



STEP UP YOUR TARGETING STRATEGY

How to boost marketing ROI with telematics solutions

Online advertising is competitive and insurance marketers often only reach customers when they're looking for a new carrier. That's a problem for insurers because people who shop for new coverage are typically higher risk drivers who have recently gotten into an accident, or experienced some other form of loss.

Telematics solutions provide a competitive edge for insurers as they try to reach and retain safe drivers. By helping you understand your ideal customers and how they drive, telematics data empowers you to create relevant messaging and target the best drivers. That means you get ahead of the buying cycle and convert good drivers – before they consider a new insurance policy.



THE PITFALLS OF TRADITIONAL TARGETING

Traditional targeting methods do not usually provide a true understanding of sales prospects. So, marketers who use traditional targeting tactics frequently engage the wrong drivers and decrease their marketing ROI by:



Targeting their least valuable customers



Converting low-quality leads, causing high turnover rates



Decreasing profitability by converting customers with low Lifetime Value (LTV)

Arity telematics technology helps you convert the digital buyers your business needs by delivering a clearer picture of your ideal customers at a large scale – without incremental spend.

OPTIMIZE YOUR PROGRAMMATIC SPEND WITH THIS THREE-STEP APPROACH

At Arity, we use billions of miles of driving data to provide insurance marketers with the insights they need to engage and acquire target audiences. Here's how we do it:



1. Collect

OUR METHOD

Arity offers insurance marketers the only set of **telematics data at scale** with **100 million connections to drivers**. We use our SDK to collect data via our mobile app partners, including Life360 and Weatherbug.

YOUR RESULTS

You gain an accurate understanding of target audiences informed by real driving behaviors like distracted driving, sudden acceleration, hard braking, miles driven, time of day, and more.



2. Score and Aggregate

OUR METHOD

We use our **massive set of driving data** to segment customers based on driving risk and other behaviors.

YOUR RESULTS

You can select the most valuable driver segment for your business, adjusting bidding and creative material to each type of driver at every stage of the customer journey. As a result, your marketing spend only goes toward drivers that will improve your book of business. In fact, our tier-one drivers deliver up to **five times greater LTV** than average drivers.



3. Target

OUR METHOD

Arity offers three ways for marketers to target key audiences:

- : Use your own DSP to run campaigns across any digital platform for top-of-funnel brand awareness and engagement.
- : Leverage the Arity Private Marketplace (PMP), our network of mobile apps, to display contextually relevant in-app ads.
- : Run ads within Transparent.ly, our high-intent lead generation platform for lower-funnel performance marketing.

YOUR RESULTS

With Arity, you can engage and acquire high-quality drivers with relevant offers on your key platforms. By converting more low-risk drivers, you're able to improve your retention rate, LTV, and profitability.

Telematics solutions built to drive profitability

As the top insurance companies compete for the safest drivers, you need a marketing strategy that helps you stand out. By better understanding your prospects, you can reach, engage, and convert better drivers, building a more profitable book of business. And it's all possible with Arity.