



"As securing lives became more so ever important during the pandemic, choosing the right insurance partner became a pivotal choice. With a whopping 99.35% claims paid percentage, we could narrow down on the exclusive insurance-searching audience on the Microsoft Advertising platform. By adding multimedia ads to our ad mix, we saw an incremental rise of about 4% in the overall CTR consistently."

- Sameer Jain, VP & Head Direct Business and Digital Marketing, eCommerce, Axis Max Life Insurance



VIEW THE
CUSTOMER STORY



2X

Increase in conversions
during non-peak season



20%

Decrease in cost
per acquisition

Securing the financial future of millions

Delivering differentiating experiences with empathy, transparency, and accountability, [Axis Max Life Insurance](#) has been securing millions of lives for over a decade. As one of India's largest non-bank private-sector insurers, the brand is committed to serving social communities through its range of immunisation programs and health camps.

Powering search with multimedia ads

The OND (October, November, December) quarter of the fiscal year in India sees a 30% downfall in insurance purchases every year. Spurred by the drive to keep the momentum going during the non-peak months of the year, Axis Max Life Insurance aimed to upscale the demand for insurance among the high-intent audiences. The idea to drive higher brand visibility and better performance among search audiences helped the brand identify untapped opportunities on the Microsoft Advertising (MSA) platform.

Microsoft Advertising delivered the scalability for Axis Max Life Insurance to reach exclusive, high-interest audiences to generate a higher lead score. However, driving discovery among audiences in a highly crowded insurance market needed a compelling solution to grab audiences' attention at first glance. To amplify brand visibility, Axis Max Life Insurance leveraged 'Multimedia ads,' designed to combine brand-native assets such as images, headlines, and descriptions powered by machine-learning technology. Adding to the visual elements of the ads, these are prominently placed on the search engine result page (SERP) to aid discovery. Furthermore, these ads provided exclusivity by displaying only one brand ad per page.

Thriving conversions, lowered costs

As a result of the campaign, the brand could consistently drive 2x conversions even during the non-peak quarter in India. With thoughtfully delivered multimedia ads, Axis Max Life Insurance could drive these conversions at a massive 20% lowered cost per acquisition. Additionally, with multimedia ads, the brand saw a 68% increase in the lead score ratio compared to other ad formats.

Source: Axis Max Life Internal Data

Microsoft Advertising. Intelligent Connections.