

Case Study

Local Insurance Firm Converts Big With Diamond Media Solutions

Overview

A local insurance company was seeking to increase in-person visits and policy signups. It enlisted the help of Diamond Media Solutions to utilize Geo-Fencing with Conversion Zones technology and several other tactics. The company wanted to achieve a 0.10% CTR and maximize its in-store conversions.

**235
TOTAL
VISITS**

**0.19%
CTR
Campaign
Result**

Solution

The client identified key locations to reach its target audience, which consisted of nearby competitor stores. The Diamond Media Solutions team then developed a conquest strategy of Geo-Fencing with a Conversion Zone to target users who visited those competitor locations and then measure conversions to the advertiser's store. The campaign also featured Site Retargeting and Search Retargeting at the keyword level to reach users who indicated an interest in insurance. The team and our multivariate algorithms worked to optimize the campaign mid-flight by removing poorly performing keywords and adjusting the frequency cap to deliver more impressions to a larger number of users.

Results

Diamond Media Solutions delivered a 0.19% CTR, nearly doubling the insurance company's goal. The advertiser was also able to track 235 offline conversions from individuals who entered a target fence, received an ad, and then visited the advertiser's location. The company was extremely happy with the results and hired an additional agent to handle all of its new business.

