

# BIDTELLECT BEATS CPA GOAL BY 4X FOR HEALTH INSURANCE BRAND SEEKING ON-SITE CONVERSIONS

Bidtellect's qualified audience targeting, contextual alignment, optimization capabilities, and engaging creatives led to the brand's top of plan performance!

## OBJECTIVE

Bidtellect partnered with a leading health insurance brand to drive Health Insurance Enrollments via their site. The goal was to drive specific actions on their site, including quote requests, purchase plan forms, lead generation forms, and phone calls to their call center.

## GOALS

The goal of this campaign was to achieve a <\$30 CPA based on the various site actions above.

- <\$30 CPA

## CHALLENGES

The brand experienced challenges finding a media partner that would allow them to hone in on qualified audiences plus contextual alignment, in addition to driving efficient CPA media goals. Bidtellect was excited to rise to the challenge.

## SOLUTIONS & TACTICS

Targeting:

Bidtellect implemented the following targeting tactics:

- Contextual Targeting across highly relevant Health content
- Bidtellect Proprietary Audiences to reach frequent online health engagers
- Site Retargeting
- Geo targeting (14 DMA Markets)

Creative Tactics:

Bidtellect recommended leveraging Responsive Native Display units to not only drive traffic to the site, but also to drive on-site actions directly tied to new enrollments. Bidtellect's in-house creative team, [b]+studio, also created custom creative units that included copy and imagery most likely to drive conversions.

Optimization Tactics:

Bidtellect's optimization algorithm was able to identify specific publishers, contextual environments, and audiences that were most likely to engage with their site and convert. The algorithm was also able to ensure the proper CPM bids were placed in order to meet and exceed all CPA goals.

## RESULTS

Bidtellect was able to exceed all CPA goals, driving over 50,000 site conversions and overall CPA of \$7.83 - nearly 4X below goal!

**\$7.83** CPA

**50K** Site Conversions