

Running incentive campaigns post GIPP

We are now in the second quarter since the General Insurance Pricing Practices came into force. It's had a big impact on insurance clients, with many withdrawing from Cashback sites and ceasing incentivised offers with Content, Community and Price Comparison Sites.



Are incentive campaigns dead?

No!

Relevant sites continue to attract large audiences of in-market prospects looking for their next GI provider. Our Partner base has seen less than a 1% dip on quarterly sales and even Cashback sites, who have been most impacted, have still generated over 180k sales of GI products on the Optimise Network in Q1 2022.



So what's next?

Clearly, brands who achieve prominence on these sites are doing well and an increasing number have re-entered the market.

But brands face added challenges to effectively promote their products. We are helping brands such as Hastings and Home Protect to achieve this and believe we have options for you to achieve substantial sales from incentivised offers, and drive brand preference within Comparison results.

Our solutions

We've adapted to the new rules and created new products, which offer solutions for acquiring new customers whilst at the same time ensuring renewing customers are taken care of – i.e. meeting the equivalent new business price requirements. These solutions enable relationships and drive brand preference through:

- **Cashback Rewards,**
- **Cash Equivalent Rewards, and**
- **Non-Cash Rewards programmes**

Cashback Rewards

It's not necessary to offer an eye-catching headline cashback rate to gain customers from cashback sites. Indeed, offering a rate which is calculated to keep a customer renewing provides a sustainable incentive for customers to engage.

To support Cashback offers Optimise has created Renewal Checker. Renewal Checker processes both new and renewing customers ensuring a renewing customer gets paid the current cashback rate.

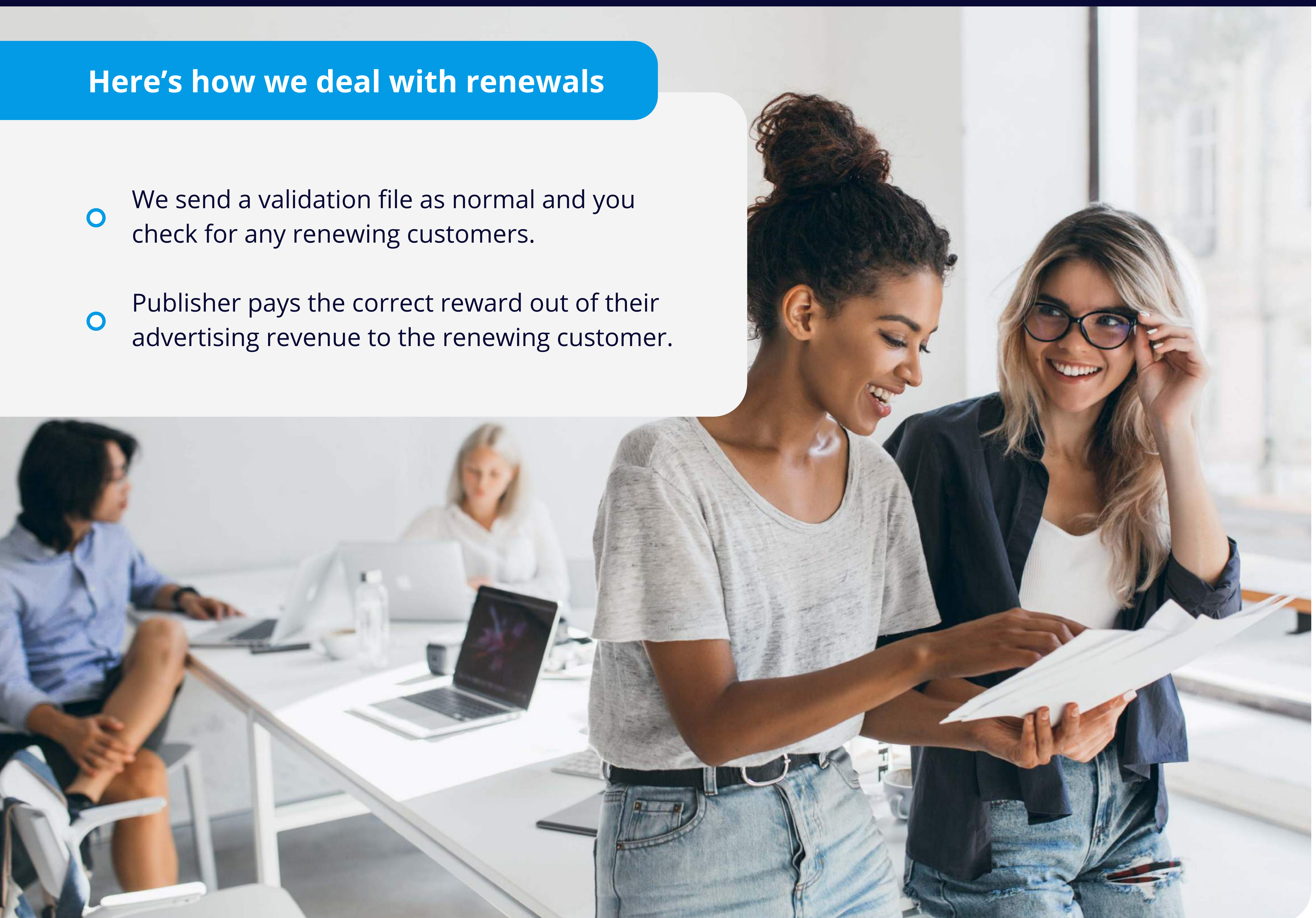
Our processes are simple and seamless and designed to work in conjunction with normal affiliate activities. As the cashback value doesn't need to be factored into the renewal quote, no changes need to be made to your internal renewal pricing models.

Optimise will ensure renewing customers receive remuneration through our existing relationships with Cashback publishers.

The functionality ensures compliance with the rules and provides brands the freedom to set a CPA cashback rate which works for them – and even to overlay further offers to give their products added appeal.

Here's how we deal with renewals

- We send a validation file as normal and you check for any renewing customers.
- Publisher pays the correct reward out of their advertising revenue to the renewing customer.



Cash Equivalent Rewards

Optimise helps brands create and deliver incentivised campaigns using Cash Equivalent Rewards, with leading Content, Community and Price Comparison Sites. These campaigns are designed to deliver significant incremental sales and drive brand preference through the placement of an attractive offer to a highly targeted audience.

Our Rewards platform powers the whole process - from sign up to fulfilment. We even manage any enquiries on your behalf using intelligent enquiry management forms. There's no limit on what rewards we can offer; from shopping to dining to experiences - we have a fulfilment partner to fit your brand.

How it works....



Advertiser displays an offer to a customer



Customer completes their purchase on the advertiser site



Advertiser sends the customer details to Optimise

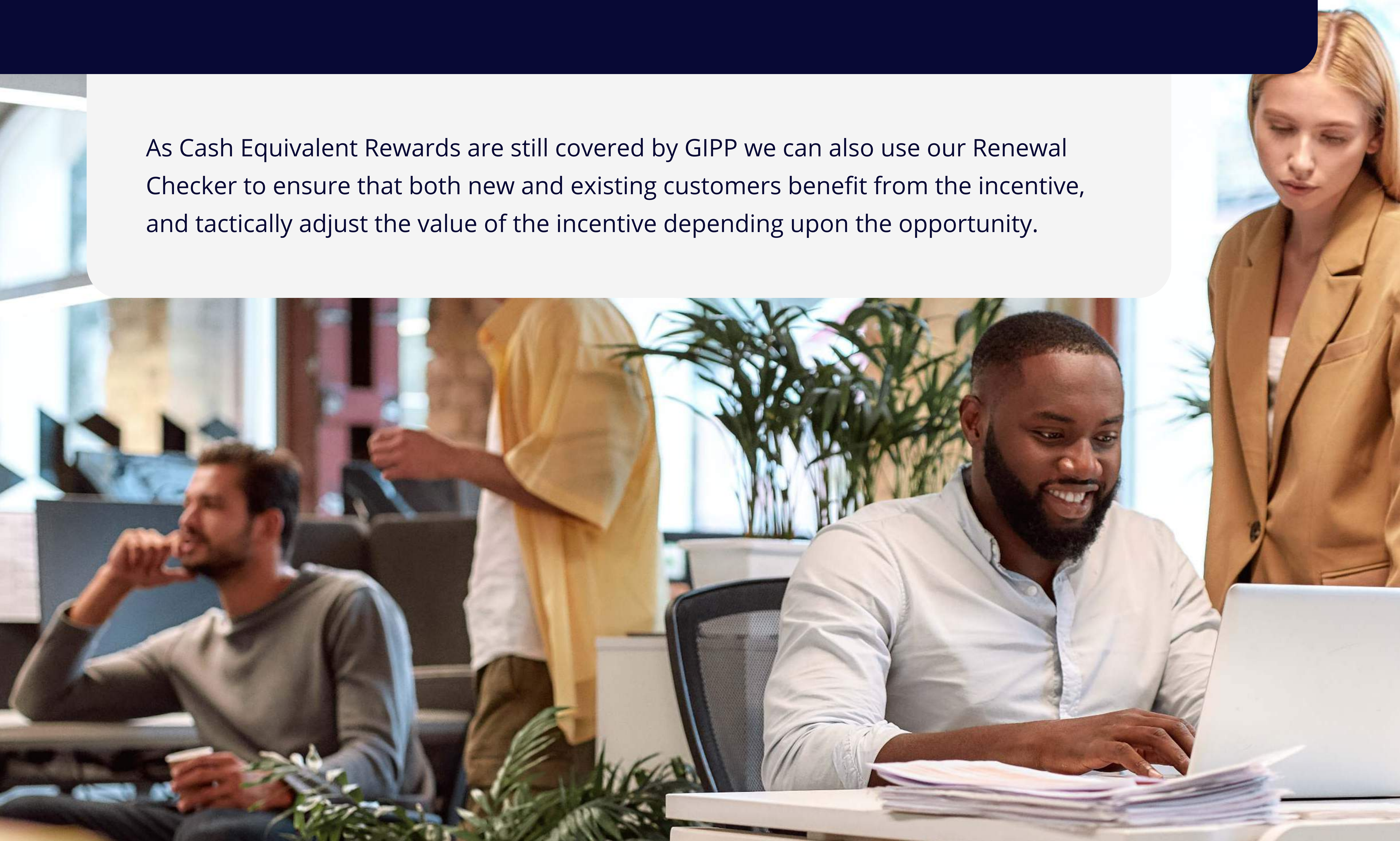


Optimise send Reward claim email



Customer claims their Reward

As Cash Equivalent Rewards are still covered by GIPP we can also use our Renewal Checker to ensure that both new and existing customers benefit from the incentive, and tactically adjust the value of the incentive depending upon the opportunity.



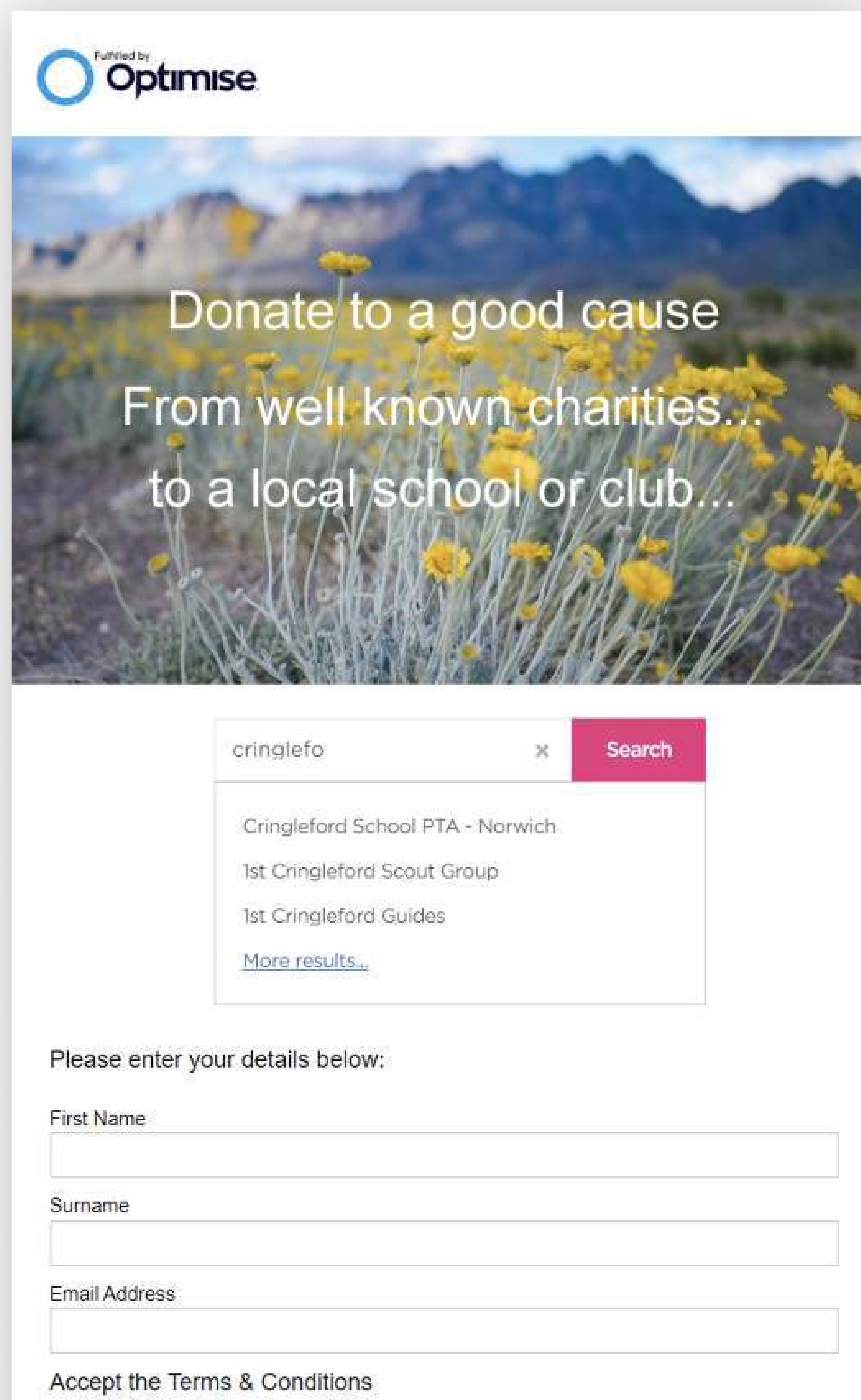
Non-cash Rewards

For brands with a significant back book generated on cashback sites, where they can't afford to continue offering cashback, Optimise has developed a range of solutions to support Non-Cash Rewards. These include donations to charities and good causes plus purchases of Carbon Credits through a range of UK and international carbon offsetting projects.

Importantly we have devised these campaigns to support causes close to each customer's heart; with the ability to select from tens of thousands of local good causes which exist in every community.

Non-cash rewards aren't covered by GIPP because your customer isn't receiving a benefit in kind. There is no need to provide the same incentive at renewal. Yet the proposition provides Insurance brands with the ability to:

- Drive brand preference within Price Comparison and Content Sites
- Gain the exposure offered by large incentive sites and demonstrate your commitment to good causes by partnering with local charities.
- Demonstrate your brand values through the good causes you support



Fulfilled by **Optimise**

Donate to a good cause
From well known charities...
to a local school or club...

cringlefo

- Cringleford School PTA - Norwich
- 1st Cringleford Scout Group
- 1st Cringleford Guides
- [More results...](#)

Please enter your details below:

First Name:

Surname:

Email Address:

Accept the Terms & Conditions

Next Steps



If you would like to speak with us about how we can help you achieve more through the use of Incentives or about marketing with Partners then please let your Account Manager know; or if you are new to Optimise contact us

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