

CASE STUDY

LEVERAGING AI MODELS TO ACCELERATE LEAD GENERATION

RESULTS

3X

Number of
Policies
Acquired

65%

Decreased
CAC

80%

Reduced Lead
Cost

The Challenge



In today's market, insurers struggle with high online customer acquisition costs (CAC) and often find it challenging to leverage their data effectively to reduce these costs and drive growth at scale.

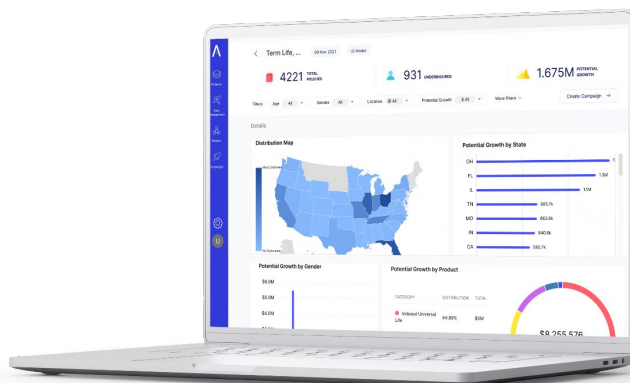
Background

AI capabilities in lead generation for life insurance can be a powerful tool for insurance companies to better identify and target potential customers. By applying AI algorithms, our models can analyze large amounts of data and identify patterns and trends that can help insurers reach out to the most relevant audiences and accelerate online campaigns. This can increase conversion rates and improve the ROI of advertising campaigns and other marketing efforts.

The Customer



A direct-to-consumer (DTC) life insurance company with an end-to-end online acquisition funnel for Universal Life (IUL) policies.



The Solution

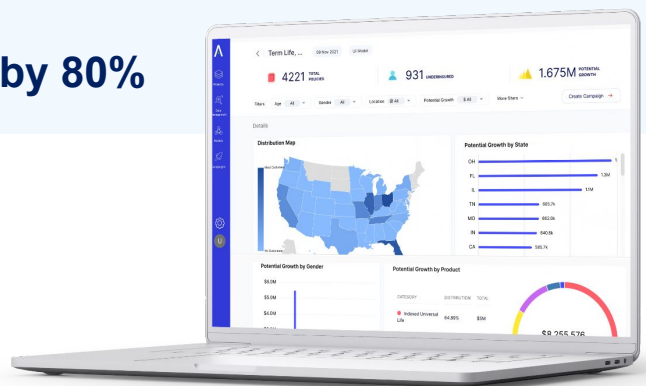
1. A custom AI model that leverages Atidot's proprietary IUL policies' data to identify the Insurers' most likely to convert audiences.
2. Launching campaigns to audiences generated by the Atidot AI Module on social ad platforms using AB testing methodologies to rapidly increase conversions and optimize CAC.

The Success

Successful campaigns with significantly lower CAC and price per lead, that generated 25% more policies of the insurer's existing life insurance book of business, reflecting a profitable business model with significant margins.

Results:

- **Number of policies purchased grew 3X**
- **Cost of acquisition reduced by more than 65%**
- **Price per lead was reduced by 80%**



Next steps:

1. Insurer applies Atidot MAX at scale on an ongoing basis to grow their top line and reduce operating costs.
2. The solution's learning on policyholder trends and behavior is applied to additional marketing efforts such as improving the customer journey, messaging, and campaigns.

About Atidot

Atidot is a provider of AI and Machine Learning solutions for life insurance companies.

Our cloud-based AI and Predictive Analytics platform provides data-driven insights that impact the value of new and existing customers, drive new business, and generate new revenue streams. Atidot offers turnkey solutions across the value chain.

Founded by a team of data scientists and actuaries, Atidot works with leading life insurers in North America, such as Pacific Life and Guardian Life, to optimize their book of business and distribution channels. Atidot has offices in California and Israel and was awarded by Gartner as 'Cool Vendor 2019 in Insurance'.



Tom Olds

SVP Enterprise Data Analytics
Guardian Life Insurance



"Guardian and Atidot, working together, are uniquely positioned to bring 160 years of experience and underwriting knowledge together with the most modern technology to create new opportunities for consumers, our policyholders and our agents."

