

ForMotiv Drives \$10.2M Return for Top-10 P&C Carrier

THE CHALLENGE

ForMotiv engaged with a Top-10 P&C Carrier to improve the efficiency and incremental uplift of their remarketing campaigns. Using behavioral data science, they were able to segment users by buying propensity, personalize messaging, and align adspend to their predicted likelihood of purchase. Their data science team had previously built an in-house lead scoring model for their marketing automation flows, but found that traditional marketing analytics data lacked the robustness needed to properly train and tune their predictive models.

THE RESULTS

40.1%

Quote-Bind Rate without Behavioral Models

\$10.2M

Annualized Incremental Revenue Attributable to ForMotiv

45.1%

Quote-Bind Rate with Behavioral Models

Prediction Category	% of Population	Actual Outcome	Observed Likelihood Outcome
Very High	2%	88.2%	2.2x more likely
High	16%	72.2%	1.8x more likely
Medium	35%	52.1%	1.3x more likely
Low	32%	29.6%	1.35x less likely
Very Low	15%	16.7%	2.4x less likely

THE METHOD

Remarketing Intelligence

Using ForMotiv's behavioral stratification, the Carrier grew their PPC conversion rate 12.5% and future-proofed their remarketing strategy with cookieless First-Party data.

Lead Prioritization

The Carrier saves time and optimizes agent and call center efficiency by using ForMotiv's predictive scoring to prioritize high-value leads for their outbound phone campaigns.

One-to-One Messaging

ForMotiv behavioral data powered personalized automated email campaigns, driving 191% uplift in policy sales compared to non-personalized messages.

Prospecting Powerup

The Carrier combined ForMotiv's digital intent scores with their traditional CRM and behavioral data to create powerful new seed lists for lookalike prospecting audiences.

The Carrier has since deepened their engagement with ForMotiv, enhancing their web applications with **real-time** predictive scoring to dynamically push users towards the buying channel with the highest likelihood of converting.

12.5%

Quote-Bind Rate Increase in PPC Remarketing

47.0%

Incremental Policy Sales with ForMotiv Behavioral Data

\$10.2M

Incremental Revenue Directly Attributed to ForMotiv