

Implementation

We used the platform and tools to share the insights about the prospect customers of health insurance with the client.

- Few insights that were used in campaign planning were:
 - Geographic locations in India that were responding well to the insurance advertisement were chosen for ICICI Lombard Campaigns.
 - Online Shoppers were targeted for this campaign.
 - Audience with productivity, Finance, and Business Applications were targeted.

AUDIENCE INSIGHTS

App Usage & Content Consumption

46%
Audience also consume Entertainment Content



64%
Users consume Business and Finance content and 45.5% are transacting via VISA cards



42%
Users consume sports content



22 Mn Users on Verizon have an affinity toward Business & Finance

7.7 Mn Users on Verizon have an affinity toward News Content

Top Selling Domains



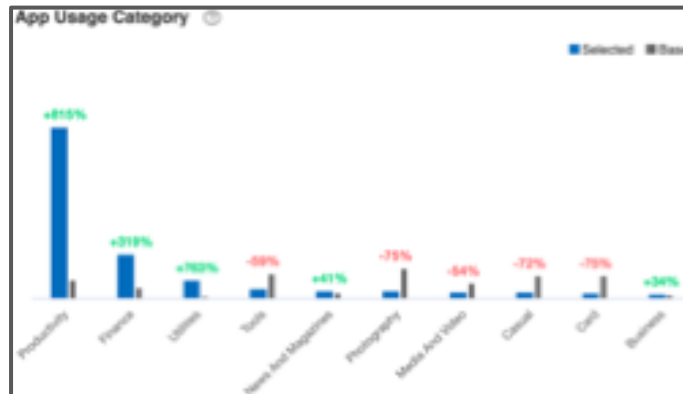
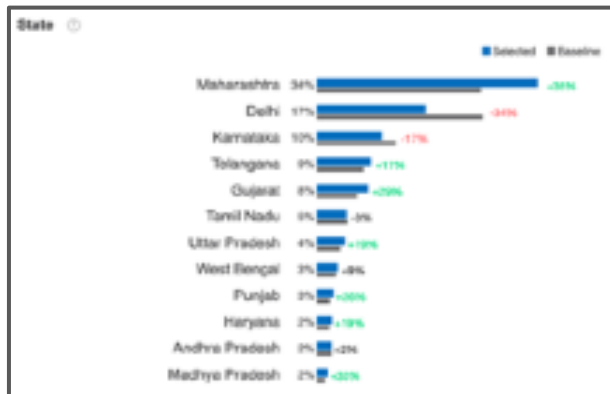
38.4%
Audiences are ordering food online



33%
Audience are shopping And 64% prefer purchasing via Amazon



60%
Of transacting audience are from Tier 1 and metro cities



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.



Sponsored by ICICI Lombard GIC

ICICI Lombard Health Insurance

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



Sponsored by ICICI Lombard GIC

Give Your Regular Health Plan a Boost

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

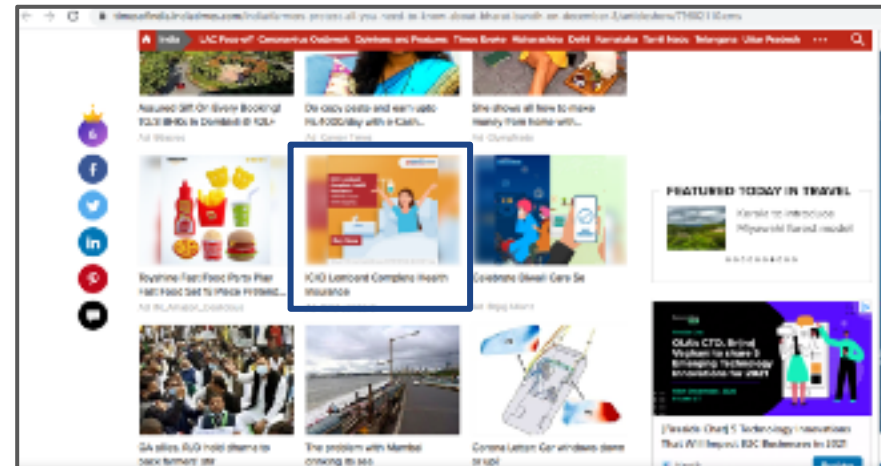


Sponsored by ICICI Lombard GIC

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