terms of reach and leads speaks for itself.”

Katrin Wagner, BI & SEA Manager, ads&figures

30% 29% 22%

Increase in clicks

Increase in leads

Lower CPA

Primary Marketing Objective

- Generate Leads

Featured Product Area

- Search: Broad Match

& adsandfigures Google Ads