AIG Israel Uplifted Purchase Intent for Mortgage Insurance by 30% with Taboola Video

“Mortgage insurance can be a challenging topic for people to deal with. Our main goal is to remove barriers and create demand from relevant people. A video is a great way to deliver our message, and once it’s viewed along customer journeys, they realize that buying mortgage insurance at AIG will save them a lot.

If I’m looking to bring in new customers, Taboola is the best first-interaction platform for conversions.”

- Liran Kabilo, PPC Campaign Manager, AIG Israel

**COMPANY**
American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. In Israel, AIG is a direct to consumer company that doesn’t use agents.

**CHALLENGE**
Remove barriers to purchase and educate consumers on the savings that mortgage insurance from AIG can provide.

**SOLUTION**
Increase demand for the product with digital strategies—AIG Israel used Taboola Video to increase awareness and retarget the visitors who view at least 60% of the video.

**RESULTS**
With Taboola, AIG Israel saw that out of five digital marketing channels, 50% of people who made a purchase after viewing this campaign started their buyer journey with Taboola. In addition, the campaign reached 400,000 people, and uplifted purchase intent by 30% in just 30 days.
Introduction

American International Group, Inc., also known as AIG, is an American multinational finance and insurance corporation with operations in more than 80 countries and jurisdictions.

In Israel, AIG is a direct to consumer company that doesn’t use agents to promote their products. The main products that AIG Israel delivers are Car Insurance, Apartment Insurance, Life Insurance, Medical Insurance and Mortgage Insurance.

Mortgage Insurance is mandatory for taking a mortgage loan. The bank offers mortgage insurance as well, which is often accepted without review of the competition. AIG Israel provides an alternative product for consumers.

Taboola Increases Purchase Intent for AIG Israel Mortgage Insurance in Just 30 Days
50% of People Who Made a Purchase After Viewing AIG’s Campaign Started their Journey with Taboola

For AIG Israel, measuring the impact of their video campaigns was top priority. It was very important for them to measure attribution—they focused on the number of people who started their journey with Taboola and went on to consider AIG’s mortgage insurance.

Of conversions counted from five other video digital marketing channels, Taboola was the top performer by far. 50% of people who went on to purchase mortgage insurance from these video campaigns started their journey with Taboola.

AIG Israel Drives Conversions with Combination of Taboola Video and Sponsored Content

AIG Israel’s main goal was to drive demand for their mortgage insurance offering, which breaks down to two different products—apartment insurance and life insurance. Their message was about cost efficiency. They wanted consumers to know they were the most economical option for them.

In order to educate their target market, AIG Israel used two video creatives. The first was text-based—an illustrated animation that exposed the value behind purchasing from AIG Israel in terms of cost to the consumer. They later developed a commercial with Ron Kaufman, a well-known Israeli sports commentator and journalist, which they also leveraged to reach consumers on on premium content sites.

They then used Taboola Video for distribution of both video creatives, and retargeted users who had completed the video with sponsored content—a landing page that prompted them to speak directly with a representative.

With Taboola, AIG Israel saw that out of five digital marketing channels, 50% of new customers began their journey with Taboola. In addition, the campaign reached 400,000 people, and uplifted purchase intent by 30% in 30 days.

They look forward to working with Taboola on both video and sponsored content campaigns in the future.