

## Price Comparison Sites in General Insurance - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Price comparison websites have cemented their role in the way that people buy financial products, particularly within the insurance sector. Market leaders are spending generously in order to stand-out from their rivals.”  
– Sean Song, Financial Services Research Analyst

### This report looks at the following areas:

- Consumer loyalty is low and offering additional perks is a must as competition intensifies
- Building consumer trust is just as important as building a brand image

Within such a competitive market environment building trust should not be overlooked in favour of creating a memorable image, as trust will be a longer-term determining future success. This, and rewarding loyalty, which market leader Comparethemarket has successfully made strides toward with its ‘Meerkat Movies’ promotion, will set the tone for the market over the next few years

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Consumer loyalty is low and offering additional perks is a must as competition intensifies

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- The facts
- The implications
- Building consumer trust is just as important as building a brand image
- The facts
- The implications

## The Market – What You Need To Know

- PCWs are most used for insurance products, while credit cards & savings accounts are up-and-coming
- The FCA outlines its expectations for the future
- 23% of tablet owners have accessed a PCW on their device

## Market Developments

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- Google's comparison service visited by 14% of consumers
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Comparethemarket takes to Facebook to use video ads  
 GoCompare.com  
 Insurance company, Esure, buys majority share in Gocompare  
 Gocompare increases TV-spending by sponsoring game show  
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 Confused.com  
 Confused.com partners with Motors.co.uk  
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uSwitch.com struggles to create an upbeat image

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Comparethemarket.com ramps up advertising spend

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Nielsen Media Research advertising coverage

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47% of consumers have used a PCW to purchase an insurance product

Three key consumer segments: The Purchasers, Just Checking, and Non-users

Most consumers don't restrict themselves to just one PCW when researching or buying

Laptop and desktop usage ahead, but tablets are up-and-coming

Market coverage is a concern for 63% of consumers

Only 16% are willing to pay a fee for a service which offers more detail

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The mainstream products boast superior conversion rates

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Comparethemarket.com leads a competitive market landscape

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