

# CASE STUDY– NATIONAL P&C INSURANCE PROVIDER

As competition intensified and marketing budgets tightened, this client's leadership partnered with Ipsos MMA to address critical business challenges



## Insights & Activation

- Developed deeper understanding of competitive impacts on own marketing activities
- Holistic view of marketing and media with opportunity to influence granular data points
- Developed historical measurement of Addressable Media Response Rate for use in ongoing weekly forecasting process

## Situation/Challenges

- Measure and account for impacts of competitive behavior more deeply than in prior assessments
- Quantify the impact of marketing investments, with a focus on aiding and optimising flat to reduced budgets during annual planning
- Leverage holistic measurement in the development of granular Customer Attribution measurement, for always-on reporting, optimizations and forecasting

## Approach

- Build regional-level MMM measurement across 3 Inquiry channels, with enhanced measurement of Competitive Media, Rates and Rate Gap to simulate forward-looking conditions and aid in marketing optimization and response to competitive actions
- Develop deeply granular, regional-level Customer Attribution, providing measurement into sub-channels across Direct Mail, Online Display, Paid Search and Paid Social
- Customize reporting of annual, monthly & weekly measurements to Marketing analytics for incorporation of Unified Measurement results into weekly forecasting

## Value Delivered

Identified opportunities to increase incremental Inquiries +5% via reallocation to Digital Media, with further optimization opportunities within Direct Mail and Digital Media;