TruSignal™

CASE STUDY

Leading Life Insurance Broker

Firm reaches new high value customers through targeted display advertising

The Challenge

Generate consistent results and acceptable ROI from display advertising campaigns.

The Solution

Identified 8 million online consumers with the same attributes as current high value customers.

The Result

LEADS:

Converted at 2X average

CUSTOMER SPEND:

60% greater value per new customer

CAMPAIGN ROI:

186%

Customer Description

A leading broker of term life insurance with a keen focus on ROI has successfully grown by leveraging several marketing channels, including print, TV broadcast, radio, SEO and SEM. These strategies were all working well, but they wanted to accelerate growth, and recognized the need to expand online.

The Challenge

The company experimented with online display advertising by running campaigns through various ad networks and trying different types of contextual and demographic targeting. On average, the leads generated through display did not convert well and the lifetime value of new customers was sub-par. The quality of the display traffic was nowhere near the quality of their search results. The company was convinced there is an audience of great prospects out there, but they needed a more precise way to target them.

The Solution

The client asked TruSignal to build a custom audience targeting strategy to reach online consumers with the same profile as their current, highest value customers. TruSignal combined a sample of the client's high value customer data (first party data) with its own 40 offline consumer data sources (third party data). TruSignal's patented modeling engine identified more than 100 predictive factors that defined a high value prospect for the advertiser. The final "lookalike" audience model identified more than 8 million online consumers who are more likely to become customers and generate above average profitability, i.e. the client's ideal audience.

Next, TruSignal executed the audience targeting campaign using real-time bidding (RTB) exchange media where we could optimize the bidding strategies as the campaign progressed. The campaign ran for 60 days and generated millions of impressions. The campaign utilized three different ad sizes, three creative concepts, and a proven landing page.

Performance was measured on leads generated through last- click attribution, a unique tracking phone number assigned to the campaign, and by view-through attribution from search and organic traffic. In addition, TruSignal implemented closed loop conversion tracking to measure complete attribution from impression all the way to insurance policy conversion and premium value -- allowing the advertiser the ultimate KPI reporting from start to finish.

Results

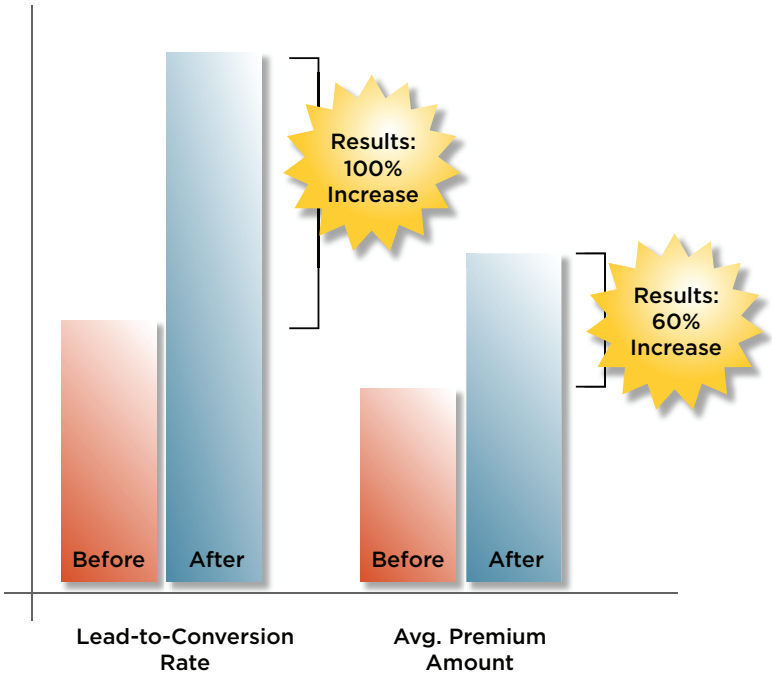
Initially, the results seemed unimpressive. Click-thru rates (CTR) were 25% lower than industry averages. However, the value of TruSignal's audience targeting solution became evident, once the sales team began to book new customer business. The agents converted leads from the campaign at DOUBLE the overall company average. Moreover, the lifetime value (LTV) of these new customers were 60% greater than average (based on initial policy premium amounts). With the increase in conversion rates and LTV amounts, the company realized a 186% ROI from the campaign.

Accelerating Search Success

The display campaign also accelerated the company's success in search. High value prospects who were exposed to the display ads were later converting via existing search channels. In fact, for every 1 direct customer acquired from the display campaign, there were 6 additional customers exposed to the campaign who converted through search (as measured by a 7-day view-through conversion window).

Bottom Line

By focusing their display dollars on only high value prospects, the advertiser was able to eliminate more than 80% of wasted impressions compared to other "upper funnel" display campaign approaches. TruSignal's custom audience targeting opened up a new display channel with 186% ROI and improved LTV metrics from existing search campaigns by 60%.



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