



Analyze and Lemonade™: Leveraging Key Market Demographics to Reach Buyers on Social Media

Background

Lemonade™ is revolutionizing the traditional marketplace for renter's casualty insurance with an innovative digital brand, all online offering and serious corporate responsibility that appeals to today's young urban and professional renters. Lemonade needs to reach its buyers where they live their lives—on social media—by bridging the gap between traditional qualified leads and targeted social advertising. Analyze™ Clientell™ offered Lemonade a source of prequalified, high propensity consumer leads that could be targeted through an omni-channel social media strategy.

Solution

Lemonade was cautious about the restrictions on data privacy as it entered the heavily-regulated US insurance market, but without a large in-house data analytics team, it was unsure how to develop a strong set of predictive analytics to drive demand and lead generation. In addition, social media advertising platforms like Facebook™ Ads Manager lacked many of the key selectors for determining underwriting eligibility. Lemonade worked with Analyze data scientists to identify geographic, sociometric and psychographic predictors for potential ad responders and used those predictors to generate high potential customers who met the property, income and underwriting requirements. They then located social media profiles for each potential customer and built custom Facebook audiences designed to reach only highly qualified and high potential conversion consumers.

Using lists from Clientell™, we were able to reach more than 80% of our high-potential customers via ads on social media.

Results

Using baseline data from Clientell's 220 million US households and individuals, Lemonade was able to locate and target over 80% of its potential customers on social media. With a test audience of 100,000 potential new customers, they began seeing new conversions within 48 hours of campaign launch, with scale-out advertising now under development. Because leads are analyzed and generated by Clientell and not its internal data sources, the company is fully confident of its compliance with Gramm-Leach-Bliley and state privacy regulations.