

AN INSURANCE BRAND GETS SMARTER ABOUT AD SPEND

CASE STUDY #3

THE CHALLENGE

For an insurance brand, context is everything. Their products offer security in life's hardest moments, yet appearing next to real-world accidents or natural disasters can feel insensitive. Standard "one-size-fits-all" filters are a blunt instrument—they either let too much risk through or over-block so aggressively that reach and ROI suffer. This brand needed to close the efficiency gap, ensuring they could navigate the social feed without losing the scale required to drive new policies.

THE SOLUTION

The brand moved away from restrictive filters toward a sophisticated **Social Optimization** strategy. By setting a relaxed baseline and layering in custom, AI-driven thresholds, they shifted from a defensive posture to high-performance media quality. This enabled them to pre-screen content at the frame level, ensuring their ads only appeared in brand-aligned environments that drive actual business outcomes.

THE RESULTS

18% Reduction in Platform CPMs: Optimizing the supply path showed that precision is the ultimate efficiency lever, lowering the cost of engagement.

Cost per Quote Below \$100: Improved media quality helped the brand finally reach their target, achieving results they hadn't hit before.

38% Decrease in Suitability Fail Rates: Cleaner media placements turned social spend into a reliable engine for growth.

-48% DECREASE IN
WASTED AD SPEND

-18% REDUCTION IN
PLATFORM CPM