

Verti achieved 20% sales growth at -15% CPA thanks to end-to-end optimization powered by an ad-hoc ML model that predicts sales just after the lead happens

Verti, part of Mapfre Group, is an innovative and young direct insurance company that had dreamed about operating a Lead Generation business model as if it was an ecommerce business model. Thanks to Google Cloud Machine Learning and Google Marketing Platform this is now possible.

In collaboration with Making Science and Google, Verti has transformed its business to understand in real time the ROI of its campaigns and align marketing optimization goals to their Customer Business Objective (real sales CPA)



The challenge

Operating a lead generation model in digital has always been a challenge from the perspective of end-to-end optimization. The customer journey jumps from online to offline, the purchase chase cycle takes several weeks to finalize an acquisition, and our Target CPA algorithms can only guarantee a control over the cost per lead. In a market as saturated as the online insurance, optimizing and growing investments based on a CPL approach has become almost impossible.

The approach

Together with Making Science and Google, Verti has transformed its business to align marketing campaign goals with the Customer Business Objectives (real sales). This has been done by 3 actions: (1) **End to End measurement of final sales** integrating offline sales (2) real time **ad-hoc machine learning** algorithm to predict which **leads** will redeem the **highest probability to convert into final purchases** in order to feed SA360 budget bid strategies with an optimizing signal that is highly correlated with real sales. (3) **Customer profiling** through an **ad-hoc Machine Learning clustering** to understand key factors related to **high value customers** in order to improve targeting in DV 360

The results

- **+20 incremental sales at -15% CPA** in a super optimized campaign (tCPL working for long time with open budgets and flat queries)
- **High value customer profiling** for future business growth, identifying a target audience that reports **+50% conversion rate from lead to sales**
- **360° customer lifecycle view**, tracking omnichannel sales (spotting of **30% incremental sales** undetectable by conventional offline conversion tracking)

Product features

- › GA360 user behaviour data, integrated in BigQuery thanks to bigQuery export feature.
- › Ad-hoc Machine Learning algorithm that predicts the probability to a final sale just after the lead happens
- › Ad-hoc Machine Learning model that clusters users into buckets providing high value customer insights to target in DV360
- › Offline Conversion import feature that feeds Predicted sales into SA360
- › SA360 Budget bid strategies to maximize conversions autobidding strategy



+20%

-15%

Incremental sales

Final CPA

Context: previously maxed out campaign with open budgets and flat query growth