



CASE STUDY

Leading insurance provider sparks awareness of social responsibility initiative

FEATURES

TV SYNC
4C AFFINITIES

CHANNELS



VERTICAL
INSURANCE

REGION
U.S.

6X

CLICK-THROUGH RATE

↑35%

CONVERSION RATE

↓51%

COST PER VIEW

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BACKGROUND

A leading U.S. insurance company launched an initiative to position itself as socially responsible to its target audience. To create mass awareness, the brand launched a multi-channel campaign tied to the high-profile NCAA March Madness tournament.

CHALLENGE

The brand's agency wanted to leverage the halo effect of TV to create initial awareness, and then use the responsiveness of social to drive action. In the campaign, the brand encouraged people to visit a website where they could sign up for volunteer information to join the cause. The agency turned to 4C for a cross-channel solution to drive home its message.

SOLUTION

Powered by a variety of 4C solutions, the brand's agency aligned TV and social channels to drive awareness during the tournament. Using TV Sync, the team activated across Facebook and Instagram at the same time TV commercials aired, reaching customers across multiple platforms for deeper engagement. With three sets of 4C Affinities, the team served the ad to the ideal audience most likely to take action.

RESULTS

The insurance company improved its results across all desired metrics for the synced campaign. Through 4C TV Sync, the company motivated consumers to engage with the brand in social, resulting in a 6x increase in site visits from the ad (with a higher click through rate). Using 4C Affinities, the campaign increased the conversion rate for volunteer sign ups by 35% and was 51% more cost effective in doing so (with a lower cost per view).