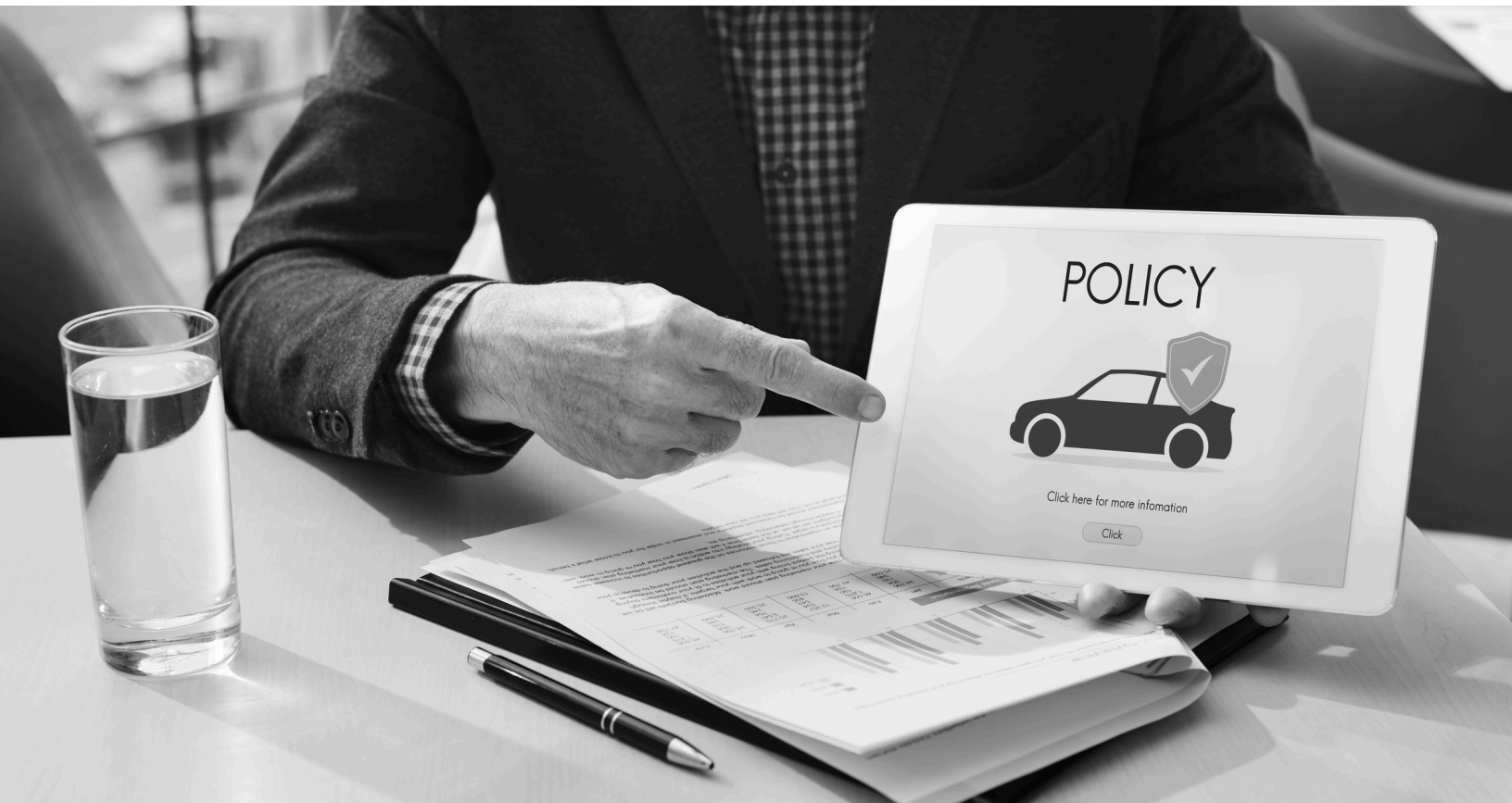


4-Wheeler Motor Insurance

A CASE STUDY

Introduction

The client sought to increase lead acquisition for 4-wheeler insurance by using a balanced digital strategy to attract new customers and engage those seeking renewals.



Challenges

Issues included:

- ↘ **Inconsistent lead quality**
- ↘ **Varying cost per acquisition during off-peak times**
- ↘ **Needing improved engagement to sustain growth**

Platforms Selected

Media Plan



Google Ads

for search intent targeting

40%



Meta (Facebook & Instagram)

for broad reach

30%



Content Marketing

for organic lead capture

20%



YouTube

for engaging visual content

10%

Campaigns Breakdown



Google Ads

Type Search & Display

Details

Focused on keywords like "motor insurance renewal," and "affordable car insurance."

Metrics

20,000+ leads generated, CPA reduced by **15%**, improved conversion rate during pre-renewal cycles.



Meta (Facebook & Instagram)

Type Lead Form Ads

Details

Collected user data through lead forms, retargeting users based on interactions.

Metrics

Lead volume increased by **25%**, ROAS of **4.5x**, high engagement on Facebook lead forms.

Campaigns Breakdown



Google Ads

Type Explainer Videos

Details

Showcased key benefits and testimonials to build trust.

Metrics

CTR improved by 3%, contributing to higher brand recall.



Content Marketing

Type SEO & Blog Guides

Details

Created content around common queries like "best car insurance in India" to drive organic traffic.

Metrics

Boosted organic leads by **10%**, reducing overall dependency on paid channels.

Campaign Adjustments and Optimization

High CPL on Meta

Adjustment Made Switched to lead form ads and optimized for mobile devices.

Impact Lowered CPL by 20%, improved user experience on mobile.

Seasonal drop in demand

Adjustment Made Increased ad spends during high-renewal periods, focused on retargeting.

Impact Improved lead consistency during peak renewal times by 15%.

Low conversion rate on organic channels

Adjustment Made Enhanced blog content with more detailed guides and case studies.

Impact Organic lead conversion rates increased by 12%.

Detailed Metrics

Total Leads Generated

20,000+

From search, social, and organic channels.

Conversion Rate (Meta)

25% improvement

Due to retargeting and optimized lead forms.

Cost Per Lead (CPL)

₹900

Achieved through targeted ad placements and seasonal budget adjustments.

ROAS - Google Ads

4x

Improved through search intent targeting during renewal periods.

Customer Engagement

30% increase

With chatbots and interactive user journeys on the website.

Detailed Metrics

Campaign	Platform	Metrics
Google Ads (Search)	Google Search	<ul style="list-style-type: none">• Leads: 8,000• CPL: ₹900• Conversion Rate: 7%• CTR: 9%
Google Display Network (GDN)	Google Display	<ul style="list-style-type: none">• Impressions: 10 million• Clicks: 100,000• CPL: ₹1,200• Conversion Rate: 3.5%
YouTube Ads	YouTube	<ul style="list-style-type: none">• Impressions: 5 million• Views: 800,000• View-through Rate (VTR): 16%• CPL: ₹1,500
Meta (Facebook & Instagram)	Lead Form Ads	<ul style="list-style-type: none">• Leads: 6,000• CPL: ₹850• Engagement Rate: 6%• Conversion Rate: 10%
Content Marketing	Organic Traffic	<ul style="list-style-type: none">• Leads: 6,000• CPA: N/A (organic)• Conversion Rate: 4%

Key Metrics

Average CPL

₹900 to ₹1,500
depending on the platform

Total Leads

|20,000+ across platforms

Return on Ad Spend (ROAS)

4.5x on Meta, 4x on Google Ads

Overall Conversion Rate

5.5% weighted average across platforms

Cost Reduction

15% reduction in CPL through seasonal budget adjustments

Get In Touch With Us, if you would like to have

- 1 A 30-Day Pilot with us – **Assured Results** or **100% refund**.
- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

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