



HDFC Life sees a 30% lower CPC despite the seasonal surge with Microsoft Advertising



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Sar utha ke jiyo!

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.

30%
Decrease in CPC

1.1x
Increase in CTR

[Read the full story >>](#)

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.

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