

Driving Success With a Cost-Cutting Auto Insurance Campaign



Summary

Allianz collaborated with StackAdapt to optimize lead acquisition for their car insurance products in the French market. Tactics like creating an inclusion list of top websites, and custom segmentation were employed. Domain lists were crucial for lead generation, along with testing new targeting methods. A successful private marketplace (PMP) deal was established with a high-performing site. Over three months, the campaign resulted in a substantial reduction of 83% in CAC.

Results

 CPM
€1.32

 Decrease in CAC
83%

 Clicks
21,050

 Leads
387



Allianz is a German multinational financial services company headquartered in Munich, Germany. Its core businesses are insurance and asset management.



The StackAdapt platform has been a huge plus for our programmatic efforts. We wanted to carry out a 3-month test with a lead generation objective. We were able to test numerous targeting possibilities, which significantly improved campaign performance. The ease of use of the platform, as well as the support of the StackAdapt teams, means that we can quickly become autonomous on the platform.

–Romain Mandon, Digital Advertising Manager at Allianz France

Challenge

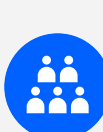
Allianz faced the hurdle of effectively tracking and attributing conversions across multiple touchpoints.

Strategy

Strategies included precise lead generation, PMP with top websites for premium placement, and custom segmentation for tailored messaging while optimizing lead acquisition efficiency.

- **Inclusion List of Auto Inventory**

The plan was to focus advertising efforts on specific domains known to generate the most leads. This strategy aimed to maximize lead acquisition efficiency.
- **Top Websites**

The campaign was set to leverage PMP deals with top-tier websites. This would grant premium ad placement and access to high-quality traffic sources, ensuring the ads reached a relevant and engaged audience leading to an 83% drop in CAC.
- **Custom Audience**

The intention was to categorize the target audience based on specific criteria, such as demographics, behaviour, or interests. This would allow for tailored messaging and ad creatives, increasing the likelihood of resonating with potential leads.

Execution

PMP deals with top websites for premium exposure combined with advanced audience segmentation with tailored ad creatives based on demographics resulted in precise targeting.

Domain Selection and Exclusion	PMP Deals	Advanced Segmentation
Actively selected and excluded specific domains to focus ad placements on high-performing sites while avoiding less effective ones.	Engaged with top websites through PMP deals to secure prime ad placements, ensuring the campaign reached a premium and relevant audience.	Leveraged sophisticated criteria to categorize the audience, enabling the creation of highly customized ad creatives tailored to specific demographics, behaviours, and interests.

Outcomes

In just over three months, the campaign resulted in a substantial reduction of 83% in CAC.