

PROGRAMMATIC SUCCESS

/// **Life insurance provider slashes CPA by personalizing creative.**



## Goal

A well established insurance company had been providing life insurance policies in the market for over 50 years. Their product suite included term, whole, and guaranteed policies, all of which have unique benefits. As the company was focused on driving new policy holders, they needed help identifying when one offer may perform versus another at scale. With the rising cost of media, reducing waste was key for long term success.

### EXPERT TIP

Personalizing your creative, including your offer, makes your ad stand out on the page.

## Solution

The Popsycle team first focused on identifying the right audience to target. Working with a third party, a custom model was created based on current policy holders.

Creative was next. Two sets of ads were developed, each applying dynamic creative optimization (DCO). Each user was served a specific ad with an offer that appealed to their interests.



Reduced  
CPA by

**\$25**



Click-Through  
Rate

**.52%**



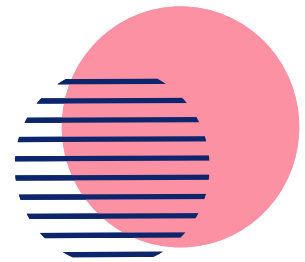
Impressions  
Served

**3.4M**

## Results

The custom model was applied to media on both Facebook and Instagram. Within 45 days, nearly half a million new prospects were reached with a personalized message and offer for an insurance policy.

By appealing to a prospect's interests, and optimizing creative variables, this campaign was able to exceed the client's goal for new policyholders. They were also able to dramatically reduce the cost per acquisition of new policyholders, taking the number down by double digits.



**DROP US A LINE**

## Ready to partner?

Want to experience success like this? Let's connect and discuss the challenges your business is facing, and strategize the best path to a big win.