

CASE STUDY



28x ROI for SaaS
InsurTech App

Background

INSHUR, a Series B insurtech startup offering rideshare insurance to Uber drivers in select cities. The campaign I worked on targeted NYC Uber drivers that needed new coverage. INSHUR is the only product on the market that can cover drivers through an app.

Campaign

\$250,000 budget spread across:

- paid search
- programmatic
- paid social across Meta
- Google Display Network
- endemic channels such as newsletter and forums
- Out of Home
- Guerrilla Marketing
- Partnership marketing

Results

Over \$7 million in revenue/28x ROI achieved in 2.5 months

