

Unlocking a High-Growth Market

Freya Sense case study: Advertising; Growth Marketing

A leading European insurance provider applied Freya's Causal Model to bridge the critical gap between their new product's significant market potential and its slow initial adoption.

CHALLENGE

The client had invested significantly in a new insurance product designed for the emerging, high-growth market of eco-conscious urban mobility.

One year post-launch, conversion rates were critically low, failing to meet initial projections and placing the entire go-to-market strategy at risk.

Using existing market insights, the company was unable to identify the reason for the gap, preventing them from capturing a valuable new addressable market.

SOLUTION

The process began with a Target Audience Analysis to establish a precise diagnostic. This provided the client's marketing team with unprecedented visibility into the underlying psychographic drivers and the decision-making flow governing conversion.

The analysis uncovered two critical opportunities:

1. Target Market Refocus

The model revealed that the primary marketing efforts were focused on the end-user, but the initial decision to seek an insurance solution was triggered by a different influential figure in their lives (e.g., a parent or spouse). The true addressable market was therefore unlocked by focusing on the latter.

2. Messaging Calibration

Our analysis showed the initial campaign was communicating on a rational level, while the key 'influencer' segment was operating on an emotional one. We fine tuned the narrative to connect with the subtle emotional drivers in the target audience. Once we addressed the causal trigger, conversions followed.

The client was equipped with a new, validated model of their market, allowing them to re-calibrate the narrative and connect with their audience at a deeper level.

Freya's Impact in Numbers

Growth	588% growth in conversions after the new calibrated campaign was implemented
Speed	We turned a year of uncertainty into 90 days of decisive action : diagnosis, calibration, and a new campaign launched
Perspective	Unlocked a new, high-value customer segment by identifying the true decision makers and their motivations