

INSURANCE COMPANY



Client Background

- **Industry Segment: Insurance**
- **Business Focus: Offering various insurance products such as motor, home, property, marine, travel, and medical insurance.**

Challenges

- **Increase market share and online presence.**
- **Generate revenue and reduce cost per lead.**

Solutions

- **Developed a comprehensive digital advertising strategy.**
- **Optimized ad spend and targeting across multiple platforms.**
- **Improved lead generation and engagement through strategic content.**
- **Monitored performance metrics and adjusted strategies.**



LEAD GENERATION

Generated over 1,600 leads.



COST EFFICIENCY

Reduced cost per lead by 38%.



ENHANCED ONLINE PRESENCE

Significant increase in impressions and engagements.



REVENUE GROWTH

Achieved a 30% increase in revenue.