

# GoShorty wins pure profit on pay-per-click temporary vehicle cover

How our tech boosted commission by 16% and maximised sales



## THE PROBLEM

Sales are driven by Google ad word searches and pay-per-click is expensive. So what do you do when the market is competitive and retention is key?

## THE ASK

GoShorty presented an interesting challenge. They required two very distinct AI strategies. For Private Car we targeted a growth strategy to maximise sales without dropping commission average; whilst for Commercial Van we focused on 'money left on the table' without impacting sales volumes.

## THE TEST

In a live AB test we compared quotes being put through our AI before presenting them to the customer, with quotes going straight to the customer without any AI applied.

## THE RESULTS

As we identified optimal price points, we targeted Private Car to increase sales by over 10% – and commission by over 12%. At the same time, we targeted Commercial Vehicle separately to win a 16% increase in commission, without losing sales.

Private Car	Sales Uplift	Commission Uplift
	10.4%	12.6%

Commercial Vehicle	Sales Uplift	Commission Uplift
	2.8%	16.4%

## CONCLUSION

Nuon's proprietary AI algorithms allowed us to focus on two key portions of the book, using optimal price points to bring in impressive sales and commission for our customer.

Pure results. Pure profit for our customer.

# Unlock the power of real-time AI pricing

Ready to see what nuon.ai can do for you? Get in touch

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# GoShorty

*"At GoShorty we are hyper-focused on pricing and rapid book growth, whilst achieving profitability targets. Nuon has been integral to achieving this."*

Matt Wood, Pricing Director  
GoShorty

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