

# ADAC

AI-powered search meets the open road: How ADAC strengthens customer connections with Performance Max



## The goal

ADAC Car Insurance set out to turn Germany's highly competitive seasonal switching period into sustainable new customer growth.

As search behavior increasingly shifted toward AI-driven and conversational experiences, the brand recognized the need to remain visible beyond traditional search.

The focus was on being present wherever customers explore insurance options, building trust in high-intent moments, and converting seasonal demand into long-term customer relationships.

## The solution

In close collaboration with Microsoft Advertising and its long-standing agency partner ad agents, ADAC adopted an AI-first, performance-driven approach built around Performance Max.

By activating Performance Max across Microsoft Advertising's inventory, ADAC combined search, native, audience, and AI-powered placements to reach customers throughout the decision journey, with campaigns optimized for new customer acquisition.

Visibility within Copilot and ongoing, agency-led optimization ensured ADAC remained present in AI-driven discovery moments.

## The results

The AI-driven Performance Max approach translated ADAC's trusted brand presence into measurable growth across search and conversational experiences.

Strong performance results enabled ADAC to shift toward value-based growth and expand its investment in Microsoft Advertising.

**+104%**

Increase in conversions

**600%**

ROAS with New Customer Acquisition

*"AI-driven search is fundamentally changing how consumers discover brands. Microsoft Advertising helps us truly understand and optimize our presence within this new environment. Performance Max has been a critical lever in driving both visibility and measurable business growth."*

**Stefan Daehne**  
Chairman of the Board – ADAC  
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