

FORTUNE 500 MORTGAGE INSURANCE PROVIDER DRIVES INCREASED CONVERSIONS WITH V12'S SOLUTIONS

As one of the largest private mortgage insurers in the US, this provider conducts the majority of their business over the Internet, with about 90% of their products available online. In addition to straight mortgage insurance, the company also offers home buyer education classes and job-loss mortgage insurance.

CHALLENGE

Long-term care insurance provider needed to drive new visitors to their website to boost customer acquisition and increase new policy sales.

SOLUTION

The provider used V12's audience targeting solutions using the following parameters:

Lifestyle & Pursuits > Presence of Elderly Parent

Metric - Conversions

RESULT

- V12's data was the second highest converting data provider out of 17 data providers
- V12's CTR was .036%
- V12's segments indexed at 1593% over the data provider average