

# HEALTH INSURANCE CAMPAIGN SHOWCASE



## CATEGORY

Health Insurance

## CLIENT

Global Premium Healthcare Provider

## CAMPAIGN BRIEF

Global Premium Healthcare Provider required an engaging campaign to identify new customers, upsell existing customers and drive leads sourcing channels that have flattened in performance.

## OBJECTIVES

- 15% Increase in conversions through lead sourcing
- Brand awareness
- Stimulate engagement
- Increase search volume

## CAMPAIGN STRATEGY

- Define and create custom audiences segments relevant to the client
- Generate New customers with purchase intent – in-market
- Upselling strategy and increase ARPU
- Multi-channel strategy of search, and keyword analysis, online video and paid media

The hotmob custom audiences were produced and tested in the campaign vs 'standard' exchange targeting and the results collected for analysis.

## CAMPAIGN SUCCESS

The campaign with custom audience targeting generated **45K+** qualified conversions.

Overachieved Client's Target by **9% & 13%** Respectively In First 2 Years

Leads To Qualified Conversions Ratio Improved by **7.5%**