

Lookalike Audiences Deliver 186% Campaign ROI

Leading life insurance broker reaches new, high-value customers through targeted display advertising

Overview

A leading broker of term life insurance was leveraging several marketing channels, including print, TV, radio, SEO and SEM. However, they wanted to accelerate growth by expanding to digital.

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 (LTV) 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 was an audience of great prospects out there, but they needed a more precise way to target them.

A Custom People-Based 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 with its own offline consumer profile data, which covers 99% of the U.S. adult population.

TruSignal used its predictive scoring engine to build a predictive model that defined a high-value prospect for the client. TruSignal then used this predictive model to score 220 million U.S. adults to find more consumers who looked like the client's existing best customers.

Using the highest scores, TruSignal created a Lookalike Audience of 8 million of the client's best, high-value prospects.



THE CHALLENGE

Generate consistent results and acceptable ROI from display advertising campaigns.

THE SOLUTION

Custom Lookalike Audience identifies 8 million consumers with the same attributes as current, high-value customers.

THE RESULTS

LEADS:

Converted at **2X** average

CUSTOMER SPEND:

60% greater value per new customer

CAMPAIGN ROI:

186%

The Results

The value of TruSignal’s Lookalike Audience 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.

The LTV of these new customers was 60% greater than average, based on initial policy premium amounts. With the increase in conversions and LTV, the company realized a 186% ROI from the campaign.

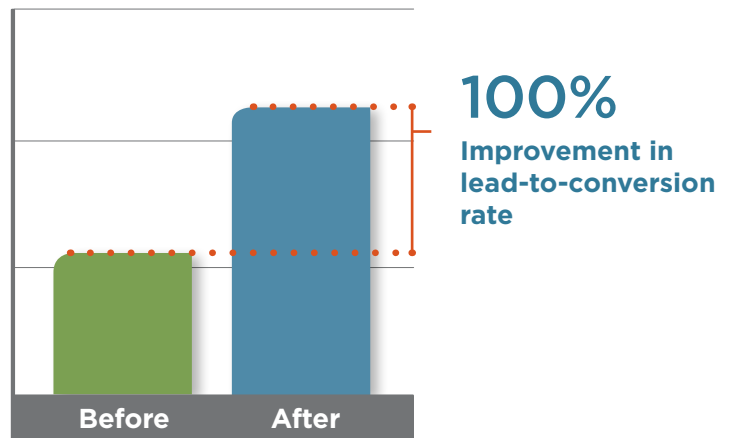
The display campaign also accelerated the company’s success in search. Prospects who were exposed to the display ads were later converting via existing search channels. In fact, for every direct customer acquired from the display campaign, six additional customers who were exposed to the campaign converted through search.

By focusing display on high-value prospects, the client was able to eliminate more than 80% of wasted impressions compared to other upper funnel display campaign approaches.

About TruSignal, Inc.

We’re a leader in Predictive Score Marketing: leveraging offline data and predictive scoring to accurately and efficiently target people across digital channels and devices. Our [TruAudience® Platform](#) is a self-serve tool that brings Predictive Score Marketing to life, giving marketers access to consumer insights, predictive scoring, custom audience creation and cross-channel distribution—all within a few clicks.

Increase in Lead-to-Conversion Rate



Improvement in Average Premium Amount

