

Independer drives 465% more conversions using custom predictive audiences



Insurance comparison
EMEA - Netherlands • independer.nl

Agency Name: TRKKN



The Challenge

As a leading online comparison platform, Independer's core mission was to empower its audience to make informed decisions about financial products and close the product directly on its site. While its existing marketing, based on standard Google Audiences and a Customer Data Platform (CDP), was effective, it lacked the predictive capabilities necessary to reach the next level of marketing efficiency. The central opportunity was to fully capitalize on its valuable first-party data by prioritizing and engaging users with the highest likelihood of converting.

The Approach

Independer built a custom predictive marketing solution, moving beyond standard audiences. Following validation with Google Analytics 4, it constructed the core prediction model in Google Cloud, using BigQuery to process first-party data and Vertex AI to calculate a user's conversion probability. These high-quality custom insights were then transformed into a "Lead Predictive" audience, which Independer immediately deployed for testing within its Display & Video 360 car insurance campaign.

Partnering with TRKKN: they provided the expertise to implement the Proof of Concept (POC), develop the custom machine learning model, and guide the creation and activation of the new audiences.

The Results

The Proof of Concept (POC) delivered outstanding results. The custom "Lead Predictive" audience achieved a massive 465% increase in total conversions and a 649% increase in conversion rate compared to the traditional audience. Following this success, Independer is now rolling out this solution to other product categories across its platform.

"The machine learning solution gave us the flexibility to precisely target the most relevant users, which significantly enhanced our performance."

Breno Veerman, Sr. Display & Social Specialist, Independer

465% Increase in conversions

649% Improvement of conversion rate

Primary Marketing Objective

- [Grow Online Sales](#)

Featured Product Area

- [Display & Video 360 - Audiences](#)

TRKKN

Display & Video 360