

# CASE STUDY

DataLab successfully pioneers addressable TV for a top 5 insurance company.



1 of Top 5

Insurance  
carriers

CPIS was 43%

lower than  
allowable

18%

More likely to  
quote

20%

More likely to  
become a customer

## Background:

While many brands utilize linear television as a marketing channel, direct and precise measurement of its impact has continued to be a challenge. With the combination of advancements in technology, access to unparalleled consumer information, and partnerships with the major cable and satellite providers, DataLab is able to target individuals on the household level with television ads, and accurately measure their cost per incremental sale.

## Objective:

A top P&C company wanted to verify that its TV ads were having an incremental impact on new customer acquisition efforts. This company partnered with DataLab to implement addressable TV tests with several of the nation's largest cable and satellite providers.

## DataLab's Approach:

DataLab utilized its multi-sourced national consumer database and award winning predictive modeling techniques to identify the top tier prospects in the US. The prospect database was matched to the cable and satellite provider's subscriber files. Households with top tier prospects were shown ads and a control group was selected to measure incremental impact.

## The Results:

The test population was 18% more likely to quote and 20% more likely to open a policy over control vs. the control panel.

The final cost per incremental sale was 43% lower than allowable. Although the ads were specific to one product line, lift among all other lines was observed as well.



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**DATA LAB USA**

TARGETING BETTER RESULTS