■ Microsoft Advertising

SUCCESS STORIES

Axis Max Life Insurance

Financial Services

Visit our website

152% Increase in conversions

6% Lower CPC with non-search avenues

Audience Ads

How Axis Max Life Insurance maximizes lead growth with Audience Ads

The goal

Axis Max Life Insurance is one of the leading life insurance companies in India, offering a wide range of insurance products and services. Despite ongoing performance-focused campaigns, the brand faced a challenge in scaling lead generation for term and savings plans due to high competition and costs per acquisition (CPA) for insurance-related keywords. Hence, the insurance provider needed a strategy to enhance lead quality by diversifying beyond search and optimizing cost per lead (CPL).

The solution

Axis Max Life Insurance partnered with Microsoft Advertising, InMobi Advertising, and HiveMinds to achieve its goals. Microsoft Advertising's Audience ads enabled high-quality leads from non-search placements on diverse native and display properties. This offered an extensive reach with a premium audience network across third-party and owned-and-operated inventories. The brand targeted in-market audiences with high-purchase intent signals for categories such as financial services, banking, and investment. This ensured significantly enhanced lead quality at optimized costs.

"Collaborating with Microsoft Advertising, InMobi, and HiveMinds, we implemented Audience ads across native and display properties. This innovative approach not only diversified our lead sources but also dramatically enhanced lead quality"

Vaibhav Kumar
SVP & Head - Product Management and Ecommerce Channel, Axis Max Life Insurance

The results

Microsoft Advertising's robust native and display properties delivered high lead quality and conversions. With Audience Ads, the brand reached its desired audience at a larger scale (graduates aged 25 and above with an income >5 LPA), achieving 2.3x lead growth. Additionally, 70% of the total leads generated from Audience Ads had a lower CPA.

2.3x More leads

6x Lower CPC

Ready to get started with us?

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