

Staysure relies on Similarweb to survive the global pandemic

When Covid-19 hit, [UK's #1 travel insurance company Staysure](#) turned to Similarweb for insights to adapt their business strategy quickly.

With Similarweb's industry and competitive intelligence analytics, Staysure identified the need for a new product, designed to meet the changing requirements of their customers in a highly challenging market.



"Similarweb has kept us in business. When times are challenging, it's all about understanding what the competition is doing, where we fit in the industry, and what's going on in the market overall. Similarweb helped us identify how market demands were shifting, so we could adapt and continue to operate."

James Robinson | Head of Digital Marketing

Staysure™

CHALLENGE

Survive the global pandemic in one of the hardest hit industries: travel.

After the U.K.'s Foreign, Commonwealth, and Development Office advised against travel, with few exceptions, the travel industry saw losses of approximately 70% year-over-year. Even as some people travelled outside the country, many wondered: how can a company insure the uninsurable?

SUCCESS

Pivot their digital marketing strategy and meet the demand for new products in a shifting industry

Using Similarweb's insights, Staysure:

- Analyzed competitors' digital marketing tactics in real-time
- Monitored the industry to know when recovery was occurring post-lockdown
- Saw growing demand for Covid-19 travel insurance and the need to develop products protecting against cancellations, medical expenses, and repatriation.
- Is confident in their ongoing strategy knowing that SimilarWeb is able to support them throughout a more prosperous 2021.

Set up a one-on-one demo to learn how their success can be yours.

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