



CASE STUDY

BY VERTOZ

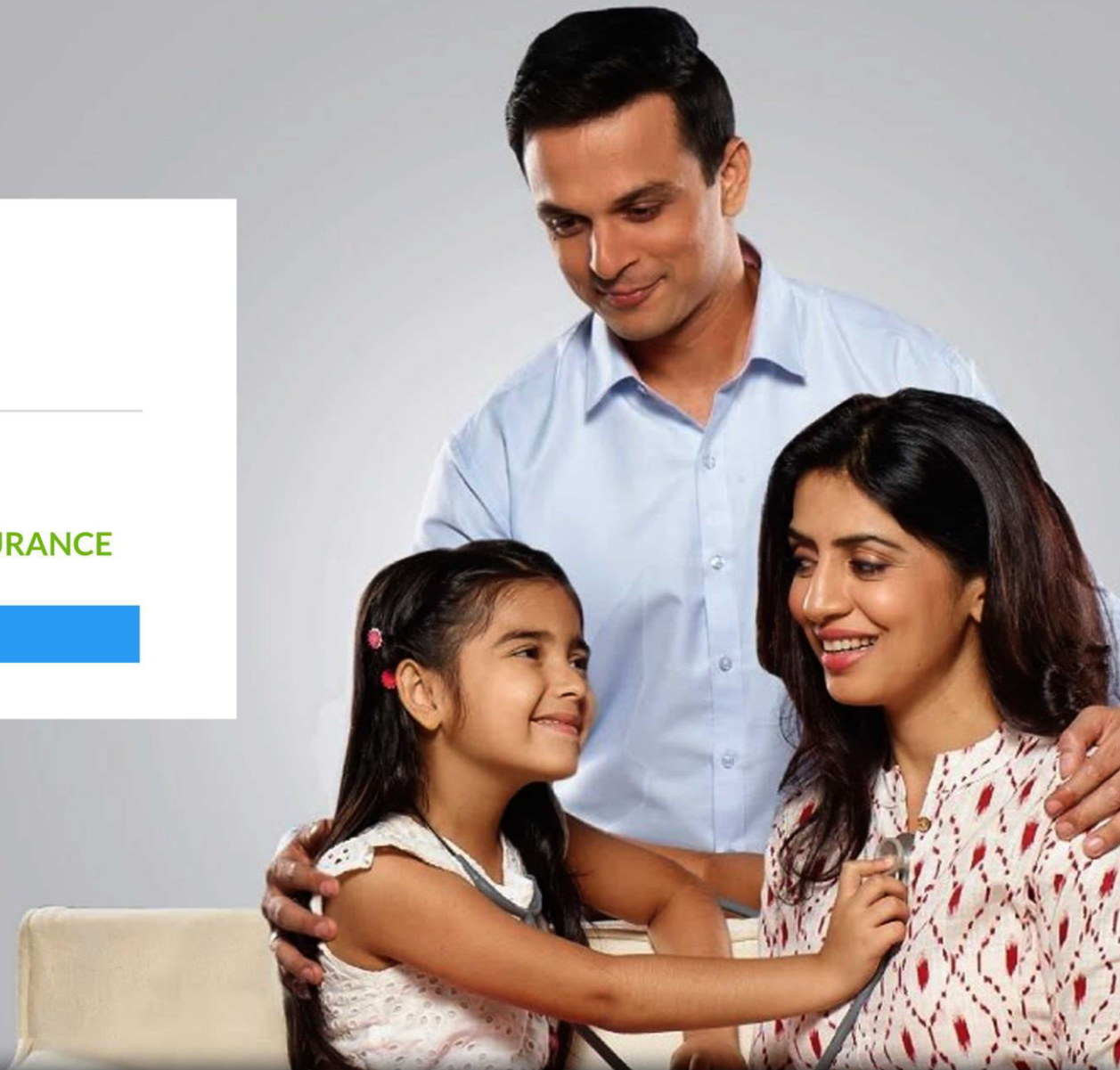
INDUSTRY AND BRAND



Sar utha ke jiyo!

BRAND - **HDFC LIFE**
SECTOR - **BANKING AND INSURANCE**

<https://www.hdfclife.com/>



BRAND INTRODUCTION

HDFC Bank offers best life insurance plans in India that include various types of life insurance policies. Choose from a range of traditional & unit linked insurance plans designed to help you with your savings, retirement, investment & protection needs.

CAMPAIGN OBJECTIVE

TO GENERATE QUALITY
LEADS FOR HDFC LIFE
INSURANCE



STRATEGY

IN-HOUSE PROGRAMMATIC PLATFORM : SELF-SERVE / MANAGED DSP

ADVANCED
TARGETING AND
RETARGETING



TARGET AUDIENCE-

GEO- **PAN INDIA** AGE- **24-45**

INTERESTS- FINANCE, NEWS & SPORTS

AUDIENCE STRATEGY

Using DMP Data
(Demographic, Affinity
and Interest)



1

Retargeting List
Visitors and Similar
Audience List



2

Pre and Post
Audience Analytics-
Audience Study



4

Multiple Channel Strategy
- Native, Display,
Mobile Web & Mobile Apps



3

CAMPAIGN ACHIEVEMENTS



38232353

Impressions



90232

Clicks and
Engaged Users



11393954

Unique Users
Reached



0.24%

CTR%



2074

leads



CONCLUSION

Wrestling followers, heavy lifters and people playing extreme sports found to be more inclined towards the 3D plan of HDFC Life.

Achieved 2.30% landing page conversion rate

People between the age of 20 to 35 were more interested in buying the 3D plan of HDFC Life.

Vertoz's cross platform tracking and re-targeting helped to get 30% more leads.



THANK YOU

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Tel: +1 415 300 4333 +91 22 6142 6030 Email: bizdev@vertoz.com