

Deal Closure

- ICICI Lombard **closed a deal worth \$150,000 for 3 months** with Verizon Media.
- The campaigns was taken live across Yahoo, Makers and other partner sites like Times of India.
- **Multiple Creatives** were **continuously added** throughout the duration of the campaign.



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ICICI Lombard Health Insurance

Get a health plan that grows along with your family. Protect yourself & your loved ones against rising medical costs.



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Give Your Regular Health Plan a Boost

Secure yourself from surging medical costs & unexpected health issues with Health Booster Policy. Buy health insurance today.



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Get Health Insurance, Protect Your Savings

Purchase health insurance from ICICI Lombard and save on tax under Sec 80D.



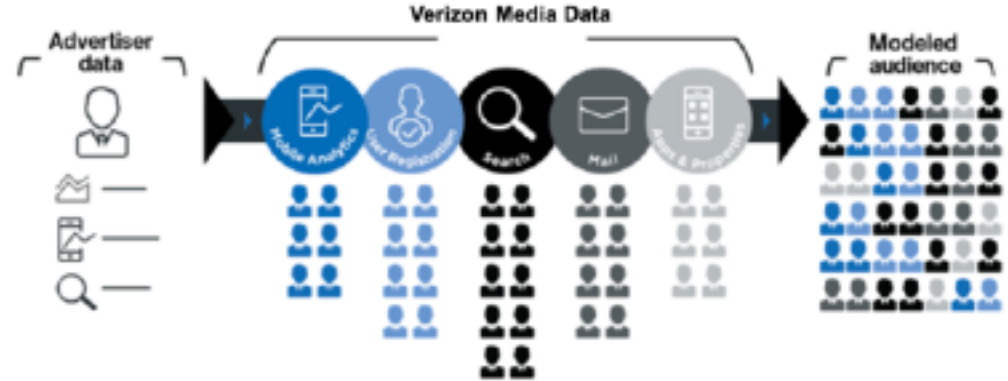
A few creatives that we implemented

Screenshot of ICICI Lombard campaign on Yahoo and Times of India

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.**