

A close-up photograph of two business professionals in a meeting. One person, wearing a dark blue suit, holds a silver tablet displaying a bar chart and a pie chart. The other person, wearing a blue button-down shirt, points at the tablet with their right index finger. On the table, there are various documents with charts and graphs, a laptop keyboard, and a pen. The scene is lit with warm, natural light from a window in the background.

# Harnessing the Power of Data + Targeting for Insurance

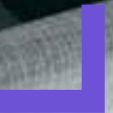
**NBCUniversal**

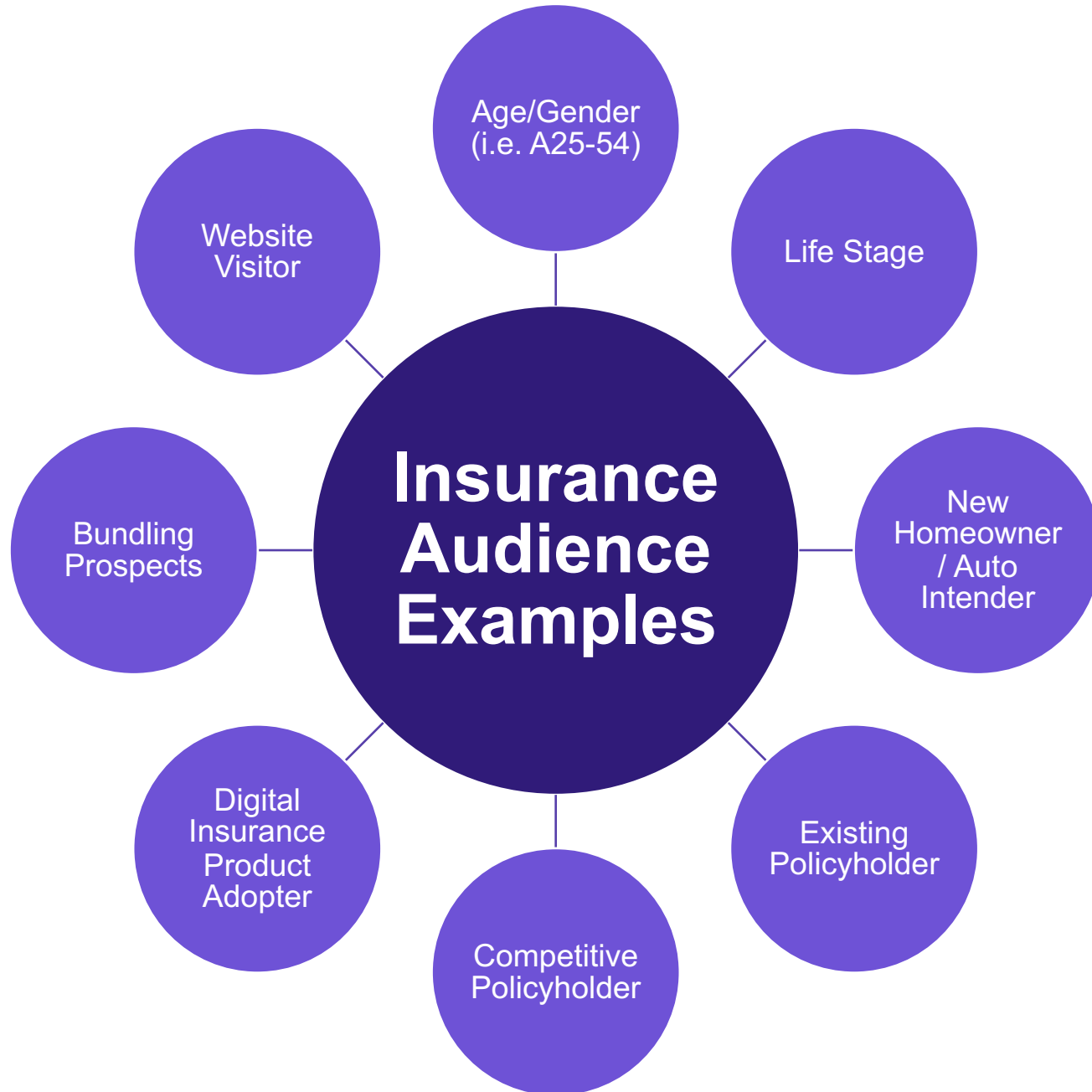


# Purpose

**NBCU understands the importance of leveraging data + audience targeting to reach Insurance priority audiences with precision, and at scale**

**Insurers may need to reach a number of different priority audiences, and through NBCU's suite of audience targeting products, we can design the best strategy to achieve brand and business objectives through a combination of broader targeting and precision targeting**





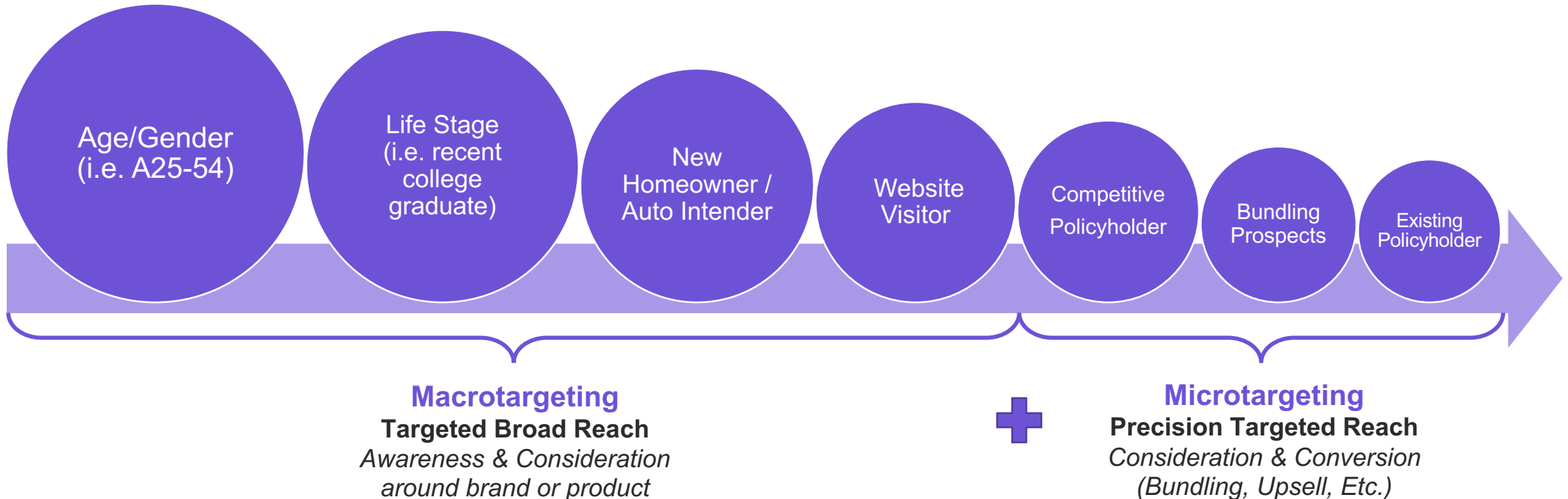
There are  
**a multitude of**  
**different audiences**  
an insurer may want  
to reach

# Diversified insurance audience priorities facilitates the need for broad AND precision targeting

*Illustrative Only*

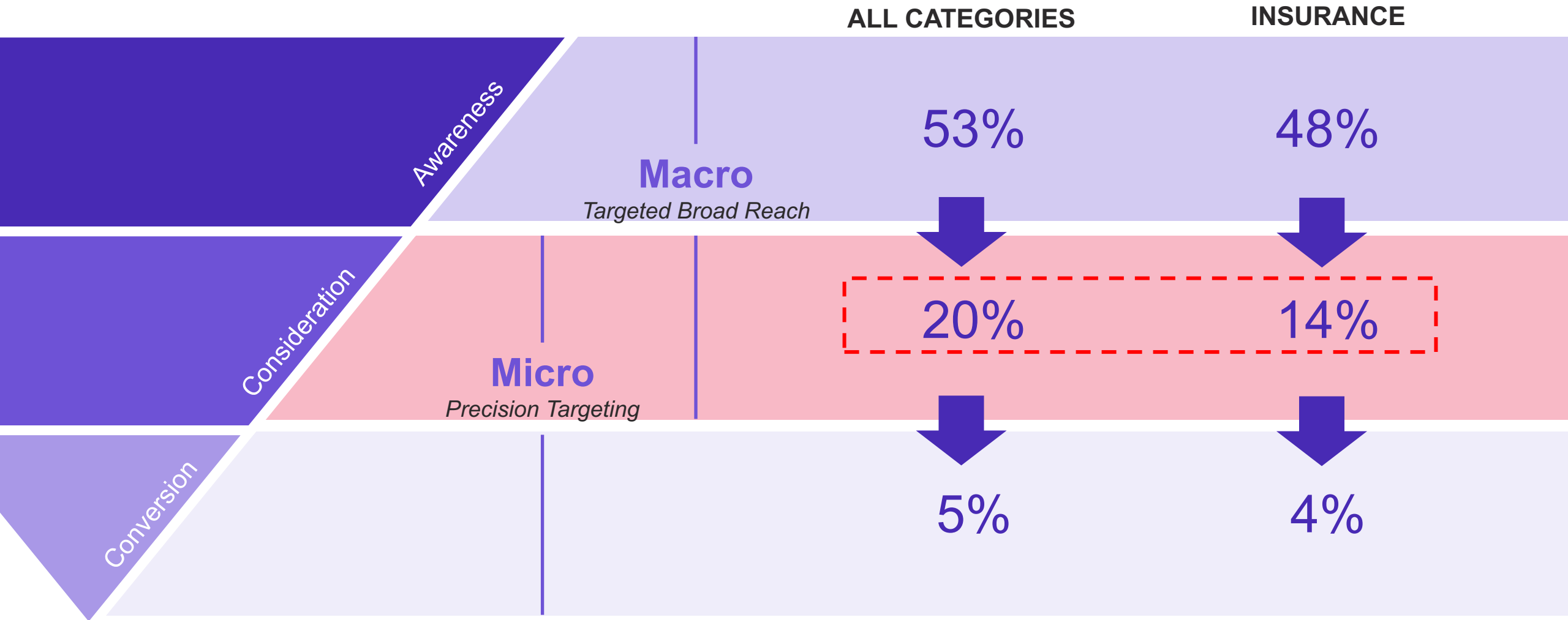
**Age / Gender Demo**  
(BROAD)

**Advanced Audiences**  
(PRECISION)



# A Macro + Micro approach can drive consideration

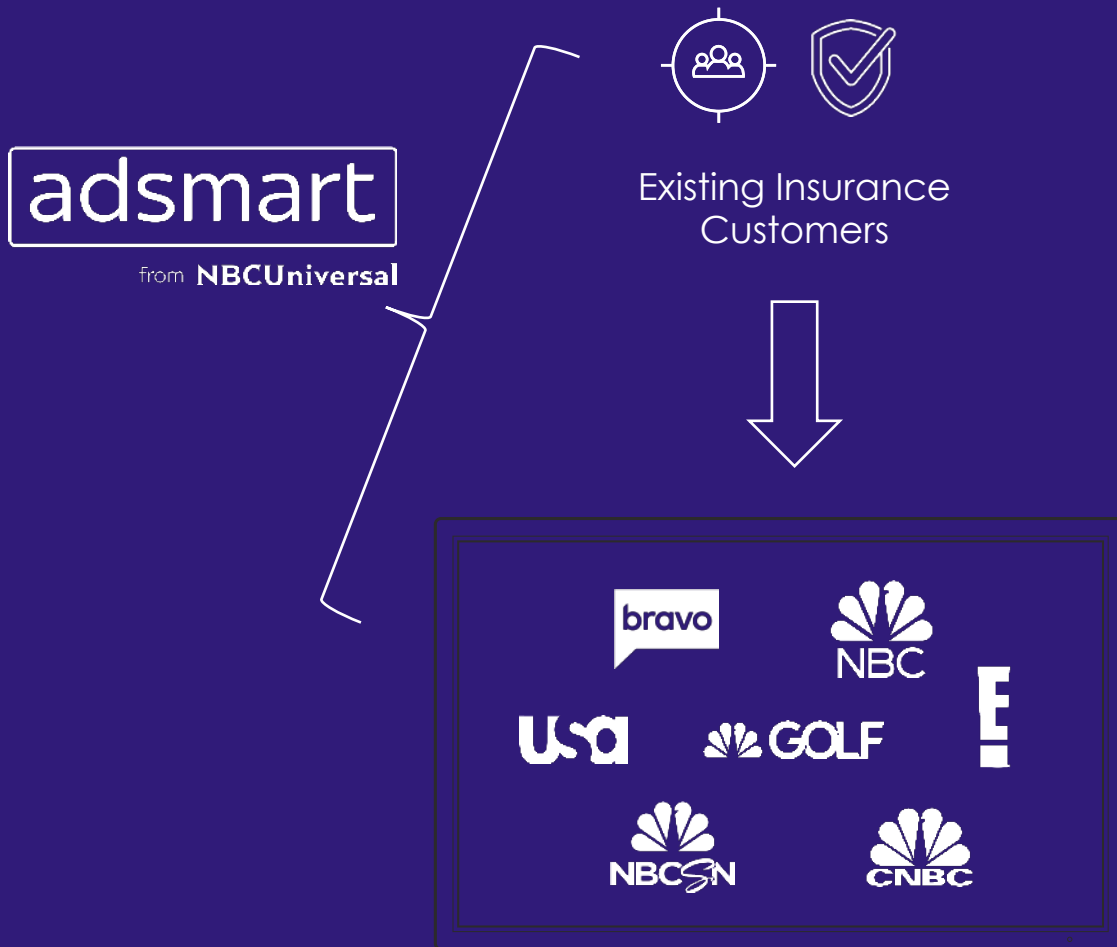
...which can be a challenge within the category



**A leading insurance company  
wanted to leverage advanced  
targeting to drive consideration for its  
life insurance policies...**

# The Approach

Advanced TV targeting to reach the right consumers across NBCU's linear portfolio



## The Results

Targeted campaign **increased consideration** among those exposed vs. unexposed

**In-target audience significantly outperformed** the non-target exposure group

### Advanced Targeting Impact on Consideration:

- **+5%** purchase consideration lift among target HHs exposed to AdSmart campaign vs. unexposed

- **+89%** higher purchase consideration among target HHs exposed to AdSmart campaign vs. non-target

**NBCU can help ensure targeted  
campaigns are set up for success...**



# There are several considerations when activating against strategic audiences, and NBCU has solutions

1 **Scaling Impact**

**237M+**  
P18+ REACH per MONTH

2 **Data Sourcing Strategy**

NBCU Data   First Party Data   Third Party Data

customize based on goals

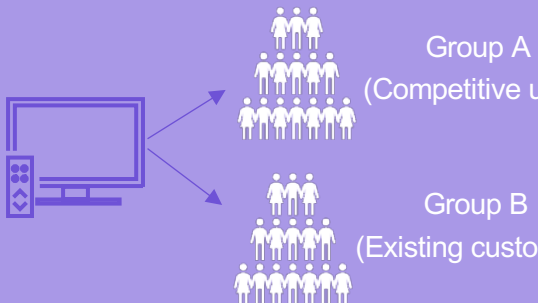
3 **Cross-Platform Targeting**



4 **Activation Strategy**

Managed OR Self-Service

5 **Relevant Messaging**



Group A  
(Competitive user)

Group B  
(Existing customer)

6 **Measuring Impact\***

EPSILON<sup>™</sup>   DataPlus Math  
A LiveRamp Company

iSpot.tv   Numerator

nielsen   LiveRamp  
an axion company

# AdSmart from NBCU

Best-in-breed infrastructure, proprietary data products & viewership insights, plus the experience to bring it all together



## Infrastructure

Investments in data engineering & proprietary platform development



**Audience Graph**



**Audience Optimization Tools**



**Self-Service TV API**

**OPEN  
A.P.  
Integration**



**COMCAST  
Set-Top  
Box Data**

**FREOWHEEL  
A COMCAST COMPANY  
Integration**

## Data Products

Investments in audience targeting capabilities across every screen



**National Linear TV**



**Set-Top Box VOD**



**Connected TV**



**Desktop**



**Mobile**

## Partnerships

Investments in strategic data, attribution, & demand partnerships

acxiom

experian

IHS Markit  
**Automotive**

**4C**

A9

**hulu**

**AMOBEE**

**Data Plus Math**  
A LiveRamp Company

theTradeDesk



Adobe Advertising Cloud



**INDEX EXCHANGE**

**TRUSTX**

# Audience First Approach is the Core of the Solution

## Screen Agnostic

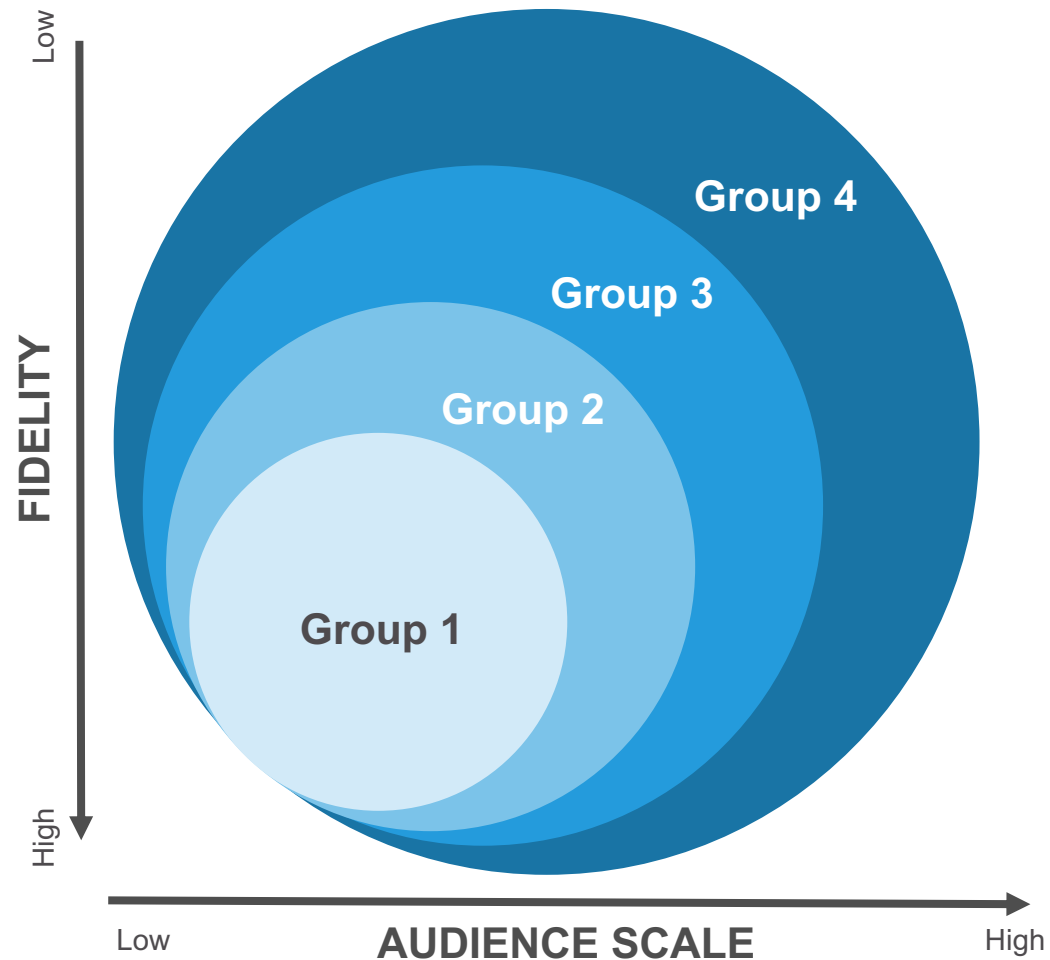
National Linear, STB VOD,  
Connected TV, Desktop,  
Online, Mobile

## Data Agnostic

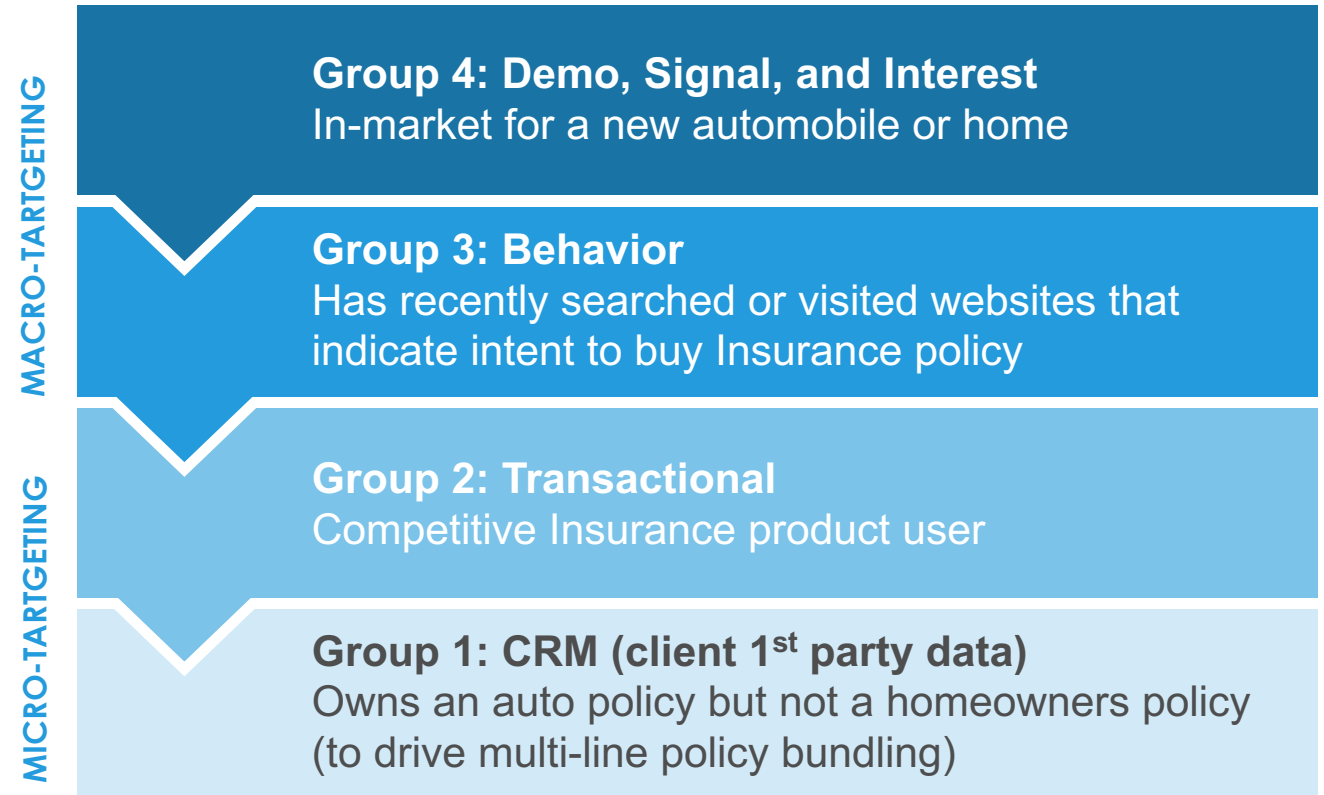
1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> party data

# Activation Against Audiences of All Sizes

With NBCU's Total P18+ Reach of 232M, no matter how you define your audience, we can help you reach them

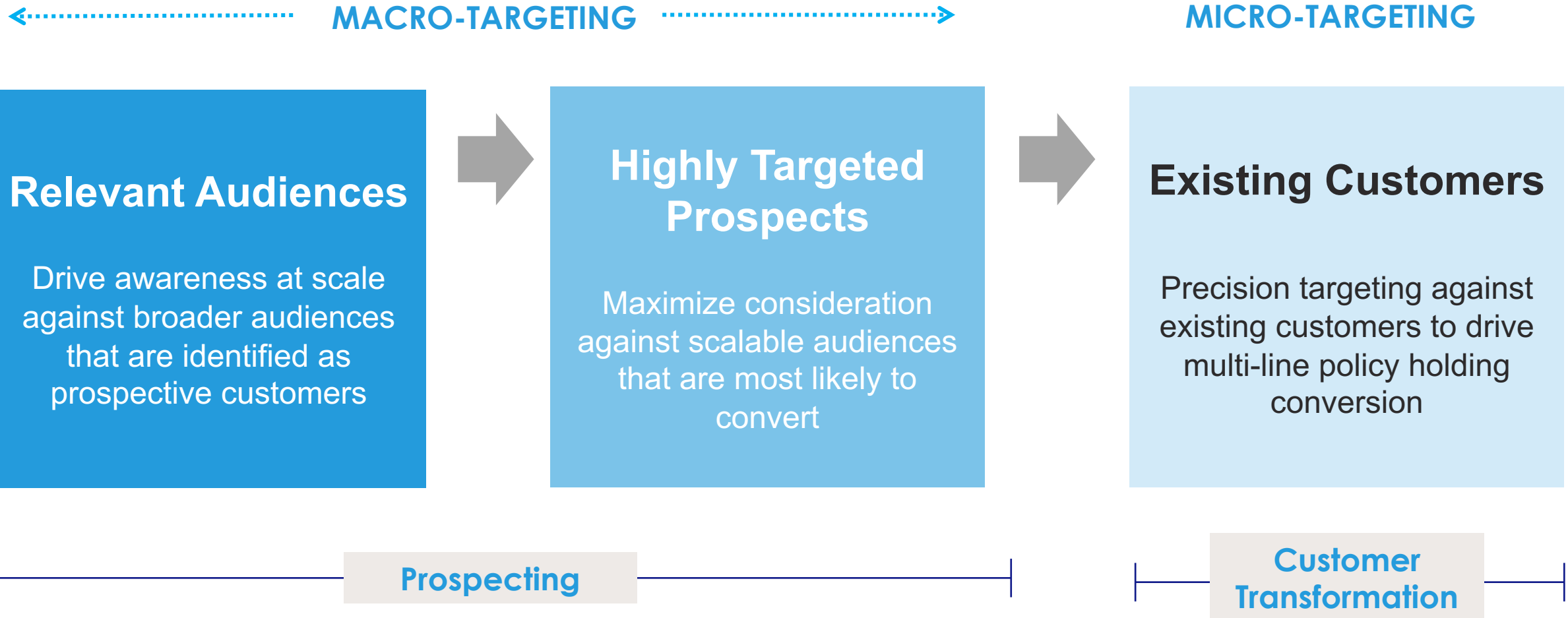


## Insurance Audience Segment Examples



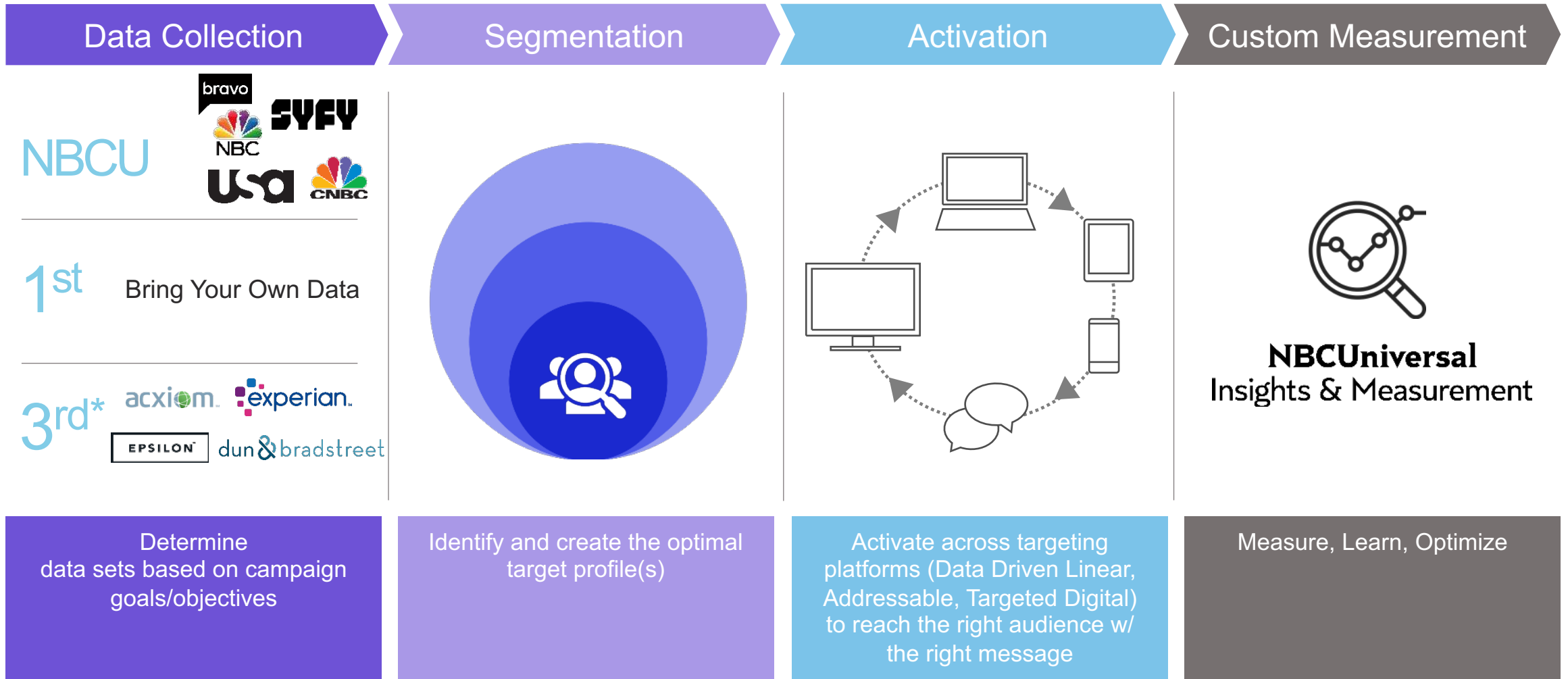
# Insurance targeting approach example

Maximize Customer Lifetime Value Through Audience Targeting





# NBCU can help **tailor the right targeting + activation approach** based on campaign goals





# Case Studies



# The Challenge

## Drive site traffic

A leading mutual life insurance company wanted to leverage advanced targeting on linear TV to drive site traffic to their website, especially among parents planning for their children's future.

# The Insight

## Connect with consumers when they need you most

Adjusting to big life changes like parenthood can be overwhelming, and with so many options for life insurance and financial services, it can be hard to know where to even start. Advanced targeting is a great way for your brand to stand out from the crowd and connect these consumers with the advisors and plans that are right for them.

# The Solution

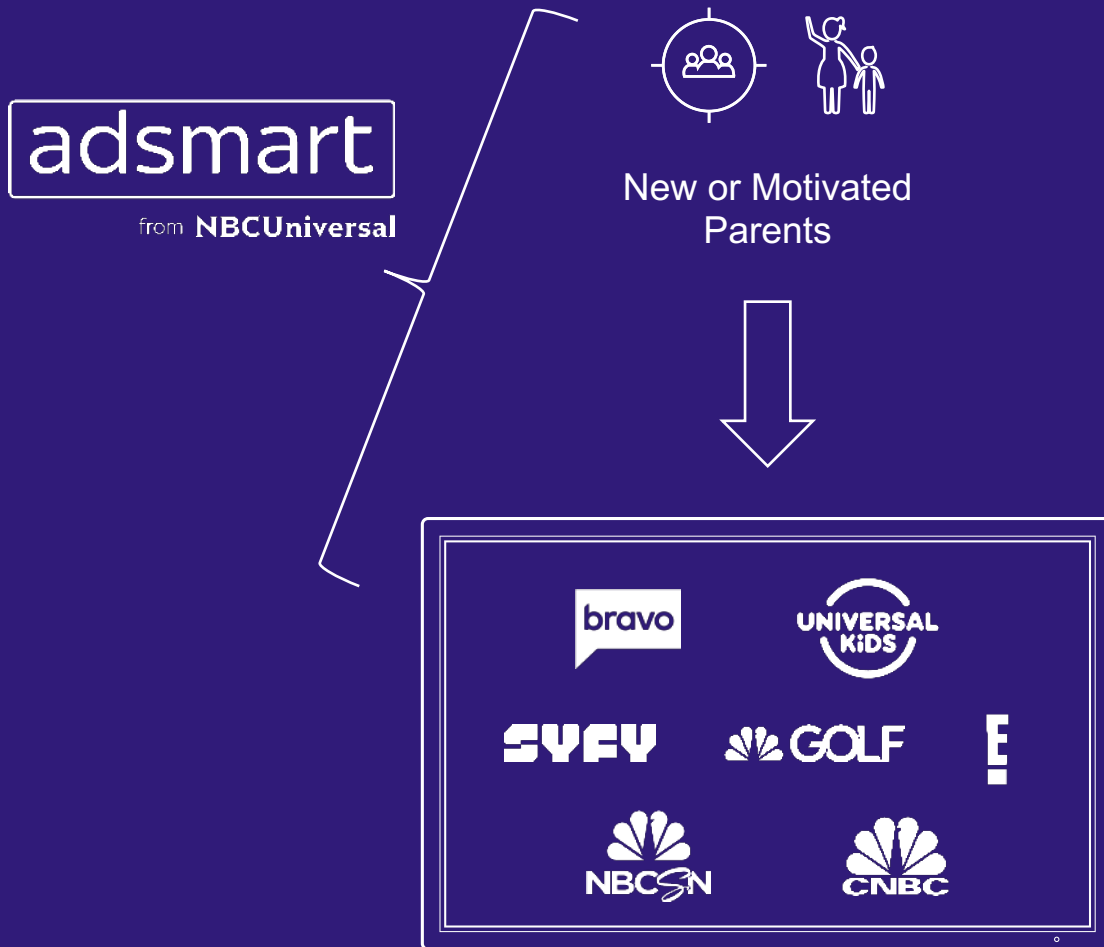
## Target in-market consumers via national TV

We partnered with the client to run an AdSmart national TV campaign optimized across our portfolio to reach a custom MRI "New and Motivated Parents" target instead of a traditional Nielsen demo.



# The Approach

Advanced TV targeting to reach the right consumers across NBCU's linear portfolio



# The Results

NBCU commissioned a custom Data Plus Math study to measure the incremental impact of the AdSmart campaign on driving traffic to the client's website.

## AdSmart exposure drove site traffic vs. non-AdSmart TV exposure

- **+20%** overall lift in visitation to all pages
- **+54%** overall lift in visitation to financial advisor pages
- **+66%** in-target lift in visitation to financial advisor pages

## AdSmart top-performing networks drove double-digit visitation lift vs. non-AdSmart TV exposure

- **+104%** lift in visitation from CNBC exposure
- **+60%** lift in visitation from Universal Kids exposure
- **+44%** lift in visitation from Golf Channel exposure





# The Challenge

## Drive Perception & Consideration

A leading insurance company wanted to leverage advanced targeting on linear TV to drive perception and consideration for life insurance among existing customers.

# The Insight

## Drive Policy Bundling

Policy bundling is an essential strategy for insurance companies to increase customer lifetime value, and advanced targeting is a great way to cross-sell existing customers.

# The Solution

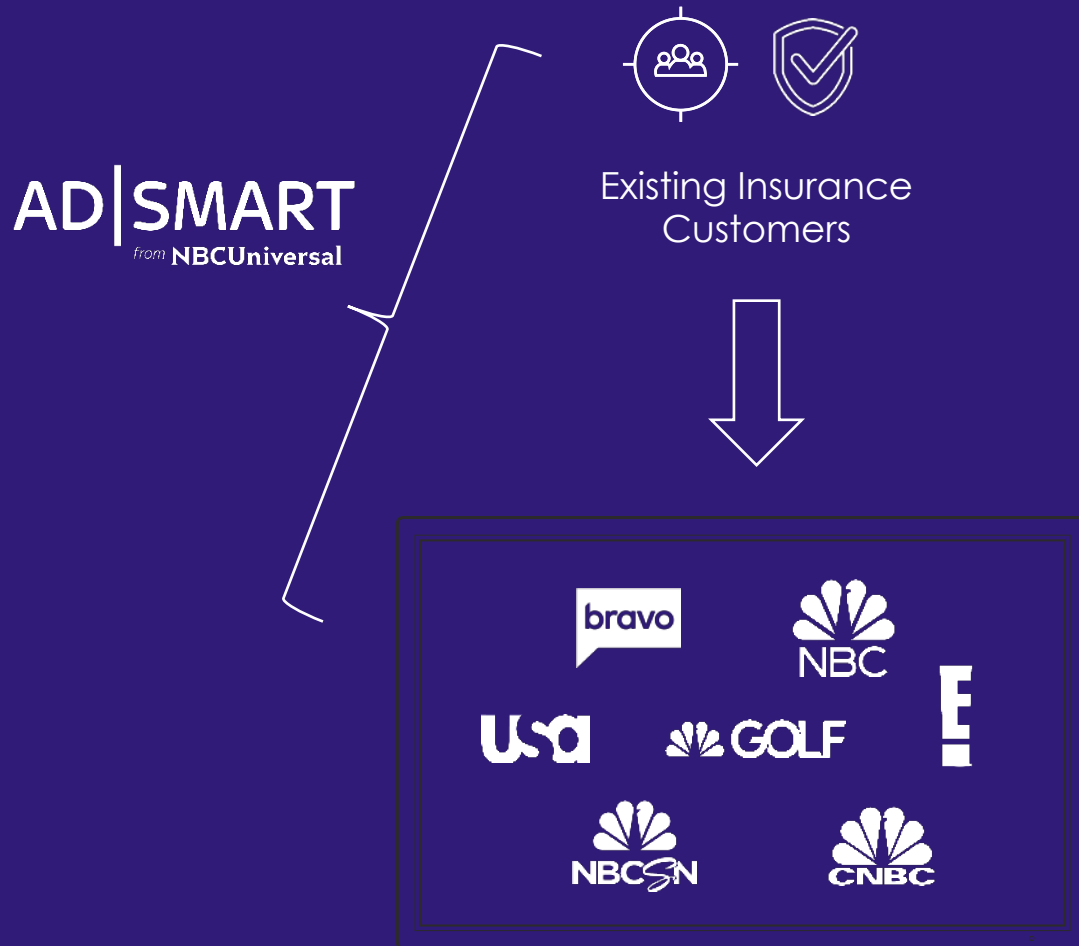
## Target Insurance Customers via National TV

We partnered with the client to run an AdSmart national TV campaign optimized across our portfolio to reach their existing insurance customers instead of a traditional Nielsen demo.



# The Approach

Advanced TV targeting to reach the right consumers across NBCU's linear portfolio



## The Results

NBCU commissioned a custom Kantar Millward Brown study to measure the impact of AdSmart campaign on driving perception and consideration for the client.

### AdSmart exposure drove brand impact, especially among target HHs

- **+20%** ad recall lift among target HHs exposed to AdSmart campaign vs. unexposed
- **+54%** higher ad recall lift among target HHs exposed to AdSmart campaign vs. non-target
- **+34%** message recall among target HHs exposed to AdSmart campaign vs. unexposed
- **+182%** higher message recall among target HHs exposed to AdSmart campaign vs. non-target
- **+5%** purchase consideration lift among target HHs exposed to AdSmart campaign vs. unexposed
- **+89%** higher purchase consideration among target HHs exposed to AdSmart campaign vs. non-target

**Thank you!**