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| Objectives  * Lower Customer Acquisition Cost (CAC) * Higher Long Term Value per customer (LTV) | |  | | --- | | business memoDriving revenue growth |  plan & RATIONALEdrive traffic to website using targeted ads **Plan**: implement targeted content tailored to each prospect cohort. Cohorts can be formed by ad-network partners’ common features – Life stage (Age), Gender and Address (Region)  **Experiment Design**: A/B testing of cohort-specific content vs. top selling product content  **Measurement**: uplift in new customers gained per dollar spent calculated from observed engagement below.   * # Ad-click landing page per dollar spent * # Page scroll 70% per dollar spent * # Product document download per dollar spent * # Conversion per dollar spent   Each level of engagement can be converted into implied new customers gained by looking at historical data e.g. 2% of Page scroller ended buying a policy drive conversion rate using personalized offer **Plan**: implement upsell/xsell personalized offer based on recommender system  **Experiment Design**: A/B testing of offering product recommended by the model vs. top selling product content  **Measurement**:   * uplift in conversion rate (#policy sold/ #offer) * quarterly measures of LTV per customer (present value of expected premium paid throughout customer’s expected tenure less present value of expected claims) |