

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

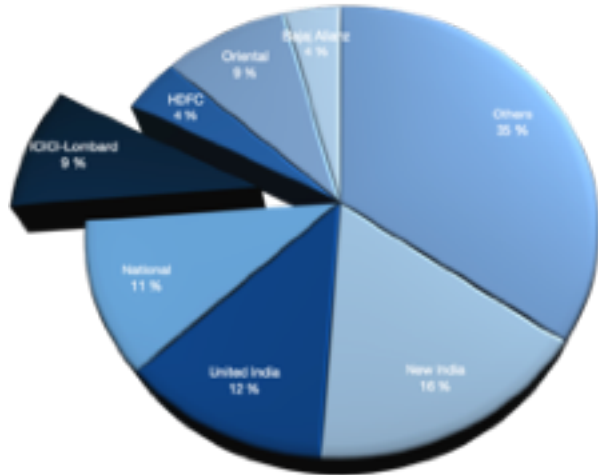
- **Verizon** acquired **Yahoo & AOL** and has consolidated all the media offerings under one umbrella. The omnichannel platform encompasses advertising products like **Native, Display, Video, Audio Programmatic & Digital OOH**.
- These advertising products are delivered across owned and operated inventory 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>

Challenges

Challenges/Brief Shared by ICICI Lombard

- ICICI Lombard had to **increase the Market Share in Health Insurance Segment** due to **surge** in the **other business lines**.
- The advertising budgets reserved for branding were used to drive only final sales revenue **without any display activity** (What do you mean by display activity).
- ICICI digital team had huge pressure to drive sales via online medium as most of the physical centers were closed due to COVID.



Challenges at Verizon Media

- Our reach reach in India was only **~10% of total internet audience**.
- ICICI Lombard's digital agency team had already been working with Google's new programmatic platform and had **apprehension to try our platform**.
- This was our **first goal/performance driven campaign** that had to delivered with **huge daily volumes**.

