ICICI PRUDENTIAL
LIFE INSURANCE

"Taboola has played a vital role in helping us acquire new customers at efficient CPLs. The Taboola account management team also provided real-time data and creative recommendations to improve our overall campaign performance and exceed our ROI goals."

- **Abhinav Barik,** *Campaign Head, E-Commerce, ICICI Prudential Life Insurance.*
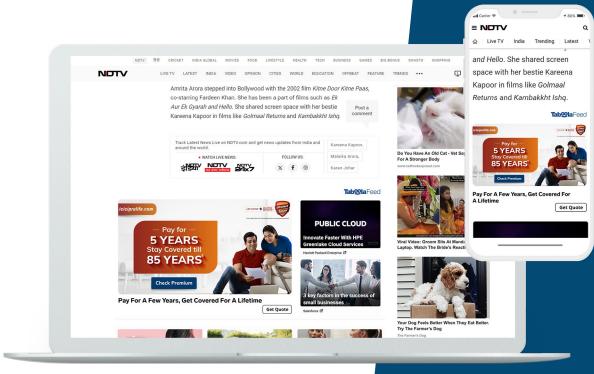
30%
Increase in Leads
Month-Over-Month

2X
Increase in ROI
Quarter-Over-Quarter

50%
Decrease in CPL

FINANCE

ICICI Prudential Life Insurance Achieves 2X Increase in ROI with Taboola Image Ads

ICICI Prudential Life Insurance Targets Engaged Audiences with **Taboola** Pixel

COMPANY

ICICI Prudential Life Insurance is one of the top life insurance companies in India, offering long-term savings and protection plans to help customers meet their different life stage requirements.

CHALLENGE

Increase High Net Worth Individual (HNI) leads for their Promoted Term Insurance product, achieving a 1X ROI.

SOLUTION

Use **Taboola** Image Ads and **Taboola** Pixel to reach target audiences across top publisher sites, expanding beyond traditional channels like Facebook and Amazon.

RESULTS

With **Taboola, ICICI Prudential Life Insurance** achieved a **30% increase in leads month-over-month, 2x increase in ROI quarter**-over-quarter, and **50% decrease in CPL** across their platform and CRM.

Introduction

ICICI Prudential Life Insurance is one of the top life insurance companies in India, offering long-term savings and protection plans to help customers meet their different life stage requirements. ICICI has developed and implemented various initiatives to provide customers with cost-effective products, superior quality services, consistent fund performance, and a hassle-free claim settlement experience.

ICICI Prudential Life Insurance Drives High-Quality Leads at Lower Costs with Taboola

ICICI Prudential Life Insurance was looking to drive High Net Worth Individual (HNI) leads for their Term Insurance product. They'd already been running multiple campaigns across channels like Facebook, Google Discovery, Amazon, and GDN. But now they wanted to launch a new acquisition campaign with a clear goal: achieve 1X ROI. And they were ready to test new channels to make it happen.

That's where **Taboola** came into play.

As a leading content recommendation platform, **Taboola** helps advertisers reach 500 million daily active users across a network of 9,000 publisher properties. With **Taboola, ICICI** was able to target audiences on top publisher sites in India like NDTV.com.

To engage these customers, **ICICI** created Image Ads of headlines, visuals, and CTAs promoting their Term Insurance plans. Readers saw the ads while they were already consuming publisher content and ready to engage with something new. Once they clicked the "Get a Quote" CTA, they were taken to a landing page for **ICICI**'s promoted product. There, they could learn more about potential plans and use the Term Insurance Calculator to check their customized premium.

Taboola Achieves 40% Lower CPL Than Google Discovery

ICICI also activated the **Taboola** Pixel to retarget users who'd previously engaged with their website content. Since these people had already demonstrated interest in the brand, they were more likely to convert. With just a simple line of code on the advertiser's site, **Taboola** could automatically identify and target these high-quality users with native ads.

The **Taboola** account management team was available every step of the way to provide real-time metrics and creative recommendations in order to improve campaign performance at scale.

As a result, the campaign successfully achieved a **30% increase in leads month-over-month,** contributing to **incremental growth in HNI leads. ICICI** also saw a **2X improvement in ROI quarter-over-quarter** and **50% decrease in CPL** across platform and CRM compared to the start of their campaign. Compared to other channels, **Taboola** achieved a **30-40% lower CPL than Google Discovery** and **3X higher ROI than GDN.**

ICICI now plans to expand their relationship with **Taboola** by testing new targeting capabilities and leveraging first-party data to optimize campaign efficiency.