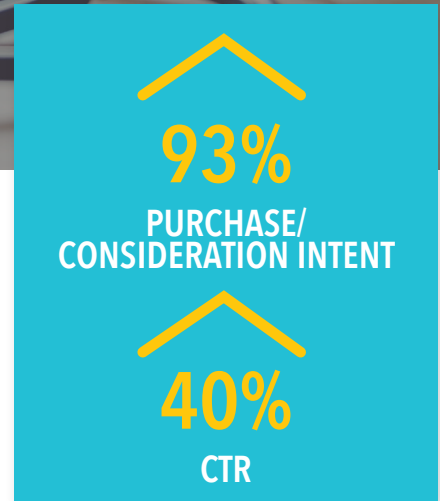


# Health Insurance Provider Increases Purchase Intent 93% with Lotame DMP

## CLIENT CHALLENGE

A major health insurance provider was seeking a way to effectively reach business decision makers and heads of household with messaging around their latest insurance offering and benefits. The campaign goals were to increase purchase/consideration intent and drive user engagement with banner ads.



## LOTAME SOLUTION



### DMP FOR AUDIENCE TARGETING

The insurance provider used Lotame's DMP to build a custom audience of business decision makers demonstrating or declaring a role in accounting, finance or human resources, as well as consumers who demonstrated or declared being decision makers or heads of household.



### LDX FOR AUDIENCE EXTENSION

The audience size was increased using various data sources, including first- and third-party to reach a larger pool of possible customers. Lotame's inventory exceeded expectations and led to positive results almost immediately, due to the quality of its audience composition.



### INSIGHTS FOR CAMPAIGN OPTIMIZATION

Using the Insights analytical tool inside the platform, the health insurance provider was able to further refine the best performing audiences, driving an even stronger purchase intent lift going forward.

## REAL RESULTS

By targeting the specific audience segments desired for this campaign, the retailer witnessed results that far exceeded campaign goals, including:

- ✓ 93% lift in Purchase/Consideration Intent
- ✓ 40% increase in CTR
- ✓ 5x increase in total audience size
- ✓ Overall, the campaign reached their ideal audience and engagement was higher than non-targeted campaigns, leading to a higher campaign ROI for the health insurance company

Want similar results for your business? Get in touch!

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