

Health Insurance Plan Aimed to Generate 300 Leads in 60 Days for Their Health Insurance Plan

One week after launching the campaign, we analyzed the collected data and started optimizing. We reallocated the budget to the most effective strategies, developed new strategies based on our insights, and discontinued those that were not performing well.

At the end of the 60-day campaign we exceeded our clients expectations and goals, delivering a total of 421 leads and an eCPA of \$14.25. The client gave us additional budget to run their weight loss division, Profile Plan.

\$14.25

eCPA



How Orange 142 Delivered Results

LAUNCH STRATEGIES

- » We targeted self employed individuals, the uninsured, as well as individuals who were actively shopping for a new insurance plan.
- » We targeted people reading content about health plans and health coverage
- » Our proprietary algorithm created a seed audience from conversion data and targeted the appropriate people.
- » We initiated re-marketing focused on people who visited the site but did not fill out a lead form or click to call.
- » We used the clients CRM data to create a lookalike audience.

OPTIMIZATIONS

- » Increased bids and spending on the re-marketing strategy as the REM funnel had a chance to build.
- » Added additional adaptive segments to weed out exhausted users from the re-targeting pool and adapt to users who were expressing interest by serving them more ads.
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To learn more please visit orange142.com