



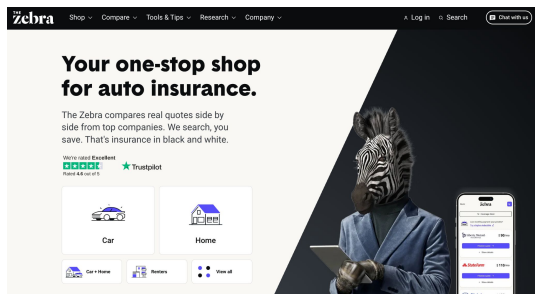
The Zebra achieves a 16% boost in conversions with data strength

THE Zebra

A leading car and home insurance comparison marketplace.

AMER - United States • thezebra.com

Agency Name: Switch Growth



The Challenge

In 2025, The Zebra pivoted its revenue focus from ad clicks to policy sales. To transition to a sophisticated marketing strategy, The Zebra aimed to integrate fragmented revenue data from both policy sales and ads into a unified bidding signal. However, with policy conversion cycles taking anywhere from 7 to 30 days, the bidding algorithms were starved of the real-time signals needed to optimize ad campaigns to its business objectives.

The Approach

Prioritizing Google Analytics and first-party data, the company powered a predictive lifetime value model (pLTV). The Zebra implemented Google tag gateway and passed offline conversions with customer data to securely match data and power the model. Optimizing against initial intent signals, like zip codes and quote applications, the company fed biddable signals to YouTube and Demand Gen. This loop fueled its value-based bidding, optimizing towards target return on ad spend (tROAS), with real-time inputs to acquire higher-quality leads.

Partnering with Switch Growth: The Zebra collaborated with Switch Growth to create a feature adoption roadmap, build out its value-centric measurement strategy, bid towards dynamic conversion values, and include additional user-provided attributes in its offline data passback.

The Results

Building data strength allowed The Zebra to maximize its campaign performance, delivering a 16% rise in conversion volume, a 19% uplift in overall conversion value, and a 14% increase in conversion rate. Looking ahead, The Zebra plans to refine the pLTV model and expand this value-based approach across additional Google AI-powered campaigns, such as Performance Max, to further scale its profitable growth

“Building data strength step by step allowed us to securely pass dynamic, real-time signals back to our campaigns. This created a high-performing loop that optimizes for our most valuable customers, driving better return on investment (ROI) for our ad campaigns.”

Carlton Kim, Sr. Director-SEM, The Zebra

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Primary Marketing Objective

- Generate Leads

Featured Product Areas

- Measurement: Enhanced Conversions
- Value-based bidding
- Google tag gateway
- Demand Gen
- Google Analytics

