

# 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.