

S U N
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CUSTOMER STORY: TOP 5 U.S. P&C INSURER

NEW AUTO RATES
FOR THE
**CENTENNIAL
STATE**

GET A QUOTE



**SAVE 5% OFF
YOUR PREMIUM**
BY BEING ACCIDENT FREE

GET A QUOTE



DEDUCTIBLE DISCOUNT
GET \$100 OFF
YOUR DEDUCTIBLE

GET A QUOTE



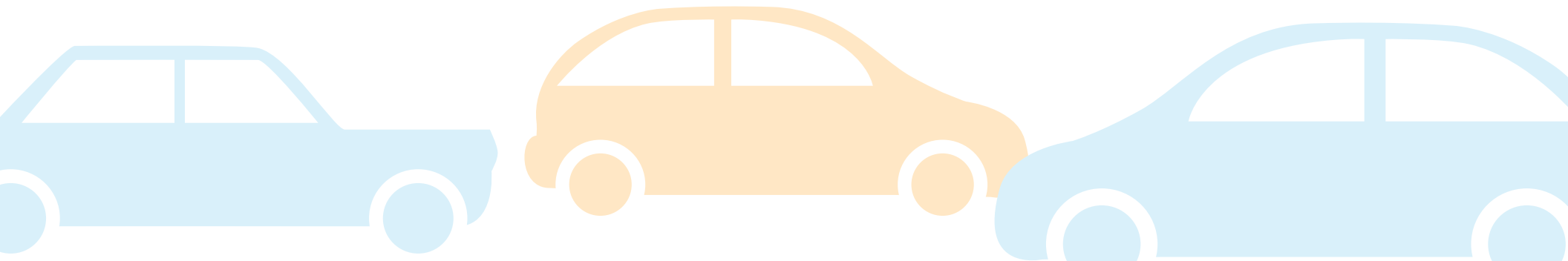
DRIVING CUSTOMER
ACQUISITION WITH MORE
CONVERSIONS AT A LOWER COST

CUSTOMER STORY

BACKGROUND

One of the top five property and casualty insurers in the United States provides auto, home and life insurance services to more than **16 MILLION HOUSEHOLDS**. The insurer's customer experience is core to its mission to help protect policyholders and prepare them for the future. With a strong commitment to innovating its products and services to help customers protect what matters, it was only natural for the company to partner with SundaySky and **extend its innovative approach to the customer experience**. The insurer chose to deploy SmartVideo across its customer lifecycle, which included a SmartVideo Advertising program in support of its customer acquisition initiatives.

The goals of the personalized video advertising program, which is designed to increase completion of online auto insurance quote requests, are to **increase traffic back to the website and drive quote conversions under the target cost per quote (CPQ) goal**. The insurer delivers a personalized video ad to site abandoners who did not start or complete the auto insurance quote process to bring them back to the site to submit a quote request.



CUSTOMER STORY

SOLUTION

SMARTVIDEO ADVERTISING FOR CUSTOMER ACQUISITION

The personalized video ads highlight the values and benefits of the auto policies and direct viewers back to the website to complete the process of requesting a quote. SmartVideo Advertising allows the insurer to **deliver the exact right ad, at the exact right moment in time, to the exact right viewer, with continually optimized and measurable performance and accountability.**

SundaySky's platform, SmartVideo Cloud, buys premium inventory using algorithmic targeting and programmatic buying to deliver 15 and 30-second personalized in-stream, non-skippable pre-roll ads. **Each ad is individualized to the viewer** based on his or her attributes and on-site browsing behavior.



SOLUTION CUSTOMER STORY

THE CONSUMER EXPERIENCE

1

Protection for your **vehicle** begins here. Just answer a few questions to get started.

First Name	MI	Last Name	Suffix
John		Smith	Non

Birthdate

mm	dd	yyyy

Address

Apt	City	State	ZIP
	Burbank	CA	

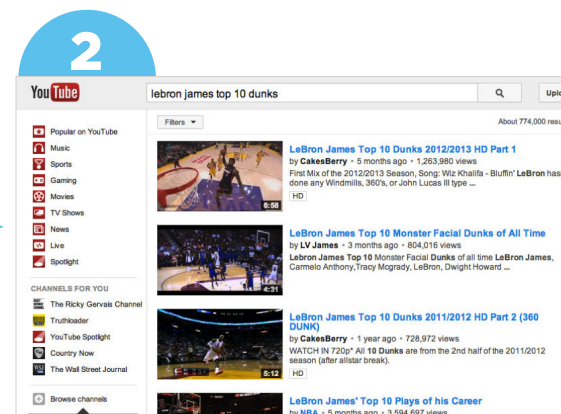
Start

Simple
To save your time, we'll try to use public records to answer some questions. Improves the accuracy of your quote.
You can still the answers.

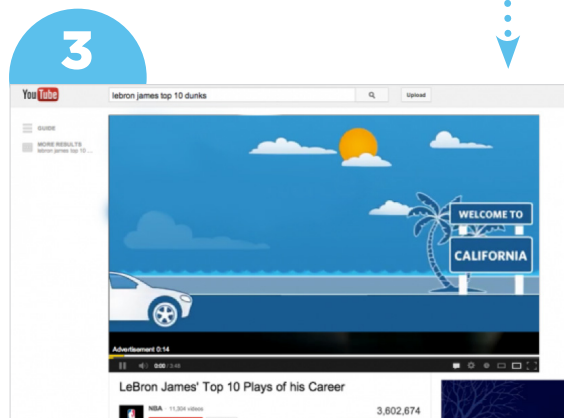
Safe
Your security is important to us. The info you provide for this quote is protected.
See our privacy policy.

Convenient
It's easy to manage current policies by visiting My Account or speaking with your agent.
Changing your policy could affect your premium.

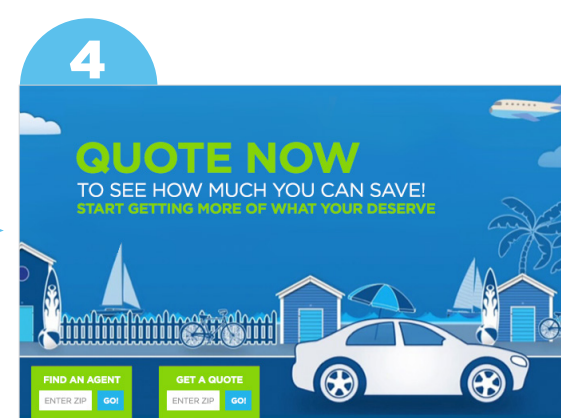
A website visitor shows interest in auto insurance or initiates the quote request process...



...but leaves the site without submitting a quote request. Later, as the consumer searches for video content on YouTube...



...the pre-roll ad is chosen, tailored to the viewer and delivered.



When the viewer clicks through the video ad, he is brought to a landing page designed to match the video experience.

SOLUTION

PERSONALIZED AD STORY VARIATIONS

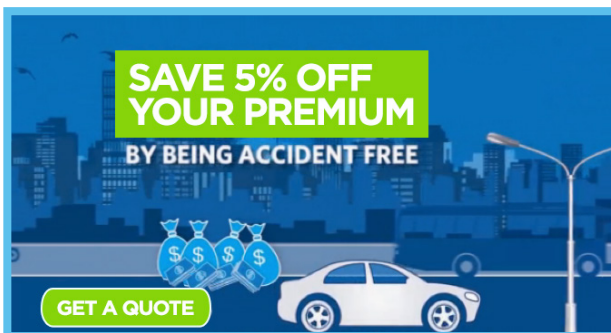
The SmartVideo Advertising program leverages on-site visitor activity and off-site consumer signals to personalize an ad to the viewer, resulting in a more effective message that increases conversions. The ad narration is localized, speaking to each of the 50 states and 30 of the most populated cities, and the visual background features a different landscape depending on the viewer's region.

The personalization experience continues when a viewer clicks through the ad to submit a quote request, as the landing page design is also determined by the viewer's regional location.

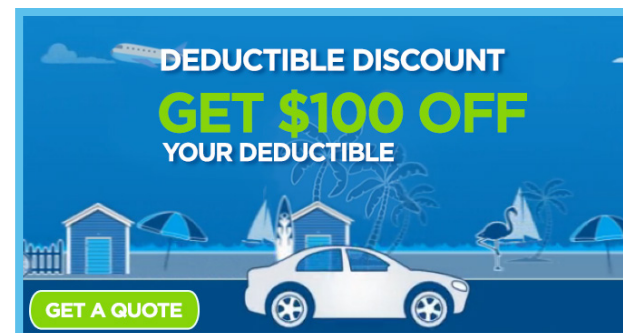
Below are sample scenes from three ad story variations:



- **Duration:** 30 seconds
- **Region:** Mountains
- **State:** Colorado
- **City:** None
- **Policy benefit:** Accident forgiveness



- **Duration:** 30 seconds
- **Region:** City
- **State:** Connecticut
- **City:** None
- **Policy benefit:** Accident forgiveness



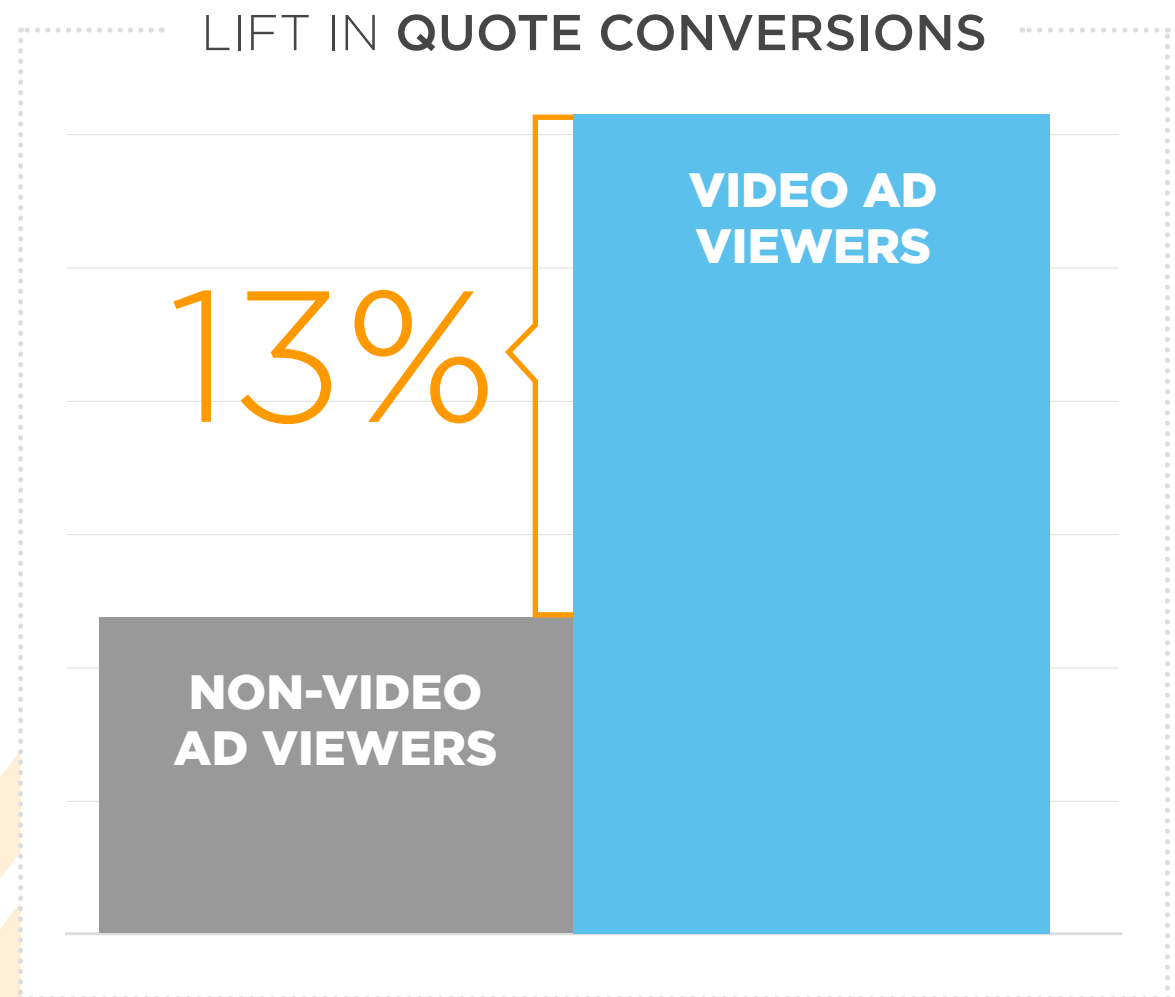
- **Duration:** 15 seconds
- **Region:** Beach
- **State:** California
- **City:** Los Angeles
- **Policy benefit:** Deductible discount

CUSTOMER STORY

RESULTS

LIFTING QUOTE CONVERSIONS WHILE LOWERING COST

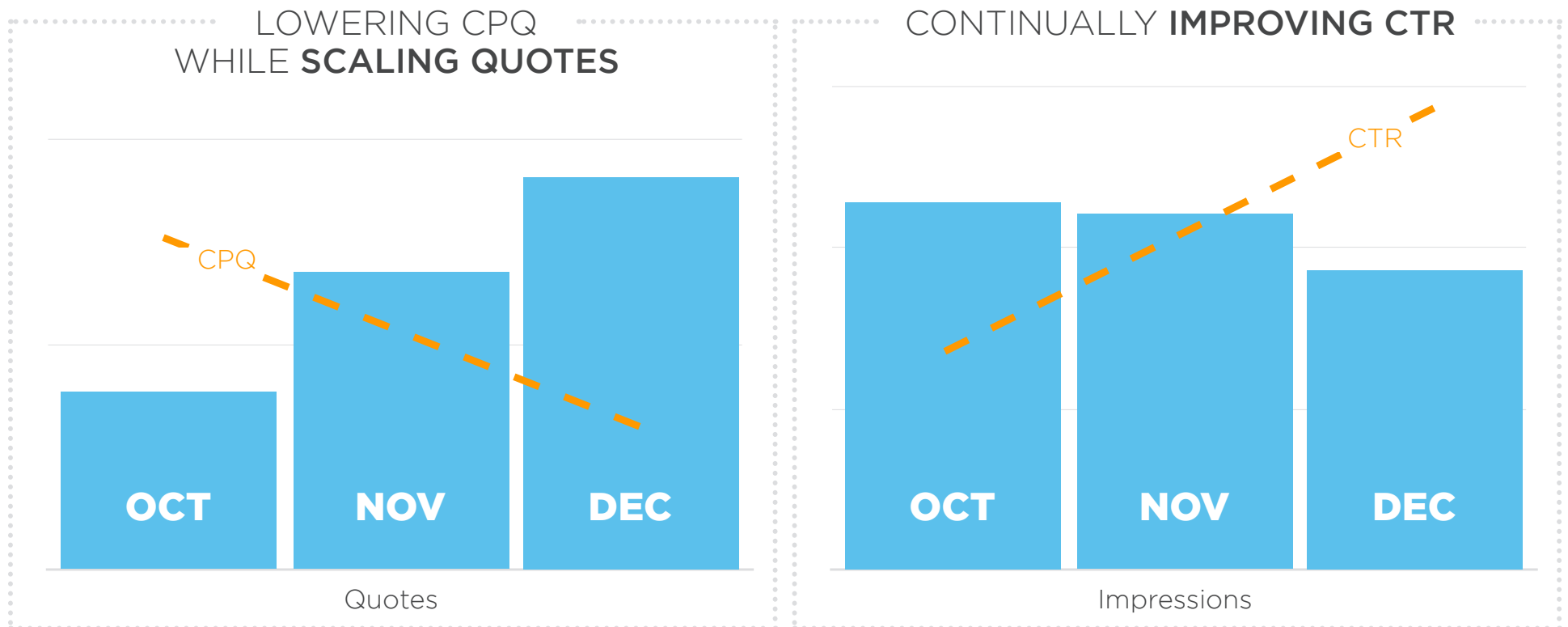
This paid digital advertising program aims to increase online conversions within a targeted cost per quote (CPQ) goal. The insurer has seen a **13% LIFT IN CONVERSIONS** among video ad viewers compared to non-viewers since deploying the program. Meanwhile, program performance was continually optimized, bringing the CPQ of SundaySky's SmartVideo Advertising program **43% BELOW THE TARGETED GOAL**.



RESULTS

SELF-LEARNING ALGORITHM OPTIMIZES PERFORMANCE TO MAXIMIZE YIELD

The SmartVideo Cloud platform uses a self-learning algorithm to optimize performance through the identification of attributes that are most tightly correlated with return visitors and order conversions. After three months of continual optimization, the insurer **MORE THAN DOUBLED THE NUMBER OF QUOTE CONVERSIONS, DECREASED THE CPQ BY 67%** and **INCREASED THE CTR OF ITS ADS BY 80%.**



ABOUT SUNDAYSKY

SundaySky is dedicated to transforming the relationship between brand and customer through personalized video. Our platform, built on proprietary SmartVideo technology, combines the power of video with personalized storytelling at scale to foster long-term customer relationships. The SmartVideo Platform lets marketers communicate to an audience of one and easily create, manage and optimize real-time personalized video programs throughout the customer lifecycle. AT&T, Comcast, Allstate and other industry-leading brands partner with SundaySky to engage prospective and current customers, resulting in higher revenue, lower costs and deeper loyalty. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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