



**TRANZACT Search & Internet Advertising
Case Study**

TRANZACT

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I. Overview

Client	<ul style="list-style-type: none"> ▶ Leading Life Insurance Company
Objective	<ul style="list-style-type: none"> ▶ Develop and implement an online lead generation program to drive life insurance leads to licensed internal and field agents for fully underwritten term life insurance. The long term goal is to optimize lead cost and quality based on closed policy metrics (conversion, ANBP, placement, etc.) and deliver consistent quality across the geographic footprint.
Challenges	<ul style="list-style-type: none"> ▶ Separate the client message and brand from the online clutter of life insurance lead generation. ▶ Manage to zero-tolerance of any complaints/brand concerns respective to media partners or placements. ▶ Target specific middle market prospects focused on fully underwritten term products and not looking for simply a “quote” or a simplified issue policy. ▶ Market within a targeted geographic footprint. ▶ Our client has a large internet presence and its website is not focused on lead generation. Our objective is to develop a lead generation-focused micro site while not taking away traffic or brand equity from current website. ▶ Generate 5,000 exclusive leads per month, then grow the program after ensuring back-end results meet an acceptable ROI.
High Level Plan	<ul style="list-style-type: none"> ▶ Develop a financial model including all front and back-end metrics to understand the range of acceptable spends across channels/placements, based on variances in policy conversion and ANBP. ▶ After developing channel scenarios based on experience (cost, quality and conversion), develop a test cell matrix to test various channels (search, display, email and contextual) with a significant number of placements within each. ▶ Develop messaging for the target demographic of 30-50 year olds with family looking to add additional insurance or get a first policy. We are focused on middle income consumers and specific “prizm” code groups (i.e. Safety-net Starters, Family Focused, etc.). ▶ Develop various website and consumer flow options to test and optimize front end conversion. Utilize our proprietary website platform to allow for rapid testing and real-time reporting. ▶ Incorporate daily feedback files of transactional and dispositional information on an individual record basis to optimize front end media mix and spend based on cost per app, policy, etc.
Approach & Solutions	<ul style="list-style-type: none"> ▶ As with all of our accounts, we assigned a dedicated team to run the business. The team launched with an executive lead, vice president, dedicated media and search personnel and account management with shared support in technology, analytics, media and creative. As the account evolved, we added additional dedicated account support. ▶ In order to ensure clarity of the objectives and goals, a tight implementation process and alignment of the strategy and marketing plan, we launched the relationship with a detailed in-person kick-off meeting. Subsequently, we developed a detailed project plan taking us from strategy to launch, with defined benchmarks along the way, as well as clear accountability of tasks and deliverables. ▶ We have twice-weekly formal calls with all team members to update and decision specific questions, as well as daily updates between regular team members. Every update is documented and communicated to the team to ensure clarity and alignment.

- ▶ We executed our strategy for multi-channel lead generation by deploying various assets and capabilities.
 1. Utilized our proprietary “AZ3” website platform to accommodate frequent changes in content and field capture requirements and consumer flow.
 2. Deployed “short and long form” lead capture flows to evaluate cost per lead vs. cost per policy differential and to maximize/balance the lead quantity.
 3. Implemented real-time append to add attributes and demographic information to each lead for optimizing media channels/placements. Based on backend results, we developed a proprietary model to improve ROI.
 4. Developed multivariate creative process. Tested over 50 combinations of copy, image, placement and form to develop the control site. We continually test new variations against our control to improve conversion.
 5. Implemented a tactical search approach that included keyword, ad, bidding and targeting components. Varying timeframes were reviewed (daily, weekly, monthly) along with search KPIs to continually optimize performance.
 6. Implemented re-targeted display campaign based on the demographic targets of our prospects.
 7. Within our email distribution channel, rotated 25 new ad units per month while testing 50-100 different combinations of from and subject lines.

Results

- ▶ We launched successfully, generating 5,000 leads per month on a predictable daily/weekly schedule.
- ▶ Improved performance (site conversion) by 40% within 3 months through multivariate testing.
- ▶ Established response model (real time) for leads based on demographic attributes and backend results. Continue to optimize based on results.
- ▶ Expanded program to include needs analysis and “mini-app” websites.
- ▶ Increased policy conversion by 30% in 6 months.
- ▶ Developed quoting capability for real-time deployment.
- ▶ Reduced lead acquisition cost by 10% per channel while increasing volume.
- ▶ Expanded relationship to include life insurance customer acquisition.
- ▶ *We continue to expand our partnership with this client and deliver solutions to impact its volume and profitability.*