Car Insurance

UK: Key trends
News

- Car Insurance claims fell, but **premiums didn’t follow**
  - Motor insurance claims fell 48% quarter-on-quarter, but the total value of claims fell only 5%
  - ABI report car insurance premiums at £460, a four-year low

- Press coverage advising customers that the best deals **may not be on PCWs**
  - Insurers may offer better deals to customers that go to their site directly

- Auto-renewals have risen 40% in last 6 months, costing **motorists up to £289**
  - Colloquially known as ‘loyalty tax’ – it is at its highest rate since 2017

- Aviva exited broker panels & plans to **roll out on more PCWs**
  - In June Aviva began a car insurance trial on Confused.com's panel
Marketplace trends

Impressions fell -11% week-over-week (WoW) while clicks grew slightly, remaining significantly above the average. Meanwhile click-through rate (CTR) continues to grow 0.9% above the average. Cost per clicks (CPC’s) also remain below the average.
Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the *Digital Advertiser's Guide to COVID-19*