Microsoft

ICICI Direct streamlines customer acquisition efforts while reducing CPA by 63% with Microsoft Advertising

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ICICI direct.com
Investments on Your Fingertips

Customer:
ICICI Securities

Industry:
Financial Services

Country:
India

Date:
September 2022

Feature focus:
Multimedia Ads

Impact:

With the help of Microsoft Advertising, ICICI Direct was able to garner leads at low acquisition costs by leveraging the power of Search. A robust campaign strategy empowered by Search as a medium saw ICICI securities bring down customer acquisition costs by a whopping 63%.

63%
Decrease in Cost per Acquisition (CPA)

58%
Increase in mobile-web conversions

Read the full story >>

"To generate awareness about our comprehensive wealth management solutions and convert high-intent audiences into brand loyalists, we took a digital-first approach with Microsoft Advertising. The undisputed power of Search was evident in the sheer volume of quality leads we were able to generate and that too at optimised costs. Suffice to say that out partnership showed incremental impact on our bottom funnel metrics, and we look forward to continuing this winning streak with InMobi and Microsoft Advertising."

Deepak Saluja – Head of Marketing, and Reeha Punjabi, Senior Marketing Manager

Data source: ICICI Direct Internal Data, 2022.

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