

dish media  
**BOOSTS WEBSITE  
ENGAGEMENT &  
NEW BUSINESS MOMENTUM**  
for a leading national life  
insurance provider

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**Target:** Key demographic target and in the market  
for a home loan or to buy a home/move

**Campaign Flight:** 9 weeks

**Goal Frequency:** 34 ads (avg. 4 per week)



Exposed vs. Control

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**Total Website Visits**  
**+5%**

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**High-Intent  
Lead Generation**  
**+15%**

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