

# Car Insurance

UK: Key trends



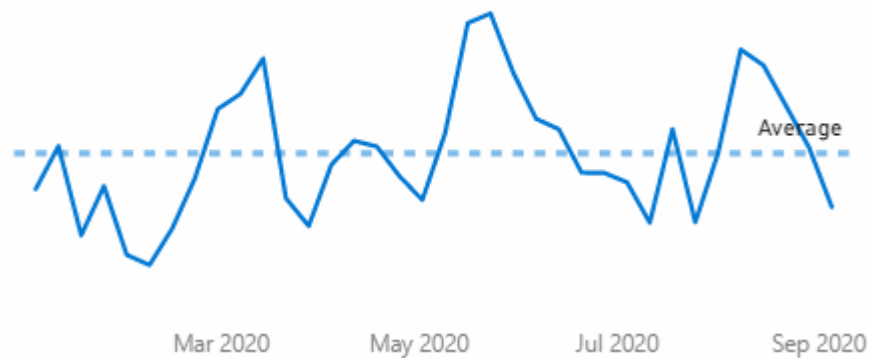
# News

- 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

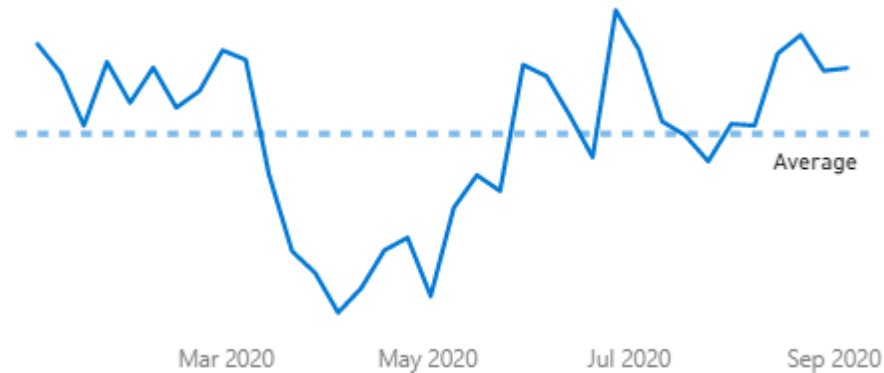
# Marketplace trends

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.

### Impressions



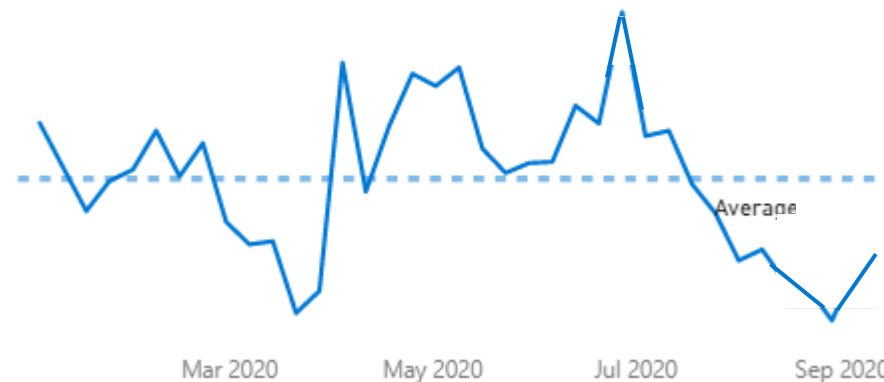
### Clicks



### Click Through Rate (CTR)



### Cost Per Click (CPC)



# 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](#)