

SUCCESS STORIES

Tiq by Etiqa Insurance

Insurance



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55% boost in revenue driven by the campaign

51% higher ROI than other search platforms

Performance Max

Tiq by Etiqa achieves a 52% increase in insurance sales with Microsoft Advertising

The goal

Tiq by Etiqa Insurance simplifies insurance for consumers with smart technologies, making it easy to purchase and fast to claim. Recognizing search as a pivotal touchpoint in the consumer’s decision-making process, the award-winning insurer aimed to leverage this touchpoint and strategically distinguish itself in the competitive insurance market.

The solution

Building on past success, Tiq by Etiqa renewed its partnership with Microsoft Advertising, InMobi, and ADA. Utilizing Microsoft Advertising’s advanced features, such as Performance Max, they optimized outreach, enhanced conversions, and minimized costs, while maintaining a high impression rate and highlighting the compelling offers from the insurer.

“Microsoft Advertising is a reliable channel that has helped achieve our objective of increasing Travel Insurance sales with efficiency. The InMobi team helped us at every juncture with strong consumer insights and recommendations. We were able to reach and convert with cost efficiency.”

Eugene Goh Jin Kiat
E-commerce Manager
Etiqa

Vishesh Pillai
Associate Director
ADA Singapore

The results

Leveraging robust automation and analytics, Tiq by Etiqa boosted sales and lowered its Cost Per Acquisition (CPA) for travel insurance. The brand continues to run campaigns with Microsoft Advertising and InMobi for its other insurance products.

52%

lift in sales over the previous three months

41%

lower CPA compared to previous months



Ready to get started with us?

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