

Independence Blue Cross

Strategy

IBX launched 15 rideshare cars in Philadelphia, PA for 12 weeks. Carvertise, in conjunction with Placer.ai, did a targeted search to find the highest indexing locations within Philadelphia to reach people who do not have health insurance. Using those data driven results, Carvertise sent wrapped IBX rideshare cars to work and sit outside the top 10 ranked properties from the report.

Targeted Search - Philadelphia Metro Area

Timeframe: Nov 2021 - Nov 2022

[View Search Parameters](#)

Score Weights	Visits		No health insurance coverage	
	Regular (x1)		Regular (x1)	
Target Market	Chain/Name	State	City	Zip Code
	All	All	All	All

