

Insurance Auto Auctions Drives Conversions With Mobile Website

Located near Chicago, Insurance Auto Auctions, Inc., (IAAI) is North America's largest vehiclebuyer / auctioneer, reselling insurance-salvaged and donated vehicles, and purchasing vehicles from the general public. Since 1982, the company has sold more than 15.8 million vehicles at its more than 150 company-owned auction locations. The company uses a dedicated website, cars.iaai.com, to connect with vehicle owners who want to sell their cars directly to IAAI for cash.

Problem

IAAI wanted to create a mobile site for vehicle sellers. With approximately 20 percent of its AdWords advertising budget devoted to mobile, the IAAI team wanted to place a stronger emphasis on mobile conversions.

The goals were to:

- Drive lead-generation and increased conversions
- Be accessible to drivers on any platform
- Sustain a consistent site experience
- Create brand equity in the minds of site visitors

Solution

Once the mobile site was built, the next big challenge was to drive traffic and conversions. The IAAI team worked closely with Marcel Media to launch mobile-targeted AdWords campaigns in February, 2011.

Solution:

- Built an optimized mobile site with prioritized content and tools
- Automatic redirect from web to mobile site for mobile devices
- Tested and refined AdWords mobile-targeted campaigns
- Continued planning for AdWords campaign optimization and site features

Mobile Site Best Practices Used:

- Keep it Quick
- Simplify Navigation
- Make it Easy to Convert
- Make it Local
- Use Mobile Site Redirects
- Listen, Learn and Iterate

Results

Continued testing and tweaking of the mobile-targeted AdWords campaigns has reaped consistently impressive results:

- 20% of conversions now come from the mobile
- Averaging 58% increase in mobile site traffic
- Averaging 200 - 250 mobile site conversions
- Achieved targeted cost-per-conversion



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