



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

Background of Health Insurance Industry in India

- The **health insurance industry of India** has **57 insurance companies**, out of which only 24 of them provide life insurance.
- The **industry** is still at an embryonic stage in India, with **roughly only 25% of the total population under its coverage**. There exists a huge potential for growth and penetration of health insurance to a larger population.
- The business of **health insurance has started gaining momentum** within a month of the onset of the COVID-19 pandemic with most insurers reporting a rise in the business by 35 – 40 percent.

Background of Verizon Media in India

- **Verizon** acquired **Yahoo & AOL** and has consolidated all the media offerings under one umbrella. The omnichannel platform encompasses advertising products like **Native, Display, Video, Audio Programmatic & Digital OOH**.
- These advertising products are delivered across owned and operated inventory i.e. **Yahoo, Makers, Techcrunch, Engadget**, and premium 3rd party supply i.e. **MSN, Times, Newshunt, Network 18, Sony Liv, Zee5, Voot**, etc.
- To know more about Verizon Media

<https://www.verizonmedia.com/advertising>