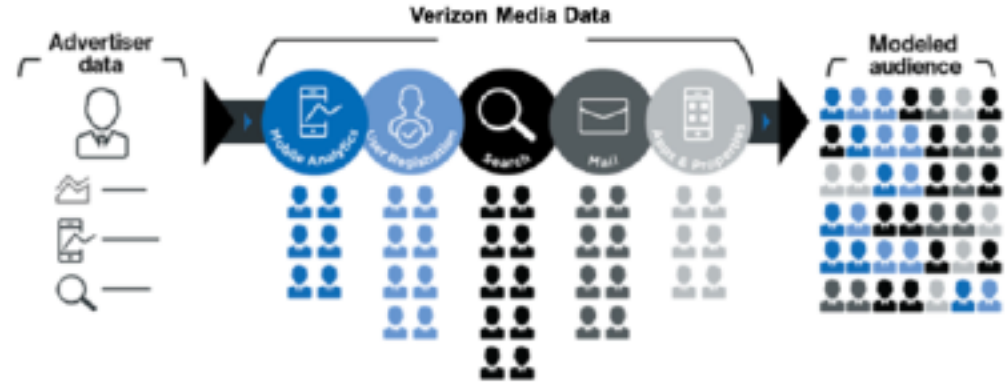


Implementation

Targeting Strategy Implemented in delivering ICICI Lombards campaign to drive business on their websites were;

- **Predictive Modeling** :- Predictive Modeling uses machine learning to build a quantitative model that leverages one million different attributes to predict the purchase probability for each user. **This delivered the best results contribution more than 52% of the deliveries.**
- **Lookalike Modeling** :- Lookalike modeling expands ICICI Lombard's reach to new prospects that look like a the customers that have responded to advertisement best customers. **This campaigns line didn't performed as well and was paused after 35 days.**
- **Interest Segments Modeling** : Users with an affinity towards online banking, personal finance, insurance, tax planning were included in the campaign. **This modeling delivered good result and contributed to 27% of the campaign.**



- **Search Categories Modeling:** Users searching for Life insurance, home insurance, general insurance, comparing policies were targeted. **This modeling delivered decent result and contributed to 12% of the campaign.**
- **App Data Modeling** : Users who have or use insurance, personal finance apps, online banking apps frequently, Productivity Applications on their phones were targeted **This campaigns line didn't performed as well and was paused after 21 days.**

Highlights

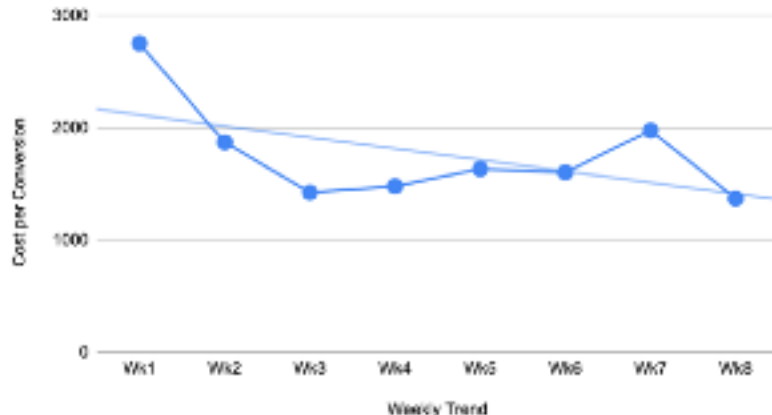
Some Key Highlights from the campaign

- Unique Reach of the Campaign : ~ 94.4 Million
- Number of Impression Delivered to the relevant audiences : ~ 490 Million
- Number of relevant audiences that clicked on ads : ~ 2K
- The cost of driving a conversion reduced by ~ 46% from Week 1 to Week 8.
- Volume of Conversion increased by around ~ 100% from the start of the campaigns.

Impressions & Reach



Weekly decline in Cost per Conversion



Weekly Increase in Conversion Volume

