



# Learn how Aditya Birla Health Insurance streamlined customer acquisition efforts with Microsoft Advertising



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**Customer:**  
[Aditya Birla Capital Limited](#)

**Industry:**  
Financial Services

**Country:**  
India

**Date:**  
May 2022

**Feature focus:**  
[Multimedia Ads](#)



### Impact:

With the help of Microsoft Advertising & InMobi, Aditya Birla Health Insurance was able to build a strong presence across syndicate networks and remarketing audiences. The impact was seen across the funnel as the lead volume shot up by 40%, and final sales increased by 175%.

**71%**  
Decrease in CPA

**175%**  
Increase in sales

[Read the full story >>](#)

*"The campaigns on Microsoft Advertising helped us drive sales at the highest ROAS compared to other channels. It was important to us to increase our Search Intent Leads wherever possible. As we continue to grow across markets and product lines, we are excited to drive growth through our partnership with Microsoft Advertising."*

- Richa Parekh, AVP Digital Marketing, Aditya Birla Health Insurance



Data source: Aditya Birla Health Insurance Internal Data, 2022.

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