



SPECTRUM
MEDIA SERVICES

INSURANCE CASE STUDIES

CAMPAIGN PERFORMANCE

- Auto Insurance Provider

PERFORMANCE SNAPSHOTS

- Motorcycle Insurance
- LGBT
- Recruiting New Agents

AUDIENCE INTELLIGENCE REPORT INSIGHTS

- Auto Insurance
- Home Insurance

CAMPAIGN PERFORMANCE: AUTO INSURANCE CASE STUDY

DRIVING QUALIFIED QUOTES & BRAND LIFT USING RELEVANT CONTENT



SPECTRUM
MEDIA SERVICES

OBJECTIVE

Major insurance company wanted to increase brand lift among auto owners and generate quotes for their auto insurance offering.

STRATEGY

- 1) Created custom Content Targets™ around: Auto Trends, Vehicle Owners, B2B Finance, Business Travelers, Entertainment, Weather, Travel, Family Planning, Homeowners/Renters, and Personal Finance.
- 2) Discovered content around Auto Trends and Vehicle Owners resonated best with auto owners and generated the strongest performance.
- 3) Optimized towards top-performing Content Targets™ and media types to drive brand lift and efficient cost per quote, which were the client's KPIs.
- 4) Provided the client valuable insights around how spikes in content consumption correlated with efficient results, particularly around how auto shows & holidays trended throughout the campaign.

RESULTS

Spectrum delivered an efficient campaign with an overall \$17 cost per quote (CPQ). Due to an effective optimization strategy, the CPQ saw consistent improvements yielding a campaign low of \$7 on the final day of the flight. Our CPQ and ability to drive brand lift has resulted in repeat business with an always-on strategy for this satisfied client.



\$30
CPQ
BENCHMARK

\$17
CPQ
DELIVERED

43%
EXCEEDED
BENCHMARK

PERFORMANCE SNAPSHOTS

CAMPAIGN SUCCESS WITH INSURANCE CLIENTS



MOTORCYCLE INSURANCE

SUMMARY

Major insurance company wanted to drive awareness and consideration of their motorcycle insurance offerings.

OUTCOME

We pinpointed content around motorcycle shows and new bike reviews to engage with people in the mindset of purchasing motorcycle insurance – resulting in successful conversions.



LGBT

SUMMARY

Major insurance company wanted to prompt LGBT consumers to seek advice from an agent about their insurance options.

OUTCOME

When the Supreme Court ruled in favor of same-sex marriage nationwide, we capitalized on the announcement by aligning with relevant content surrounding LGBT awareness, pride events, and domestic partnerships – achieving strong CTR and CPA performance.



RECRUITING NEW AGENTS

SUMMARY

Major insurance company wanted to recruit new insurance agents and promote their franchises as an appealing career opportunity.

OUTCOME

We leveraged entrepreneurial and business growth articles to identify content likely to attract people interested in new careers – achieving CPV goals across desktop/mobile and earning repeat business.

AUDIENCE INTELLIGENCE REPORT INSIGHTS

REACHING INSURANCE SHOPPERS THROUGH RELATED CONTENT



Spectrum's Audience Intelligence enables you to extend your targeting tactics based on observed content consumption behavior & scale beyond endemic content to connect with your ideal audiences. These over-indexing topics can be added as Content Targets™ to test during your campaign – allowing you to reach your ideal consumers in less-obvious content environments to understand where else your message resonates best.

CONSUMERS READING ABOUT **AUTO INSURANCE** ARE MORE LIKELY TO READ ABOUT THE TOPICS BELOW, COMPARED TO ALL OTHER TOPICS ONLINE:



PERSONAL INVESTING

13X

more often than average



BUILDING CREDIT

12X

more often than average

CONSUMERS READING ABOUT **HOME INSURANCE** ARE MORE LIKELY TO READ ABOUT THE TOPICS BELOW, COMPARED TO ALL OTHER TOPICS ONLINE:



TRENDING BUSINESS NEWS

21X

more often than average



TECH INDUSTRY NEWS

20X

more often than average

We deliver relevance-focused, data-driven insights – in real time – by extending your reach & connecting with consumers as they're reading other topics of interest to them. Use Spectrum's Audience Intelligence to expand page-level and/or audience segments on your managed service and/or data campaigns.