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

Learn more
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

“...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

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