

Analytics: Data Into Action

Advanced ROAS Bid- Management for Paid Search

Presented by:

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Goals for this Presentation

- Reevaluate how you are currently running your paid search programs
- Get creative in thinking about how to use data to drive results

Theatre Systems Sound Check

Company Background

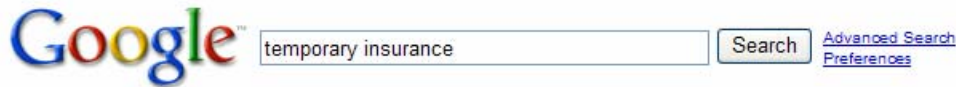
- **Assurant (AIZ): \$25 billion in assets: \$8.45 billion in annual revenue; 12,000 employees**
- **Assurant Health: In business since 1892**
 - Individual Medical
 - Short Term Medical
 - Small Employer Group
 - Student Medical Insurance
 - Health Savings Accounts

Sold Via:

- 200,000 local agents
- National Accounts
- Direct to Consumer Channel

Assurant Health is the brand name for products underwritten and issued by Time Insurance Company, John Alden Life Insurance Company and Union Security Insurance Company. The views and opinions expressed in this presentation do not necessarily represent those of Assurant Health

SEM Objective: Dominate the Page



Web Results 1 - 10 of about 500,000 for **temporary insurance**. (0.33 seconds)

Temporary insurance
www.TemporaryInsurance.com Temporary Health Insurance Up To 365 Days From Assurant Health.

Individual Health Plans
www.eHealthInsurance.com Get Quotes. Compare Plans. Apply. Come to eHealthInsurance & Save.

Simple Short Term Health
www.TemporaryInsurancePlan.com Affordable rates, pick from 8 plans 1000 User reviews. Free Drug Card

Short Term Medical coverage protects you in the event of an ...
Short Term Medical **insurance** provides comprehensive **temporary** medical **insurance** coverage that guards against catastrophic costs of unexpected medical bills. ...
www.temporaryinsurance.com/ - 51k - [Cached](#) - [Similar pages](#) - [Note this](#)

Temporary Insurance - Temporary Health Insurance
Temporary health **insurance** quotes and apply online for next day coverage.
www.temporaryinsuranceplan.com/ - 51k - [Cached](#) - [Similar pages](#) - [Note this](#)

Temporary Health Insurance Short Term Medical & Dental Insurance
Temporary health **insurance** plan comparisons. Offering over 30 short term health **insurance** and dental **insurance** plans for individuals and family's.
www.consumerbenefits.net/ - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)

Short Term Health Insurance temporary Insurance plans
Short term health **insurance**, **temporary** health plans and quote affordable COBRA alternative option rates for medical coverage.
www.short-termhealthinsurance.com/ - 15k - [Cached](#) - [Similar pages](#) - [Note this](#)

Health Insurance Plans from Assurant Health
Short Term Health **Insurance** A **temporary** health **insurance** plan for 30-365 days. Short Term Health **Insurance**. Health Savings Account (HSA) ...
www.assuranthealth.com/ - 43k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

Esurance - Auto Insurance
Free Quotes. Instant Savings.
Buy Your Policy Online In Minutes!
www.esurance.com

Blue Cross Short Term Ins
Compare Short Term **insurance** with a option to buy online. It's easy.
www.healthinsurancesort.com

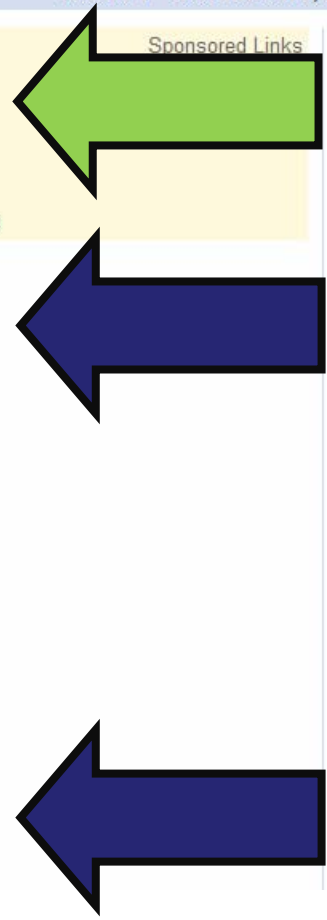
Short Term Health Plans
Get Short Term Health **Insurance** Online - Plans from \$20 Per Month.
Short-Term-Health-Insurance.com

8 Short Term Health Plans
Widest Selection on the Internet.
Free Rx Plan with Every Application
www.ConsumerBenefits.net

Jacobson Solutions
High caliber temp **insurance** talent: all functions, disciplines, levels.
www.jacobsononline.com

Temporary Insurance
Temporary **Insurance**. Which Temporary Health Plan is Right?
Temporary.MedHealthInsurance.com

Short Term Health



Campaign History

- **Paid Search Campaigns**

- 2002 launched paid search for Short Term Medical Insurance (STM)
- 2005 launched paid search for Individual Medical Insurance (IM)

- **Media buying initially based upon CPA methodology – “allowables”**

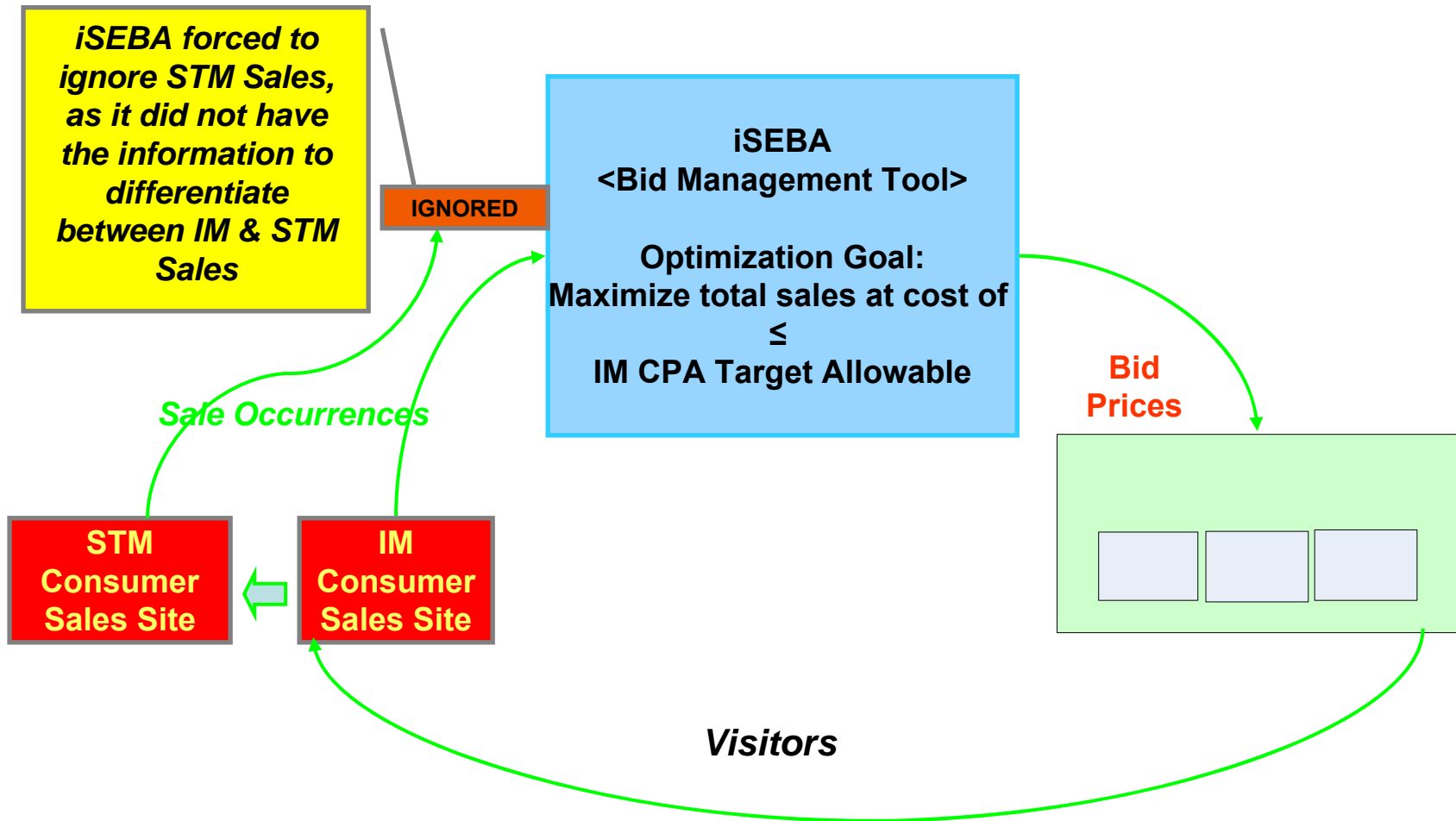
- e.g.
 - CPA allowable for STM = \$100
 - CPA allowable for IM = \$200

*Note: All numbers in this presentation have been modified, and are for illustrative purposes only

Pricing

- Health insurance pricing – highly complex
- Pricing factors include:
 - Age
 - Number of people to be covered
 - Geographic Area
 - Plan Type
 - Deductible
 - Level of coinsurance

Former Situation: (IM Paid Search)



This same logical model is used for the IM and STM campaigns.

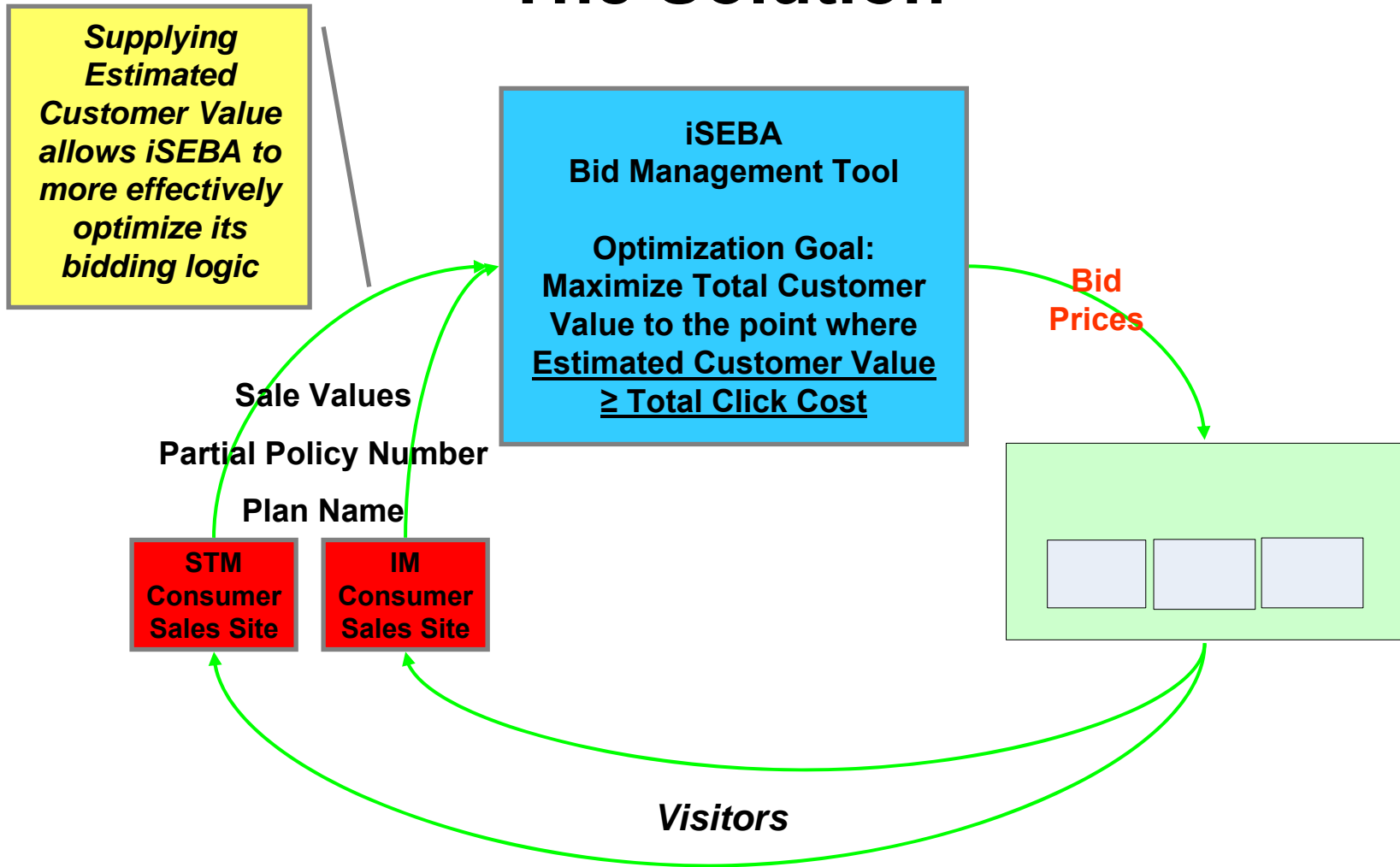
Problems with Former Situation

- **PPC optimization strategy optimized only on “primary” product line:**
 - In the IM campaign bid-managed only on the IM sales – ignored STM cross sales
 - Compensated by inflating the IM CPA target
- **PPC methodology considered all sales within a product line to be of equal value:**
 - e.g.
 - Premium varies widely
 - Timing of payments impacts value: single vs. monthly

The Solution

- Implement the ROAS model
- Two elements:
 - Determine and capture an **estimated customer value** (dynamic per sale)
 - The amount we are willing to pay for this sale
 - Set an **optimization target** (static = 1.0 for individual medical)
 - With this target, PPC will optimize towards the point where:
Total customer value produced \geq Total PPC spend
(based upon a pre-determined ROI)

The Solution



Implementing ROAS Model enables us to provide iSEBA with real-time, sale-level feedback enabling improved bid management

Estimate Customer Value

- **IM**

- Estimated Customer Value = *Medical Premium + xx% *Add-On Premium
- If Linked Agent Sale, the value will be approximately 1/3xx% of the sale value calculated.

- **STM**

- If Single Payment Purchase Type
 - If 6 Mo, Estimated Customer Value = xx% *Total Premium
 - If 12 Mo, Estimated Customer Value = yy% *Total Premium
- If Monthly Payment Purchase Type
 - If 6 Mo, Estimated Customer Value = zz% * Monthly Premium
 - If 12 Mo, Estimated Customer Value = (Q%)*zz% * Monthly Premium

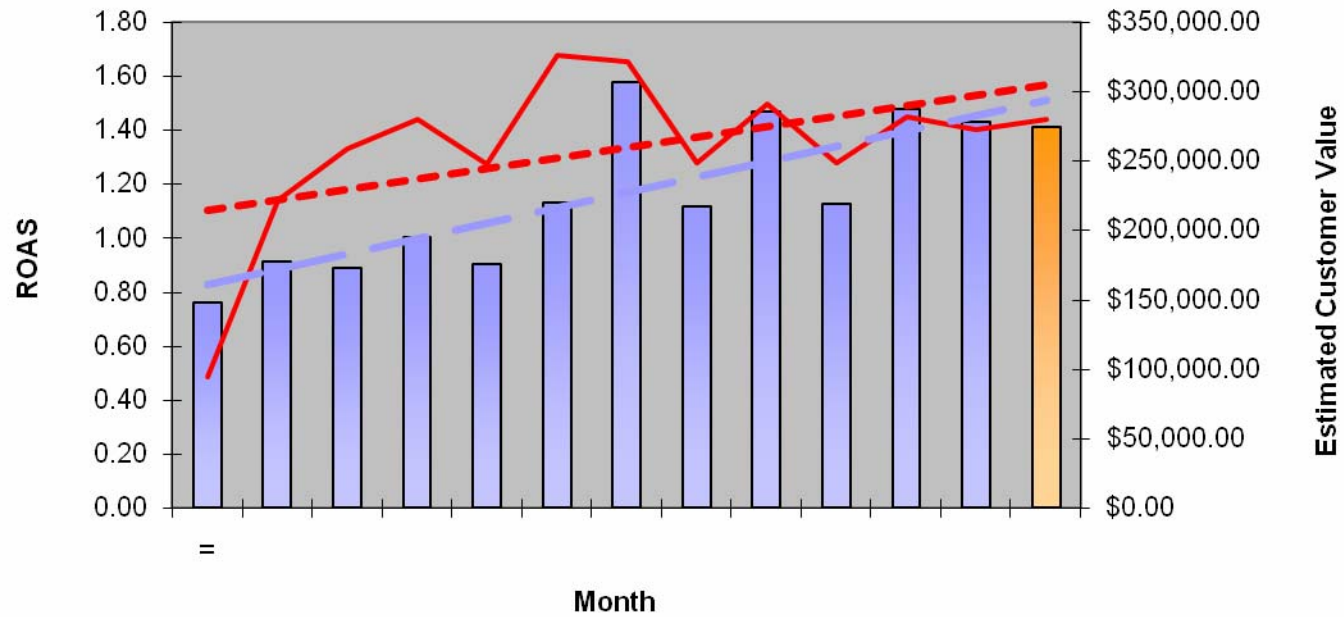
Reporting Change

- Formerly, our primary metric for effectiveness was CPA (e.g. \$200 for IM, \$100 for STM)
- We have migrated to ROAS as the primary effectiveness metric
 - Calculation:
Total Estimated Customer Value/Total PPC Spend
 - Interpretation:
 - ROAS ≥ 1 -- at or better than goal
 - ROAS < 1 -- worse than goal

We can still reverse calculate a CPA, but this is purely a secondary metric.

Results

Monthly Estimated Customer Value* and ROAS



***ECV numbers inserted for illustrative purposes only**

Conversion Management

Keyword Selection

- **Seasonally Active Keywords**

In summer, an increase in insurance coverage for graduating college students leads to increases in:

- Impressions
- Clicks
- Conversion Rates

Ad Copy

- Mine Data Across Search Campaign
- Understand Differences in CTR and Conversions Associated with Different Ad Copy
 - e.g.
 - “Cheap”, “Low Cost”, “Affordable”
 - Use of the term “Quality”
 - Use of the phrase “Official Site”

Integrated Marketing – Should Inform Ad Copy Selection

- *Commercial “Express Yes”*
- Search Marketing Team changes copy to correspond to new “test” TV ad

- A screenshot of a Google search interface. The search bar contains the text "assurant direct" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, a blue bar indicates "Web" and "Results 1 - 10 of about 2,070". The first result is a sponsored link for "Assurant Direct" with the URL "www.AssurantDirect.com" and the text "'Express Yes', Coverage in Just 24 Hours!".

- Change generates substantial increase in CTR

Thoughts and Conclusions

- Creatively applying existing data may improve your results
- Avoid the silo – integrate search with your marketing plan
- Paid search marketing – though data driven, remains a combination of **ART** and **Science**

“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted”

- Albert Einstein

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