

CASE STUDY

Auto Insurance Case Study

Auto Insurance Brand Leverages Performance CTV Platform to Maximize IPO Performance

Goal

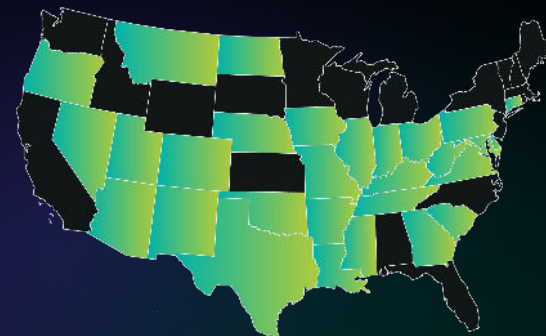
An auto insurance company contracted with Digital Remedy to run its media buying, analysis, and optimization efforts in an attempt to boost web/app accounts and binds prior to an Initial Public Offering (IPO.) Leveraging our proprietary Performance CTV platform, which provided in-depth, real-time attribution across the various channels and tactics in play, we successfully drove a significant number of web/app profile conversions, including high value accounts created (those with a high likelihood of binding), during the period of increased ad spend leading up to the brand's IPO.

Solution

With its IPO, the brand achieved a valuation 6% higher than it was aiming for since it sold 2m more shares than initially projected. The company's share price exceeded the target by up to \$5 more per share, and gave the company over \$700m in total funding from the IPO. The high valuation puts the company significantly ahead of competitors (which also had IPOs the same year) by over 100%.

Geos

29 eligible states



Key Results

11%

Awareness Lift

8%

Favorability Lift

14%

Consideration Lift

7%

Intent Lift

300%

Bind ROAS

