



Max Life Insurance Increases Quality Lead Volume by 97% While Maintaining Cost Efficiency with Taboola



"Taboola has become a key part of our paid media mix due to their reach, transparency regarding bid amounts, creative best practices and publisher-level data. Their team serves as a valuable point of contact, helping us in identifying incremental business opportunities and keeping us abreast with enhanced platform capabilities."

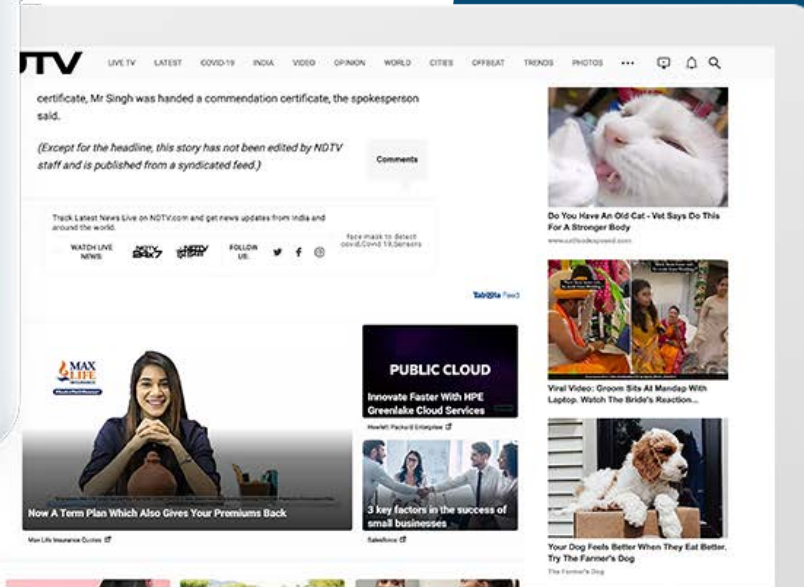
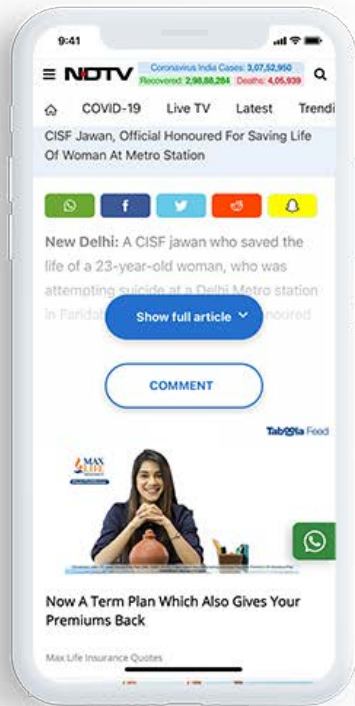
- **V Viswanand**, Deputy Managing Director,
Max Life Insurance

97%

Increase in Quality
Lead Volume

124%

Increase in Spend over
6 Months While Maintaining
Cost Efficiency



COMPANY

Max Life Insurance serves customers through long-term savings, protection and retirement solutions, delivered through high-quality agency and multi-channel distribution partners in India.

CHALLENGE

Drive quality leads at scale through native advertising, while maintaining cost efficiency.

SOLUTION

Work with **Taboola** to implement sponsored content campaigns with sharp targeting filters in relevant locations.

RESULTS

Over a period of 6 months, **Max Life Insurance with Taboola increased quality lead volume by 97%** with only a 14% increase in cost per quality lead.

Introduction

Max Life Insurance aims to be the most admired life insurance company in India by securing the financial future of our customers.

They serve their customers through long-term savings, protection and retirement solutions, delivered through their high-quality agency and multi-channel distribution partners.



Max Life Insurance Finds Their Right Target Audience with Taboola

Max Life Insurance wanted to incorporate native advertising, one of the most well-known ways for brands to connect with their target audiences, into their marketing strategy for driving quality leads at scale.

In order to promote their Max Life Smart Term Plan, one of India's comprehensive term insurance plan that offers enhanced financial benefits, **Max Life Insurance** turned to **Taboola** to support their prospecting efforts.

Max Life Insurance's goals included reaching users who still weren't sure about their life insurance needs, helping them to understand the importance of such an insurance plan, and ultimately, leading them to convert on their website.

They work with **Taboola** to optimize for qualified leads and insurance quotes. A lead is considered qualified when it satisfies **Max Life Insurance's** intended targeting parameters which they know will give it a higher chance of converting.

With **Taboola**, in a span of just 6 months, **Max Life Insurance increased qualified lead volume by 97%** at only a 14% increase in cost per qualified lead while **scaling spend by 124%**. In addition, their **quote volume increased by 87%**.

Max Life Insurance Optimizes Campaigns with Taboola's Data, Measurement and Automated Bidding Tools

In order to reach their intended audience, that has a higher likelihood of converting, **Max Life Insurance** uses **Taboola** Data Marketplace to group together various interests that perform well. **Taboola** Data Marketplace audiences are available to all of **Taboola's** advertisers, and offer audiences across various categories, demographics and industries, with various interests, preferences, and habits.

Max Life Insurance also uses zip code targeting in order to target top performing cities and include zip codes where they don't provide service.

Finally, **Max Life Insurance** leverages Taboola Smart Bid, which automatically predicts how likely a user is to convert and adjusts their bid accordingly. The success of the campaigns is tracked using Taboola Pixel, which allows them to see a breakdown of conversions to have a clear sense of their campaign's impact.

Max Life Insurance feels confident in **Taboola's** reach and expertise, and sees **Taboola** as a strategic part of their growth efforts moving forward.