

## Case study

# Optimizing Acquisitions with Programmatic Audience Targeting and Segmentation

CLIENT: One of the world's leading insurance companies.

TARGET MARKETS: Singapore

## TARGET AUDIENCE

- Mass audience in Singapore who have high intentions and interest in traveling.

## CAMPAIGN OBJECTIVES

- Strengthen awareness of its brand and product.
- Increase traffic to their website to drive and encourage audience to sign up and purchase their travel insurance package.
- Increase number of acquisitions by reaching users in Singapore who have visited and shown interest in their website and service in the past.
- To lower the cost of each acquisition with a pre-determined KPI.

## SOLUTION USED

- RedLotus Open Exchange Programmatic Solution

## STRATEGY

- Reach the largest number of potential and existing users within mass audience in Singapore.
- Extensive reach with one-stop programmatic solution of open exchange.
- Deploy re-targeting as a CRM tool to reach users who had shown interest in their

platform in the past along with audience segmentation.

## TACTICS DEPLOYED

- Pre-optimization tactics for campaign set-up used based on segmentation by product nature.
- A RedLotus re-targeting ad tag was deployed on platform to enable collection of first party data to be used in re-targeting.
- Deployed frequency capping of 4 per new user and 2 per re-targeted user.
- Continuously optimized campaign to lean towards best performing segment.
- Other tactics include optimization by creative ad size and placements by channels.
- Mass reach by one-stop solution enabled shifting of budget between the two during optimization.
- Optimization and effective audience segmentation done by our advanced system and DSP engine as well as via our team of campaign optimizers at least twice per week.

## RESULTS

- **Over 2.5 million ad impressions ran.**

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- Over 500 conversions generated directly on website.
- Cost Per Acquisitions on par with set KPI.
- Objectives achieved with revenue from the campaign amongst the top.

## LEARNINGS

- Programmatic allows for flexibility to deploy first party data wisely and effectively across selected markets.
- A clear and concise KPI and success metrics must be set from day one; which leads to an effective deployment and pre-optimization strategy implementation.
- Smart use of one-stop programmatic solution, re-targeting and audience segmentation in this case enables extensive reach and can lead to meeting your business objectives.
- The human touch is important; a team of campaign managers plus the use of technology can help ensure goals are aligned and met.

## RESULTS