Adthena

Staysure™ Worth doing right

Case Study
Staysure

Guided by Adthena's data, Staysure reinvents their product lines while others retreat

Overview

Staysure is the UK's leader in travel insurance, with a history of meeting complex traveller needs. The company's superb reputation stems in part from its obsession with two things: customers and data. When the global pandemic sent its business into a nosedive and customers into crisis, those anchors and its longstanding relationship with Adthena helped the company keep a steady hand on the helm while competitors were jumping ship.

The pandemic shrank Staysure's market by

90%

New product offers launched in response

3

Main Challenges

When the pandemic hit and global travel came to a halt, Staysure saw their market shrink by 90%. Competitors dropped out, calls from panicked customers skyrocketed, and the company curtailed much of its marketing spend.

In this unprecedented and rapidly changing situation, what the company's leadership needed most was moment-to-moment insight. Which players are still in the market? What kind of opportunities are left? Should we turn off PPC or stay visible? How can we deliver what customers need right now?

For answers, they turned to Adthena data every single day and made decisions based on hard data rather than flight instinct.

Solution

During the height of the COVID pandemic, Adthena's insights gave Staysure's senior leadership team the facts and confidence they needed to not only stay in the travel insurance game, but also to innovate on behalf of travellers in need. And, every day, the digital marketing team met with C-level leaders to monitor the landscape.

New offers for the new normal

Our data revealed what travellers were searching for and where the competitive exodus had left gaps in the market. Using that intelligence, Staysure was able to reinvent its product offering in three key areas:

- Expanded cancellation cover: Coverage of COVID-related trip cancellations, medical expenses and repatriation costs, giving customers extra peace of mind.
- Protection against foreign travel advice: Coverage of any non-COVID related claims for trips where the government advises against all but 'Essential Travel'.
- Extended contract periods: Greater value by offering 3 months of free coverage.

Policing the rogues

Staysure is a by-the-books company that has worked hard to earn market trust. But not everyone was playing by Google's rules. Adthena's data empowered them to report false competitor claims to protect their market share and industry integrity.

Adthena

Staysure™ Worth doing right

3 adapted offers
brought to market based on Adthena's consumer insights

Sustained ROI
and lower CPCs as competitors took flight

Market leadership
established during the course of the pandemic

"I relied heavily on automation and toolsets during the darkest days of lockdown. The price of getting our decisions wrong **would have seen us hit the rocks like many of our competitors**, who have dropped out of the market during the pandemic.

Adthena enabled us to navigate choppy waters as a business, and helped me to forge stronger relationships with senior leaders by having reliable data to act upon."

James Robinson
Head of Digital Marketing, Staysure

See how we can help you reach, acquire and retain customers

Define your universe
Make informed, strategic decisions with your very own machine-learned Whole Market View

Strategic Intelligence
Gain unrivalled competitive clarity to optimize your digital marketing strategies and maximize revenue

Capture every move
Stay ahead of your rivals with Smart Monitor, an automated AI threat and opportunity-detecting technology

Maximize brand engagement
Engage with your customers by turning competitive gaps and market changes into opportunities

Empower your teams
Leverage our industry expert consultants, delivering bespoke reports through customized Solution Services

Learn about our technology today.

Maximize your search performance by leveraging AI to monitor your entire competitive landscape.
Learn more about Adthena today.

Request a demo

hello@adthena.com
Adthena.com