Background
Offering individual and group insurance services, HDFC Life is a renowned household insurance brand in India. With its nationwide presence, HDFC Life provides a wide range of plans through its online e-commerce portal, specializing in a diverse range of financial solutions including retirement, children, women, health, savings, and investments.

The Journey
With the goal of reaching wider audiences and securing the lives of millions of households in India, HDFC Life partnered with Microsoft Advertising to drive high-intent purchases and increase the lead quality ratio, thereby building a stronger sales pipeline.

HDFC Life ran streamlined campaigns across Microsoft Advertising’s owned and operated properties as well as syndicate partners to reach out to high-intent users who are in the search of an insurance policy. While the owned and operated properties captured users with high-intent signals, the syndicate network provided the brand immense scale as well.

Impact
During the pandemic, the brand saw a phenomenal 44% increase in the number of leads. The overall campaign efficiencies led to a 24% YoY decrease in Cost Per Lead (CPL) during the period of June to November 2020.

"By partnering with Microsoft Advertising, we were able to target high intent consumers at the right moment with the right message. We managed to drive 137% ROI during campaign period by deploying a multi-approach strategy.”
- Prasad Pimple, VP Ecommerce & Digital Marketing, HDFC Life