

ADVANCED  
CONTEXTUAL



## INSURANCE CASE STUDIES

### CAMPAIGN PERFORMANCE

- Auto Insurance Provider

### PERFORMANCE SNAPSHOTS

- Motorcycle Insurance
- LGBT
- Recruiting New Agents

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# CAMPAIGN PERFORMANCE: AUTO INSURANCE CASE STUDY DRIVING QUALIFIED QUOTES & BRAND LIFT USING RELEVANT CONTENT



## OBJECTIVE

Major insurance company wanted to increase brand lift among auto owners and generate quotes for their auto insurance offering.

## STRATEGY

- 1) Created custom Content Targets™ around: Auto Trends, Vehicle Owners, B2B Finance, Business Travelers, Entertainment, Weather, Travel, Family Planning, Homeowners/Renters, and Personal Finance.
- 2) Discovered content around Auto Trends and Vehicle Owners resonated best with auto owners and generated the strongest performance.
- 3) Optimized towards top-performing Content Targets™ and media types to drive brand lift and efficient cost per quote, which were the client's KPIs.
- 4) Provided the client valuable insights around how spikes in content consumption correlated with efficient results, particularly around how auto shows & holidays trended throughout the campaign.

## RESULTS

Advanced Contextual delivered an efficient campaign with an overall \$17 cost per quote (CPQ). Due to an effective optimization strategy, the CPQ saw consistent improvements yielding a campaign low of \$7 on the final day of the flight. Our CPQ and ability to drive brand lift has resulted in repeat business with an always-on strategy for this satisfied client.



**\$30**  
CPQ  
BENCHMARK

**\$17**  
CPQ  
DELIVERED

**43%**  
EXCEEDED  
BENCHMARK

## PERFORMANCE SNAPSHOTS

# CAMPAIGN SUCCESS WITH INSURANCE CLIENTS



### MOTORCYCLE INSURANCE

#### SUMMARY

Major insurance company wanted to drive awareness and consideration of their motorcycle insurance offerings.

#### OUTCOME

We pinpointed content around motorcycle shows and new bike reviews to engage with people in the mindset of purchasing motorcycle insurance – resulting in successful conversions.



### LGBT

#### SUMMARY

Major insurance company wanted to prompt LGBT consumers to seek advice from an agent about their insurance options.

#### OUTCOME

When the Supreme Court ruled in favor of same-sex marriage nationwide, we capitalized on the announcement by aligning with relevant content surrounding LGBT awareness, pride events, and domestic partnerships – achieving strong CTR and CPA performance.



### RECRUITING NEW AGENTS

#### SUMMARY

Major insurance company wanted to recruit new insurance agents and promote their franchises as an appealing career opportunity.

#### OUTCOME

We leveraged entrepreneurial and business growth articles to identify content likely to attract people interested in new careers – achieving CPV goals across desktop/mobile and earning repeat business.

## AUDIENCE INTELLIGENCE REPORT INSIGHTS REACHING INSURANCE SHOPPERS THROUGH RELATED CONTENT



Advanced Contextual's Audience Intelligence enables you to extend your targeting tactics based on observed content consumption behavior & scale beyond endemic content to connect with your ideal audiences. These over-indexing topics can be added as Content Targets™ to test during your campaign – allowing you to reach your ideal consumers in less-obvious content environments to understand where else your message resonates best.

CONSUMERS READING ABOUT **AUTO INSURANCE** ARE MORE LIKELY TO READ ABOUT THE TOPICS BELOW, COMPARED TO ALL OTHER TOPICS ONLINE:



PERSONAL INVESTING

**13X**

*more often than average*



BUILDING CREDIT

**12X**

*more often than average*

CONSUMERS READING ABOUT HOME **INSURANCE** ARE MORE LIKELY TO READ ABOUT THE TOPICS BELOW, COMPARED TO ALL OTHER TOPICS ONLINE:



TRENDING BUSINESS NEWS

**21X**

*more often than average*



TECH INDUSTRY NEWS

**20X**

*more often than average*

We deliver relevance-focused, data-driven insights – in real time – by extending your reach & connecting with consumers as they're reading other topics of interest to them. Use Advanced Contextual's Audience Intelligence to expand page-level and/or audience segments on your managed service and/or data campaigns.