



TAKE 5 MEDIA GROUP

# Insurance Digital Multi-Channel Case Study



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## Campaign Scope

**Category:** Insurance/Hispanic

**Volume:**

Email A.) 225,000

Email B.) 225,000

Digital Ad Display: 200,000

**Scope of Work:**

Two email deployments to a very targeted audience group of 225,000 each. This was followed by a retargeting via ad display to the responders of the email campaign for an additional thirty days.

**Lifestyle Target:**

Hispanic auto owners/licensed drivers, age 25-54 with a Household Income range of \$35K-\$75K who belong to the second/third generation.

Furthermore the campaign geo targeted audiences in 16 different states.

**Campaign Purpose:**

To drive branding, awareness and increase auto insurance sales for the brand among target audiences.

### **Strategy #1: Targeted Email Deployment**

Multi channel digital strategy employed utilizing two separate email deployments over a two month period to a target market of 450,000 Hispanic auto owners/licensed drivers with specific demographics

### **Strategy #2: Retargeting Ad Display**

Retargeting via ad display was done to the responders of the email campaigns. 400,000 impressions were served to the openers and clickers at the conclusion of the email deployment over a month's period.



# Insurance Digital Multi-Channel Case Study Campaign Strategy – Targeted Email

## Deployed

225,000

## Mission:

To create branding, awareness and sales of auto insurance.

## Overview:

A strategic combination of targeted email to Hispanic auto owners/licensed drivers in 16 states followed by a retargeting via ad display to the email responders.



Please note that the image above is a "representation" of the creative that was delivered during the campaign and may appear differently.



# Insurance Digital Multi-Channel Case Study

## Scope & Results

### Email (A) Volume

225,000

#### Definitions

##### Definitions

**Email Volume:**  
Emails deployed

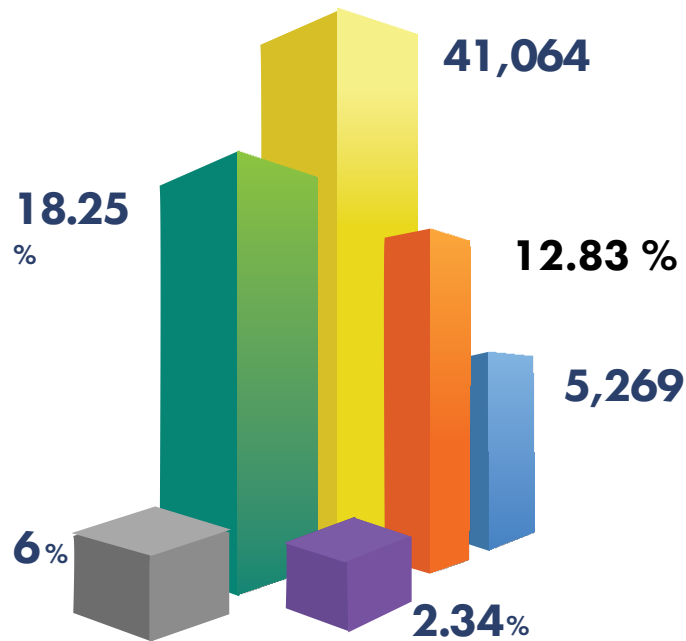
**Total Opens:**  
Total emails opened

**Open %:**  
Total opens divided by email volume

**Total Clicks:**  
Total number of clicks

**Click %:**  
Total clicks divided by email volume

**Click-Thru Rate (CTR):**  
Total clicks divided by total opens



### OPEN RATE %

TOTAL  
OPENS



OPEN %



TOTAL  
CLICKS



CLICK %



CTR



INDUSTRY  
STANDARD



# Insurance Digital Multi-Channel Case Study Campaign Strategy – Targeted Email

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Siéntete Seguro\*

AUTO HOME LIFE

¡No esperes más para sentirte seguro! Obtén hoy mismo una cotización rápida, fácil y gratis.

Ya sea que necesites un seguro para tu auto o tu hogar, nuestro equipo de atención al cliente te dedicará el tiempo adecuado para entender cada una de tus necesidades, así podrás elegir la cobertura que más te convenga. Te explicaremos todas tus opciones de cobertura y nos aseguraremos de que recibas todos los ahorros y descuentos que te mereces en tu seguro de auto u hogar. 1 Con puedes decidir con confianza.

LLAMA HOY Y RECIBE GRATIS Y RÁPIDO LA COTIZACIÓN DE SEGURO DE TU AUTO

"En Amica tú eres más que un cliente, eres parte de la compañía... como un miembro de la familia... gracias a todos en son maravillosos!"

-M. Bocardo,  
Dallas, Texas  
20 de agosto del 2016

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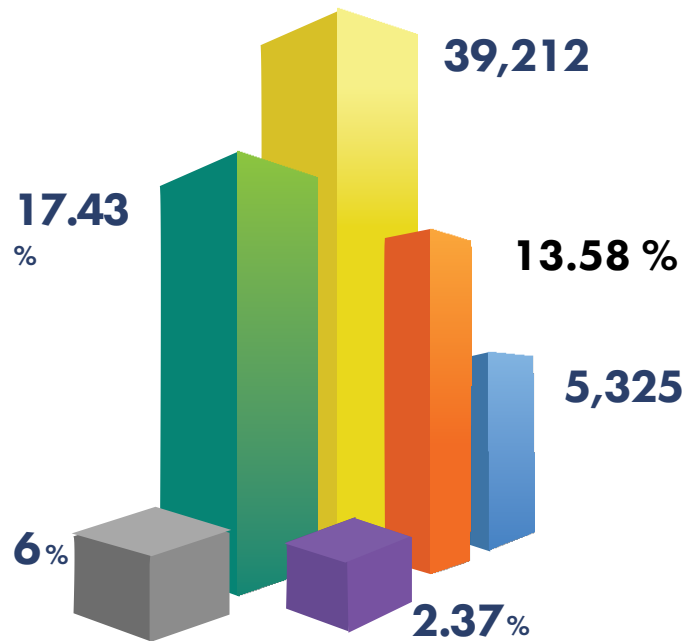
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### OPEN RATE %

TOTAL  
OPENS



OPEN %



TOTAL  
CLICKS



CLICK %



CTR



INDUSTRY  
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# Insurance Digital Multi-Channel Case Study

## Digital Ad Display

### Ad Display:

These display/banner ads were served to the responders (openers/clickers) of the email deployments over a month's period.



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## Campaign Results

### **Campaign Results:**

Over 300 new visitors called during the campaign period. High engagement resulted in a sales lift during the duration of the campaign.

### **Next Steps:**

Take 5 Media Group is currently running their Q2 email deployment which will be followed by retargeting via ad display.





# Digital Multi-Channel Healthcare - Case Study

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