

Case study

National insurance company

OBJECTIVE: A national insurance company looked for assistance analyzing a recent prospecting campaign through a large video on demand service.

Campaign contact groups were created for measurement comparison based on combinations of **device**, **demographics** & **landing page**.

Also analyzed incremental performance to identify any key campaign groups & insightful behavioral patterns.

ANALYSIS: While incremental Buy Rate (aka Completed Quotes) was strong (17.6% lift), we identified an important split based on the number of impressions viewed before action:

Prepared Prospects – Only a few impressions required before transacting, denotes prospects actively in the market.

Reinforcement Required – Many impressions needed before transacting, perhaps not so actively in the market.

RECOMMENDATION: Utilize campaign results to further explore behavioral & demographic differences between the two groups.

Provides future targeting opportunity by group

Tailor creative and alter bidding based on objectives & timing.

