

# CASE STUDY

DataLab USA 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 USA 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.

## Our Approach:

DataLab USA launched multiple online display campaigns that leveraged our 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. We closely monitored the results and adjusted campaigns parameters as necessary to optimize ROI.

## Results:

CPQ goals were surpassed by 12%. Through rigorous and continuous campaign optimization, monthly CPQ dropped by 82% within 6 months of inception. DataLab USA 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 the program's success, DataLab USA's allotment of display ad dollars doubled within 1 year.



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**DATA LAB USA**

TARGETING BETTER RESULTS