



Increasing Health Insurance coverage for Asian Americans in the US

OVERVIEW: Client is a Health Insurance marketplace for individuals and small businesses, offering subsidized health care plans for the state

Objective:

- Reach uninsured Chinese, Korean, and Vietnamese audiences for insurance plan sign-ups
- Maintain cost of sign-ups below \$200

Approach

1. **Deal-based Targeting:** Setting up deals with leading regional/vernacular publishers to bring premium inventory to the client.
2. **Contextual & Domain Targeting:** Target Chinese, Korean and Vietnamese web content
3. **Behavioral Targeting:** In-Market Targeting for insurance using third-party audiences. Also targeting based on location history e.g. income based zip codes

Outcomes

- 32% Improvement in CPA
- 33% Higher CTR compared to the benchmark
- 40% Higher viewability as compared to the benchmark

