

# Facebook's conversion pixel drives leads for private insurer.

**Facebook proves to be an effective Direct Response channel for driving new leads and sign-ups for a large private medical insurance provider.**

## Approach

Adaptly created a testing framework utilising Facebook's DR products and Adaptly's deployment tools to gain learnings & optimise.

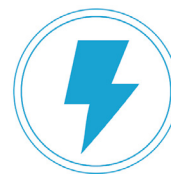
- Utilised search keywords to create bespoke audience groups based on 'Healthcare', 'Health & Wellbeing' and 'Competitors'
- Tested Acxiom Partner Categories 'Insurance Provider Switcher' and 'Likely to have Private Insurance'.
- Created multiple creative variants with Adaptly's bulk creation tool, to allow for testing & optimisation.
- Used Facebook's conversion pixels to gain granular data to allow for improved optimisation.

## Results

- Facebook delivered cost-effective leads in-line with the clients top performing display channels.
- Partner categories were one of the top performing audience segments, and delivered a click-to- conversion rate 60% higher than standard targeting.
- Facebook has become an 'always on' channel as a part of the clients' wider DR activity.



£130 cost per lead



403 leads



cost per link £1.19.

## Key Takeaways

- To deliver performance, use the right combination of products and technology to deliver results.
- Multi-variate test to gain learnings that can feed back into your future campaign strategy.
- Utilise Facebook's conversion pixels to gain granular level data to allow for improved optimisation.

**Adaptly**