

Digital Advertising Plan For Insurance Company

OVERVIEW

A leading insurance and financial company engaged Yesadvertising to to introduce a new program as well as to drive a targeted audience to its website. After reviewing Yesadvertising's broad range of media solutions, the client accepted Adconion's proposal to run the CPV campaigns.

EXECUTION

Yesadvertising leveraged our data-driven display platform, contextual targeting solutions and optimization technology to design a program to achieve more cost effective targeting:

- Yesadvertising created a Custom Channel that incorporated the insurance and financial relevant content targeting to ensure positive results to the clients.
- Contextual Targeting allowed Yesadvertising to target the relevant keywords resulting in exceptionally high conversion rates.
- RON CPV campaign was used to drive performance and to reach a qualified audience.

RESULT

The campaign efficiently drove targeted audiences to the client's website, far exceeding the client's expectations.

Yesadvertising generated an eCPA that was 45% lower than the client's eCPA goal, upwards of 20% lower than other network's eCPA.

Yesadvertising performed strongly and the client saw great trends across the campaign. The client increased their spends with Yesadvertising, a result of being a top performer among their 3 networks.

CLIENT OBJECTIVES

- Drive web leads, defined as a "free information kit" download at the lowest eCPA possible.
- Ensure that the client's established brand would not be harmed in any way by its foray into online advertising

Using Yesadvertising's ad solution, insurance site increased their new visitors by 106% and eCPA was 45% lower than client's eCPA goal.

Start maximizing your ROI now:

Begin a campaign with Yesadvertising.com and immediately get your ads in front of the most relevant audience.