

CASE STUDY

Get More Lead Generation With Programmatic Media Buying



SelmanCo & Concept.

The Results

64%

Lead volumes increased 64%

81%

Cost per acquired lead decreased 81%



Attracted new leads and drove additional traffic to the client's website from organic and direct sources, broadening the brand's audience base



Anticipated lifetime ROI of this campaign is around 7x their initial budget

Their Challenges

SelmanCo., one of the largest, privately-held US life and supplement health insurance administration firms, struggled with:

- Lead generation was starting to lag
- Their paid media platforms were losing its cost efficiency
- Developing a way to reach their target audience and drive lead volumes

A 90-day programmatic media strategy was recommended and implemented to help increase cost efficiency, generate better leads, and drive lead volumes. Using a multi-channel approach, this comprehensive campaign utilized streaming audio, display, and video, and extended to social media and paid search platforms.

Campaign Goals

The primary goal was to enhance brand recognition, cultivate a cost-effective pool of leads, and increase the client's remarketing efforts on a national scale.

Our Strategy

Our marketing team developed strategies to drive brand recognition and lead generation to reach their target audience through audio, video, and display ads to drive lead generation through programmatic media channels. Our strategy also included paid social media remarketing ads and paid search to help drive engagement and conversions.

About the Company

SelmanCo, one of the largest, privately-held US life and supplemental health insurance administration firms that specializes in reducing cost and increasing efficiency for associations. With over 40 years in the industry and over 200 employees, this well-established client holds over \$300 million in premiums under administration and manages more than 1.5 million certificates.

Conclusion

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This case study serves as a testament to the effectiveness and power programmatic media has for Concept's B2B clients. Interested in learning more about programmatic media buying?