

ONLINE INSURANCE CASE STUDY

Direct To Consumer Brand Takes Control Of Their TV Advertising With Self-Service Activation

CLIENT CHALLENGE:

A digitally-born company that makes it easy for families to acquire insurance wanted to bring TV buying in-house. But they had yet to find a simple, easy-to-use software solution that offered the control they wanted and the flexibility they needed to maximize the reach of their target audience. The insurer was also looking for transparency on where their ads would run and how much they'd be paying in service fees.

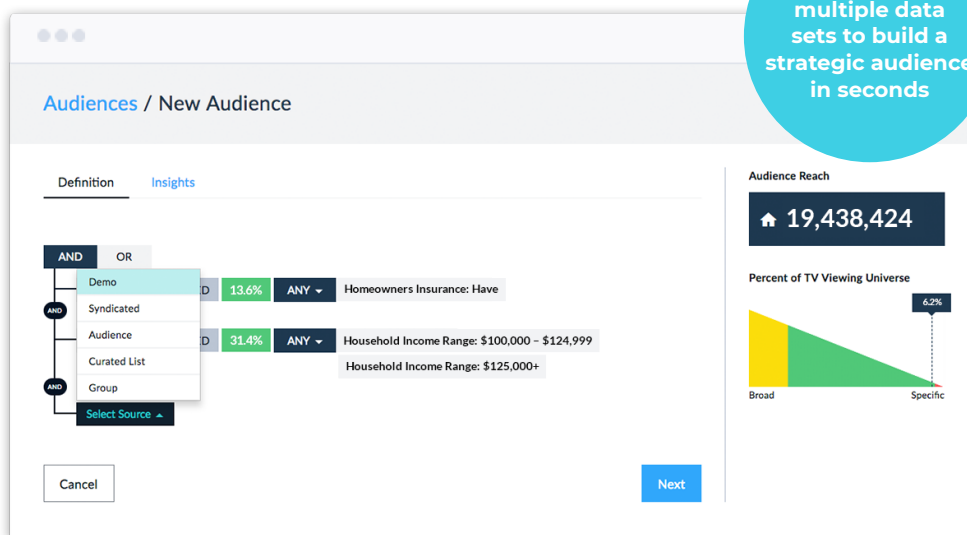
GOAL:

Like many digitally-native companies, the Insurer's long-term goal was to understand the impact of TV advertising on website visits and form conversions, but their primary goal was to find a TV buying solution with a national footprint that would help them get on the air quickly and reach more likely customers.

SIMULMEDIA SOLUTION:

When the Insurer heard Simulmedia could plan and activate targeted campaigns they immediately requested a free software trial. They soon completed two competitive analysis reports, created six custom audiences, and ran 44 different campaign scenarios that were adjusted for dayparts, spot length mix, and network restrictions. After finding the right balance of target audience reach, frequency, and CPM, they were ready to activate a national plan across 34 networks.

SIMULMEDIA'S SOFTWARE MADE IT POSSIBLE:



Choose from multiple data sets to build a strategic audience in seconds

Software-Enabled Campaign Planning Led To



6

custom audiences created



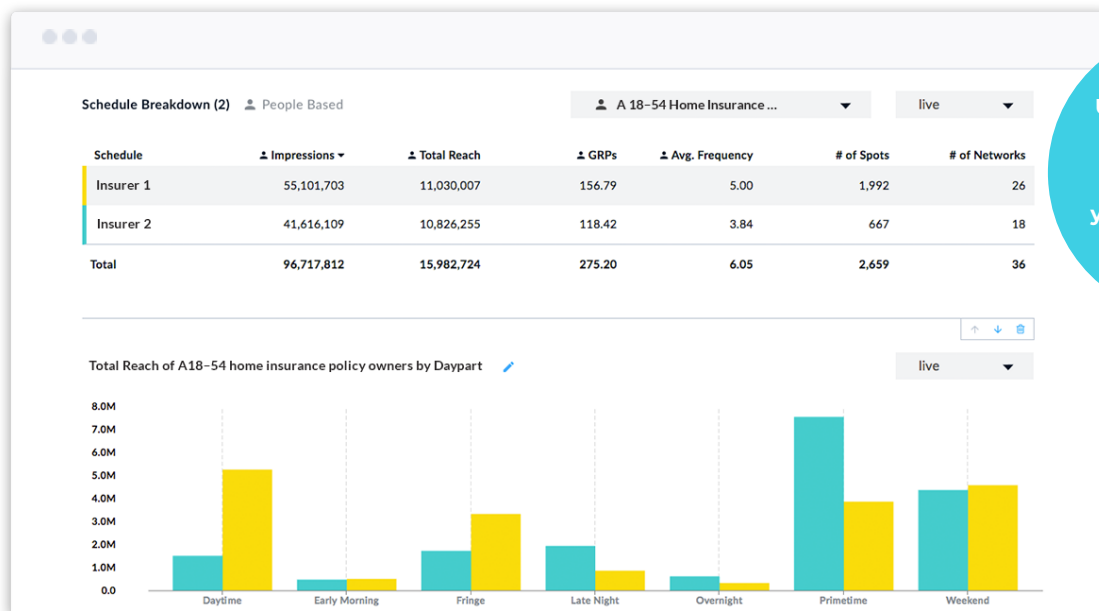
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competitive analyses run

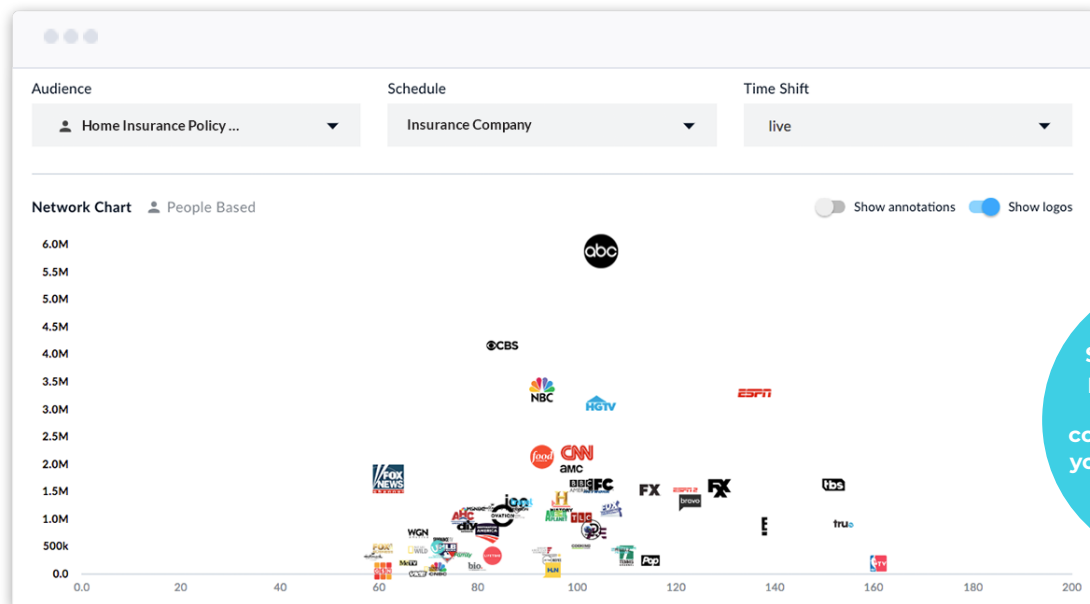


44

different campaign scenarios considered



Understand what dayparts your competitors are advertising in so you can strategize accordingly



See how well your past campaigns—or those of a competitor—reached your target audience by network

RESULTS:

Just two weeks after the product was announced to the market, the Insurer activated a campaign through Simulmedia's software platform. They were thrilled with the intuitive analytics tools, the ability to rapidly iterate and test different campaign scenarios, the ease of activating a national campaign with just a click, and, of course, the transparent pricing. They were also pleased by the campaign's performance—less than a month later, they activated another one.