

Driving Insurance Innovation

Engaging audiences with an interactive quiz

OVERVIEW

Intact Insurance, a top provider of auto and home coverage in Quebec, wanted to spotlight their 'my Drive' app—a tool that tracks driving habits, rewards safer driving, and helps users' lower premiums. The goal was to position Intact as a leader in auto insurance while showing the app's value in an approachable, interactive way.

APPROACH

Postmedia built a custom quiz landing page where users tested their knowledge of road rules and driving habits. Each participant received a score, personalized tips, and a direct link to learn more about the 'my Drive' app. You can explore the quiz here: [Interactive Quiz Link](#).

The quiz was promoted through social amplification and Postmedia's network, generating over 800K impressions and driving 29K unique visitors. Engagement was exceptional: more than 450K interaction clicks were logged, users averaged 2+ minutes on page, and the campaign delivered 8K daily page views at peak.

CONCLUSION

By combining education with interactivity, the campaign kept readers engaged well beyond benchmarks. Thousands completed all 10 questions of the quiz, with many returning to save or revisit later. The experience highlighted Intact's commitment to innovation and proved the power of interactive content to build brand awareness.

5x

HIGHER ENGAGEMENT RATE THAN BENCHMARK*

300K+

TOTAL PAGE VIEWS

800K+

SOCIAL IMPRESSIONS



*Benchmarks are industry averages.