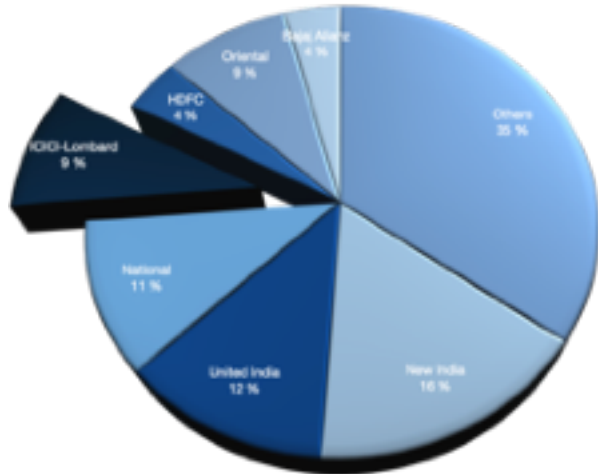


Challenges

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**.



Showcased Verizon Media's Demand Side Platform (DSP)

- We created a detailed pitch for our Demand Side Platform and its capabilities to deliver value to the client.
 - Data Sources
 - Advertiser data flows in by placing a small code on client's website or by system to system integration with their applications.
 - Our platform's first data sources are many like search query, email, content consumption, and mobile data.
 - There are many third party data management platforms like Bluekai, Lotame that are integrated in the platform.
 - Machine learning and data insights are used to optimize the campaigns.
 - Data Insights from the converted audience is further used for profiling similar users.

Advertisers and Verizon Media 1st Party Data and Third Party Data is mapped by the DSP

Insights from the converted customers are used map similar audiences

