

# Intact Insurance

## CASE STUDY

Intact Insurance is a top provider of auto and home insurance in Quebec. Their 'my Drive' app allows customers to track their driving habits and receive a personalized insurance premium. It also helps users learn more about their driving and offers tips to improve it—potentially lowering their premiums in the process.

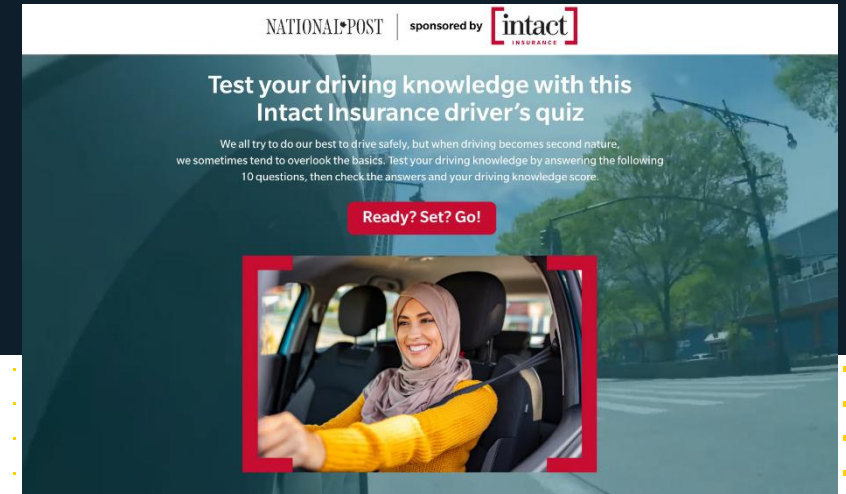
## STRATEGY

The goal was to position Intact Insurance as a leader in the auto insurance field while showcasing what their 'my Drive' app can offer users.

To achieve this, we created a fun and engaging interactive page. This page was promoted both on and off network to a targeted audience. The format was an interactive quiz, where users tested their knowledge of driving, road rules, and habits.

After answering the quiz questions, users received a score along with tips on improving their driving habits. We also included a link to the 'my Drive' app for more information, giving users an easy way to learn more.

Link to quiz: <https://view.ceros.com/postmedia-network/23-78-intact-insurance-ceros-page-feb14-final-1/p/1>



## RESULTS

Postmedia's strategy led to impressive results with a high number of impressions and engagement. Thanks to social amplification, thousands of users completed all 10 questions of the quiz, with many choosing to save it for later. The campaign achieved an engagement rate of 4.16%, far exceeding the benchmark of 0.8%. This highlights how well the interactive quiz captured readers' attention and demonstrates the power of interactive content in boosting brand awareness.

**5x**

INCREASE IN CTR  
COMPARED TO  
BENCHMARK

**800K+**

SOCIAL IMPRESSIONS  
SERVED

**2min+**

AVERAGE TIME SPENT ON  
PAGE

**300K+**

TOTAL PAGE VIEWS

**5x**

HIGHER AVERAGE  
ENGAGEMENT RATE THAN  
BENCHMARK

**8K**

AVERAGE PAGE VIEWS  
PER DAY

**450K+**

INTERACTION CLICKS

**29K+**

UNIQUE VISITORS TO PAGE