

# ERV UK offer last minute Travel Insurance via Mobile with Eye Airports

## THE DETAILS:

ERV UK launched ERV Go, the first fully mobile last-minute travel insurance product on Eye Airports' digital formats at London Gatwick. The product offers passengers reduced costs via mobile right up to take off.

Fuelled by insight that nearly 20% of British holidaymakers travel without insurance, with nearly 80% not having the means to pay a hospital bill abroad, ERV capitalised on the perfect time and place to reach customers.

Eye Airports used the latest technology to offer programmable advertising with the addition of advanced mobile device tools like QR, Near Field Communication (NFC), text (SMS) and Wi-Fi technology. This allowed ERV to reach customers not available through traditional advertising methods.

## RESULTS:

- There was an almost **50% conversion rate** with over 50% of visits during the Gatwick-only campaign via mobile and tablet.
- Beyond Gatwick, the project has been rolled out nationally across Eye Airports' media in Stansted, Belfast, Newcastle, East Midlands, Bournemouth and Southampton Airports.

## TESTIMONIAL:

Steve Dodd, E-Commerce Manager for ERV UK, said: "While launching ERV Go as an innovative new product, we needed a partner who had the technology and environment to deliver it to customers effectively. Eye Airports offered an excellent platform to serve our last-minute product to passengers at the right time and the results were extremely positive."

ERV Go

Last-minute Travel Insurance

from £3.06



Last-minute Travel Insurance



## KEY FACTS

Client: ERV UK  
Date: Dec 2014 – Jan 2015  
Campaign: ERV Go  
"Buy on Your mobile"  
Location: Gatwick Airport  
Target Market:  
Holidaymakers

London: 0207 520 7419 | Manchester: 0161 219 7700

Web: [eyeairports.com](http://eyeairports.com) | Twitter: @EyeAirports

