



## Working Wonders with MarketWise

How MarketWise Increased CTR by **400%** and Conversion Rate by **153%** for a Major South African Insurance Provider

A South African direct short-term insurer and financial services company were looking to optimise their targeting and increase the conversion rate of their digital display ad campaigns.

**They turned to Principa and MarketWise.**

Our client ran side-by-side campaigns using DoubleClick Bid Manager and MarketWise audiences for six months. The campaigns were focused on prospecting new clients, and both campaigns were using the same creative with an online quote as the CTA. A conversion would thus be considered as the completion of an online quotation request. A lookback window of 90 days was used to track post click and post view conversions.

Based on the target audience demographics of our client, we built several targeted segments from our MarketWise audience.

**And the results are in.**

MarketWise outperformed DoubleClick Bid Manager audiences with a **400% increase in click-through rate and a 153% increase in conversion rate.**

Are you looking for similar results for your business? Improve conversion rates of your display campaigns and optimise ad spend with MarketWise.

[Contact us](#) for more information on MarketWise.

## About Principa

We work wonders with our data science services to serve over 150 companies in 30 countries in Africa, Middle East and Europe.

Our focus is on turning data into the wisdom that sparks ideas, inspires, and drives innovation and business improvement for our customers. We want to deliver data insights, data-driven strategies and the technologies that improve how businesses operate, how they develop new products and how they acquire, retain and grow their most profitable customers.

Our data science services help our customers answer questions about the past and present and anticipate future outcomes. The data insights we derive provide the information and knowledge from which to develop more effective strategies, increase efficiency and profitability and decrease cost and risk.

Visit [www.principa.co.za](http://www.principa.co.za) for more.