



A specialist insurance provider wanted to target a tightly defined group to increase online enquiries and policy sales

1. CONFIRM YOUR TARGET AUDIENCE

We used our real-time data planning tool, Architect™ to establish the most relevant characteristics of site visitors and identify primary contextual environments so Crimtan knew the best data to use for targeting before the campaign even started.

2. DEVELOP A LOOK-A-LIKE PROFILE OF NEW CUSTOMERS

From the confirmation page pixel we developed a look-a-like profile and targeted delivery at similar users in relevant contextual environments.

The client specifically wanted to reach the 50+ age group in a relaxed environment, so we focussed delivery on this demographic group in home locations.

3. CAMPAIGN RESULTS

Cost per enquiry for insurance quote

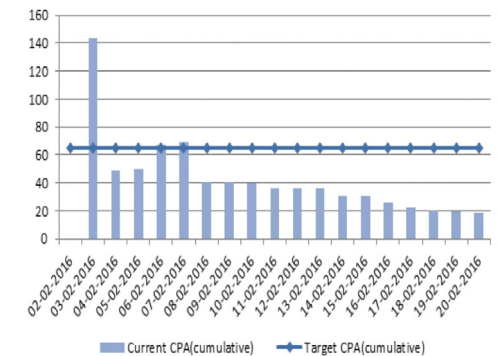
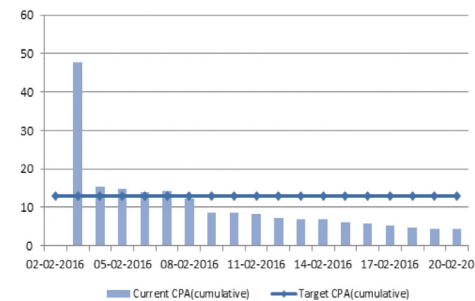
Target £ **13.00** Actual £ **8.43**

Cost per policy purchase

Target £ **65.00** Actual £ **17.19**

45%

of the users that Crimtan drove to make an online enquiry actually purchased the product



4. CAMPAIGN INSIGHTS



The best performing Audience Segments were Best 'Travel' – then 'Car Buyer-used', 'Entertainment'



The most responsive users were found on content about Travel, Finance, Computers & Electronics and News



Large northern conurbations performed best, especially Glasgow, Sheffield and Newcastle



We saw large numbers of converters in home IP locations during day-time working hours.