Driving Success With a Cost-Cutting Auto Insurance Campaign

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.

### Summary

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

– **Romain Mandon**, Digital Advertising Manager at Allianz France

### 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, behavior, or interests. This allowed the tailored messaging to resonate more strongly, 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 revealed in prior targeting.
- **Domain Selection and Exclusion** actively selected and excluded specific categories to focus on high-performing sites while avoiding less effective ones.
- **Advanced Segmentation** leveraged sophisticated criteria to categorize the audience, enabling the creation of highly customized ad messages tailored to behaviors, interests, and attributes.

### Results

<table>
<thead>
<tr>
<th>CPM</th>
<th>€1.32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks</td>
<td>21,050</td>
</tr>
<tr>
<td>Leads</td>
<td>387</td>
</tr>
</tbody>
</table>

### Challenge

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

### Outcomes

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

Reach out to the StackAdapt team for more information.