

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

>6X> 36%
 Ø
 >6X>

“
 We are loving
 the viewability
 numbers!
 We are very
 happy with the
 performance of
 our PMP.”

- Leading Insurance Brand

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 campaigns success which is still running successfully today.

Exceeding
 viewability
 KPI by
 12%

75%
 Average
 Viewability

Month over
 month increase
 on impressions
 sold