CASE STUDY

Precision Targeting Triumph: How an Insurtech App Slashed CPC by 5x with simple|AUDIENCE

Problem

A consumer-focused Insurtech app faced the challenge of targeting a niche market for their specialty auto coverage product. They needed to precisely identify and reach their ideal audience at the lowest possible cost, preferably when prospects were actively researching insurance options. Traditional targeting methods were proving inefficient and costly.

Solution

simple|AUDIENCE deployed a multi-faceted approach to solve this targeting puzzle. We utilized our pre-made segment for insurance keywords and behaviors, then layered specific demographic parameters to further refine the audience. This highly targeted group was then synced directly to Facebook via our Facebook sync feature, ensuring fresh data was pushed daily for optimal relevance and timing.

Results

The campaign dramatically improved the client's marketing efficiency:

- Cost Per Click (CPC) was reduced by 5x compared to their initial ad campaign
- Click-Through Rate (CTR) soared to an impressive 2.24%
- 1,200+ qualified leads were generated within 90 days

These results demonstrate the power of precise, intent-based targeting in reaching niche markets efficiently.

OUR BENEFITS

Precision Targeting:

Our pre-made segments and layered targeting capabilities allow for pinpoint accuracy in reaching niche audiences.

Cost Efficiency:

By focusing on high-intent prospects, we significantly reduce wasted ad spend and improve key metrics like CPC.

Fresh, Dynamic Data:

Daily syncing ensures your campaigns always leverage the most current user behavior and intent signals.

Scalable Lead Generation:

Even in specialized markets, our approach can deliver a steady stream of qualified leads.

"In the world of specialty insurance, finding the right audience is everything.

simple|AUDIENCE doesn't just find that audience – we connect you with them at the perfect moment, dramatically improving campaign performance and ROI."

ROB TRUBE
simple|AUDIENCE