

Cigna – B2B Healthy Results

Task

Achieve 300 B2B high-quality leads from companies which might consider hiring Cigna for its corporate health benefits partner.

C-Level management positions

Approach

Mobile and desktop native advertising to communicate credibility



Result

Delivered 6 mm native impressions with a CTR of 0.35% and 13K visits to Cigna's landing page

Conversion rate of 2.5% achieved 345 leads, 15% over target