

AIG Israel Uplifted Purchase Intent for Mortgage Insurance by 30% with Taboola Video



“Mortgage insurance can be a challenging topic for people to deal with. Our main goal is to remove barriers and create demand from relevant people. A video is a great way to deliver our message, and once it’s viewed along customer journeys, they realize that buying mortgage insurance at AIG will save them a lot.

If I’m looking to bring in new customers, Taboola is the best first-interaction platform for conversions.”

- Liran Kabilo, PPC Campaign Manager, AIG Israel

COMPANY

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today **AIG** member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. In Israel, **AIG** is a direct to consumer company that doesn’t use agents.

CHALLENGE

Remove barriers to purchase and educate consumers on the savings that mortgage insurance from **AIG** can provide.

SOLUTION

Increase demand for the product with digital strategies—**AIG Israel** used **Taboola Video** to increase awareness and retarget the visitors who view at least 60% of the video.

RESULTS

With Taboola, **AIG Israel** saw that out of five digital marketing channels, **50% of people who made a purchase after viewing this campaign started their buyer journey with Taboola.** In addition, the campaign reached 400,000 people, and uplifted purchase intent by 30% in just 30 days.

50%

of People who Made a Purchase After Viewing this Campaign Started their Buyer Journey with Taboola

30%

Uplift on Purchase Intent in 30 Days

400,000

People Reached

Introduction

American International Group, Inc., also known as **AIG**, is an American multinational finance and insurance corporation with operations in more than 80 countries and jurisdictions.

In Israel, **AIG** is a direct to consumer company that doesn't use agents to promote their products. The main products that **AIG Israel** delivers are Car Insurance, Apartment

Insurance, Life Insurance, Medical Insurance and Mortgage Insurance.

Mortgage Insurance is mandatory for taking a mortgage loan. The bank offers mortgage insurance as well, which is often accepted without review of the competition. **AIG Israel** provides an alternative product for consumers.

Taboola Increases Purchase Intent for AIG Israel Mortgage Insurance in Just 30 Days

CAMPAIGN A

Taboola Feed

40% 40% 40%

המכשיר המהפכני ביותר לטיפול באבנים אצלכם לחודשיים התנסות!

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השאירו פרטים ונחזור אליכם

שם

טלפון

מזרו אלי עם הביטוי

חסכו בהוצאות החודשיות העבירו את ביטוח המשכנתא ל-AIG

מחשבון משרד האוצר קובע: AIG היא הווללה ביותר בביטוח המשכנתא

- הכיסוי הרחב ביותר במחיר הטוב ביותר
- יש לכם כבר ביטוח משכנתא בחברה אחרת? העברת הביטוח עלינו
- AIG משלמת תביעות הכי מהר (לשנת 2017)

המלצר: איתמר מילרמן | משרד אגודת

עד 10 מיליון ש"ח, המכסה עד 300,000 ₪ ברווחים לטובת התנדוד

CAMPAIGN B

Taboola Feed

ואין סיכוי שאתם משלמים על אינטרנט 500 ₪

ראש השב"כ לשעבר: "המתקפות נגד השירות - איום קשה ומסוכן"

המכשיר המהפכני לטיפול באבנים לחודשיים התנסו

B cure laser

מחפשים תיק מניות עם תשואה גבוהה? מצאנו עבורכם

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50% of People Who Made a Purchase After Viewing AIG's Campaign Started their Journey with Taboola

For **AIG Israel**, measuring the impact of their video campaigns was top priority. It was very important for them to measure attribution—they focused on the number of people who started their journey with Taboola and went on to consider **AIG's** mortgage insurance.

Of conversions counted from five other video digital marketing channels, **Taboola** was the top performer by far. 50% of people who went on to purchase mortgage insurance from these video campaigns started their journey with **Taboola**.

For **AIG Israel**, Taboola is the best platform for attracting new consumers that have never interacted with their brand before because of the platform's extensive, and always growing, audience.

AIG Israel Drives Conversions with Combination of Taboola Video and Sponsored Content

AIG Israel's main goal was to drive demand for their mortgage insurance offering, which breaks down to two different products—apartment insurance and life insurance. Their message was about cost efficiency. They wanted consumers to know they were the most economical option for them.

In order to educate their target market, **AIG Israel** used two video creatives. The first was text-based—an illustrated animation that exposed the value behind purchasing from **AIG Israel** in terms of cost to the consumer. They later developed a commercial with Ron Kaufman, a well-known Israeli sports commentator and journalist, which they also leveraged to reach consumers on on premium content sites.

They then used **Taboola Video** for distribution of both video creatives, and retargeted users who had completed the video with sponsored content—a landing page that prompted them to speak directly with a representative.

With **Taboola**, **AIG Israel** saw that out of five digital marketing channels, 50% of new customers began their journey with **Taboola**. In addition, the campaign reached 400,000 people, and uplifted purchase intent by 30% in 30 days.

They look forward to working with **Taboola** on both video and sponsored content campaigns in the future.