

Local Insurance Firm Converts Big With Next Level Solutions

Overview

A local insurance company was seeking to increase in-person visits and policy signups. It enlisted the help of Next Level Solutions to utilize Geo-Fencing with Conversion Zones technology and several other tactics. The company wanted to achieve a 0.10% CTR and maximize its in-store conversions.

Solution

The advertiser identified key locations to reach its target audience, which consisted of nearby competitor stores. Next Level Solutions then developed a conquering strategy of Geo-Fencing with a Conversion Zone to target users who visited those competitor locations and then measure conversions to the advertiser's store. The campaign also featured Site Retargeting and Search Retargeting at the keyword level to reach users who indicated an interest in insurance. Next Level Solutions and our multivariate algorithms worked to optimize the campaign mid-flight by removing poorly performing keywords and adjusting the frequency cap to deliver more impressions to a larger number of users.

Results

Next Level Solutions delivered a 0.19% CTR, nearly doubling the insurance company's goal. The advertiser was also able to track 235 offline conversions from individuals who entered a target fence, received an ad, and then visited the advertiser's location. The company was extremely happy with the results and hired an additional agent to handle all of its new business.

Results

235

Total Visits

0.19% CTR

Campaign Result

Category

Insurance