Top Insurance Company Identifies In-Market Prospects

Background
Automotive, motorcycle & retirement insurance firm

One of the largest insurance providers in the United States was seeking leads for its sales agents of consumers in the market for automotive, motorcycle and retirement insurance. It tasked RadiumOne to help unlock the power of digital advertising.

Objective
Deliver high quality leads cost effectively

The insurance company asked RadiumOne to deliver high-quality leads in the form of consumers looking to find an agent or to start the process of getting a quote. With a certain Cost Per Acquisition (in this case, Lead) goal in mind, its primary goal was to get leads that converted to customers at a high enough rate to continue investing in the channel.

Solution
Identify and target in-market insurance customers in real-time

The RadiumOne campaign was built around three data-driven strategies:

1 **Gather the signals of high intent**
To understand when consumers were in the market for insurance policies (or might be soon), RadiumOne analyzed all of the most valuable signals of consumer prospecting and intent from across the entire digital ecosystem and the whole consumer journey.

2 **Identify highest-value targets in real-time**
RadiumOne's real-time data activation technology enabled the company to target consumers who demonstrated high intent and reach them in real-time, at the very moment it mattered most.

3 **Deliver ads at the right time, right place**
Whether on their smartphones, tablets, desktops or even smart TVs, RadiumOne reached in-market consumers with targeted contextual and video ad units on their favorite digital media properties, serving them compelling ad campaigns designed for conversion.

Results
Effective CPA rate, with high lead-to-policy conversions

$ **$25 – 30 CPA for "Get a Quote" & "Find an Agent"**

⟳ **40% Conversion from Quote Start to Finish**

👤 **Nearly 10,000 Leads Per Month**

Delivering thousands of leads every month, RadiumOne consistently hit or exceeded the company's CPA benchmarks. Nearly 40% of those who started a quote request going on to fire the 'Quote Complete' conversion pixel, demonstrating that RadiumOne drove high-value users who were serious in their intent. When consumers were shown both desktop and mobile display ads, conversion rates increased 69%. RadiumOne was rewarded with additional budget every month.