HDFC Life sees a 30% lower CPC despite the seasonal surge with Microsoft Advertising.
Customer: HDFC Life Insurance Company Ltd
Industry: Financial Services
Country: India
Date: September 2022
Feature focus: Multimedia Ads

Impact:
HDFC Life decided to run a branding campaign with Microsoft Advertising, that catches the eyeballs of Indian Premier League (IPL) viewers and encourages them to consider securing their lives with term insurance. The impact was seen as the campaign delivered whopping 850,000 impressions and the CPC dropped by a massive 30% during the cost-heavy IPL season.

A great partnership is always advantageous! Despite the high competition throughout the IPL season, the Microsoft Advertising platform provided excellent results for HDFC Life by leveraging and strategically combining two powerful capabilities - automated bidding and in-market audiences, thereby amplifying the visibility and securing the spotlight on the Search Engine Result Page.

- Vinod Thadani, Chief Digital Growth Officer, Dentsu Media & CEO iProspect

Data source: HDFC Life Internal Data, 2022.

Microsoft Advertising. Great relationships start here.