CASE STUDY
FINANCE & INSURANCE

Allstate Insurance was interested in executing a lead generation campaign using display advertising. A new lead was recorded upon the successful submission of an online insurance quote.

Allstate
You're in good hands.

GOALS

LEAD GEN
Achieve the highest number of online insurance quotes to generate new leads from the web.

IMPRESSIONS
Drive the maximum number of impressions within a specific geographic area.

CPL
Achieve the lowest possible cost per lead.

APPROACH

ADULTS 25-55
The campaign was targeted at English speaking adults from the ages of 25-55 (equally targeted at males and females).

CAR & HOME
AcuityAds' consumer interest profiles were used targeting Car Insurance Seekers and Home Insurance Seekers.

OPTIMIZATION
A combination of automatic (machine learning, algorithmic), and manual optimization was used.

GEOTARGET
Specific geographic locations were targeted including the Canadian provinces: Ontario, Alberta, Quebec and the Maritimes.

RESULTS

This campaign was an amazing success, resulting in the following:

15%
The campaign had an average conversion rate for clicks to leads of 15%.

34 MILLION+
Over 34 million impressions were delivered.

31%
Due to optimization efforts, the average CPL was decreased by over 31% over the course of the campaign.