

## SUCCESS STORY

# DA Direkt Success story: From Data Overload to Substantial Sales Uplift

DA Direkt is a digital-first, direct-to-consumer insurer in Germany and part of the Zurich Insurance Group.

## Key challenges



Siloed channel management and limited cross-channel coordination



Conflicting data sources reduced decision confidence



Data overload across disconnected platforms, with no reliable single source of truth



Rising acquisition costs with limited visibility into marginal returns

## Results

# 96%

Prediction accuracy

- ✓ Performance impact validated through structured A/B testing
- ✓ 6 Channels: Google Ads, Meta, TikTok, Microsoft Bing, Taboola, and Outbrain
- ✓ 5 Funnel steps optimized

# Award Winner

Zurich Innovation Championship

- ✓ Significant sales uplift within the first three months
- ✓ Cross-channel budget reallocation based on predicted marginal returns
- ✓ Unified, cross-channel performance view in one centralized interface



**Christoph Rüppel**

Head of Performance  
Marketing at DA Direkt

*“The significant sales uplift, which was proven by means of an A/B testing, is particularly noteworthy. **Within just three months, we could reach a significant sales uplift.**”*

## Eager to find out more?

Schedule a call with one of our experts.

