

## The challenge

One of the major players in the car insurance market, with an advertising budget with annual fluctuations of  $\pm 15\%$ , needed to know the optimal investment strategy and define the right campaign calendar to maximize sales, balance ROI and improve their brand equity.

## Case Study

### Segment-oriented media strategy for one of the major players in the car insurance sector



#### Market delimitation

Target: potential insurance policy users in Spain.

#### Brands (6)

- Client brand
- Brand 1
- Brand 2
- Brand 3
- Brand 4
- Brand 5

#### Purchase drivers (4)

- Price
- Ease of hiring
- Road assistance
- Brand trust

#### Customer segments (2)

Active customers: very price sensitive and not loyal to a specific brand.

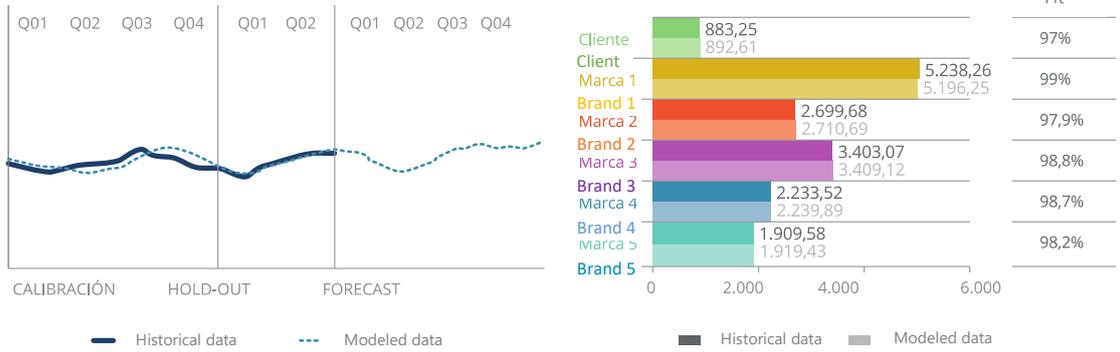
Passive customers: very loyal to a specific brand and low price sensitivity.

#### Touchpoints (7)

- TV
- Radio
- Print
- Internet (display)
- Internet (SEM)
- Comparison platforms
- Corporate Web

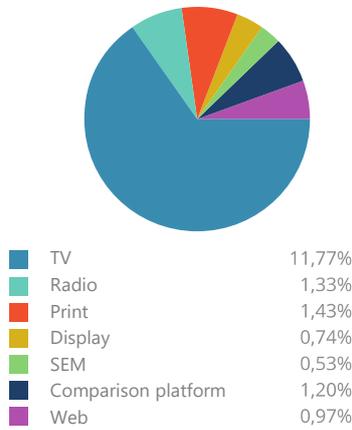
## Model calibration

Model was calibrated using the KPI Insurance Policies sold, resulting in a 98,3% of accuracy explaining Global Sales.



## Diagnosis - Client

### Sales per touchpoint



### Efficiency analysis

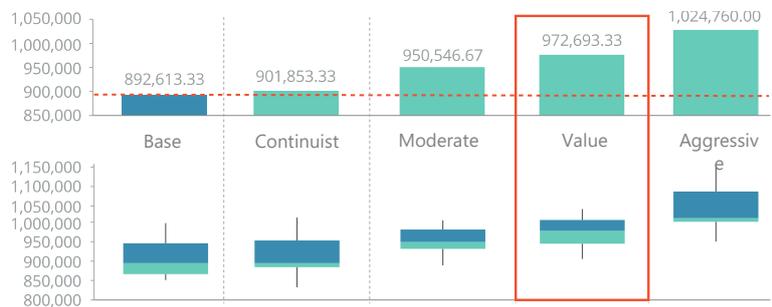


## What-if scenarios – Client

Of all the simulations carried out, a strategy based on a 15% increase in investment was recommended, maintaining seasonality of campaigns (Value Strategy).

In terms of message, "Price" was suggested for campaigns to be launched during the first semester. "Brand trust" was the best option for those conducted during the end-of-year campaigns.

Media mix was modified taking into account efficiency analysis: TV was decreased by 10%, re allocating those resources to Online Display and Comparison platforms.



## Results

The proposed strategy (Value Strategy) offers a potential increase in total baseline turnover of + 9%, with a ROI on advertising investment of 66.73%. This strategy is the one that best sustains brand equity and increases the level of brand awareness. In addition, turnover is achieved without the need to increase the base of Active customers (less loyal) but by increasing the Passive customer base (more loyal).