

## BrandMuscle Increases Online Leads for National Insurance Company Through Exclusion Targeting

### Challenge

One of the largest insurance brands in the country wanted to drive more leads for their agents through paid media, but needed to tailor the audience to receive the type of quality leads desired. BrandMuscle applied custom audiences as exclusion targeting on Facebook and programmatic display to target people highly likely to convert.


### Solution

BrandMuscle worked with the client's DMP partner to obtain two audiences of unlikely converters: the current customer list and people who have seen a high number of ad impressions in a predefined amount of time. From there, BrandMuscle applied these audiences as exclusions to both Facebook and programmatic display, and measured the effect after implementation.

### Results

**73% INCREASE**  
in leads

COST PER LEAD  
**DECREASED**  
By 11%



“The client was able to scale in new customer acquisition without targeting current ones and reduce the cost spent on wasted impressions.”

*Jason Tabeling, SVP Digital, BrandMuscle*