

## **Portfolio Piece 1:** Performance Projection with ICICI Lombard General Insurance

### **So, Why listing this project?**

This Project is special as this was the first big value closure and execution of a goal driven campaign using data analytics and machine learning.



Customer Description	Challenges	Solutions	Success Story	My Contribution
<ul style="list-style-type: none"><li>ICICI Lombard General Insurance Company Limited is an general insurance company in India that engages in diversified insurance activities.</li></ul>	<ul style="list-style-type: none"><li>In 2020, the company experienced an <b>extensive drop</b> in many line of businesses, such as <b>Travel and Car insurance</b>.</li><li><b>Health insurance</b> was the only sector showing <b>positive trend</b> and had to be <b>uplifted further</b> to compensate for the losses in other sectors.</li></ul>	<ul style="list-style-type: none"><li><b>We created and Implemented</b> a <b>multifaceted strategy</b> utilizing Audience Insight, Audience Targeting Optimization Modeling.</li><li>We <b>showcased</b> the strength of our <b>advertising platform</b> which is based on <b>data insights and machine learning</b>.</li></ul>	<ul style="list-style-type: none"><li>ICICI Lombard closed a deal worth <b>\$150,000</b> for <b>3 months</b> with Verizon Media.</li><li>ICICI Lombard Health Insurance digital campaign on Verizon Media Platform <b>out performed by 23%</b>.</li></ul>	<ul style="list-style-type: none"><li>I led the <b>engagement</b> and directed the <b>strategy for our advertising platform pitch</b>.</li><li>I created and presented the audience Insights for the client.</li><li><b>I collaborated</b> with the internal teams (Optimization, Creative Strategy and Client Servicing) to ensure that expected results are delivered.</li></ul>