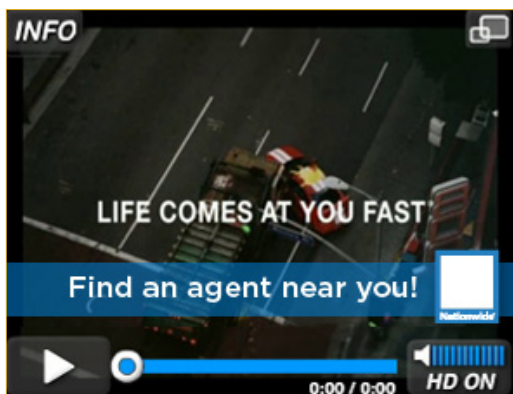


Campaign Drives Lift in Website Traffic and Inbound Calls



Client

Nationwide is one of the largest insurance and financial services companies in the world, with more than \$135 billion in assets.

The company's marketing team has succeeded in gaining the confidence and trust of its audience through a highly effective Nationwide national brand campaign. Next step, take their message to the local level and drive customers to individual agents. Nationwide wanted an advertising solution that could build upon the momentum of its national campaign to drive response directly to its local agents.

The video internet campaign has been a huge success when compared with other media and marketing programs.

Cecil Goff, Southern California Sales Manager
Nationwide Insurance

Campaign

- ▶ 12 Nationwide agents in the Los Angeles area banded together to create a national-to-local online ad campaign on the OC Register online edition to generate awareness and leads for their local businesses.
- ▶ Together with OC Register and the Mixpo online video ad platform, Nationwide converted an existing Nationwide TV spot to an Xspot—an interactive, online video ad.
- ▶ Ads were customized for each agent with geographically targeted messages. Xspots could dynamically display calls to action and an agent's contact information depending on the IP address of the viewer.
- ▶ To promote special homeowner/auto discount packages, agents added new messaging mid-way through the campaign, without incurring additional creative costs or having to re-traffick ad tags.
- ▶ The Nationwide Xspots ran on the OC Register from April through August, 2009.

Outcome

- ▶ Nationwide succeeded in driving local insurance customers deeper into the purchase funnel, delivering over 3.6 million geo-targeted impressions over the five months of the campaign.
- ▶ Over 61,000 of those exposed to the ad chose to rollover and view the ads with agent contact information relevant to their locale. On average, viewers watched more than half of each of the 30-second Xspots.
- ▶ Viewers were almost 30 percent more likely to click to watch the Nationwide ads compared with other financial services ads.
- ▶ Nationwide's watershed brand campaign drove a tremendous lift in website traffic and inbound calls to individual agents. The company is exploring ways to extend the campaign to other regions around the country.

METRICS	NATIONWIDE INSURANCE XSPOTS	FINANCIAL CATEGORY AVERAGE	OVERALL XSPOT AVERAGE
Active View Rate (Views/Impressions)	1.71%	1.33%	1.67%
Engagement Rate	56%	49%	48%