



Policygenius

How ARM Delivered Measurable Results for Policygenius

Podcast ads produced 50% higher conversion rates than other channels



Goal

Balance advertising portfolio by expanding into audio

Since 2014, Policygenius has helped over 30 million people shop for insurance, placing over \$200 billion in coverage. Its cutting-edge tools combined with the expertise of licensed agents transform the insurance journey for consumers, providing an easy, one-stop platform.

Through a partnership with ARM, Policygenius aimed to reap time savings and drive greater advertising ROI by leveraging ARM's 25 years of industry knowledge, relationships and proprietary historical performance data.

Strategy

Partner with ARM for full-service audio program management

To create a tailored strategy for Policygenius, ARM drew on effective strategies from similar clients to make recommendations likely to deliver results. Host-read audio advertising on podcasts quickly proved to be scalable and efficient. Notably, the same measurement KPIs are used with audio as other digital channels, and by incorporating a multi-pronged measurement approach that combines exit surveys, vanity URLs, and pixel-based tracking, Policygenius was able to accurately quantify its audio inventory's success in a way that contextualized it relative to their digital marketing efforts.

For Polina Gadot, Associate Director of Acquisition at Policygenius, tapping into ARM's expertise,

Policygenius has a deep trust in ARM because we've seen measurable results."

Polina Gadot
Associate Director of Acquisition, Policygenius

knowledge and end-to-end services not only provides strong results, but also significant time savings. With ARM managing the extensive portfolio of creative and relationships with hundreds of podcasts, she doesn't have to. Additionally, as an agency, ARM can leverage its deep and broad industry connections to negotiate rates with networks at scale while competently making complex campaign planning and optimization decisions—such as when to shift cadence based on results, how to optimize the client's attribution window to incorporate drag effect, and what types of creative approaches resonate best when analyzing the audience and media type combination. The agency's consistent, organized communication of weekly goals, long-term considerations, and results have been insightful. "Policygenius has a deep trust in ARM because we've seen measurable results," Gadot says.

Gadot expressed gratitude for the role that ARM played in building and managing a scaled audio advertising program. "Building a program like the one we have from scratch is a total nightmare," she says. "I've worked with other vendors in the past and they tend to check a few boxes, but ARM takes full responsibility for the program. That's why we are staying with them."

Results

50% higher conversion rate than other channels

ARM has now partnered with Policygenius' audio advertising for six years. Policygenius audiences tend to have a long customer purchase journey, yet with audio as part of a full funnel strategy, conversions rates have

picked up, proving the efficacy of audio in the media mix. This is largely due to audio's unique ability to connect with qualified, engaged audiences.

Using the same KPIs and goals for the company's podcast and audio marketing as its other core channels allows for comparisons. "Audio is meaningfully better, with 50% higher conversion rates, compared to some other channels," Gadot says. Policygenius' strategic, well-managed audio strategy has proven to be just as efficient—often even more so—than other paid channels. ARM's audio expertise and comprehensive management services laid the foundation for these big wins for Policygenius' audio campaigns.

Audio is often
more efficient
than other paid channels

50%
higher conversion rate compared to social

Agency partnership helped scale
audio campaigns and
create ROI

For more information on how ARM can help accelerate your sales velocity, please visit adresultsmedia.com or contact us at contact@adresultsmedia.com