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

1 Identify high-value targets by gathering consumer signals

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. This allowed RadiumOne to identify target consumers who demonstrated high intent and therefor labeling them as high value prospects.

2 Predict the marketing outcomes that will drive lead generation and conversion rates

Once RadiumOne had a profile of the client's high-value prospects, it used audience insights reports to develop a customer acquisition media strategy aimed to reach high value targets in real-time.

3 Activate accountable advertising to the consumers that matter

Whether on their smartphones, tablets, desktops or even smart TVs, RadiumOne used generated insights and predictive analytics to reach in-market consumers with targeted contextual and video ads on content areas popular with insurance shoppers. RadiumOne's extensive partner ecosystem allowed the client to create compelling ads that were designed to aid in conversions.

Results

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

Increased Quote Conversions from 40% to 69%

Nearly 10,000 New Leads Generated Per Month