



“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



[VIEW THE  
CUSTOMER STORY](#)

**Increase in number  
of leads achieved**

**+44%**



**Significant decrease  
in Cost Per Lead  
(CPL)**

**+24%**



### 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.

Source: HDFC Life Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.