



AXA UK drives brand awareness through curated contexts with 4D

The leading insurance brand was searching for a cookieless initiative to stay ahead of the changing market, and to drive brand awareness across the UK video market.

Methodology

AXA UK leveraged 4D to target video content surrounding their insurance. 4D's Client Success team split the contexts into 4 segments, targeting four major streams of insurance across:

- Auto/Home
- Business finance
- Health sport and travel
- General Insurance

With 4D Video, the brand was able to even further conquest competitors by targeting logos reflected of the context topics in the insurance sector.



Results

AXA UK was able to tap into 4D's proprietary computer vision software and machine learning to truly understand the content of video, moving beyond looking at simply just metadata and speech-to-text translation to truly target consumers at the right moment.

AXA UK exceed their 70% video completion rate (VCR) target to 95% across skippable videos, seeing a boost in performance by conquering travel, business and medical insurance competitor logos across each contextual segment increasing scale and audience reach.



35%

Increase in Video Completion Rate (VCR)



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By activating with 4D we were able to drive performance, brand awareness and engage consumers interested in purchasing insurance across 4 different contextual strategies. The results spoke for themselves, in just a month we saw a 25% increase in Video completion rate (VCR) across skippable videos. ”

Megan Anderson

Brand Marketing Manager, AXA UK