Grab Consumer Attention with Underdog Media

How EDGE by UDM Enabled a Leading Insurance Brand to Scale Campaigns and Reach Target Audiences

The Goal
To increase viewability and engagement for a leading insurance company.

The Challenge
After reviewing this brand's campaign strategy knowing they **needed to establish a new standard for viewability**, EDGE by UDM desktop and mobile display had the highest potential to deliver the brand's message and increase viewability. The implementation of our **100% unique inventory**, **advanced targeting to activate a multi-screen ad strategy**, and use of our **high-impact EDGE ad units** allowed them to align their campaign with the correct consumer.

The Result
Using EDGE, the insurance client was able to increase brand safety and viewability. Throughout the campaign, their viewability went from **65% to 82% utilizing a PMP and exceeded their KPI's**. The UDM audience has **77M home, life, auto and health insurance consumers** aiding in this campaign's achievement which is still running successfully today.

"We are loving the viewability numbers! We are very happy with the performance of our PMP."
- Leading Insurance Brand

- Exceeding viewability KPI by 12%
- 75% Average Viewability
- Month over month increase on impressions sold