



# Giving Insurance Ads Personal Appeal with Smart Ads

## The Challenge

One of the largest U.S. insurance providers wanted to spark engagement and drive action from users in a specific geographic region.

## The Solution

In early 2012, the top insurance marketer took a personal approach to connect with online users in the Pacific Northwest region. The campaign combined the power of Yahoo! user data and industry-leading dynamic creative to deliver relevant ads to users in real-time based on their location.

Smart Ads optimized different headlines and used geolocation data to pull in the picture and contact details of the agent located closest to each user. Users could then click on a link to easily connect with their local agent. Campaign performance showed this advertiser that getting personal with online advertising pays off!



## The Results

# 60%

Lift over standard  
media CTR\*

\*Based on 2011 Smart Ads partner benchmark data