



Retargeting for Leads

Allianz Austria

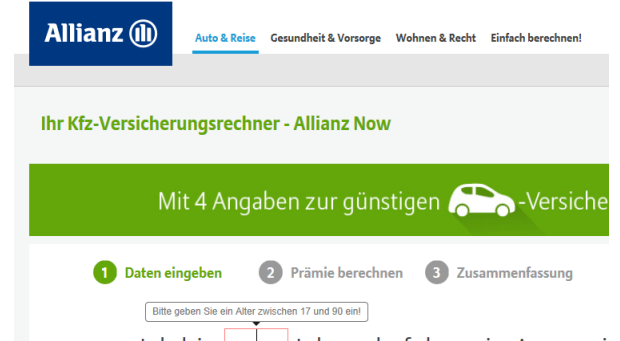
#ThoseWhoDare

Allianz 



AMG
PETRONAS
FORMULA ONE TEAM

Retargeting for leads in Austria



Idea

We wanted to prove that **branded content** from **Allianz global sponsorships** can drive **lead generation in local markets** through paid advertising on Facebook.

We chose to test the link between Allianz branded **F1** content and driving motor insurance leads via the **Fast Quote generator** for Allianz Austria.

Solution

The campaign launched in November 2016 with a test and a control target group.

The **test audience** were exposed to ads with content from the **Grandpa Lewis** campaign as well as the **Track Preview** for that week's race.

Users who viewed more than 50% of the video were **retargeted** two weeks later with an ad promoting the **Fast Quote** service for motor insurance.

We also had a **look-a-like** modelled target based on similarities with the video viewer group.

The **control group** were served the Fast Quote insurance advert without watching the video.

Results

Overall the activity was successful compared with previous campaigns on Facebook for the brand. The monthly average **leads increased by 46%** while the **cost per lead decreased by 35%** compared to past activity.

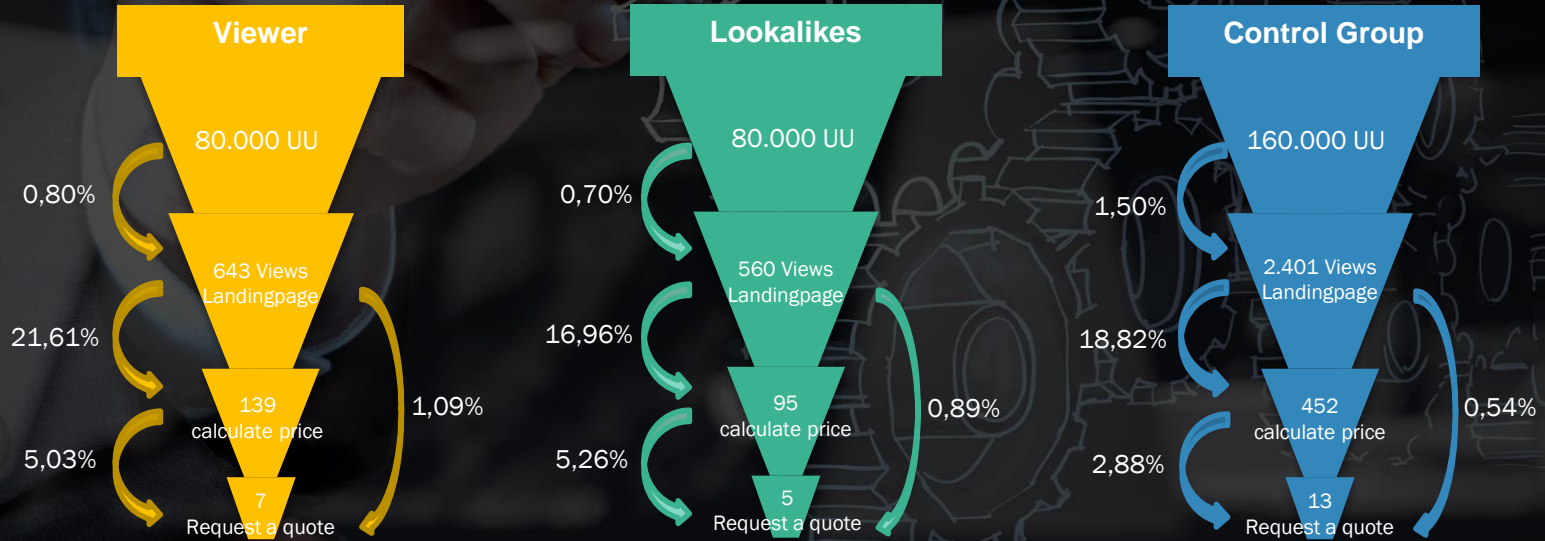
Users who had been exposed to the video had a **stronger conversion rate** from landing page to lead/quote at 1.09% vs 0.54% for the control group, and from the price calculation to lead/quote the exposed had a conversion rate of 5.03% vs control's 2.88%

The test proved cost-efficiency with a 35% decrease in CPL compared to previous paid social campaigns

Facebook Campaign Performance: Totals by campaign	Budget / €	Sessions	Conversion in %	Leads	CPL / €
Fast Quote Motor 2015 (6-8,11/15)	28.799	13.247	0,27	36	800
Fast Quote Motor 2016 (4-07/16)	45.445	9.334	0,55	52	-35% 873
Formula 1 2016 (11-12/16)	21.175	6.405	0,58	37	572

Facebook Campaign Performance: Monthly averages	Budget / €	Sessions	Conversion in %	Leads	CPL / €
Fast Quote Motor 2015	7.199	3.311	0,27	9	800
Fast Quote Motor 2016	11.361	2.333	0,55	13	873
Formula 1 2016	10.857	3.202	0,58	+46% 19	572

The conversion funnels show the clear difference in Viewer vs Control performance



esome
ADVERTISING

MEDIACOM

Allianz 

Branded content trägt wesentlich dazu bei mehr leads zu generieren!

- **First Mover** Projekt - Am Ball bleiben
- MC als Projekt Lead
- Auch **work around** führt zum Ziel
- **Budgetdefinition** erst nach Abstimmung des gesamten, detaillierten Ablaufplans
- R&F mit Vorlaufzeit buchen spart Kosten
- **Check der Clustergrößen**, insbesondere der Kontrollgruppe um Vergleichbarkeit zu gewährleisten
- Rechtzeitige Erstellung einer **Content Overview** um Missverständnissen vorzubeugen