

Term Life Insurance CASE STUDY



REVShare's term life insurance clients specialize in providing time and money for people looking to protect their family's financial security. They understand the challenges Americans face when looking for a trusted life insurance company to write their policy for their family's future. These industry experts also know that television works best for reaching this all-important client base.

Over the past two years, our clients recognize the value of the REVShare network and its unmatched capability to provide sizable and profitable leads to supplement their traditional media cash buys. In 2012 REVShare delivered over 30,000 unique leads on average for a single client. Approximately half of these leads came from the top 30 Nielsen-Ranked DMAs. These leads were generated across the most desirable of TV dayparts... and spanned local, regional, and national broadcast and network television stations and cable outlets.

Early Morning 8%

Daytime 52%

Early Fringe 21%

Prime Time 7%

Late Fringe 7%

Overnights 5%

REVShare has specialized in traditional short-form ads for over 20 years now. Our core term life insurance client provides us with :15, :30, and/or :60-second TV ad spots. For our more sophisticated partners, they also provide TV ads in Spanish-language, and static banner ads for placement on our exclusive Internet and Mobile media platforms.

Give REVShare a call today and see what we can do for you!