

CASE STUDY

DataLab exceeds P&C's CPQ goals using display ad marketing campaign.



1 of Top 5

Insurance
carriers

DataLab in Top 3

of 12 competing
companies

12%

Lower cost per
allowable CPQ

In 1 Year

Allocated budget for
DataLab doubled

Objective:

A top P&C company invited DataLab to compete for display ad dollars. Its digital media group had worked with several media partners to increase overall quote volume while maintaining a strict cost per quote (CPQ) goal.

DataLab's Approach:

DataLab launched multiple online display campaigns that leveraged DataLab's unique data assets and predictive modeling capabilities to identify the top tier prospects in the US. Prospects identified in the predictive models were not only more likely to quote, but also more likely to actually buy a policy and stay a customer longer. These prospects were cookie-synched and identified online, then specifically targeted through premier ad exchanges with display campaigns. DataLab closely monitored results and adjusted campaigns parameters as necessary to optimize ROI.

The Results:

CPQ goals were surpassed by 12%. Through rigorous and continuous campaign optimization, monthly CPQ dropped by 82% within 6 months of inception. DataLab was a top performer among other media partners, and the client was able to target prospects that not only were likely to quote, but also to purchase and maintain profitable policies. Due to its success, DataLab's allotment of display ad dollars doubled within 1 year.



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DATA LAB USA

TARGETING BETTER RESULTS